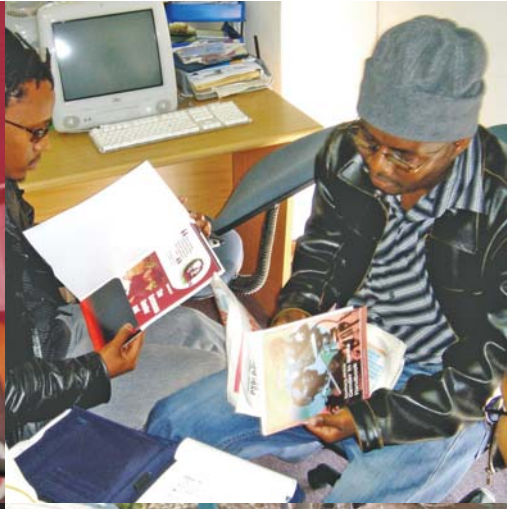
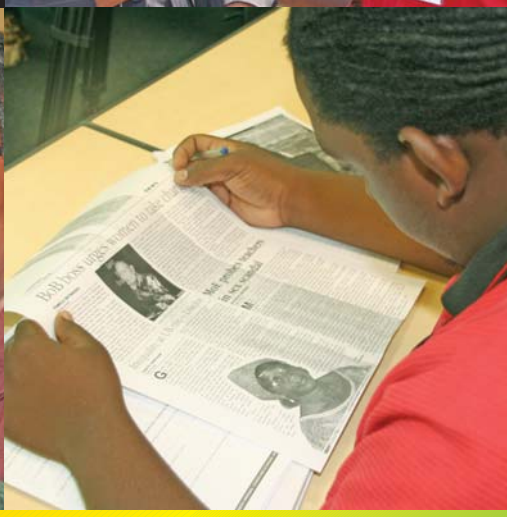



GENDER
AND
MEDIA
DIVERSITY
JOURNAL







CRITICAL CITIZENS, RESPONSIVE MEDIA

Gender and Media Diversity Centre (GMDC)

The Gender and Media Diversity Journal is an output of the Gender and Media Diversity Centre (GMDC). The GMDC is a physical and virtual resource centre based in Southern Africa, with linkages in Africa and across the globe. The centre envisages media that are diverse, representative, responsive, and professional, and a citizenry, women and men, who are empowered to engage critically with their media. It facilitates the collection, connection and dissemination of information and resources relating to gender, media and diversity. The centre also collaborates on research, education and training.



The GMDC is a consortium of media NGOs and tertiary institutions. Working with an advisory group, Gender Links and the Gender and Media Southern Africa (GEMSA) Network manage the centre. The advisory group includes:

- African Fathers, Pan African (Trevor Davies)
- African Women and Child Feature Service, East Africa (Rosemary Okello)
- Highway Africa, Pan African (Chris Kabwato)
- Institute for the Advancement of Journalism (IAJ), Pan African (Shehnaaz Bulbulia)
- Inter Press Service, Pan African (Paula Fray)
- Media Institute of Southern Africa (MISA), SADC (Jennifer Mufune)
- Media Monitoring Project (MMP), South Africa (William Bird)
- Norwegian Council for Africa, Norway (Guro Almas)
- NSJ, SADC (Donna Mpengula Tomas),
- Polytechnic of Namibia, Namibia (Emily Brown)
- Rhodes University, South Africa (Jude Mathurine)
- SAFAIDS, SADC (Tariro Chikumbirike)
- Sangonet, South Africa (TBC)
- Sol Plaatjie Institute for Media Leadership, SADC (Francis Mdlongwa)
- Southern African Editors Forum, SADC (Rob Jamieson)
- University of Liverpool, United Kingdom (Professor Karen Ross)
- University of Stellenbosch, South Africa (Professor Lizette Rabe)
- Zambia Institute of Mass Communication, Zambia (Daniel Nkalamo)
- Independent representatives:

- India, Ammu Joseph
- Malawi, David Kamkwamba
- Malawi, Henry Malunda
- Sweden, Maria Edstrom
- Sweden, Maria Jacobson
- United Kingdom, Margaret Gallagher
- United States, Gifti Nadi
- Zambia, Hicks Sikazwe
- Zambia, Rose Nyondo

The objectives of the GMDC are:

- Promote more analytical, responsive and contextual journalism.
- Develop and share a body of knowledge on gender and media diversity.
- Publicise the work of media scholars, students and practitioners.
- Provide resources that makes the links between media theory and practice.
- Create a space for participatory discussion and debate on gender and media diversity.
- Develop global and local partnerships with strategic organisations.
- Become a centre of excellence on new approaches and fresh thinking.

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Gender and Media Diversity Journal
CRITICAL CITIZENS, RESPONSIVE MEDIA
Issue 5
Copyright 2008
Gender Links
ISBN: 978-0-620-40953-

Editor: Deborah Walter
Cover photos:
Colleen Lowe Morna, Trevor Davies
Design: Haidy at Gemini Concepts
Printer: DS Print Media

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EDITORIAL



Editorial: An eye on consumers

By Deborah Walter

With close to two hundred men and women from almost twenty countries, sessions in English, French and Portuguese, including editors, journalists, and representatives from non-governmental organisations speaking on everything from media literacy to policy to activism, the third Gender and Media Summit (GEM) was in itself an example of the diversity of media in Southern Africa. Held from the 11-12 August 2008 at the Kopanong Hotel, Johannesburg, the Summit was hosted by Gender Links, the Media Institute of South Africa (MISA) and the Gender and Media Southern Africa (GEMSA) Network.

The increasing growth and reach of the Summit was clear. The presence of French-speaking delegates from the Democratic Republic of Congo and Madagascar in large numbers, as well as Portuguese speaking delegates from Mozambique and Angola, brought about the introduction of simultaneous translation so that delegates could participate fully in English, French, and Portuguese.

"It is important for me to be part and parcel of this summit so as to share experiences, best practices, network, learn from each other and above all, to catch up with old colleagues."



Abigail Gamanya, Project Coordinator, Media Alliance of Zimbabwe

While the reasons for attending the conference vary, for the nearly two hundred delegates, it is chance to exchange information and explore opportunities to further gender and media diversity in the region

Yet this year, the Summit in many ways focused attention on those not in attendance – an even more diverse group – the all important media consumer. Under the theme, "Whose news, whose views? Critical citizens, responsive media," the Summit highlighted how citizens are becoming more critical of, and engaged with, the media that reflects and shapes their world, and how media is being influenced because of these voices.

Emerging from the landmark Gender and Media Baseline Study (GMBS) of 2003, the first GEM Summit in 2004 identified strategies and challenges facing Southern Africa in "Making every voice count." Pointing out that a diverse media is not just ideal, but actually an important aspect of good media business, the second Summit in 2006, took stock of progress over the previous two years and shared practices in the region under the theme "Media Diversity and Sustainability: Good for Business, Good for Democracy."

In many ways, the focus on consumers follows this idea that media diversity is good for business. After all, consumers, through their purchasing choices, create media revenue. Yet this also places responsibility on the public. If we are tired of violence against women, how are we holding media accountable for perpetuating stereotypes that engender these attitudes? If we are tired of crime, how are we speaking out? If we want to see better quality educational programming for children, what are we doing to call on our broadcasters to provide this?

This fifth issue of the Gender and Media Diversity Journal shares a selection of case studies and papers presented at the GEM Summit 2008. These are complimented by articles produced by journalists for the daily conference newspaper, further highlighting voices, opinions, and insights from participants.

Engaging with media, whether reacting to an offensive advertisement, writing a letter to the editor, or calling

into a radio talk show – is part of being an active citizen. Beyond such important skills such as reading, writing, and math's, there are many kinds of literacy, and given the power of media in shaping attitudes and perceptions, media literacy emerges as an important factor in giving power to citizens to shape their societies.

"It is important to discuss how men and women are or can be represented as news sources and to assess how the media has performed in gender reporting in the past two years. The Summit is also an opportunity for media practitioners to interact and share ideologies on how to ensure gender equality in and through the media."



Vincent Phiri, Daily Times, Malawi

In her case study, Sikhonzile Ndlovu shares information about Gender Links' regional media literacy programme, while Sarry Xoagus-Eises discusses piloting the course in Namibia, and Namibian course participant Sharonice Busch shares a youth perspective on the benefits of being media literate. The regional programme places emphasis on practical work; case studies analysing gender in the Mauritian media produced by Mauritian course participants Denisha Seedoyal, Allia Syed Hossen-Gooljar, and Julie Té'8elot explore gender in the national media.

United-States based feminist media researcher Carolyn M. Byerly discusses a new research project sponsored by The International Women's Media Foundation to produce a *Global Report on the Status of Women in Media*, a project expecting to include more than 50 nations and take two years. In her piece, Rosemary Okello-Orlale explains how Kenyan media women still grapple with the glass ceiling.

The fourth issue of the GMDJ focused on media activism, highlighting how media is used for activism, and how and journalists, editors, and producers themselves see themselves as straddling a line between bias and their activist commitment. In this edition, the intersection between media and activism is further explored. Tonya Owen of the Media Monitoring Project highlights the need to understand the impact of "Empowering Messages," while Trevor Davies discusses media imagery and fatherhood.

"This summit that is being held at the right time when government heads are holding the SADC summit where they are expected to pass the gender protocol. It is our responsibility to push our leaders to pass this protocol that would take care of gender issues. It is also a platform for us to share experiences, ideas and learn from each other how we can move GEMSA forward."



Violet Mengo, Vice Chairperson GEMSA-ZAMBIA

Gender activists are increasingly recognising the importance of strategic media in their work. The final section of case studies, presented at the August 2008 Gender Protocol Alliance meeting, shares strategies around campaigning for gender equality. Evelyn Samba Mwaita of Action Aid and Hope Gertrude Muli of AWEPON, share information about gender campaigns in Kenya.

The Gender and Media Summit provided an opportunity for those involved in media diversity from across the region to come together to exchange information, plan collaboration and devise strategies. While the opportunity to gather such a large group of gender activists and media representatives happens only every second year, the opportunities for engaging amongst this community are still diverse and ongoing.

We hope that this edition of the journal will continue to inspire discussion on gender, diversity, and media and continue to create dialogue on both media's role in social change, as well as how activists can make better strategic use of media. This journal is an initiative of the Gender and Media Diversity Centre, which further provides opportunities for media and activists to engage in debate and dialogue, share ideas, and create partnerships.

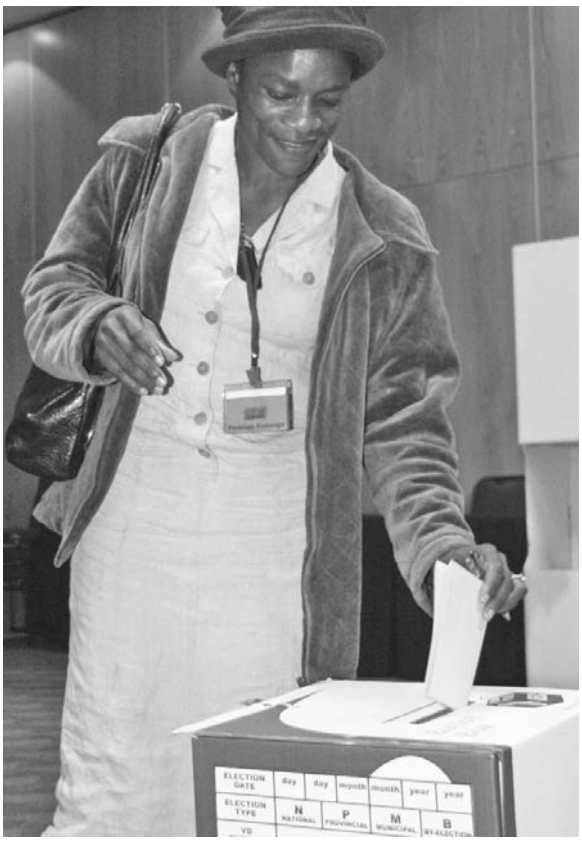
We invite comment and feedback on this issue, as well as contributors for future issues. For information about upcoming themes and contributors guidelines, please contact the editor on: editor@genderlinks.org.za.

NEWS BRIEFS

New GEMSA Executive Committee

On August 11 2008, delegates from 14 Southern African countries, and international representatives from Sweden and the United States packed the standing room only Annual General Meeting of GEMSA, held on the eve of the bi-annual Gender and Media Summit. GEMSA representatives elected a new Executive Committee Sunday (August 10). New committee members include:

- Loga Virahsawmy of the Mauritius Media Watch Organisation as chair;
- Jennifer Mufune of the regional office of the Media Institute of Southern Africa (MISA) as deputy chair;
- Dorothée Swedi of the DRC was elected secretary; and
- Kubi Rama, the first Chief Executive Officer of GEMSA, now the manager of the world's first Gender and Media Diversity Centre based at Gender Links in South Africa, was elected treasurer.



Penelope Paliani, Malawi, voting in GEMSA elections
Photo: Trevor Davies

The Independent Electoral Commission of South Africa (IECSA) presided over the elections. In an interview, GEMSA's incoming-chair, Virahsawmy, pledged to upscale best practices from the GEMSA country chapters that can be adapted to suit the specificity of other countries in the Network. "I am more of an advocacy activist than anything else and we do deliver the goods whenever we take up any project," she said." I would like to see results and with sound finances on which we can rely, I am sure that things will get going."

Contributor: Arthur Mwansa and Rishi Ramnauth

Media Monitoring Project appeals "Alien" ruling

On 25 September, the Media Monitoring Project (MMP) of South Africa was granted leave to appeal against the ruling of the Press Ombudsman in response to the complaint against the Daily Sun's continued use of the word "alien" to describe foreign nationals during the xenophobic attacks which occurred in the country in February 2008. On 29 May MMP and its partner the Consortium for Refugees and Migrants in South Africa (CoRMSA) submitted a complaint to Press Ombudsman. that Daily Sun's continued use of the term "aliens" to refer to non-national's is inappropriate and discriminatory. Further-more, MMP believes that its reporting had the effect of supporting the February violence by perpetuating stereotypes of foreign peoples.

Source: http://www.journalism.co.za/news/mmp-appeals-alien-ruling.html

Orange ribbon campaign for newsrooms

The Zambia chapter of GEMSA is launching an innovative new campaign to focus attention on gender insensitive reporting in media houses. Taking from the brilliant GEMSA orange colours, the ribbon campaign calls on media institutions to challenge themselves on their reporting of gender



Nelson Banda, GEMSA-Zambia Chairperson *Photo: Trevor Davies*

issues. "The campaign is a tool that will be used to discourage media on gender insensitive reporting and to also engage media institutions to develop policies," said Nelson Banda, GEMSA-Zambia Chairperson. According to Banda, most media institutions do not have an active approach to discourage gender insensitive reporting. "The idea behind the campaign is to start challenging ourselves as media practitioners to develop a sensitive gender reporting approach that responds to both men and women." Banda further observed that the orange ribbon campaign would be a unique initiative to influence policy change in newsrooms when it comes to balancing of news sources as well as recruitment of staff in the newsrooms. GEMSA will stage the campaign during this year's 16 Days of Activism.

Contributor: Perpetual Sichikwenkwe

Programme on international court launched in DRC

The Institute of War and Peace Reporting (IWRP) has launched a radio programme aimed at increasing public awareness in the Democratic Republic of Congo about war crimes trials taking place at the International Criminal Court. The fortnightly programme, "Facing Justice," was broadcast for the first time in October in Lingala, Swahili and French. IWPR's partner is Search for Common Ground, which will distribute the programme via a network of more than 90 partner radio stations around the country. Facing Justice will draw on contributions from IWPR-trained journalists in DRC, staff at IWPR Netherlands, legal experts, civil society, political analysts, human rights activists and government representatives.

Source: http://www.journalism.co.za/

Zambian wins MISA Press Freedom Award 2008

The Media Institute of Southern Africa (MISA) awarded Zambian Professor Fackson Banda of Rhodes University with MISA Press Freedom Award 2008. According to MISA, Professor Banda is one of the most outstanding academics of his time who has contributed immensely to knowledge on media sustainability, media policy, and new media, as well as the mentoring young journalists now serving various media organisations in southern Africa. "His various radio and television interview programmes subjected politicians and other public figures to the kind of critical questions that epitomised engaged citizenship, becoming some of the few examples of independent broadcast journalism in the country."

Source: http://www.misa.org/

The unsung heroes of HIV care work

HIV/AIDS has forever changed many aspects of our countries and communities. Perhaps most significant is the increased burden of taking care of the sick, either in hospitals or homes. Research conducted across the region indicates that women and girls are overwhelmingly responsible for caring for people who are ill, a burden that has increased significantly with HIV and AIDS. Seeing this, the Gender and Media Southern Africa (GEMSA) network last year embarked on the "Making Care Work Count" project in six Southern African countries. According to Kubi Rama, the project hopes to raise awareness, recognition and support for care workers, especially those providing



Rose Thamae of "Let Us Grow," in Orange Farm, South Africa, one of thousands of care workers in the region. *Photo: Gender Links*

home-based care for people living with HIV/AIDS. Next year, the project will launch in six more countries. She said the key success that GEMSA has achieved was ensuring inclusion of care work in the Protocol on Gender and Development, recently signed by SADC Heads of State. Rama said the campaign is now going into the second phase, which looks at actual policies around care work. She said such policies are urgent, but challenging as developing policy is a long-term process.

Contributor: By Perpetual Sichikwenkwe

Rwandan state media reject poll report

Rwandan state media has dismissed a report by the Media High Council (MHC) on how government-owned media outlets allocated and distributed airtime to political parties and the lone independent candidate during the just concluded parliamentary campaigns. The report presented by the Executive Committee of the MHC named "Media Monitoring Report on the Allocation of Airtime and Space in the Public Media to Political Parties and Independent Media" raised dust when representatives of the Rwanda Office of Information (ORINFOR) perused through and firmly branded the report as misleading and incomplete.

Source: http://www.journalism.co.za/news/rwandan-state-media-rejects-report-on-poll-coverage.html

Media women in Cameroon resolve to combat gender injustice

Female media practitioners in the Southwest Province have resolved to combat gender injustice in media houses. Over 25 female journalists made the decision at the end of a 2-day workshop on gender justice in media houses. The workshop, organised by Buea-based common initiative group, Nkong Hill Top, in partnership with the World Association for Christian Communication, took place at the Local Government Training Centre in Buea. Members of the National Professional Media Women (NAPMEW) urged female journalists to sensitise bosses to recommend women for leadership positions, go out for more challenging assignments, organise programmes and write articles that will urge decision makers to give female media practitioners

the opportunity to prove their worth.

Source: http://www.womensnet.org.za/news/media-women-resolve-combat-gender-injustice

First African media leaders forum held

Over 32 CEOs of African media organisations who met in Dakar, Senegal in November 2008 called for a stronger push for media development in Africa, and agreed to collaborate so that media can play a more proactive role in Africa's development. "The future of media in Africa lies in convergence and partnerships," said Linus Gitahi, CEO, Nation Media Group, Kenya and publisher of *The Nation*. "We cannot wish away an idea whose time has come." AllAfrica Global Media, a content service provider, and the World Bank co-sponsored the event titled "African Media Leaders Forum (AMLF): Shaping the Future of Africa's Media," The "Dakar Declaration" issued by African media leaders agreed to:

- strengthen collaboration, share experiences and content, and adopt international norms of good corporate governance and sound management of media organisations;
- invest in strengthening the skills and knowledge of media professionals and journalists;
- develop a charter for African media leaders; and
- support establishment of the African Media Initiative as a permanent corporate entity in Africa to, among others, support the activities of AMLF and serve as a resource for media development across the continent.

The second forum will be hosted by the Nation Media Group in Nairobi, Kenya, in 2009.

Source: http://www.journalism.co.za/

Gender and Media Awards

This year's Gender and Media awards, presented on the eve of GEM Summit 2008, attracted 62 entries; 38 of them written by women, who made six of the 10 final winners. Winners came from Malawi, Mauritius, South Africa, Tanzania and Zimbabwe. Photojournalism was a new category in the awards. Speaking at the awards ceremony, South Africa's Mister of Agriculture Lulu Xingwana, hailed the awards saying they recognised journalists that put in extra efforts to investigate while writing their stories. "These are our gems." She described the standard of the entries as high and said the articles covered a wide range of issues. The minister said there was need for more women's voices in the media and said the current practice whereby big businesses portray women as objects by needs to stop. "Our citizens must be active consumers of media messages."



Avinash Bissoodoyal of Mauritius accepting award for best television feature *Photo: Trevor Davies*

Award Winners

Print: News
Swart's victory in sex-pest case a boost for women
Edwin Naidu, South Africa

Print: Feature
New magic? HIV+ mum but HIV negative baby
Brian Ligomeka, Malawi

Print: Opinion and commentary
Pro-active initiatives increasing girls' university enrollment
Bestina A. Magutu, Tanzania

Best practices: Gender and Economic reporting
Climate change, water crisis
Raphael Mweninguwe, Malawi

Best practices: Sustained reporting on a particular issue
HIV prevention trials in Southern Africa
Kristy Siegfried, South Africa

Category: Photojournalism
Name of photo: Maasai men braiding women's hair
Trevor Davies, Zimbabwe

Television: News
Domestic violence
Gillian Pillay, South Africa

Television: Feature
Name: AIDS: Living together
Avinash Bissoondoyal, Mauritius

Best practices: HIV and AIDS
The trials and tribulations of community involvement in research
Kanya Ndaki, South Africa

Best practices: Political participation
Pro-active gender campaign for Malawi elections
Daniel Manyowa, Malawi



Dumisani Gandhi, MAP programme manager, presenting SPI-MAP awards *Photo: Trevor Davies*

Sol Plaatje Institute and Media Action Plan awards

Gender Links collaborated with MISA, Panos, SafAids, GEMSA and UNAIDS to spearhead the Media Action Plan on HIV/AIDS and gender, and institutions were invited to submit nominations for examples of good HIV and gender policies. *The Voice* newspaper of Botswana won this year's award, followed by Namibia's Katutura Community Radio station.

Contributor: Moses Magadza

SADC Protocol on Gender and Development



Lebohang Pheko (left) and Maude Dikobe (right), Gender Protocol Alliance Parallel Meeting to Heads of State
Photo: Trevor Davies



SADC women soar to new heights with Gender Protocol

By Colleen Lowe Morna

The launch of the Southern African Development Community (SADC) Protocol on Gender and Development may not have been accompanied by the same snazzy power point presentation as that of the Free Trade Area, but its reach extends far beyond anything that the 15 men who lead the region could ever have imagined.

Bobbing to the tune of an all-male police band playing *pata pata,* the SADC Heads of State signed on to a sub-regional instrument that sets 23 targets for the achievement of gender equality in every sphere of life over the next seven years at their summit in Johannesburg from 16-17 August 2008. The most binding sub-regional instrument of its kind, the Protocol brings together all the existing global and African commitments to gender equality, but strengthens these through specific time frames missing in these agreements as well as in other SADC protocols.

The gender protocol is a triumph for the 42 women's rights organisations from across the region that have come together as the Southern African Gender Protocol Alliance to demand that the 1997 SADC Declaration on Gender and Development be elevated to a protocol. In SADC parlance, a declaration is a "nice to do" while a protocol is a "have to do." During three years of tough negotiations that saw many of the targets thrown out and then rescued after the August 2007 summit in Lusaka, gender organisations have worked skillfully and strategically to craft the document, coming back in through their country delegations as space for meaningful participation at regional level closed.

Raw emotions and backlash have flowed, with comments like "no one is going to tell me that I can't have sex with my wife" and "who are these women to tell me how many wives I should have" not uncommon at the meetings of officials where most of the drafting of such agreements takes place. Battles lost include those for the inclusion of marital rape; provisions for co-habiting couples who break up; reference to particularly vulnerable groups of women (seen by many in the region as an attempt to bring in sexual orientation through the back door) and explicit reference to redressing the contradictions between constitutional rights and customary law. In several parts, the word "endeavour" replaces "ensure."

Alliance members have already swung into gear with a 27-page action plan that includes translating the key provisions into indigenous languages; dozens of village level meetings; thematic clusters to track progress (including a new Gender and Economic Justice Network) and a shadow report every two years when governments are required to report on progress. As the free trade area lowers the barriers to trade, Southern African women are determined to see the many hurdles to their effective citizenship come tumbling down as well.

Media was a vital component of the strategy to advocate for the adoption of a comprehensive Protocol. Aside from writing numerous articles and opinion pieces for circulation in national and regional media, Gender Links (GL) produced a news supplement *Lentsoe La Basali – Women's Voices'* in time for Summit 2007. The supplement was distributed in one of the widest circulating newspapers in Zambia,

the 2007 host country for the Summit, as well as to Summit delegates and other civil society groups. It has continued to be distributed to other countries after the Summit as an awareness raising tool.



OPINION

Major step for gender rights on SADC agenda

Gender activists are lobbying for a legally binding protocol on gender and development at the upcoming annual SADC Heads of State Summit, writes **Pamela Mhlanga**

THE question on everyone's mind - will this be the year historically counted as the summit where our leaders took the momentous step of raising gender equality issues to the highest level of the regional integration agenda?

Over 60 organisations and individuals from the Southern African Development Community (SADC) region and across Africa are convening in Johannesburg this week, from August 14-16, parallel to the SADC Summit, to lobby for the adoption of a draft protocol on gender and development.

Opening with an address by Dr Essop Pahad, minister in the presidency, activists hope President Thabo Mbeki will bring South Africa's progressive stance on gender equality to bear on a positive outcome.

Why is it essential for the region to move in this direction?

While the SADC has made strides to address women's rights, concerns ranging from gender policies to gender sensitive legislation, equality between women and men on many levels has not been reached. In fact, for every step in the direction of equality, we take three steps back.

Even while we are grappling with the longstanding brutalities of domestic violence and widespread sexual assaults, newer forms of abuse, such as human trafficking of women and girls, are emerging.

Women remain the poorest of the poor, hunger and food insecurity hit women and children the hardest, and the number of women in leadership positions at all levels remains unreasonably low in most SADC countries.

Although there are a number of regional and national commitments to addressing gender issues, it is clear that "women don't eat paper".

Policies and laws on paper are not enough, there is a need to shift toward delivery to make them work for women.

As a protocol (unlike a declaration), this document would ensure that gender equality and women's rights become part of the SADC legal system, legally binding member states to act.

This moves gender equality out of the scope of intention, and firmly into the domain of legal requirements. The current draft has 20 targets to achieve gender equality by 2015, including:

Reviewing, amending and repealing all discriminatory laws

Abolishing the legal minority status of women

Eliminating gender-based violence by half by 2015, including human trafficking and sexual harassment

Having at least 50% of women represented in decision-making in the public and private spheres

Equal participation by women and men in the economy, including trade and entrepreneurship in the formal and informal sectors.

Once adopted, the gender protocol would make it necessary for all forms of regional co-operation to take gender on board in all processes supporting development, democracy and human rights in this region. A watershed development indeed. Moreover, the protocol would require states to not only report on progress periodically, but also places the issues at the centre of the regional co-operation agenda.

The anxious wait by activists is understandable. Not only is the protocol an important step for equality in the region, it also represents tremendous efforts by the people of the region. At least seven drafts have been negotiated at senior technical and political levels by SADC governments, text removed and re-inserted, and issues agreed and disagreed upon.

Suffice to say that the region is a step closer towards adoption after the recent review of the draft by the SADC ministers of justice in Lusaka at the end of June this year.

Yet perhaps uppermost in most gender activists' minds is whether, after its deferment last year at the Lusaka Summit, there is assurance of adoption this time around?

In order to minimise the possibility of another deferment, women's organisations have been elevating their game, implementing pro-active political strategies at national and regional levels.

One of the more visible lobby coalitions, the Southern Africa Gender Protocol Alliance, has been leading this process.

The Alliance, made up of more than 16 organisations and individual activists, developed a roadmap in January this year towards the SADC Summit that mirrors the official SADC roadmap. Alliance members focused their energies on different spheres of influence, including at ministerial level in different countries.

They participated in key technical meetings, either individually or as part of government delegations.

The goal - to ensure that the "minimum agreed standards" - they have set is not compromised.

This has resulted in varying degrees of success in maintaining key issues and text in successive drafts; some fundamental ones, such as marital rape, protecting the rights of vulnerable and marginalised groups, the rights of women to control their fertility, and the rights of cohabiting couples still hang in the balance.

At this stage, the critical issue is that the draft presented to the council of ministers, and subsequently to the heads of state or government, retains the fundamental provisions without which the protocol would lose meaning for women of the region.

Summit host South Africa has a relatively good record of addressing issues that matter to women of the region, and is in fact a regional leader in ensuring women's representation in decision-making. It thus has direct influence in the outcome of this gender equality agenda during the SADC Summit.

The adoption of the gender protocol at the summit this month would surely represent this region's finest hour.

Pamela Mhlanga is deputy director of Gender Links. This article is part of the organisation's Opinion and Commentary Service that provides fresh voices on everyday news.

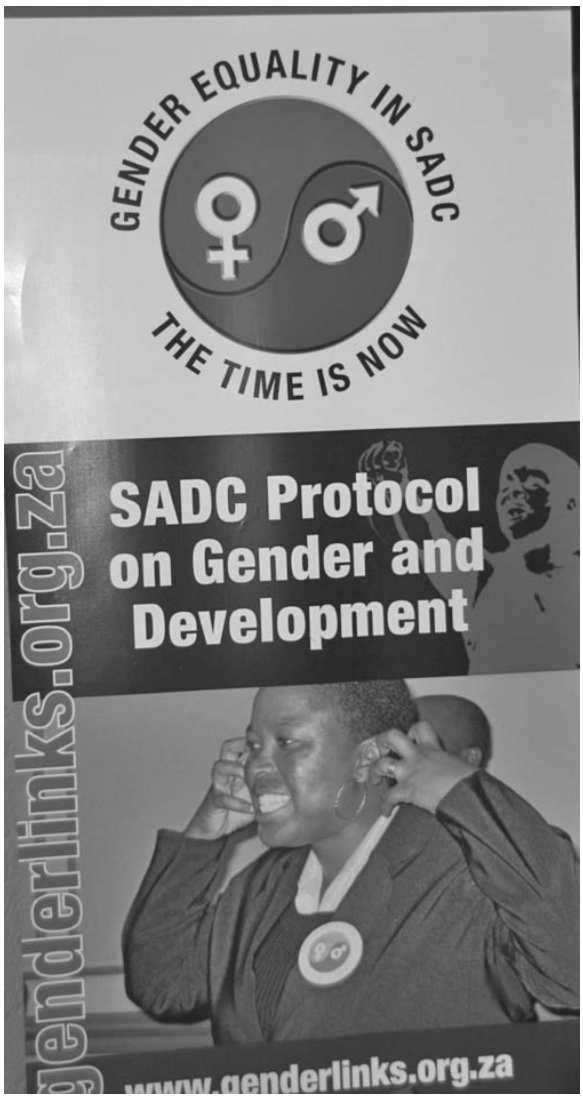
ACTIVIST and journalist Sarry Xoagus-Eises will be one of the Namibian representatives lobbying for the SADC to adopt a draft protocol on gender and development. She has been involved in gender activism, and is pictured here at a Gender and Media Southern Africa Network protocol press briefing in 2005

PICTURE: COLLEEN LOWE MORNA

In order to build capacity around engaging with the media, Alliance members participated in two training sessions on writing for media. The trainings are undertaken in tandem to other meetings, and concrete outputs are opinion or commentary pieces that are published regionally. All outputs raise the issues that are at the core of the civil society campaign for the adoption of the Protocol.

In January 2008, Alliance members developed articles and opinion pieces for a news supplement published in April 2008 in time for the SADC Heads of State Poverty Summit to be held in Mauritius. The news supplements and regular articles were accompanied by press releases at key moments of the campaign where specific issues for action are highlighted in the media.

GL, on behalf of the Alliance, produced brochures with fact sheets on key issues in the Protocol as well as posters, during the course of the year. These have been widely distributed nationally and regionally, and served as an important information source on the significance of the Protocol process. Each of the fact sheets are valuable resources for media, provide key facts and issues at a glance.



Gender Protocol banner *Photo: Trevor Davies*

The adoption of the Protocol was not the end for the Alliance, but rather the beginning of a new phase to advocate for ratification, and most importantly, implementation. More and more gender, and other, activists are refining their advocacy strategies to take greater advantage of media as an important tool in campaigns. Media coverage has the power to sway both public opinion and policy priorities. Activists who are able to engage with media, both

in terms of producing content and encouraging journalists to be more aware of certain issues, are more likely to see their issues at the forefront of national, and international agendas.

Writers Bio
Colleen Lowe Morna is the Executive Director of Gender Links



Power in numbers, Gender Protocol Alliance meeting 14-16 August 2008 *Photo: Trevor Davies*



SADC Protocol – What's in it for the media?

By Gloria Ganyani

The recent signing of the Southern African Development Community (SADC) Protocol on Gender and Development could mean that the stories and images in the region's media may soon have a more balanced perspective. The Protocol includes a groundbreaking section that, if ratified and implemented, will advance and give extra momentum to the already animated regional activism promoting gender equality in and through the media.

Among many other provisions, the draft Protocol proposes measures to promote the equal representation of women in the ownership of media, and in the media's decision-making structures. It also calls for measures that will discourage the media from promoting pornography and violence against all persons, especially women and children; the depiction of women as helpless victims of violence and abuse; and for measures to stop the exploitation of women, especially in the areas of entertainment and advertising.

"There has been an outcry for a long time that women are exploited through the media," says Daniel Manyowa, a freelance journalist from Malawi. "In Malawi, there was an outcry when an advertisement on condoms had a picture of a woman who was semi-naked and had her thighs exposed. People complained that such images portrayed women as sex objects. The Protocol could be a positive move towards stopping the media from degrading and exploiting women," adds Manyowa.

The media and visual images play a key role in perpetuating gender stereotypes. They can also influence the construction of new perceptions and realities around the roles of men and women in society. Despite growing pressure from media activists, many media continue to stereotype women, often disregarding their capabilities. Commercial advertisements use women's bodies provocatively, and hard news misses opportunities to portray women's diverse capabilities.

"Even on issues that affect women directly, you hear men's voices and one wonders why women's voices are absent, even on matters that are pertinent to them," says Loga Virahsawmy, the newly appointed chairperson of the Gender and Media Southern Africa Network.

"The public should therefore be trained to be media literate so that they can critique the media, give their opinion pieces, or even send media alerts so that the media become cautious that they are being watched and become more responsive," she added.

For Malawi journalist, Vincent Phiri, it is very crucial for the media to be monitored because it makes them vibrant and responsive. However, he suggests that it is not necessarily the role of the public to monitor the media but that there is a need for codes of conduct.

The Protocol also supports giving an equal voice to both women and men in all areas of coverage in the media. For Koliwe Nyoni, Gender Officer for the Media Institute of Southern Africa, (MISA) Zimbabwe Chapter, media should take into account the opinions and reflections of both men and women. "Everybody should be represented but that is not happening now."

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It also encourages the media to play a constructive role in the eradication of gender-based violence by adopting guidelines that ensure gender-sensitive reporting on this issue.

"By highlighting and exposing cases of gender violence, providing information where people can seek help, and setting an agenda for debate, the media can contribute meaningfully to ending violence. If implemented, the Protocol will influence media houses to provide space for the coverage of such issues," says Perpetual Sichekwenkwe, a member of the Gender and Media Southern Africa (GEMSA), Zambia Chapter.

According to Dominica Mudota, Programme Officer, Policy, Gender and Human Rights at the Southern Africa HIV and AIDS Information Dissemination Service, the Gender Protocol could be a bold step by the SADC leadership in demonstrating commitment towards addressing gender inequalities.

Journalistic ethics calls for journalists to be fair and balanced in their reportage. Balance implies presenting all sides of a story, being gender sensitive and bringing out views of both men and women.

While the media have enjoyed watching other sectors of the society and exposing their excesses, media consumers have not been actively involved in challenging media, especially in cases where media publishes insensitive and blatantly discriminatory material such as advertisements, cartoons and stories.

The media need reminding that they represent everyone including people at grassroots level. The challenge however is to empower women to be knowledgeable about current affairs so that they are



Will the Protocol mean less stereotypical media images?

in a position to comment about socio-economic and political matters that affect their lives. This includes engaging with media, so that this important avenue for shaping opinion and perceptions, can play its role in promoting gender equality, and with it, democracy.

Writers Bio
Gloria Ganyani works with Southern Africa HIV and AIDS Information Dissemination Service (SAfAIDS) Media Unit in Zimbabwe.

Media provisions in the SADC Protocol on Gender and Development



Ensure gender is mainstreamed in all information, communication and media policies, programmes, laws and training in accordance with the Protocol on Culture, Information and Sport.

Encourage the media and media-related bodies to mainstream gender in their codes of conduct, policies and procedures, and adopt and implement gender aware ethical principles, codes of practice and policies in accordance with the Protocol on Culture, Information and Sport.

Take measures to promote the equal representation women in the ownership of, and decision-making structures of the media accordance with Article 12.1 that provides for equal representation of women in decision making positions by 2015.

Take measures to discourage the media from:

- promoting pornography and violence against all persons, especially women and children;
- depicting women as helpless victims of violence and abuse;
- degrading or exploiting women, especially in the area of entertainment and advertising, and undermining their role and position in society; and
- reinforcing gender oppression and stereotypes.

Encourage the media to give equal voice to women and men in all areas of coverage, including increasing the number of programmes for, by and about women on gender specific topics and that challenge gender stereotypes.

Take appropriate measures to encourage the media to play a constructive role in the eradication of gender based violence by adopting guidelines which ensure gender sensitive coverage.



Meeting the media targets in the SADC Gender Protocol

By Colleen Lowe Morna

Abstract

The signing of the SADC Protocol on Gender and Development is not an end for gender activists, but a very important beginning of implementation. The question now arises as to how we move forward in implementing all of the progressive targets. This includes developing strategies for meeting the media targets outlined within the Protocol. In designing these strategies, it is important to look at existing initiatives - what has worked and what has not - to build on the already vibrant gender media movement in the region.

Key words

media, protocol, gender

Introduction

The media was one of the less hotly contested yet critical areas of concern in the lobbying and advocacy on the SADC Protocol on Gender and Development. Gender activists have long recognised the critical importance of the media in changing attitudes and mindsets, but have not always known how to engage with the fourth estate.

The only reference to the media in the 1997 SADC Declaration on Gender and Development (SDGD) is to "encouraging the mass media to disseminate information and materials in respect of the human rights of women and children." This provision was inadequate for a number of reasons. First, the provision refers only to the human rights of women and children. This excludes other areas of coverage, such as social and economic circumstances. The clause also gives the impression that gender concerns can be equated to women and children. Second, the clause refers only to stories specifically about women's and children's "issues." These are clearly important, but they are a small proportion of overall coverage. What is equally significant is ensuring that gender is taken into account in *all* coverage: whether political, economic, sports, health, HIV/AIDS etc.

A marked improvement on the SADC Declaration on Gender and Development, the Protocol's provisions are significant in that:

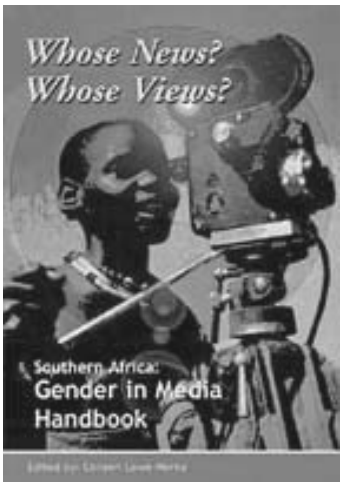
- They cover both media content and the institutional make up of the media.
- They touch on both policy and training.

- They touch on both the sins of omission (the absence of women's voices and need to give women equal voice) as well as the sins of commission (the perpetuation of gender stereotypes in the way in which women are covered; especially the coverage of gender violence).
- The provisions are consistent with and do not in any way challenge freedom of expression. Indeed, they highlight the argument that gender and media activists have been making: that the subliminal silencing of women in the media is – the world over- one of the worst violations of freedom of expression.

The key challenge now is how to take these provisions forward. This paper explores the context and background to the gender and media sector in Southern Africa; the strategies that have been adopted thus far; and recommended actions going forward for ensuring that the gender balance and sensitivity envisioned in the provisions above becomes a reality.

Context

Some context is important. Twelve years after the Fourth World Conference on Women in Beijing, gender disparities in the media remain among the most glaring of all. Across the globe, women are grossly under-represented in the decision-making structures of the media. The only news-making category in which women predominate is as TV producers. The Global Media Monitoring Project (GMMP) conducted before the Beijing conference showed that women constituted 17% of news sources. Five years later, that had increased by a mere one percent to 18%, and ten years later (in 2005) to 21% At this rate, it will take more than a few life times for the media to finally reflect the views of women and men equally!



In 2002, GL, the Media Institute of Southern Africa (MISA) and the Media Monitoring Project (MMP) of South Africa conducted the *Global Media Baseline Study (GMBS)* study (which covered twelve Southern African countries). This study found that women constitute 19% of news sources in South Africa and that black women, who constitute 41% of the population, account for a mere seven percent of news sources. Across the Southern African region which comprises twelve countries, women constituted 17% of news sources (GMBS, 2003).

While women politicians in Southern Africa account for about 20% of news sources, they accounted for only 8% of the politicians whose voices were heard. The study found that women's voices are virtually absent in a range of mainstream areas including the economy, politics and sport and that older women are virtually missing from news pages. Women are most likely to be portrayed as homemakers, fashion models or as victims of violence, and rarely as citizens participating in the building of their nation (GMBS, 2003).

Strategies for change

There have been several different approaches to the issue of gender and the media. These include:

- Empowering women journalists (the route taken by media women's associations that have been especially strong in East Africa).
- Creating alternative media for women's voices to be heard, especially with the advent of IT that reduces costs and creates multiplier effects.
- Consumer protests and boycotts, especially against offensive advertising.
- Seeking to bring about gender balance in the institution of the media as well as in its editorial content through direct engagement with the media.

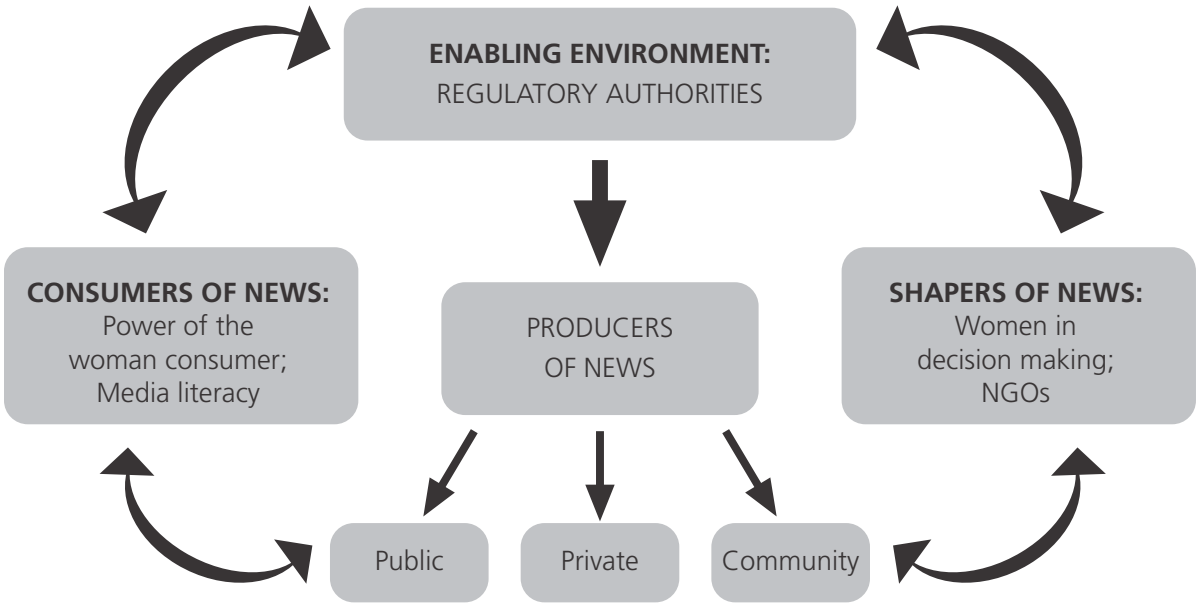
None of these strategies are mutually exclusive. Each touches in some way on three fronts on which action is required: by those who produce the news; by those well placed to shape the news; and by those who consume the news.

Clearly the producers of news are at the heart of the matter. But they work within legal and policy frameworks

that create or negate an enabling environment for change. Freedom of expression does not mean absence of regulation. All airwaves are regulated. Many forms of media (for example print and advertising) have their own self regulatory bodies. These are powerful entry points as they set standards to which the industry can be upheld.

Media ownership – whether state, private or community - has a bearing on responsiveness to change, as well as strategies for advocating change. For example, in approaching media that is funded through tax payer's money, it is legitimate to demand diversity in both the composition and content of the media. In the case of private media, more sophisticated bottom line arguments are required. Who are the audiences and what do they want? How does gender blindness limit market opportunities and conversely can a more responsive media be shown to be more viable and sustainable?

Change is not just about the media; but those who are well placed to shape media content (i.e. women decision-makers and activists who through their activities can create platforms for women's voices to be heard and become newsworthy). Citizens who consume media outputs have a clout they (especially women) are often not aware of to shape the agenda. They should be aspiring to move from being mere consumers of news to shapers of news. All these constituencies are crucial in targeting research, training and other interventions.



Activist research and networks

Media monitoring is one of the most powerful tools for holding the media accountable. The GMMP and GMBS have been at the centre of GL's advocacy strategies, as has been the strategic alliance with MISA, the mainstream media institution that promotes freedom of expression in the region. During national action planning workshops that took place in all Southern African countries that participated in the GMBS in 2003, media practitioners, decision-makers, analysts and activists devised a range of strategies for addressing these gender gaps.

The workshops culminated in a Gender and Media Summit in 2004 that served as an accountability forum for each country to come back and report on what measures have been taken. The summit also led to the formation of the Gender and Media Southern Africa (GEMSA) network, the only such regional network that we are aware of dedicated to redressing gender imbalance in the media.

Criteria for gender aware reporting included:
- Gender balance of sources (voices).
- Awareness of differential impact.
- No double standards.
- No moralising.
- No open prejudice.
- No ridicule.
- No placing of blame.
- Challenges stereotypes

The GEMSA Secretariat is based at Gender Links and now includes 12 institutional and over 300 individual members in ten countries where local GEMSA chapters have been registered. The second GEM Summit in September 2006 held under the banner "Media diversity, good for democracy, good for business" doubled as the GEMSA general meeting. The third in August 2008 focused on "Whose news, whose views? - critical citizens, responsive media".

All summits featured the now well known Gender and Media Awards. Examples of items that have received awards include a story from Mauritius on a day care centre run by men; a documentary on virginity testing in the era of HIV and AIDS; what happened when a beauty queen found that she was HIV positive; women mine workers in South Africa and the revival of a practice of father's "selling" their daughters in a remote part of Malawi in the wake of a devastating drought and mounting poverty. The awards served to make the point that gender aware reporting is primarily about good, thorough, thought provoking and investigative journalism.

As a sequel to the GMBS, and as part of a multi sector initiative involving several media development agencies, GL and the MMP in South Africa have undertaken a baseline study on coverage of HIV and AIDS and Gender in the Media. This showed that despite Southern Africa being the worst affected region in the world, coverage of HIV comprises 3% of total coverage, while people living with AIDS constitute 4% of the sources. The study also found that while the bulk of coverage is on prevention, very little of this addresses the gender power relations that fuel the pandemic. Care, and especially women's role in providing care, receives the lowest coverage (*HIV and AIDS and Gender Baseline Study*, 2006). This research is at the heart of the Media Action Plan Policy initiative in newsrooms (see next section).

In its *Mirror on the Media* series, GL works with gender and media networks and strategic partners like the Media Monitoring Project in South Africa, Namibia and Zimbabwe on shorter, targeted monitoring projects that open new areas of inquiry and broaden the debate. These have included comparing coverage of Women's Day on 9 August in South Africa with daily coverage (*Can every day be Women's Day?*); comparing coverage of gender violence before and during the Sixteen Days of Activism from 25 November to 10 December, monitoring of radio talk shows (*Who Talks on Talk Shows*?), assessing gender in advertising, and examining the tabloid media.

This series prompts important specific debates, like why women comprise only 35% of talk show guests and less than a quarter of those who call into talk shows; or why sexist comments like "women cannot be associated with reason or calmness" (Tolmay, 2005, 6) go unchallenged. The *Mirror on the Media* report on advertising contains fascinating quantitative data on how often and in what roles women and men feature. This includes how women are often "seen and not heard" in advertising (Lowe Morna and Ndlovu, 2007) and an array of examples on how blatant stereotypes continue to be perpetuated in advertising (like the cool man who always makes the right choices whether it be his work, his beer, or the women he picks!)

Audiences, consumers and media literacy

Content analysis has spurned questions and a demand for audience research, an area that is still highly underdeveloped in the region. The audience research that exists in a few countries (like South Africa and Namibia) is entirely geared towards establishing the purchasing power of consumers to attract more advertising. Put simply, most editors have very little idea who their audiences are, let alone if they are women or men, and what their tastes are with regard to media content.

SADC PROTOCOL ON GENDER AND DEVELOPMENT

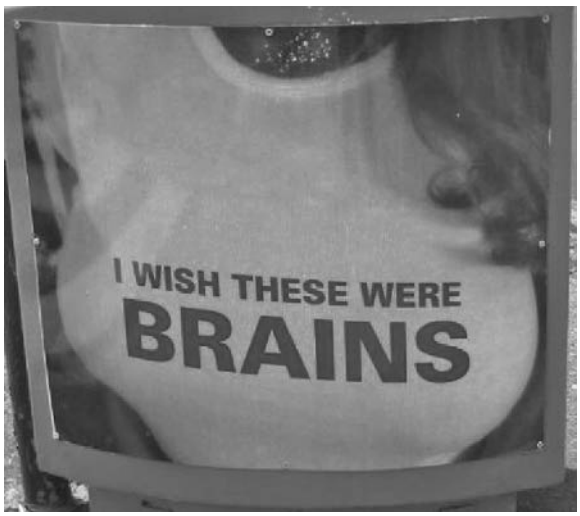
Over the period 2005/ 2006 GL and MISA, working with universities and tertiary institutions, conducted the Gender and Media Audience Study (GMAS) in 12 countries to determine how women and men respond to the news. The research showed that across the board, women and men would like to see women depicted in more diverse roles and that they find sexual images in the news uncomfortable and degrading of women. The research also showed that both women and men would like more local and human interest news; and women would like more news on women's rights (Lowe Morna, Rama and Muriungi, 2006, 19). Research such as this begins to debunk the commercial arguments for sexist coverage. It also opens an important new area of work with media consumers and media literacy.

GL piloted the first Gender and Media Literacy course for the public, using a training manual called *Watching the watchdogs*. The course has since been shared with gender and media networks at a training workshop linked to the second GEM summit, repeated and adapted for schools, and piloted in the region. In this course, media consumers learn how the media is constructed; how gender biases creep into media construction; how monitoring and audience research are conducted; how they as citizens can engage with the media through taking up complaints with regulatory bodies; writing letters; calling into talk shows; getting the media to cover their events and concerns and even creating their own media.

Policy

From the outset, GL has stressed that activism and research must be rooted in policy if they are to bring about sustained change. Such policy changes need to be both at the broad macro level, as well as within newsrooms themselves. Working with GEMSA, which has conducted a gender audit of media laws and institutions in the region and developed a network of media regulators, embarking on a pilot project with regulators in three countries to develop gender policies. These include one self-regulator (the Press Council of Botswana); a statutory regulator (the Tanzania Communications Regulatory Authority) and the self-regulatory Advertising Standards Authority (ASA) of Mauritius.

The latter case is a good example of how consumer activism in some countries is forcing the pace. Through the various complaints it has taken up, the Mauritius Media Watch Organisation (the local chapter of GEMSA) has had twelve advertisements removed from the airwaves and billboards. These include posters on dustbins wishing that women's breasts were brains (see illustration). The advertising body has been forced to take note of gender as a factor in its work.



There is also movement within the media industry itself. Among its first activities, GL worked with MISA in developing a gender policy for the region's media freedom network. In 2002 MISA adopted a gender policy that states explicitly that gender is intrinsic to freedom of expression. As a membership organisation with chapters in twelve Southern African countries, MISA plays a key leadership role in promoting progressive policies and practices in the media.

Over the period 2003 to 2004, GL worked on pilot projects with three media houses in South Africa (Kaya FM, a commercial radio station), the Times of Zambia, and the Mauritius Broadcasting Corporation in developing gender policies. These were presented at the first GEM summit, where media managers shared some of the simple practical steps they had taken to improve gender balance and sensitivity in the news.

These included, in the case of Kaya FM, rotating the gender beat so that every reporter had a turn on it (and learned to mainstream gender in all coverage); requiring that each reporter on the beat contribute at least four women sources to the data base; that all reporters consult at least one woman out of every three sources and that progress be reviewed at the weekly editorial meeting. A favourite example of the then news editor, Portia Kobue, is the day she assigned a reporter to do a story on farming and he immediately phoned the white male spokesperson of the commercial farmers association. She sent him back to the field to find a black woman farmer who told a far more interesting story!

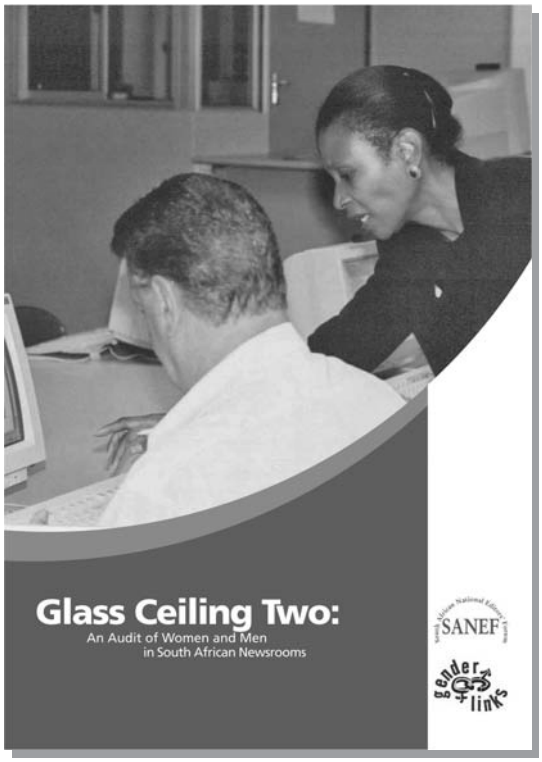
In an attempt to cascade efforts on the policy front, in 2005 media NGOs joined forces with the Southern African Editor's Forum (SAEF) to launch the Media Action Plan (MAP) on HIV and AIDS and Gender. An audit undertaken by GL as part of MAP showed that out of 350 media houses surveyed, only ten percent had HIV/AIDS policies and 8 percent gender policies. These mostly related to work place issues rather than editorial content. The HIV and AIDS and Gender Baseline Study mentioned earlier pointed to the content gaps that urgently needed addressing.

Among the objectives of MAP are to ensure that 80% of media institutions have workplace *and* editorial policies and programmes on HIV/AIDS *and* gender by the end 2008. This leg of the MAP work is led by GL and MISA who have developed a handbook called *Diversity in Action, HIV/AIDS and Gender Policies in Newsrooms.*

The Southern African Media Action Plan



on HIV and AIDS & Gender



Smashing glass ceilings?

In South Africa, MAP is being given special impetus by a "Glass Ceiling in Newsrooms" study that SANEF commissioned GL to undertake following an initial survey that suggested that the "old boys" networks and mentalities are still alive and well in the media. The study, released on World Press Freedom Day on 3 May 2007, showed that while women now constitute 45% of newsrooms they comprise less that 30% of media managers. Black women, who constitute 46% of the population, constitute a mere 18% of newsrooms and 6% of newsroom managers. SANEF has undertaken to do some serious cleaning up of its own house before it steps out to criticise the rest of society. This year, the Glass Ceiling research is being cascaded to all 14 countries of the SADC region.

Training

From the outset, gender and media activists have developed close links with media training institutions that pointed to the several different fronts on which gender in media education and training needs to be approached. A Media Training Needs Assessment undertaken by GL for the media training sector showed that more than half of the journalists in the region have never undertaken formal training but that there is a rapid move towards upgrading and requiring higher level media training (Lowe Morna and Khan, 2002).

Because so much of media learning takes place on-the-job, many media training institutions run short in-service courses. Early on, GL worked with the Institute for the Advancement of Journalism (IAJ) in South Africa that runs such courses in developing gender training modules for all areas of media training, from sub-editing and newsroom leadership to specific beats like the crime, the economy, politics etc.

Each year, GL runs training courses on different themes with in-service media training institutions around the region. These have included covering gender violence; HIV and AIDS and gender; as well as gender and elections. Currently, GL is running a series of training workshops on gender and economic reporting using its training manual, *Business Unusual*.

A variant of in-service training is in-house training (or training conducted in the newsroom). While this is labour intensive, it has several advantages. One is able to work with practitioners in their environment (which can often be an impediment to new ways of reporting) with their managers (who are frequently the biggest barrier to change) and with their specific medium and focus. GL piloted this approach in election training in 2004 and 2005 documented during the first GEM Summit in the outcome report *Getting in Right* (Lowe Morna, ed. 2004, 108).

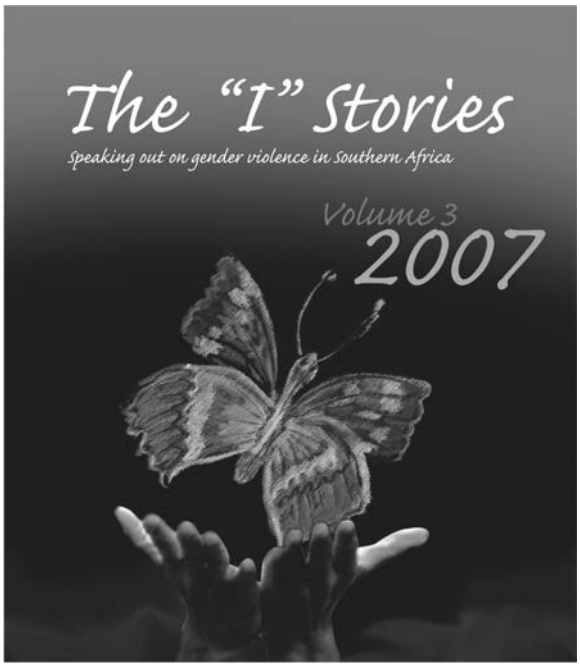
In the longer term, there are no shortcuts to mainstreaming gender in entry level media education. Working with GL the Polytechnic of Namibia undertook a three year gender mainstreaming project in which gender was integrated into every facet of entry level journalism and tested in a student news agency for the 2005 Namibia elections. The student's sensitivity to diversity resulted in high quality, issue-based coverage documented in a final evaluation. A primer on the process and outcomes (*Gender in Entry Level Media Education*) is being used as a basis for work with a network of media trainers committed to integrating gender in their curricula.

Building bridges between gender activists and the media

GL acknowledges that the challenge is not just one of making the media more gender sensitive, but also making gender activists more media savvy. GL's training manual, *Getting Smart: Strategic Communications for Gender Activists* has been used to conduct training with women's organisations across the region, with a specific focus on the Sixteen Days of Activism campaign that runs from 25 November to 10 December.

This campaign has gained enormous momentum over the last six years with major involvement by the media, especially the public broadcasters in each country. GL and GEMSA have together pioneered cyber dialogues or internet chats during this period linking citizens to policy makers and providing safe spaces for women to speak out. Media monitoring has shown dramatic increases both in the quantity and quality of coverage during these campaigns.

The GL Opinion and Commentary Service, another "bridging mechanism," involves working with gender activists in writing articles for leader pages that GL edits and markets with the mainstream media. As part of this service GL has also started various *"I" Story* series - first hand accounts on subjects such as living with HIV; surviving gender



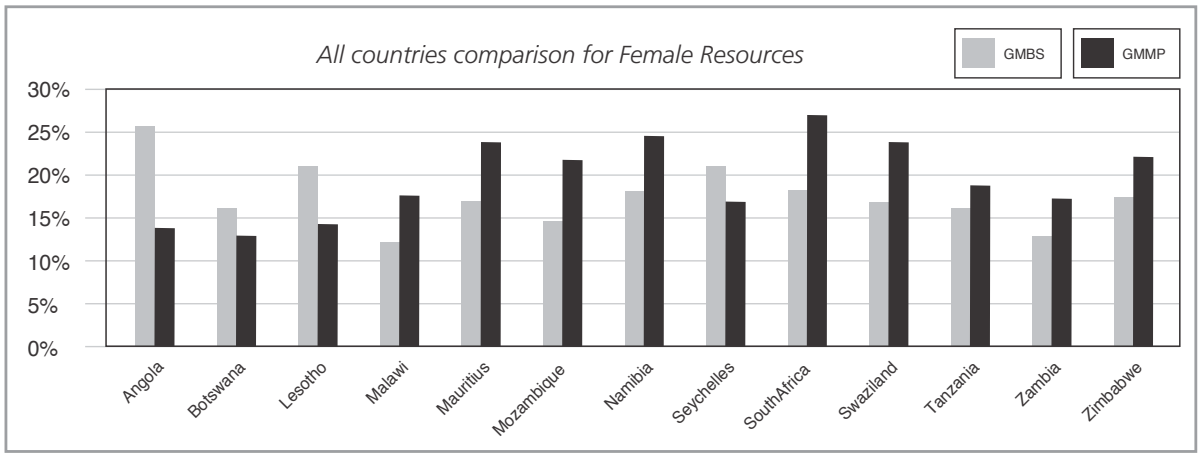
violence or being a woman in local government. This series has been especially popular with the mainstream media and audiences because of its strong human interest value.

In response to the oft heard argument by the media that "there are no women sources" Media Watch Organisation in Mauritius took the initiative to profile 218 women along with their contact information including experts in their own fields who can talk on a wide range of issues, including culture, economics, finance and business, education, environment, health, human rights, media, politics, corruption, crime and violence. The directory is a practical example of how activists and the media can work together to bring about change.

Making progress?

Measuring progress in any area of social change poses major challenges. Ventures such as this are fundamentally long term. Yet there is a need to benchmark and count even small successes. In late 2009-2010, gender and media activists will repeat the GMBS and HIV baseline studies, to gauge if there has been any improvement since the first studies. As an interim benchmarking exercise, GL worked with the MMP in South Africa (data analysts for the GMBS and GMMP) to measure progress in the region against the global study in 2005 as well as against the 2003 GMBS.

Figure 1: Women sources in all countries, GMBS versus the GMMP



Overall, as illustrated in Figure 1 above, women sources in the region had increased from 17% in the GMBS to 19% in the GMMP (compared to the global average of 21%). However, in countries where gender and media activism had been strongest, the increases had been higher (for example from 19% to 26% in South Africa and from 17%t to 24% in Mauritius and Namibia). Only two countries (Botswana and Angola) slipped backwards.

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Table 1 provides some additional indices for measuring progress. The first set of data, on editorial content, concerns gender as a topic in the news; women as sources of news, as well as the extent to which women are quoted on different topics. The next set of data is on women as media practitioners, as seen through the articles monitored.

TABLE 1: KEY FINDINGS OF THE GMMP SOUTHERN AFRICA

Commitment	Angola	Botswana	Lesotho	Malawi	Mauritius	Mozambique	Namibia	Seychelles	South Africa	Swaziland	Tanzania	Zambia	Zimbabwe
Editorial content													
% women as news sources	13	13	15	17	24	22	25	16	26	24	18	17	22
%women quoted on politics, gvt	11	8	5	4	0	29	21	21	16	5	13	13	4
%women quoted on economy, business	9	6	0	6	18	7	13	10	24	13	18	24	35
Gender as topic % all stories	2	5	31	0	14	5	18	0	1	24	7	8	5
Women in media													
Representation													
% women TV presenters	0	0	100	100	0	5	100	33	49	0	53	100	73
% women TV reporters	0	50	0	29	0	26	43	63	22	80	100	77	46
%women radio reporters	0	100	44	50	0	10	0	33	20	0	0	0	67
%women print reporters	20	29	44	0	17	0	41	0	48	15	26	25	44

Gender as a topic in the media: With a few exceptions likely to be accounted for by the fact that the study captured just one day of news, gender as a topic comprised 2-5% of coverage.

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

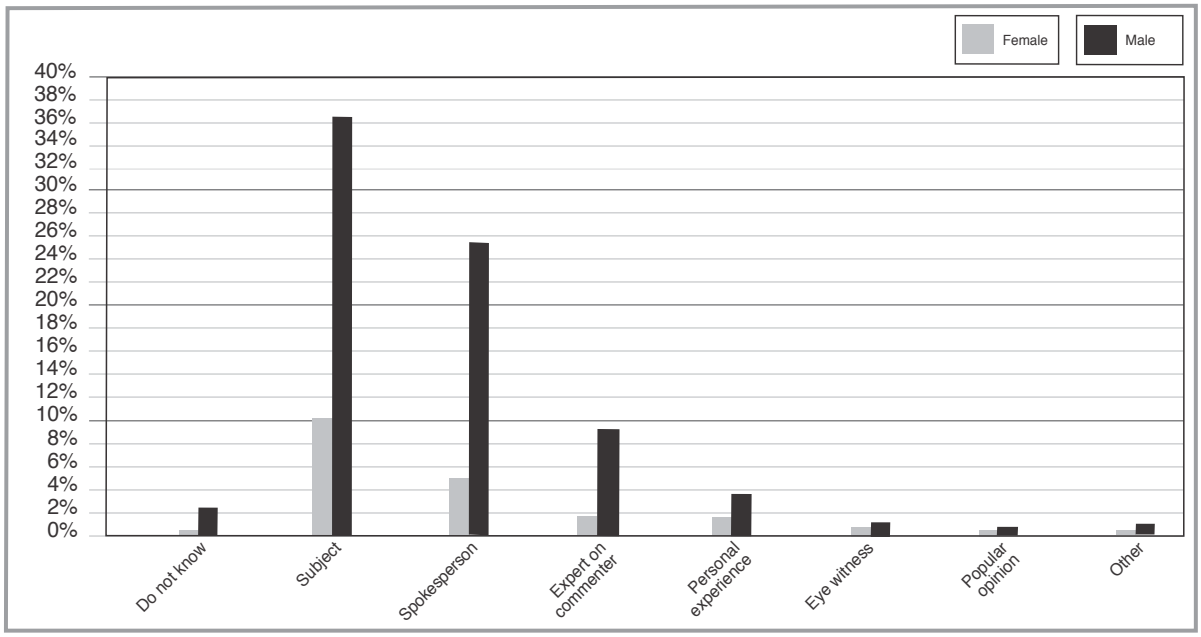
Women invisible in the African football awards
Sports news systematically sidelines women. The annual awards of the Confederation on African Football (CAF) are an important event in the African sports calendar. One award in for Woman Footballer of the Year. In 2005 this went to Perpetua Nkwocha of Nigeria.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

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

***Absent even when present*:** Women are still not heard in proportion to their strengths in any one of the professions. For example, women in Southern Africa comprise an average of 20% of parliamentarians, but only 14% of the politicians quoted. In all instances women politicians are not quoted in the same strengths as their representation in parliament.

The voice of authority : An innovation in the most recent GMMP is that it disaggregates sources by function. When GL undertook this exercise for Southern Africa, the findings showed that as compared to men in each of the categories, women are least likely to be the subjects or focus of the event or story (23%); official spokespersons (16%); or experts and commentators (20%). They are more likely to be consulted as human interest or personal experience subjects (25%); as eye witnesses (37%) or as part of snap popular opinion surveys (43%). As figure two shows, these last three categories are the ones in which overall, the least number of sources are consulted.

Figure 2: Function of News Subjects for Whole Sample



Two important conclusions can be drawn from this. One is that a deliberate effort needs to be made to ensure that women become more central in the first three categories: as news subjects; (for example through more stories on gender equality, or women in non-traditional roles; or through highlighting the role played by women where they are often invisible, such as the female workers in a textile factory that closes); as official spokespersons and as experts.

The other is that there needs to be a far better balance of different types of sources in reporting in the region which at the moment tends towards event oriented, single source reporting in which invariably a man is the single source. The news is dominated by reports of what ministers or decision makers (usually men) say, with little or no comment from those most affected (often women). This is not good journalism by any definition. Getting away from the single source, official pronouncements that dominate the news is not only good journalism; it would open more space for women's voices to be heard. It would render the media the tool that it should be in society: giving voice to the voiceless and ensuring that citizens- women and men - participate meaningfully in democratic processes.

Way forward

Key recommendations arising from this regional reading of the GMMP 2005 include the need to sharpen existing strategies in the following ways. These strategies also provide insight into approaches that can be applied to meeting the media targets in the SADC Gender Protocol.

- **A clear conceptual framework:** In order to be effective, we need to understand who our targets are. Clearly the producers of news are at the heart of the matter. But they work within legal and policy frameworks that create or negate an enabling environment for transformation. Media ownership- state, private, community- has a bearing on responsiveness to change, as well as strategies for advocating change. Change is not just about the media; but those who are well placed to shape the news (eg women decision-makers and activists) as well as citizens and news consumers who should aspire to be shapers of news!

- **Broadening the approach:** While it is understandable that advocacy efforts to date have focused specifically on the gender deficiencies in the media, as we move forward there is need to situate these within broader debates on human rights, media diversity, ethics and professionalism in the media, growing markets and media sustainability. This approach will not only help to overcome some of the resistance that is apparent in some quarters, but also foster the notion that gender awareness is not just a matter of being politically correct: it is also enlightened self interest.

- **Engaging with media regulatory authorities:** Until recently media regulatory authorities have largely been excluded from gender and media debates. The specific references to gender and media regulation in the draft Protocol, as well as engagements with this sector leading up to the third GEM summit in September 2008 will bring an important new stakeholder on board in the ongoing policy and advocacy efforts.

- **Deepening the engagement with media decision-makers:** Many of the policy changes that need to take place will continue to be at newsroom level. After an initial set of pilot projects to develop gender policies in newsrooms, the partnership with SAEF through MAP opens the possibility for a much broader and more sustained engagement with media decision makers

as part of the MAP objective of rolling out HIV/AIDS and gender policies in 80% of newsrooms across the region over the next two years.

- **Publicising and setting specific targets:** The SADC Protocol on Gender and Development sets one useful specific target, on 50% women in media decision making in 2015. This and the Glass Ceiling Study being conducted across the region will be a powerful tool for lobbying for women's equal participation in media decision-making. But these targets need to be extended to media content.

- **Taking a fresh look at training:** There have now been several different approaches to gender and media training in the region. The specific references to training in the Protocol provide a powerful tool for holding media training institutions, many of which are state funded, accountable. The pioneering work by the Polytechnic of Namibia on mainstreaming gender into media education needs to be replicated across the region, in line with this provision in the Protocol.

- **Foregrounding citizens and consumers:** The Gender and Media Audience Research (GMAS) and media literacy place a new focus on the power of consumers while the work by GEMSA in raising media alerts shows how this muscle can be flexed.

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

- **Media activism:** Among the most valuable contribution of gender and media networks has been in organising campaigns like the Sixteen Days of Activism on Gender Violence in which activists help the media to create gender aware content. Practical tools like the use of IT and the GEM Commentary Service that literally provides "fresh views on every day news" to busy editors get us out of the theory and into the action. Studying the different strategies that GEMSA chapters have employed, honing in on these and adapting them, will be an important focus of the 2008 GEM Summit.

- **ICTs** Support and resources for ensuring that women have greater access to and can use NICTS for their own empowerment and to conduct gender justice campaigns is a key priority. This should include support and resources for gender and media networks, especially their efforts to use ICTs in cost effective, dynamic ways that increase access and applications; contributing to better e-governance, citizenship participation and policy responsiveness, especially for and by women.

- **Coordination and reflection:** While partnerships, networks, and "networks of networks" have been a the core of the progress made so far in the region, these are also demanding and at times lead to confusion about roles, responsibilities and ownership of specific programmes and projects. There is need to set aside time and resources for coordination, governance, effective institution building and reflection. In particular, the recent launch of the Gender and Media Centre (GMDC) by media development NGOs and knowledge

institutions in the region provides an institutional home for the many activities, writing, research, debates and seminars that will continue to be generated in the long road ahead to achieving a society in which - to borrow the GEMSA slogan - "every voice counts" and we can "count that it does."

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Writers Bio
Colleen Lowe Morna is executive director of Gender Links. Lowe Morna worked as a journalist and editor in various posts in Southern Africa and as Africa Editor of the New Delhi-based Women's Feature Service before joining the Commonwealth Secretariat for 7 years; serving as founding CEO of the South African Commission on Gender Equality and founding GL in 2001.

Critical Citizens



Gender marketplace of ideas *Photo: Trevor Davies*



Watching the Watchdogs: Gender Links Regional Media Literacy Programme

By Sikhonzile Ndlovu
Researcher and Media Literacy Coordinator
Gender Links

Abstract

The Gender Links (GL) gender and media literacy course is based on the principle 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. GL created a toolkit entitled Watching the Watchdogs that draws from research and training material developed over a number of years on gender and the Southern African media. The kit consists of a ring file binder, "core" exercises and notes. Following the success of its pilot projects in South Africa, Gender Links decided to roll out the Media Literacy course in the SADC region. This process started with a training of trainers' workshop in March 2008 with trainers from across the SADC region. Most of the participants were representatives of the Gender and Media Southern Africa Network (GEMSA) country chapters. This case study is an example of the power of networks to conduct successful advocacy work around gender and the media, and also highlights Gender Links' commitment to citizen empowerment.

Key words

literacy, democratisation, participation, empowerment

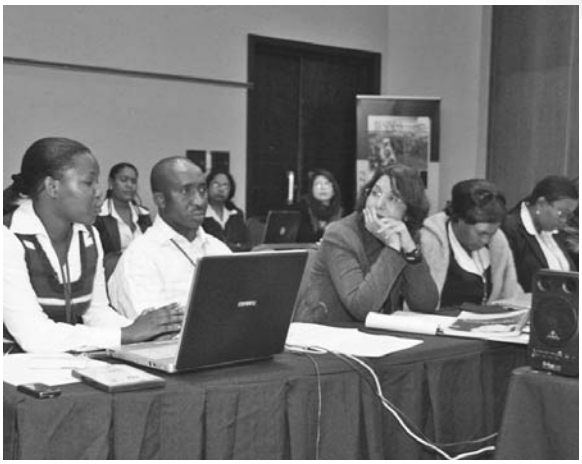
Introduction

One of the broad objectives of the regional media literacy course is to empower Gender and Media Southern Africa (GEMSA) Networks to run their own projects. In June 2008 training commenced in Botswana, Mauritius and Namibia, all coordinated by the GEMSA country chapters. The training reached over 60 people, including members of the public and school-going children. Gender Links is aware that young people make up a large percentage of media consumers, hence the need to equip them with skills to critically interact with the media. The target is to reach all SADC countries by 2010 with courses relevant to the local context. GL is planning to extend this course to Seychelles in the last quarter of 2008, targeting members of the public.

Objectives:

The media literacy programme is designed to:

- empower citizens to engage critically with the media;
- cascade the media literacy programme into the region;
- train gender and media literacy trainers; and
- contribute to the growing body of knowledge on gender and the media and to the sharing of good practice through a regular journal for documenting and reflecting on these experiences.



Sikhonzile Ndlovu presented media literacy at GEM Summit 2008
Photo: Trevor Davies

Learning gained

The course builds the following skills, knowledge and attitudes among participants.

SKILLS	KNOWLEDGE	ATTITUDES
Critical Skills	Monitoring and evaluation with gender analysis of media.	Analytical - 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 to engage with media and even create own media.	Assertiveness- taking action and becoming active

Targets

The target is to train at least 100 members of the public in the SADC region every year. The toolkit is designed to be accessible to the public and anyone who is interested in seeing and reading between the lines with a gendered sensitivity. The minimum requirement is a Standard 7/ Grade 9 education because of the content and the mature discussions and images within the toolkit.

Critical target groups include the following;

- High school learners – In 2007 GL conducted a pilot course for learners that brought together 20 high school pupils from four South African provinces, with the aim of encouraging young people to start thinking critically about how media depicts gender. Similarly, Namibia conducted the course with school-going young people.
- Women decision-makers are also a critical target; the amount of women in the political realm of society has increased significantly in recent history. Yet, the Global Media Monitoring Project (GMMP) shows that media does not reflect this reality and women politicians are still lagging behind as sources in the news. This toolkit can create greater media awareness and give individuals useful tools to engage the media meaningfully and effectively as a decision-maker. Seychelles, for example, will be targeting mainly businesswomen.

- Gender and Media networks (i.e. GEMSA members) around the region, to increase gender and media literacy levels, as well as to strengthen advocacy efforts. As well as media organisations, the course targets regulatory authorities and other communication organisations that have a duty to educate the public on how the media works; and the public can make its views known to the media.

Process:

GL advertised the course in mainstream media, civil society communication channels and the GL list-serv. In the three countries mentioned above, GEMSA Networks also publicised the course. GEMSA country chapters worked with training institutions to implement the courses. In Botswana, the University of Botswana was a partner and in Namibia, the Polytechnic of Namibia.



Kubi Rama looks on as learners make media during media lit programme
Photo: Trevor Davies

Participants were required to participate in class discussions and write assignments in each of the ten course modules. Nine of the modules were each allocated two hours. One module, *Making Your Own Media*, is an intensive information-technology session, requiring a full day.

Outputs

As part of learning, participants produce their own media, take part in media monitoring, write opinion and commentary pieces as well as contribute to radio talk shows. At the end of the course, students produced work includes:

- clippings of their commentary pieces;
- digital stories; and
- PowerPoint presentations.

Graduation includes displays of some of the outputs.

Outcomes

The course is successful in:

- helping to create critical media consumers;
- engaging citizens in discussions around critical issues affecting them; and
- empowering citizens to view the media with a critical eye.

Challenges and way forward

- Maintaining attendance - it was noted that in most countries attendance figures decreased as the course progressed. Some reflection on timing was then required. For example, in the case of Botswana, the course took place Tuesdays between 15:00 and 17:00, meaning participant needed to use work time. This challenge could be addressed by finding convenient times that suit most of the participants, i.e. weekends, as was the case in Mauritius where all the sessions were held on Saturdays between 9:00 and 11:00.
- Some of the participants in Botswana stated that two hours was not adequate to address all the components of the modules. Weekend sessions could be an alternative where participants do not have to worry about time constraints

Replication

A unique feature about the training manual *Watching the Watchdogs* is that it can be adapted to suit the needs of different target groups and countries. The three countries who took part in the regional projects used the same training manual, replacing case studies found in the toolkit with their own examples. The workshops held in Botswana, Mauritius and Namibia used the same toolkit as was used in the pilot phases of the project.

Writers Bio
Sikhonzile Ndlovu is a researcher at Gender Links.



Watching the Watchdog in Namibia

By Sarry Xoagus-Eises
Gender and Media Southern Africa Network Namibia (GEMSANaM)
Country Facilitator

Abstract
As part of the Gender Links media literacy programme's regional rollout, the Gender and Gender and Media Southern Africa Network Namibia (GEMSANaM) held the first ever Gender and Media Literacy Pilot Project in Namibia in May-August 2008. Focusing on learners, the media literacy course aimed to improve skills in analysing media content, style, sourcing, stereotyping. Based on a local adaptation of the GL media literacy toolkit *Watching the Watchdogs*, throughout the 10-Module course learners monitored various newspapers, magazines, radio, and television newscasts, and then presented findings to selected media houses.

Key words
Monitoring, consumers, media literacy, learners

Introduction

The course was a collaboration between Gender Links, the Gender and Media Diversity Centre (GMDC), GEMSANaM, the Polytechnic of Namibia and the Ministry of Education. The 11-week media literacy course included participants from seven secondary schools.

Objectives:

Building on previous experience from Gender Links regarding the courses, the Namibia pilot project had the following objectives;

- run the ten-module media literacy course plus a full day session in Namibia (pilot);
- test the GL manual *Watching the Watchdog*, with learners from seven secondary schools in the Khomas region of Namibia;
- empower learners with skills to produce their own newsletter;
- visit media houses to learn about newspaper production and critical analysis of content;
- facilitate an understanding of what is meant by media literacy within the broader global context;
- empower media consumers (learners/ students) to engage critically with the media;
- encourage learners/ students to interact with the media through writing articles, opinion

pieces and letters to the editor; and
- raise awareness of how to hold the media accountable.

Targets:

The Namibia course targeted:
- high school learners; and
- print and electronic media houses.

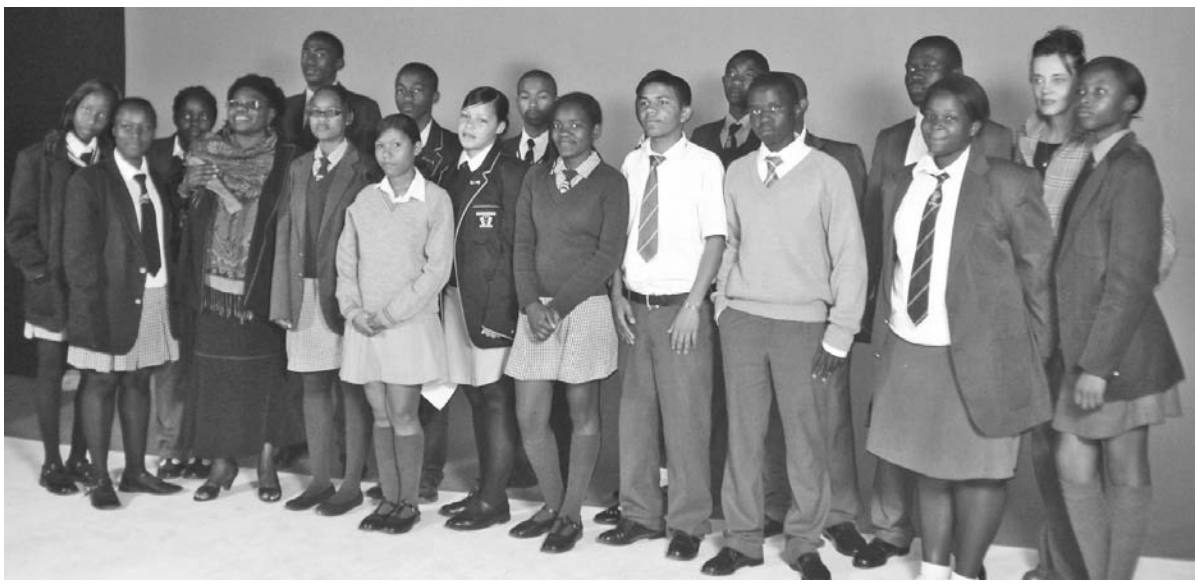
Process:

The Coordinator chose participants in collaboration with the Ministry of Education and the principals of the selected high schools. Of importance during these modules was to stress that in order to "watch the watchdogs," people must establish relationships with the media houses and editors. Some of the learners who monitored the print media said that the newspaper they monitored had a tendency of featuring photos of male sources quoted, but not of women – instead they might have a picture of an object. For example, if the male and female sources quoted had both been involved in a building project, the males would be featured along with, for example, a picture or photo of an innovative piece of equipment.

The coordinator organised trips to visit various media houses, selected by the learners themselves based on which houses they felt did not portray women in a positive light or include their voices in reportage. The groups visited *The Namibian* daily newspaper and a commercial television station called *One Africa TV* on June 27 2008. Participants were able to engage and view media with a critical and analytical eye through the practical tools gained:
- monitoring skills - quantitative and qualitative;
- IT for media advocacy skills – i.e. excel spreadsheets, publisher and the internet;
- writing skills;
- feedback to the media; and
- engagement with media managers and editors.

Participants produced a magazine and 10-minute video clip at the end of the course. Engagement with one another was part of the course content to allow for discussions on the exercises and critiquing various newspapers, magazines and the electronic media.

The discussion of case studies provided an opportunity to focus on types of monitoring, the difference between qualitative and quantitative monitoring, and conducting each. This was a very practical session, which meant that one needed to remain very conscious of time. Participation was of an extremely high level, and necessitated a high level of skill on the part of the facilitator.



Namibian youth taking on media *Photo: Sarry Xoagus-Eises*

Outputs:

At the end of the course:

- 19 learners/ students participated in the pilot project, gaining important media literacy skills;
- four lecturers from Media and Communications Technology at the Polytechnic of Namibia facilitated the 10 module course;
- students completed a series of project assignments evaluated by facilitators and the coordinator;
- two learners were selected to participate in the GEM Summit; and
- a magazine/ newsletter and a video production of "*I" Stories* were produced

Outcomes

At the end of the course:

- GL manual *Watching the Watchdog* successfully tested in Namibia;
- engagement with media houses gave students the opportunity to ask many questions as to why women and children's voices are often sidelined, and raise awareness about this; and
- learners felt empowered to monitor, critically assess, and respond to media, as well as produce their own media.

Challenges and way forward

More diverse voices need to be included, especially those of women and children, in daily reportage of any news coverage - print, electronic, magazine, etc. There is a need for media houses to source more women on issues of concern to society and community. Regular monitoring of media houses must be sought to ensure media portrays both genders in a positive manner, and that women and girls enjoy front page coverage and are not always hidden in inside pages or put at the end of the run order in radio news bulletins and television news.

Replication:

Since this was a pilot project as a first phase in the implementation of the Gender and Media Literacy project in Namibia, extending the programme to adult consumers is necessary.

Writers Bio
Sarry Xoagus-Eises is the Gender and Media Southern Africa Network Namibia (GEMSANaM) Country Facilitator.



Purity Zwane interviews Namibia media literacy participants Sharonice Busch and Willem Veiko at GEM Summit. *Photo: Trevor Davies*



Youth voices shout loud in Namibia

By Sharonice Busch
GEMSANam/ Speaker of the Junior Children's Parliament

Media literacy is about reading and analysing images and explicit and implicit messages in all types of media content. Being media literate is the first step to understanding media and becoming an active media consumer, and the first step toward creating your own media.

Right from the onset, we as learners did not know that at the end of the course we were to come up with our own media, let alone the case study under presentation. As we moved through modules eight and ten we realised that the facilitators expected so much more from the students than to only to attend sessions. Tape recorders, cameras, story ideas and beats were given to students to do research on various subjects such as the importance of media literacy; children's voices; gender based violence; how inflation affects youth; crime against youth; and media and disability.

It was important to understand all of the course content to arrive at what media project we were envisaging. Since we participated in media monitoring exercises and realised how the media portrayed women and girls in the media, we decided to come out with a magazine, to let these silent voices be heard as well. The result was a 20-page magazine produced by and for youth.

The challenges are many, so much so that I do not see a solution overnight. Some of the challenges are that:

- there are few positive reports on children's issues;
- children and youth are not used as sources;
- there are no special pages and programmes created to address youth matters; and
- children and youth, even women, are depicted as helpless, vulnerable or consuming alcohol, etc.

Media literacy has to be replicated in all 13 regions of Namibia, even to adults, to help people become critical of what they hear, read and see. I would like to propose these groups of students start with the GEMSANam Youth newsletter. I believe this would create a forum for now silent voices. This project could extend to whole regions as well. Challenges could be addressed through forums such as a well-resourced youth magazine, the formation of youth or student's forums where burning issues can be discussed, or the creation of a youth-focused website. In addition, youth should campaign for more front page coverage as well as lead stories on radio and television.



Sharonice Busch, right, presenting Namibia Media Literacy newspaper and Gender and Media Summit 2008 *Photo: Trevor Davies*



Media literacy case study: Portraying gender in advertising in Mauritius

By Denisha Seedoyal
Media Watch Organisation
Media Literacy Participant, Mauritius

Abstract
This case study, conducted as part of the Media Literacy course initiated by Gender Links, Gender and Media Southern Africa (GEMSA), and Media Watch Organisation (MWO) in Mauritius, discusses the portrayal of women and men in advertising in Mauritius, and whether advertising is gender aware. It is based on monitoring of ads from 5 - 6 July 2008 in four Mauritian newspapers: *Le Matinal Weekly*, *Le Mauricien*, *5-Plus* and *WeekEnd*.

Keywords
advertising, gender stereotypes

Introduction

The media literacy course included conducting case studies based on the ten course modules. Using skills learned about visual literacy and gender stereotyping, this case study analysed four newspapers in Mauritius over one weekend.

Objectives:

This case study may be used to:

- analyse whether or not advertising firms of newspapers consider gender in the images they use; and
- provide a model for monitoring advertisements for gender awareness.

Target

The case study targeted several audiences. The primary target audience was:

- members of GEMSA and MWO;
- advertising and media firms in Mauritius and internationally;
- people who are likely to be stereotyped.

Process:

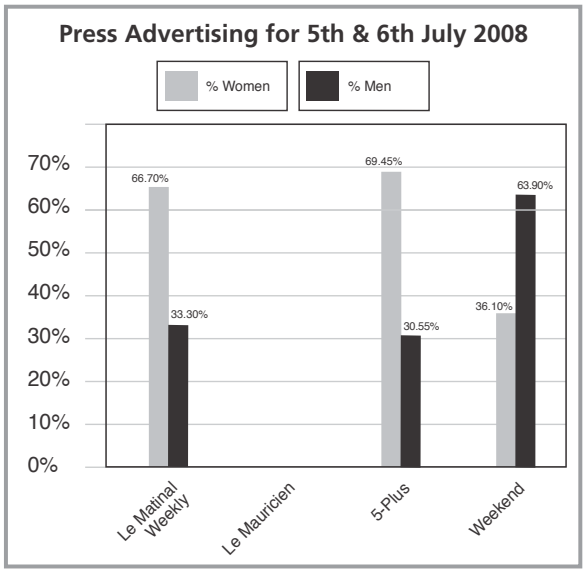
The following chart shows the process used to conduct the case study. First, was to choose a topic and scope of the analysis, including how many newspapers to monitor over what period. The next step was to buy the newspapers and collect all the ads, and then



started monitoring. Finally, the last step was to analyse the ads and report on the findings.

Outputs and outcomes

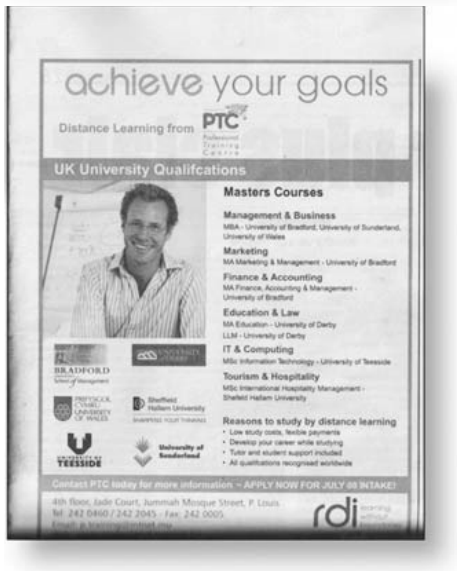
The chart below shows the percentages of women and men appearing in advertisements for those two days.



This chart shows clearly that in all four newspapers the ratio of women to men varies. *Le Matinal Weekly* and *5-Plus* have almost the same percentages. They make use of more women in visuals compared to men. On the other hand, for *WeekEnd* newspaper 63% men surpasses 36% women. *Le Mauricien* had no advertisements showing either men or women.

How are men and women portrayed in the ads?
Stereotypes are "complex of beliefs about personal attributes of a definite group of people" (Bystydzienski, 2006). There are two common types for gender stereotyping, namely subtle and blatant stereotypes. According to the *Gender and Media Baseline Study* and the *Gender and Media Monitoring Project*, "subtle stereotypes, for example stories that show women at home and in traditional professions and men in powerful positions and public life, are more dangerous than blatant stereotypes like the blonde blue eyed model in a bikini strapped over a new car." (GMBS and GMMP, 2008, 5)



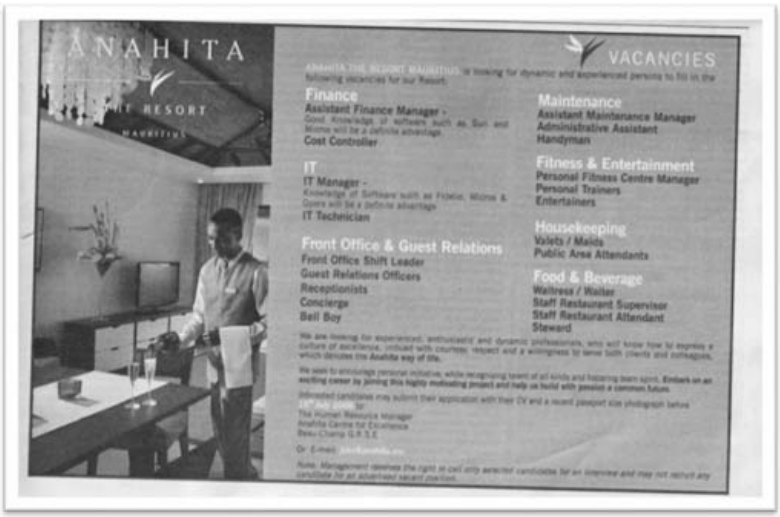


Subtle Stereotypes
The monitoring showed that women advertisers mostly show women in foodstuffs and clothing ads, whereas they are more likely to show men in corporate and recruitment services. For example, in the two ads above, the woman is shown in the Whole Wheat advertisement (*5-Plus*) whereas the man is shown in a distance learning advert. (*Week-End*).

Moreover, the headline for the distance learning ad says, "achieve your goals," as if achieving goals is meant only for men. The photo of the woman with the biscuits shows that her role is destined to be in the kitchen. This is subtle stereotyping – the ad reinforces notions of women's domestic and men's roles that are more professional.

Are the advertising agencies being gender aware or gender blind in Mauritius?

Gender awareness challenges stereotypes whereas gender blindness usually results in perpetuating stereotypes. Although there was subtle stereotyping in the press ads for those two days, there was also an advertisement that showed that demonstrated a gender aware advertising agency. In the *WeekEnd* newspaper, there was an advertisement picturing a man serving juice in an Anahita Resorts advertisement (as shown right). We rarely see men shown in the kitchen and doing housework.



Replication

Others can replicate this process in various countries. While this can be done in courses and classrooms, individuals can also buy different newspapers regularly or once per month and monitor them. However, a good awareness of media literacy is required before starting this monitoring. As such, even though I was a student in Creative Advertising, I did not pay attention to the portrayal of men and women in press ads. The media literacy course changed my point of view and I learned how to monitor visuals. Through this course, I also learned how to differentiate between gender aware or gender blind adverts.

Conclusion

In light of the above, it can be concluded that there is the problem of subtle stereotyping in Mauritius, even in the creative world of advertising. However, some companies are becoming more gender aware, even if they are the minority, reflecting many social and cultural norms. The mindset of Mauritians themselves must change for a positive shift towards a gender equal nation.

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Newspapers Monitored

Le Matinal Weekly, 5 July 2008
Le Mauricien, 5 July 2008
WeekEnd , 6 July 2008
5-Plus, 6 July 2008

Writers Bio

Denisha Seedoyal is a 22-year old Mauritian member of Media Watch Organisation and GEMSA who participated in the media literacy course. She is a graduate in BA Creative Advertising from Curtin University of Technology and now part-time lecturer at University of Technology of Mauritius, freelance designer and photographer. She attributes her success to her parents and grandmother.



Media literacy case study: Portrayal of man and woman in the media

By Allia Syed Hossen-Gooljar
Cercle des Dames Mourides (CDM)
Chairperson

Abstract
All kinds of images constantly bombard people. It is evident that media portrays men and women differently and this affects perceptions among viewers and consumers. This paper seeks to see how magazine advertisements and the internet portray men and women. For the purpose of this paper, I have taken examples from the A*frican Business Magazine* published in May 2008 and used the Google Search Engine on the internet. After examining the images from the two sources, I found that men are usually portrayed as strong, virile, educated and healthy while a woman is presented as sexy, weak and as a passive person.

Key words
gender stereotypes, media, magazines, internet

Introduction

I attended the Media Literacy Course organised by the Media Watch Organisation in Mauritius in May 2008. The course included submitting a project at the end of the course with case studies using the modules covered during the training programme. As I am involved in projects relating to women empowerment, I decided to see how media portrays men and women, using new skills learned in this course on reading newspaper and advertisements with a gender lens.

Objectives

The objectives were to:

- see whether men and women are treated equally as far as media coverage is concerned; and
- find out how men and women are portrayed on the internet.

Targets

The case study aims to be a learning tool for Media Watch Organisation and GEMSA as well as help educate other people about gender and media.

Process

The following outlines the general steps in developing the case study.

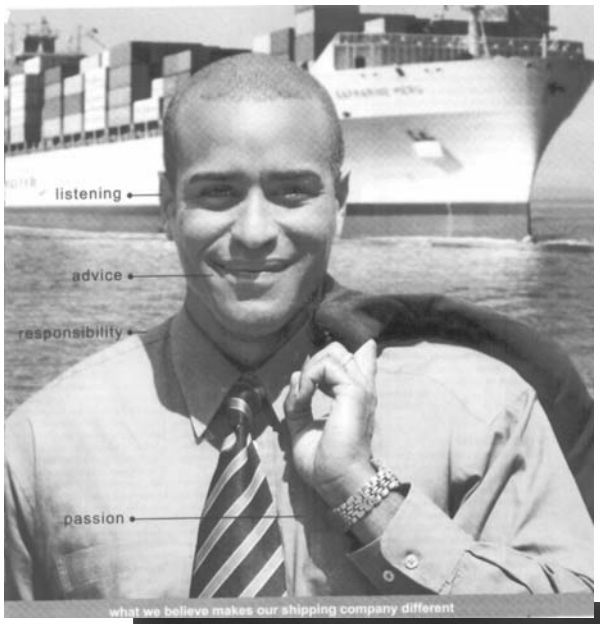
- choose topic;

- choose magazine;
- search on the internet;
- interviews with 20 men and women;
- analysing of information received;
- conclusion

Outputs and Outcomes

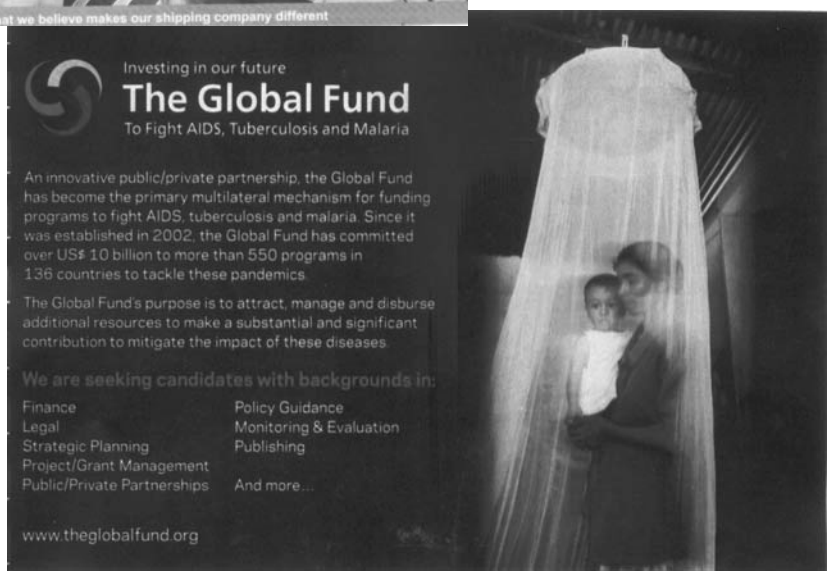
I examined two advertisements in the *African Business Magazine* published in May 2008. The first advert *(Fig. 1)* shows a man while the second one *(Fig. 2)* is that of a woman.

The first advert depicts the image of a respectable man wearing a nice shirt, tie and a watch. The image conveys a handsome man with self-confidence. Obviously, this man holds a post of responsibility in his work place.



This advert not only stresses on the physical aspect of the man but also on his personal characteristics. In fact, the advert uses different parts of the man's body to show a positive image of him. For instance, his heart indicates that he is a man of passion and that he uses his mouth to advise and his ears to listen to others. We also learn that he is someone who shoulders responsibilities. The overall message that we get from this advert is that this person is a good communicator who knows how to listen to others and advise them. He is also someone on whom one can count since he is passionate and responsible. The man is portrayed as daring, enterprising, powerful, master of his destiny who is surfing in an area different from the traditional one. He is at sea this time, not in his real element, but still the situation is under control.

In the same magazine, we have the advert of the Global Fund that funds programmes to fight AIDS, tuberculosis and malaria. The image that is projected is one of an image of frailty, precariousness of women's situation. There is no smile on the woman's face. Emphasis is on women's traditional role – giving birth to children and shouldering the responsibility of the child is subtly underlined as "their" duty. We have the image of a woman with an expression of apprehensiveness with no sense of purpose and direction. The woman looks vulnerable with her looks lost in her thoughts. We have a symbolical representation of a woman in darkness whose only hope rests on the appearance from "above" of a shroud or veil



of protection that may cast some light on her and save her from the sad plight. The woman is targeted as the one who is victim of the natural and social scourges, dependant and helpless in her lonely prayers. Her image is exploited to attract compassion, the eternal helpless and unfortunate creature who cannot rise up on her feet.

Searching the internet with online search engines for the terms "images of women" and "images of men" result in very different search returns.

Women's image of the internet

Images of men and women on the internet vary significantly. Many internet images are of women either semi-nude or dressed in a provocative way.



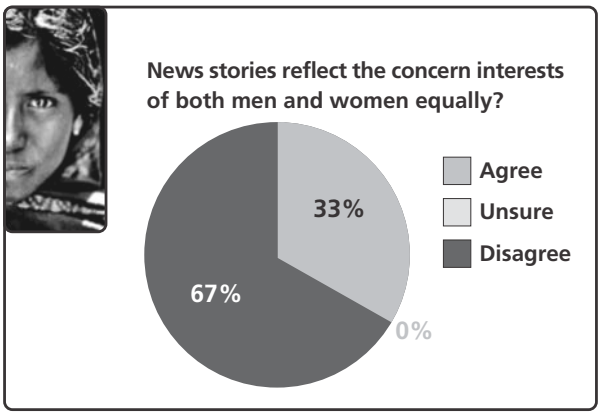
Men's images

On the other hand, men tend to be portrayed also from a selective, but very different point of view. Much emphasis is placed on western characters and less emphasis on general conditions of men. Men are portrayed fully dressed. They use the latest technologies such as mobile phone. They seem to be active and busy in intellectual activities. They give the image of strength and power. Men are usually portrayed as "doing things" while women are shown as passive.



A snap survey on how people perceive men and women in the media

For the purpose of this project, I also interviewed 20 men and women on how they see the portrayal of men and women in the media. 67% of the respondents feel that media does not treat men and women equally. They noted that when media reports women, they are projected as dependent beings that are in need of support. The image that is projected is one of vulnerability and despair, or as homemakers, whereas media presents men as sportsmen and high achievers.



Challenges and way forward

All these images ignore women as intellectual beings as well as leaders, politicians, decision-makers, business women and academics. This is a serious matter for women. These images affect their self-confidence and place a restriction on their aspirations. There is a need to challenge stereotypes against women. These stereotypes have enormous power over us especially the way we read them. The framing of a picture affects how we see it.

It is imperative to deconstruct the stereotype images of men and women in the media and reconstruct more universal images, which comprehend women of all cultures and civilisations and in different social roles. There should be an effort on the part of the media agents to come out of their prejudices and their entrenched points of view. They must be able to present women under new lights. It is important to educate the public on how to read the newspaper with a gender lens. They must be sensitised on the need to express their concern when media exploits women's images.

Replication

This process can be replicated in other countries. However, it is important first to sensitise opinion leaders, students in secondary schools, men and women at grassroots levels on the absence of equality in the portrayal of men and women in the media. It is only then that the public can start to read newspapers and advertisements with gender lenses.

Conclusion

To conclude, I leave you with the words of Aase Smedler, ex-United Nations Resident Coordinator in Mauritius who said in 2004, "There is a need for media to promote a respectful and nuanced image of women's roles in society and celebrate achievements of successful women to promote role models."

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www.google.com

Writers Bio
Allia Syed Hossen-Gooljar is a homemaker, social worker and part-time lecturer at the University of Mauritius. Since 1982, she has been very active in voluntary social work in Mauritius. She is a founding member of the Cercle des Dames Mourides (CDM) – a non-profit and non-governmental organisation which promotes women's and children empowerment. The CDM has a Consultative Status with the Economic and Social Council of the United Nations (ECOSOC/UN) and is an elected member of the Permanent General Assembly of the Economic, Social and Cultural Council of the African Union (ECOSOCC/AU). Hossen-Gooljar is also an Executive Member of the Mauritius Council of Social Service (MACOSS) – an umbrella organisation which is the focal point of NGOs in Mauritius, chairs the committee on Human Rights within MACOSS, and is the chairperson of the Mauritian Branch of the Economic, Social and Cultural Council of the African Union (MAU/ECOSOCC/AU).



The Kathleen Letshabo Cartoon Controversy: An Online Audit

By Eno Akpabio, PhD
Department of Media Studies, University of Botswana

Abstract

As part of its Alerts and Complaints programme designed to mobilise popular response to advertisements and coverage considered offensive, the Gender and Media Southern Africa (GEMSA) Botswana Chapter and the Botswana Media Women Association (BOMWA) responded to a cartoon that appeared in the *Mmegi* Newspaper of May 28, 2007, and sent a complaint to the Botswana Press Council (BPC). The BPC judgment ruled the cartoon not gender insensitive. The cartoon, titled BNF Congress, supposedly depicted the Botswana National Front aspirant for Party Presidency, Kathleen Letshabo, at its Congress being castrated and bleeding. Given the increasing reach of online news and information, reactions to media content in the context of online newspapers are critical to projecting one's viewpoint and influencing perception, particularly as these resources are archived online. An audit of online materials reveals potential areas for stepping up responses in the media.

Keywords

Kathleen Letshabo, cartoon, controversy, BOMWA/GEMSA, Gender Links

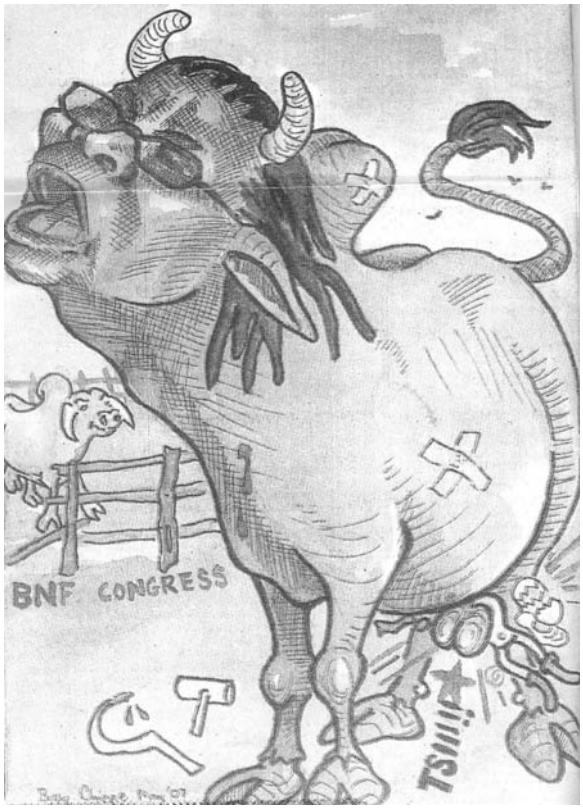
Media representations of various groups in society have resulted in diverse protests and criticisms from different communities. At some point, all media forms have been the target of criticism, - advertisements, news stories, opinion pieces, documentaries, reality shows, talk shows, editorial comment, letters to the editor, drama, film, etc. The Western media's fixation with poverty, HIV/AIDS, ethnic conflicts and other negative and ghoulish portrayals, especially of the African continent, has resulted in intense criticisms from the global south. The views of the MacBride Roundtable in Istanbul merely scratched the surface of the problem. It noted that the concept of "Many Voices, One World" was being made nonsense of "by the virtual monopoly of global conglom-

erates over the selection, production and marketing of information and entertainment products ... by the transnational, industrial-media complex under its American military protectorate (Nordenstreng 1996, pp. 45-46).

Society and media also perpetuate oppressive climates when it comes to gender. The tabloid press, for example, has been "content to reproduce the dishonest cliché that male adulterers are 'virile', while female ones are 'sluts' or 'whores'" (MacDonald 1997, p.50). Women in the Southern African media constitute 17% of news sources and media often portrays them as either victims or sex objects (Morna 2005). he findings of a Nigerian study indicated that television commercials overwhelmingly portray women as wives and mothers in (Akpabio and Oguntona 2005) in spite of their advances in society. Critics have taken issue with portrayal of women in ads that overemphasise beauty, household chores and motherhood (Wells, Burnett and Moriarty 1998). At the same time, the portrayal of women as subservient housewives or sex objects is changing with women assuming managerial positions in ad agencies (Arens, Weigold and Arens (2008).

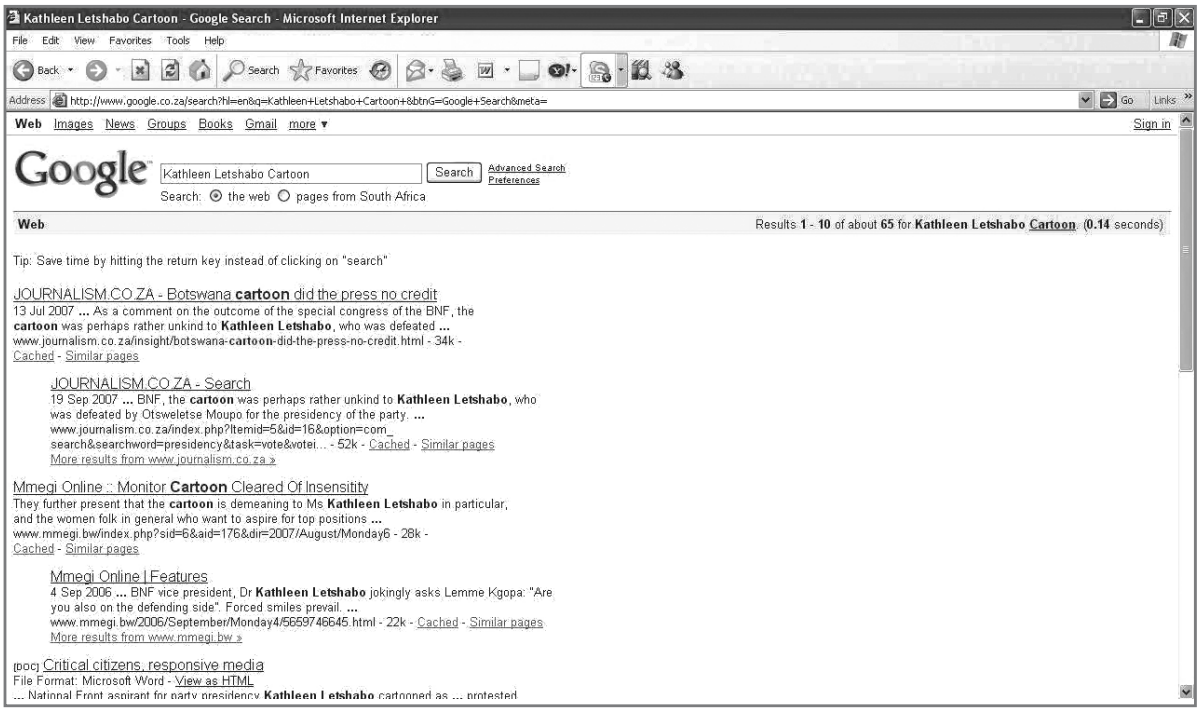
As people become more media literate and responsive, there is increasing demand for better images. There is also a growing consensus among communication scholars that online versions of media publications means that search engines will fish out even obscure stories for many years to come. If there are no corresponding rebuttals in cyber-space, they may be perceived as correct more so as "online disinformation is easily amplified and preserved in cyberspace. In such a context silence will often be interpreted as confirmation."[1] With this perspective in mind, there is a need for people and institutions receiving bad press to make their perspectives or viewpoints known, so that search engines may give a balanced scorecard.

It is within this perspective that the Kathleen Letshabo controversy can be viewed. Dr. Kathleen Letshabo, the Vice President of Botswana's main opposition party, the Botswana National Front (BNF) had contested the presidency of the party with the male incumbent and lost. *Mmegi* newspaper subsequently carried a cartoon on the congress and portrayed Dr. Letshabo as a castrated and bleeding bull. The Botswana Media Women Association (BOMWA)/Gender and Media Southern Africa (GEMSA) felt that the cartoon was in bad taste and drew the attention of the newspaper.



The newspaper stuck to its gun and BOMWA/GEMSA subsequently lodged a complaint with the Botswana Media Complaints Committee amongst other forms of protests. The Media Compliant Committee eventually ruled that the cartoon was not demeaning to women. But the sensitisation campaign carried out by BOMWA/GEMSA put the controversy in the public domain with many commentators taking sides.

This study sought to find out the various views that the controversy elicited. It uses content analysis in a "descriptive" manner (Wimmer and Dominick 2003, p. 142; Altheide 1996, p.17). This does not



necessarily involve content categories and frequency counts. According to Altheide (1996, p. 17) a description of ethnographic content analysis is relevant here as it captures the essence of this approach in that the emphasis is on "data collection, reflection and protocol refinement." The scope of the study was limited to retrieval of online views and comments on the controversy. Google search engine was used to retrieve the various viewpoints and the search was for "Kathleen Letshabo cartoon" and "Letshabo cartoon." The internet is an important area of study because of the breadth of content and the fact that such content can be obtained with the help of search engines (Wimmer and Dominick 2003).

The research questions the study sought answers to were:

1. Whose views, *Mmegi* newspaper or BOMWA/ GEMSA/ Gender Links, predominate in the retrieved online materials?
2. What constituted the slant of views expressed on the Kathleen Letshabo cartoon in the online materials?

Findings

Seventeen unduplicated online materials on the Letshabo cartoon controversy were found. The majority (58.8%) were opinion and features. News/ new briefs and alerts constituted 11.8% each while national overview, alerts and rejoinders accounted for 5.9% each.

Table 1
Type of online materials on Letshabo cartoon

Type of material	No. & Percentage
Opinion/Features	10 (58.8%)
News/News brief	2 (11.8%)
Alerts	2 (11.8%)
National Overview	1(5.9%)
Rejoinders	1 (5.9%)
Editorial	1(5.9%)
Total	17 (100%)

CRITICAL CITIZENS

The study found out that there were more materials emanating from BOMWA/GEMSA/Gender Links (71%) than from *Mmegi* newspaper (11.8%) and other sources (17.6%).

Table 2
Source of dominant material

Source	No. & Percentage
BOMWA/GEMSA/ Gender Links	12 (71%)
Mmegi Newspaper	2 (11.8%)
Others	3 (17.6%)
Total	17 (100%)

Flowing naturally from this finding, there were more negative reactions to *Mmegi* newspaper's portrayal of Dr. Letshabo than there were positive or neutral viewpoints.

Table 3
Slant of online materials

Slant	No. & Percentage
Positive	13 (76.5%)
Negative	2 (11.8%)
Neutral	2 (11.8%)
Total	17

Discussion

In a number of feminist studies women are consigned to an oppressed and marginalised class (Lu 2001) and vociferous protestations and other strategies which have worked for businesses is not totally unexpected if one is to right the wrongs of the past and obtain better images. The sensitisation campaign carried out by BOMWA/GEMSA Botswana chapter was the break shot whose ripple effect slanted online materials on the controversy in favour of Dr. Letshabo. Keabonye Ntsabane, the Chair of BOMWA/GEMSA had written a rejoinder to *Mmegi* newspaper titled "Cartoon demeans women aspiring for top positions."

> The cartoon titled "BNF Congress" supposedly depicted the Botswana National Front aspirant for Party Presidency, Kathleen Letshabo, at its Congress being castrated and bleeding. GEMSA and BOMWA are disturbed by the cartoon that displays the insensitivity on the part of the cartoonist to degrade women who aspire for top positions in the political arena. The depiction of the cartoon [sic] defeats the purpose of democracy that in every election, there are winners and losers, and Letshabo is not immune to defeat of this nature. We note that Letshabo's rights to stand out [sic] are being trampled and violated by the cartoon. In Botswana, there have been male candidates that have lost in similar circumstances but they have not been shown as 'bleeding bulls being castrated'. The cartoon did not only insult Letshabo but also showed less regard for all women that have ambitions to aspire for top positions in both the political arena and any sector of the economy. We, therefore, call on media organisations, gender - based organisations to strongly condemn such depiction of female leaders who have the desire to make a voice [sic] in the nation[2].

The defensive stance of the newspaper's editor and the ruling by the Media Complaint Commission could not stop the tide of online debate on the issue. This study suggests that BOMWA/GEMSA and Gender Links successfully amplified the issue of the cartoon as most of the online materials - alerts, news/new briefs, opinion/features - were from the two organisations. It would appear that the network that comes with engaging with the media that Gender Links/GEMSA



Colleen Lowe Morna, Executive Director, Gender Links

has built over the years is paying off. For instance the study recorded five different versions of Colleen Lowe Morna's (Executive Director, Gender Links) write up "Critical media is key to gender equity" in five different websites and this, in addition to other projects, alluded to the Letshabo cartoon. The sites are www.africancrisis.co.za, www.thestar.co.za, www.journalism.co.za and www.pretorianews.co.za.

However, one weakness that is observable in the response of BOMWA/GEMSA and Gender Links is that they seem content on only emphasising the injustice of the portrayal without responding to some of the charges levelled against their advocacy campaign. For example, *Mmegi*'s response[3] to the rejoinder and the campaign itself raises a number of issues that beg for a response:

> Critics are at it again. They are complaining about a cartoon we ran last month depicting a bull that was castrated at a Botswana National Front (BNF) congress in Molepolole. We have been following the debate with great interest. Some women organisations are complaining that the cartoon has the potential to discourage them from contesting for positions in society. This is absurd to say the least. Are these women telling th e world that they (women) should just ascend to power without being taken to task? Dr Kathleen Letshabo who the women are defending used the very same press to attack Botswana National Front (BNF) leader Otsweletse Moupo who at that time was her boss. All this time when the Press and Letshabo herself chastised Moupo, these 'women' were silent and read the articles cheerfully. Now, when the same press continues with their duty and mandate, some women take offence. If Mma Letshabo was caught in the controversies that Moupo have been mired in, was she going to quit or the same women were going to shout on top of roof-tops like they are now? But this time they have gone too far. Are they trying to silence the press just because they feel women have been the subject of what they think is negative? Are these so- called women rights activists saying that women who are in leadership positions should not be criticised or shown to be wrong, just because of their gender? Are the same women in the dark about what cartoons are? Did they read the message behind the cartoon or just read the pictures as they were? We know that it is only a few individuals who are so self-centred and using the name of women to push their gender agenda and self-gain [sic]. We call on the self-serving souls among the women to desist from using women organisations in pursuit of their lust for power and fame. They are the same women who abuse other women they work with or they have employed as domestic workers. They are the same women who would not stand up and assist other disadvantaged women in rural areas. They are the same women who will grab property belonging to a widow who was married to their dead relative. If you are hungry for power and want equal rights, you must know the pain and shame that the men are going through but still they manage to hold their heads high and know how to deal with criticism that comes with power. Get over it!

These issues are: women public figures wanting the media to apply double standards in reporting their deeds and misdeeds as compared to men, women groups using the Letshabo cartoon controversy for self gain and attempting to muzzle the press. These various rebuttals and online materials should also have addressed these accusations as they paint the BOMWA/GEMSA and other women groups in bad light.

In addition, these online fora should also have been used to join issues with the ruling of the Media Complaint Committee[4] that noted that:

> while one of the contestants of the BNF's special congress depicted by the cartoon happens to be a woman, the cartoon itself is not gender-biased as used in the context of poo ga di nke di tlhakanela lesaka idiom. We are of the view that it is only coincidental that contestants are of opposite sex, but the spirit of the cartoon would apply in similar situations even if contenders for power were both ladies. Complainants do not make it clear as to exactly how the cartoon is "insensitive" or biased against women who aspire for top positions in the political arena.The cartoon as here presented is a metaphorical expression of the Setswana

> idiom as variously used. Used in the specific circumstances the cartoon has been presented, we do not find it demeaning to the women folk and therefore do not find it necessary for *The Mmegi Monitor* to publish an apology for this.

The various online fora could also have been used address issues of "insensitivity" and the Setswana idiom: *poo ga di nke di tlhakanela lesaka*.

> Also the two commentators on the issue – Dan Moabi and Rampholo Molefhe – should have been responded to. The former's write up[5] was positive to the cause of espoused by BOMWA/GEMSA: As a comment on the outcome of the special congress of the BNF, the cartoon was perhaps rather unkind to Kathleen Letshabo, who was defeated by Otsweletse Moupo for the presidency of the party. In contesting for this position, Letshabo acted entirely legitimately and within her rights as a member of the BNF. It was therefore disappointing that in depicting her as a battered, bleeding and wailing bull being castrated, the cartoonist portrayed such a negative impression of her. It was as if by contesting the presidency of the BNF, Letshabo had committed some unpardonable offence and had to be depicted in the dimmest light possible.

The online opportunities should have been used to encourage persons with such dispositions. While Molefhe's piece was largely balanced and neutral, he did make some scathing comments such as "I suspect that the women are more offended, not by the depiction of emasculation, which they perform on a day-to-day basis without flinching, but by the thought that it could possibly happen to them."[6]

The key conclusion to be drawn from this study is that reactions to media content, especially in these days of online newspapers, is critical in giving one's side of the story and, since it can be easily fished out by search engines, provides key input to informed decision making by audience members. Newspapers refusing to carry such rebuttals can no longer be a constraint as making it available to other sites will have similar effects as long the key words, particularly the headline of the offending report, are repeated. It seems that in addition to other important uses of the Internet, it is also a sanctuary and launch pad for those on the receiving end of bad press. However, such rebuttals should adequately address the issues and recurrent issues if they are to be effective.

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Writers Bio

Eno Akpabio, Ph.D is a Senior Lecturer in the Department of Media Studies, University of Botswana. Prior to joining the department, he was a Lecturer in the Department of Mass Communication, University of Lagos, Nigeria. His publications include two books (African Communications Systems: An Introductory Text and Writing to Win Hearts and Minds), many chapters in books as well as numerous articles in journals.

Notes

[1] Keynote remarks by the Coordinator of the Botswana Government Communication and Information System, Dr. Jeff Ramsey at PEEPA Stakeholder Communication Workshop. Tautona Times No. 25, 2008

[2] Retrieved from www.mmegionline.bw on September 13, 2008.

[3] Retrieved from www.mmegionline.bw on September 13, 2008

[4] Retrieved from www.mmegionline.bw on September 13, 2008

[5] Retrieved from www.mmegionline.bw on September 13, 2008

[6] Retrieved from www.mmegionline.bw on September 13, 2008



Alerts and Complaints: Kudos to the State Bank of Mauritius Recruitment Campaign

By Julie Télot
Media Watch Organisation - GEMSA
Facilitator

Abstract

The Alerts and Complaints project aims to create awareness on gender issues, more precisely on insensitive media coverage, amongst the members of the public. This case study is about an advert that appeared on billboards, in newspapers and on websites during the month of June and July 2008 for the State Bank of Mauritius (SBM). It is a very positive, gender aware recruitment campaign showing both men and women on equal grounds at their work place. Considering it is important to focus not only on the negative adverts, Media Watch Organisation (MWO)/ Gender and Media Southern Africa (GEMSA) in Mauritius singled out this campaign as a good example of gender balance in media. It is important to encourage such adverts and to recognise publicly that advertisers have done well so that other media houses are at least aware of the good path and could try to follow it.

Keywords

alert, complaints, positivity, gender sensitivity, awareness

Introduction

As part of the Alerts and Complaints project, monitors review mass media such as newspapers, television spots, radio or magazines to call attention to stereotypes or injustice in terms of gender, either blatant or subtle. As there is no real media regulatory authority in Mauritius, it is important for consumers to guide and engage with media. It is important to remember that the "consumer is king." Consumers have the right to expect the best from media houses and so it is essential to train consumers to be more media literate, and respond to media they find offensive.

Objectives

The Alerts and Complaints project is a way to make the public's voice count and encourage them to speak out

and write their opinion in the form of public alerts or complaints, so that decision-makers consider these viewpoints when creating media. This case study is the result of a positive alert sent to the State Bank of Mauritius for a recruitment campaign that was gender sensitive and that should be an example for media houses as well as the members of the public.

Media Watch Organisation

GEMSA
Gender and Media Southern Africa

Dear Editor in Chief

As you are aware, Media Watch Organisation -GEMSA is a Chapter of the regional organisation Gender and Media Southern Africa working mostly in the SADC countries. All the GEMSA chapters are working on a project entitled "Alerts and Complaints." The project is to monitor advertisements on print and broadcast media as well as billboards for a period of eight months with the following aims:

1. raise alerts as well as complaints if need be on sexist advertisements and sexist language
2. praise alerts that are gender sensitive and that can be used to engage with media consumers
3. create awareness amongst media consumers on gender aware and blatant stereotype advertisements

We would be grateful to work in collaboration with you on this important project.

Thank you and kind regards,

Julie Télot
Assistant Secretary
Media Watch Organization-GEMSA

Target

The project targets media, advertisers and the general public.

Process

The process took place in different steps. First, MWO/ GEMSA conducted a workshop for members, the media and the public, to explain the project and allocate responsibilities. Immediately after, MWO/ GEMSA sent an official letter to editors of media houses and relevant authorities to inform them about the project and to let them know that MWO/ GEMSA were actually monitoring the media.

A few days later, the SBM advert appeared in newspapers, on websites and on billboards. The advertisement shows a mixed group of men and women, all portrayed as professionals. After receiving several calls and hearing positive comments concerning this SBM advert, MWO/ GEMSA decided to raise a positive alert. This was an appropriate example to highlight good adverts, congratulate SBM, and encourage other firms to take such good initiatives. The project's steering team then wrote the alert, then sent it to the concerned company, in this case SBM, and to the media houses, the members of MWO-GEMSA and relevant authorities as well.







14.07.08
The Chief Executive,
State Bank of Mauritius,
State Bank Tower,
1, Queen Elizabeth II Avenue,
Port Louis,
Mauritius

Dear Sir,

As you are aware Media Watch Organisation-GEMSA is a regional network working in the SADC countries. Our vision is to achieve gender equality with a strong focus on the role of the media. Together with other countries of the SADC, we are at the moment working on a project called "alerts and complaints". In this connection we have monitored one of your latest advertisement which is a recruiting campaign showing the picture of 2 women and 3 men.

We would like to congratulate the State Bank of Mauritius for this gender balanced advertisement appeared on the homepage of *L'express* and *Le Mauricien* and on your website, http://www.sbmonline.com/JobOpportunity.php, during the month June and July. Your advertisement is in line with the work we are doing regarding breaking stereotypes and showing both women and men as equal and capable human beings. As this advertisement aims at recruitment it is of utmost importance it is gender sensitive.

We are happy to note that after our long battle to challenge sexist advertisements, we are now seeing some light at the end of the tunnel and there are more and more gender sensitive advertisements both in the print and broadcast media as well as on billboards.

For the past two years Mauritius Telecom has asked us to vet their advertisements before publication. We are, therefore, at your disposal as well if you need our help, support and advice for any future advertisements.

Kind regards and all best

Yours faithfully,

Darish Ramtohul and Julie Télot
Member of Media Watch Organisation-GEMSA, on behalf of the Executive Committee

CRITICAL CITIZENS

Challenges and way forward

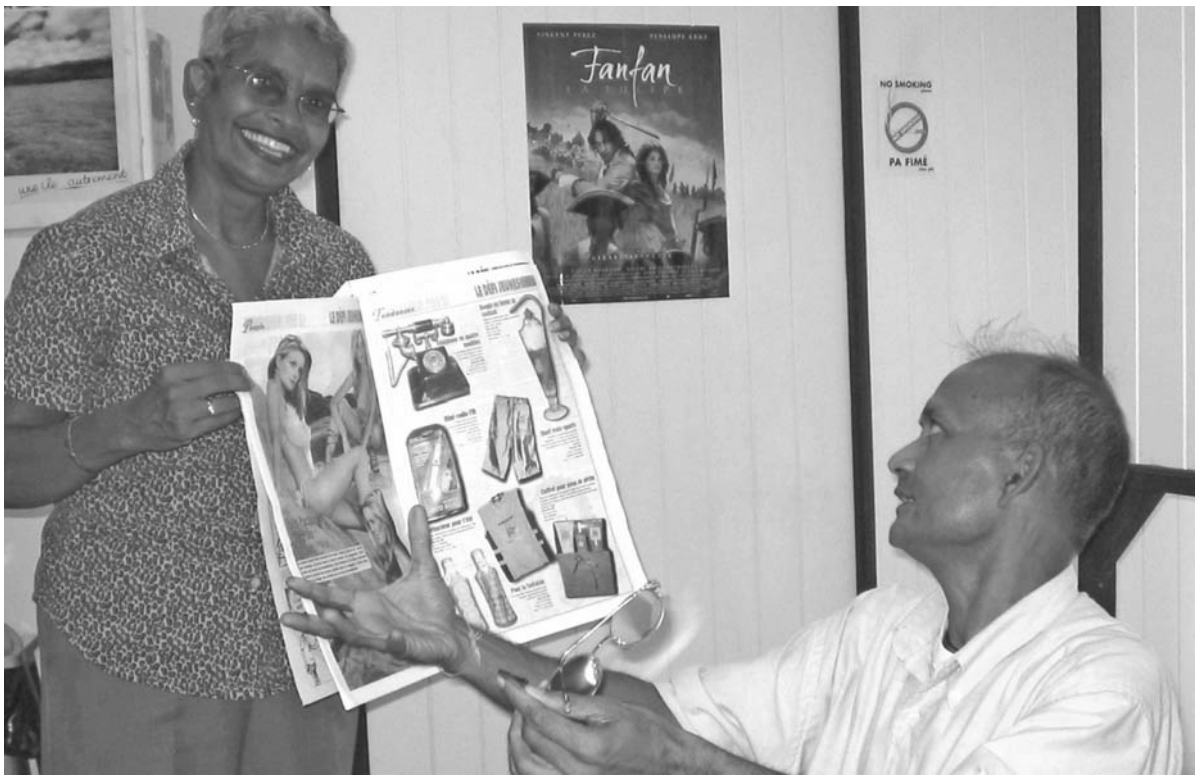
As the alert was positive and not sensational enough to figure in the news, there was no media coverage, meaning that media did not consider these congratulations important enough to cover. This presented a challenge - if the alert is not reported through media, then how can the members of the public be aware of it? Against this challenge and this barrier between the public and the alert, few solutions are possible. The support of the media is essential to communicate with the public. An alternative solution could be the creation of a network that extends further than MWO-GEMSA to share the information. The next alert or complaint will definitely work in that way.

Replication

Other countries can easily monitor media and raise alerts for both negative and positive adverts, even if media does not cover the alert. The company which has posted the advert would definitely know that its work and efforts are congratulated and appreciated and would want to continue in that way. The relevant authorities will know about the alert and will be encouraged to continue apply gender balance in their work.

Writers Bio

Born and raised in Mauritius, Julie Télot had an urge for social work since she was very young. At the age of 15, she joined Media Watch Organisation as a member and is now assistant secretary of the organisation. She participated in numerous projects which helped her to develop multiple skills such as writing or monitoring. She started to write alerts and complaints for Media Watch in 2007 and became in charge of the project in 2008.



Loga Virahswamy, President of Media Watch Organisation, Mauritius (left) debates tabloids with a local editor *Photo: Colleen Lowe Morna*



Advertising Association takes action against sexist billboards

By Rishi Raj Ramnauth

More than 50% of the billboards scattered around the paradise-island of Mauritius have images of women. However, the portrayal of women in these adverts is often negative if not plain degrading.

According to Davina Sholay of the Mauritius Media Watch-GEMSA Organisation, advertisements portray women only for their attractiveness and "women are used as baits" by marketing and advertising agencies for promoting various products.

"Very often women have nothing to do with the product which they appear along with on billboards. By portraying women the wrong way, marketing and advertising agencies in Mauritius tend to send the wrong signal to their customers," says Sholay. Presenting findings from research on gender and advertising in Mauritius at the GEM Summit, Sholay says the study shows that women appearing in still images on billboards are highest in the age groups 25-35.

Advertising trends in Europe and the United States are now on the "intelligent and responsible trail," said Priya Thakoor, President of the Association of the Advertising Agencies (AAA) of Mauritius. She is convinced that there will be some light at the end of the Mauritian advertising tunnel in the coming years.



"As of now, in Mauritius, women are still constantly being used in advertising. However, in Europe we no longer find bikini-clad women posing in front of cars for adverts. There is nothing easier, non-creative and in bad taste than putting a bikini-clad woman on top of a car. This shot has been overcooked and it is sad to note that in Mauritius, we are still using the images of women to catch the attention of men for targeted products," she says.

Thakoor adds that the current 55% images of women on billboards will tone down to 35% intelligent portrayal of woman in around two years time. "We will be playing more on the creativity surrounding the product itself instead of dragging the image of women into it. It is up to us as watchdogs to make people in the business more and more gender aware," she says.

According to Thakoor, there are around 40% women working in the advertising agencies in Mauritius and many of them are in the decision-making positions. "At one stage or the other, the advert has to pass through the hands of a woman and definitely she will have a say in the finished product."

Meanwhile, the AAA in Mauritius has implemented its own code of ethics that has recently been updated, giving particular attention to gender balance. Whenever complaints are received at the AAA, a disciplinary meeting takes place whereby the agency is called upon to explain. There and then, there is a dialogue between the concerned parties to decide whether the advertisement has to be altered or simply pulled down. Sometimes if the agency is reluctant to do so, then the higher authorities like the Ministry of Women's Rights are informed.

Thakoor cautions however, that gender and media activists and citizens should not get too "over-sensitive" about the gender issue and kill creativity in the process. "My job is to promote creativity and as the advertising industry gets more creative, the concept of using the body of a woman will fall like a dead leaf, because that's far from being creative," she points out.



In Mauritius, there is no real media regulatory authority and NGOs like the Media Watch have initiated several awareness campaigns for marketing and advertising companies. These campaigns focus on the difference these companies can make if they had a code of conduct with ethical guidelines while producing adverts.

Writers Bio
Rishi Ramnauth is a journalist from Mauritius.

Who makes the news



Loga Virahsawmy launching gender and advertising research *Photo: Trevor Davies*



Launching the larger study: A Global Report on the Status of Women in Media

By Carolyn M. Byerly, Ph.D.
International Women's Media Foundation and Howard University. Principal Investigator for IWMF's "Global Report on Women's Status in News Media" and Associate Professor, Department of Journalism, Howard University, Washington, DC

Abstract:
Plans are underway to launch a *Global Report on the Status of Women in Media*, a project expected to include some 50+ nations and take two years. Carolyn M. Byerly, a feminist media researcher at Howard University, under sponsorship of the International Women's Media Foundation (IWMF), Washington, DC, will conduct the work. The first study of its kind since Gallagher's *An Unfinished Story: Gender Patterns in Media Employment* was published under UNESCO sponsorship in 1995, the IWMF project aims to learn whether and how women have advanced in journalism professions as well as within the governance structures of media companies. The IWMF project will release its report in Spring 2010.

Keywords
women and news, women's status in media, women in media organisations, gender in media professions

Introduction

The International Women's Media Foundation (IWMF) is undertaking research to produce a *Global Report on the Status of Women in Media*, a project expecting to include more than 50 nations and take two years. The study's goal is to assess whether and to what degree women have advanced in professional status within news organisations in the decade and a half since Margaret Gallagher's report, *An Unfinished Story*: *Gender Patterns in Media Employment*. While Gallagher's research considered news as well as other media industries, the IWMF study will focus specifically on news.



Woman gaining ground in media, interviewing Emelda Mwamanga, Bang Magazine *Photo: Trevor Davies*

Gallagher's research provided the first baseline research on women's media employment and remains the only global study of its kind to date. Her research, conducted with limited budget and staff, tended to over-emphasise media in Europe and experienced a range of methodological problems. Among the latter were a lack of uniform definitions for media occupations (which vary from nation to nation), and using data for different years, among other things. Still, the report was foundational in its undertaking, providing a less than positive glimpse of women's place in the media workforce, which by the mid 1990s was not an encouraging one. Feminist movements had pushed for expanded hiring and promotion in journalism, television programming, and other media professions since the 1970s.

Objectives

The IWMF research will take Gallagher's work as a starting point, refining the methodology, expanding the number of nations to achieve better geographic balance, and focusing primarily on women in news-related roles. The research is presently in the design phase, which includes development of methodology and identification of regional partner organisations. Partner organisations – one of which is Gender Links – will be contracted to oversee the training of researchers and the collection of data in nations within specific geographic regions. Data on women's employment at varied occupational levels, training and promotional practices, and involvement in decision-making (i.e on governing boards) will come from researchers' interviews with top-level personnel in media organisations with a strong news emphasis within the nations to be included in the study.

Target

In line with IWMF's focus on advancing the status of women journalists, the project's primary concern will be with media companies that gather and disseminate news. News remains the media form that most strongly influences public debate and policy agenda formation. Women's omission, stereotyping and misrepresentation by the news media have been the focus of feminist media critiques and activist strategies for change for nearly four decades.



Will young journalists face a different newsroom? Arthur Noma, Business Unusual, Rhodes University *Photo: Trevor Davies*

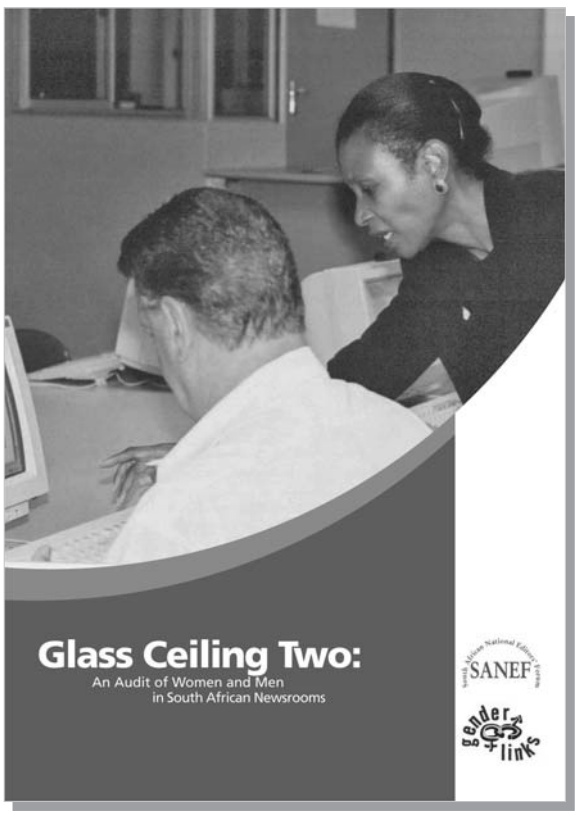
Projected outcomes

An updated assessment of women's status within news media, at both professional and governance levels is expected to produce a number of practical recommendations for changes in media practices Organisations representing women in media professions will also be able to inform their goals and objectives using the recommendations.

While Gallagher's study remains the only example of cross-national research on women's relationship to media industries in terms of employment, decision-making, and ownership, a number of recent national studies have pinpointed women's media employment in various aspects of the industries. Fairly encouraging was a United Kingdom study that put women journalists at 49% – a figure near parity with that of men (Harrison et al, 2008, p. 177). Similarly, the *Survey on Women Journalists in Europe: Profession tends to Feminisation*, by the European Federation of Journalists (2006), showed that women represent an estimated 47% of journalists in Europe; however, they are not adequately represented in decision making positions in the profession. And while the Middle East remains strongly patriarchal in its social organisation, there is evidence that women are faring well in some newsrooms, e.g. about 40% of the newsroom staff at the Qatar-based Al Jazeera network are now female (Harrison et al., 2008, p. 198).

These signs of progress are less bright in other nations.

In North America, one study conducted by the American Society of Newspaper Editors (ASNE), showed that the current overall figure of 37% for women's employment in U.S. newspaper newsrooms is only a tiny bit higher than it was two decades ago (ASNE, cited in Marshall, 2006). Another study showed that the number of non-White women in U.S. media employment was only 17.5% in a nation whose population is nearly half non-White (cited in Poindexter, Meraz & Weiss, 2008, p. 69). In Canada, Robinson (2005) drew both from her own work, as well as that of others, to paint the picture for her nation's newsrooms. She found that women held only 29% of the jobs at newspapers, 24% of jobs at radio stations, 38% at television stations, 34% at weeklies, and 30% at magazines (p. 27).



The report *Glass Ceiling Two: An Audit of Women in South African Newsrooms*, by South African National Editors' Forum/ Gender Links (2007), showed that despite having a constitution rooted in equal rights, discriminatory practices and sexism in newsrooms are preventing women journalists from realising their potential (p. 3). Similar findings were documented by Harrison et al. (2008), who reviewed a number of studies on women in news media professions around the world. Their review showed that in Germany women comprise 22% of the news media workers, with 22% in TV news and newspapers, and 23% in radio news (p. 181); in Spain, the figure is about 25% of the newspaper journalistic workforce (p. 187). Harrison et al.'s review of the literature also points out the problem that all scholars are currently faced with in trying to find comparable data from nation to nation. In some nations, e.g. India and China, there is only vague or anecdotal information about the extent of women's employment in journalism and other media professions.

Challenges and way forward

The studies summarised briefly here show an interesting and varied but unreliable picture of women's employment in the news media worldwide. We emphasise the incomplete, piecemeal nature of the extant research, conducted by numerous researchers over a period of years, whose purposes, research questions and methods varied considerably. Thus, there is no reliable way to compile the data they produced into a coherent data set for comparison purposes, or to formulate recommendations for change. The research to be undertaken by the IWMF would overcome the lack of comprehensive data by establishing a systematic process (with new instrumentation), and an international infrastructure to create such a database. The research methodology and data it will produce will thus be available to use in subsequent rounds in order to begin a longer process of longitudinal analysis regarding women's progress in media employment and decision making within the world's industries.

Writers Bio

Carolyn M. Byerly has conducted research on women in news and other media since the 1980s. She is the co-author of *Women and Media: A Critical Introduction* (Blackwell, 2006), and the co-editor of *Women and Media: International Perspectives* (Blackwell, 2004), as well as many articles and book chapters. In recent years, her research has focused more intently on women's media ownership and media policy with respect to gender and race. For more information about the IWMF "Global Report on the Status of Women in News Media," contact Carolyn at cbyerly@iwmf.org.



Media managers shiver at the idea of gender policies

By Arthur Okwemba

Just how challenging moves to have media houses adopt gender policies is going to be emerged at the GEM Summit when participants expressed concern over the cold reception the idea gets from media owners and managers across Southern Africa. Some participants who have been approaching media houses for information on women and men employees and employment practices within their newsroom, with a view of helping them develop a gender policy, are having a rough time.

There seems to be as many reasons cited as there are media houses. Faith-owned media houses and those established by men appear to express the strongest opposition to the idea of gender policies. According to the researchers, in Tanzania and Lesotho, managers at the Catholic owned radio and television stations argue that putting in place policies that will ensure women are influential positions goes against the church's position on women and leadership.

On the other hand, some male media proprietors feel that they cannot allow women to hold influential positions within media companies they painfully put together. Others feel that such policies are a threat to their positions. "There is this misconception among male media managers that introducing gender policies are a strategy to help women take over their influential positions," says Gladness Mumo, Coordinator of the Media Institute of Southern Africa's (MISA) Good Governance project in Tanzania.

This way of thinking and perceptions are behind the poor show and difficulties women are facing in their quest to break the glass ceiling and hold influential positions within media houses. Gender policies are designed to help media companies address the twin issues of gender disparities within their management structures and editorial content in addition to employment practices.

A study conducted recently in South Africa indicated how serious the problem of gender disparity was in media houses. According to the *Glass Ceiling Two*: *An Audit of Women and Men in South African Newsrooms* conducted by Gender Links in collaboration with South African National Editors' Forum (SANEF) and published in 2007, on average, women earn 20% less than men in newsrooms; and black women earn 25% less than white men.

"While there are now roughly equal numbers of women and men in South African newsrooms, women, and especially black women, are still scarce in senior and top management echelons, as well as in the hard news beats," the study says.

The study findings show women to occupy less than 30% of top management posts and constitute one out of three senior managers in newsrooms. In contrast, they comprise 48% of junior managers and almost 70% of all semi-skilled workers in the newsroom. However, others like Kaya and Primedia had 100 % and 78 % women respectively, at top and senior management levels.

The main objective of this study, which was a follow-up to the qualitative research released by SANEF in August 2006, was to provide quantitative information on where women are located within the hierarchy and work of newsrooms as well as analysing conditions of service and employment practices that have a bearing on gender disparities in newsrooms.

Gender advocates strongly believe this skewed representation of women in the media as captured in this study is to blame for gender insensitive reporting. While this group considers having more women in senior positions in newsrooms as a prerequisite to influencing the editorial content and ensuring gender

equality in employment and promotions, there are those who think otherwise.

One school of thought believes that putting more women into influential positions or having more women media owners does not necessarily translate into a better media product that addresses gender issues.

"High visibility and influence of women in media houses has different effects on how women issues are covered and there is no guarantee gender politics will fall in place by virtue of having a woman editor or owner," cautions Ammu Joseph, an Indian journalist and an author of several books on gender and media.



Ammu Joseph

Addressing participants at a session on *Research and Monitoring of media houses* at the ongoing GEM summit at Kopanong Hotel, Johannesburg, Joseph further called on gender advocates to shift from focusing on false glass ceilings, and instead give more attention to business departments of newspapers, which are now having immense influence on the editorial content.

We need to address the position and influence of women in the business side of the newspaper and not only the editorial aspects where editors are increasing having little influence on the content," she says.

Speaking during the same session, Rosemary Okello-Orlale, the Executive Director of African Woman and Child Features, Kenya, requested gender advocates address other issues beyond the glass ceiling. "In the recent past we have witnessed women taking positions in media that were traditionally held by men. But these women are not staying in these positions long enough due to the harsh environment."

In addition to this, participants proposed the need to address the reasons why so many women graduating from schools of journalisms are running away from active reporting. "We do not have a critical mass of women journalists in the newsrooms. The unchanging structures, practices and attitudes from male colleagues within media settings make women depart even before or just after gaining enough experience and knowledge to hold management positions," says Joseph, who is also the author of *Women in Journalism: Making News*.

Writers Bio
Arthur Okwemba writes for the African Women and Children feature Service in Kenya.



Behind the glass ceiling
Kenyan media women grapple with identity

By Rosemary Okello-Orlale
African Women and Child Feature Service
Executive Director

Media ownership has become centralised in the hands of a few individuals whose power goes beyond politics and commercial interests in the recent times. Although they cover the news, their business is primarily entertainment, and they influence the country through movies, TV, radio shows, comic strips and music videos most of which have tended to portray women in stereotypical way.

There has historically been a significant gender gap within the media. According to the 1995 UNESCO study, women constituted a paltry 3% of the staff media organisations worldwide. The Annenberg Public Policy Centre reported in 2002 that women made up only 14% of top United States media, telecom and e-company executives, and 13% of their boards of directors. "This is part of the reason why women worldwide are subjects of just 7% of stories on politics and government, and in the US are only 18 % those interviewed for such stories," says the report (p. 16).

In their report "Women War Peace," Elisabeth Rehn and Ellen Johnson Sirleaf explain: "the relative shortage of women at all levels in journalism, but especially in war coverage, can have a profound effect on the type of news that is produced and disseminated." (Page 106)

In countries with diverse media, such as Kenya, media ownership and the positions women occupy become critical factors in determining not only media content, but also media policy. Women started breaking the glass ceiling in the 1990s when *The Standard* newspaper- the oldest news publication - appointed the first woman managing editor of the Sunday paper in an industry previously dominated by male editors. Since then, it has been just a matter of time and in 2004 we had one of the leading newspapers appointing a woman deputy managing editor and now we have two women heading daily newspapers, namely the *Nairobi Star* and the *Standard Media Group.*

Research indicates that in cases where women are editors or are in management, there tends to be more spaces given to issues affecting women and society at large. Fairness and Accuracy in Reporting (FAIR), a US-based organisation that monitors the media, surveyed the *New York Times* and *Washington Post* Op-ed pages for three weeks after September 11 attacks, and found a striking gender imbalance. At the *Post* women wrote only seven of 107 op-ed pieces, while at the *Times* women wrote eight out of 79.

A conference sponsored by the International Women's Media Foundation (IWMF) illuminated how women's presence can alter news: "The change in the reports from the field was instantly noticeable," observed a Russian participant at the conference."Women who were war correspondents in the era of perestroika and glasnost came back, their work had a remarkable impact on politicians, editors and the public at large." Women showed not only the quantity of people killed, but the impact on civilians caught in the battlegrounds." (2000).

The conference report quotes another participant from Philippines, who says that her experience shows, "men tend to concentrate on quotes from government officials and focus on conflict, while women tend to look at the impact of the greatest number of people or sectors."



"Business Unusual" interview, Tanzania *Photo: Trevor Davies*

According to the Media Policy and Civil Society (IMPACS), "media in the hands of women often produces a different kind of intervention."

However, in Kenya, John Kamau disagrees. Writing in the *Media Review* (1999), he states that while the stage has been set for the promotion of issues that affect women in the mainstream press, that opportunity has been abused and underutilised. He argued that women's issues are now being pushed to the front and need concerted efforts not only from men journalists but also from women journalists. Nevertheless, he complains, "reading the various articles recently filed in the *Daily Nation*, I find myself asking why women journalists have not become key commentators in the diverse subjects that directly affect them." (P. 64).

He says that while newspapers in Kenya have reserved pages for women, the content is actually laughable, degrades women and hardly contributes to their progress. He says stories on fashion and lipstick fill these pages. He goes on, "Women journalists not only are letting everyone down but also failing to grab an opportunity to advance women issues in a critical manner."

Kamau agrees that the environment common in many newsrooms deters even the most motivated women journalists. "I doubt that many men will agree to tackle the gender question. Simply put, the men-led institutions have brought their village cultural prejudices to the newsrooms and institutionalised them. No wonder women are still seen in the newsrooms as weaker sex and few men journalists accept women can be genuinely be promoted genuinely without having sex with their bosses..."

However the numbers are increasingly rising. There are ten women in managing editor positions in both print and electronic media. There are two women magazine owners, and four women media owners mainly in the alternative media. There are also a number of editors of weekend newspapers and quite a number of chief-subs within the mainstream media, both print and electronic, as well as alternative media.

Even though the glass ceiling is one of the fundamental areas that still needs to be interrogated when we talk about gender and media because it affects content, visibility, professionalism and media reach and it also brings out who really owns the media as well as the power play around media and its environment.

Writers Bio
Rosemary Okello-Orlale is the Executive Director of the African Women and Child Feature Service in Kenya.



Debating gender in the newsroom

By Gloria Ganyani

Journalists are not always seeing eye-to-eye when it comes to gender in the newsroom. The topic was hot debate during the media practice and training session on the second day of the GEM Summit in Johannesburg, South Africa.

According to one male participant, female journalists in Southern Africa are left behind when it comes to promotions for decision-making positions because they refuse to carry out challenging work like carrying cameras, preferring to do light duties. "Women find it easy to interview female sources and in the newsroom they rush for soft beats," says Evance Ngingo, *Tanzania Standard* newspaper reporter.

While this may be true for some female journalists and for some newsrooms, this is not the case for other media organisations. According to Gillian Pillay, award winning journalist in the Gender and Media awards television news category, journalists and camera people at the SABC work as a team.

"If there is need to assist with the camera or tripod, I can assist despite the fact that I am a woman and have a small body. Our male counterparts treat us as equals and we also respond as equals. If we go for reporting as females, we assist each other."

She however noted that there is little representation of



"We just need to break through" - Gillian Pillay, SABC *Photo: Trevor Davies*

females in the technical department of the SABC where men dominate with almost 90% of staff. "It's all about perceptions. Maybe it is because of the terminology, because people say 'cameraman' and therefore some women might feel it is a duty preserved for men but that is not true. We just need a break through," says Pillay.

Other participants had different views about the issue. "If women are in the army there is no way that other fellow women cannot carry a camera," remarked Dr Maude Dikobe, Chairperson of the University of Botswana, Gender Policy, and Programme Committee (UPPC).

In order to promote gender equality in the newsroom, Malose Frans Ledwaba, the Chief Executive Officer for Greater Lebowakgomo Radio in South Africa, says he managed to transform the newsroom from a male dominated newsroom to a female dominated newsroom. While women were sceptical about handling production equipment he encouraged them to participate in production. His principle was "if we are equal, we have to share the work equally."

Historically, journalism has been a male dominated field in most countries in Africa. Gender sensitisation campaigns only started in the 1990s and because of this, there are perceptions in some circles that journalism is for men.

"There is need for proper orientation of both males and females in the media so that both feel that they are equal and no one is superior in the media fraternity," says Sibongile Mpofu, a Journalism and Media Studies Lecturer at the National University of Science and Technology (NUST) in Zimbabwe. She notes that the struggle for gender equality in the media cannot be left to the newsroom alone but training institutions must also play a significant role.

Media Activism



Proudia Mosupi, Survivor of gender violence, "I" Stories 2006 *Photo: Colleen Lowe Morna*



Empowering Messages Project

By Tanya Owen
Media Monitoring Project
Organisational Development Officer

Abstract

The increasing incidence of gender-based violence, particularly in Southern Africa, has led to inquiries into the effectiveness of gender-based violence communication campaigns. In an attempt to facilitate an improved and more coordinated response by civil society, a study of issue-related communication interventions run by various non-governmental organisations (NGOs) and community based organisations (CBOs) in South Africa and Namibia was conducted by the Media Monitoring Project in 2007. Entitled "The Empowering Messages Project," the study undertook to explore the process of communication development and implementation, identify the primary challenges currently encountered by organisations, and to improve understanding of what constitutes a successful gender-based violence campaign. A key challenge faced by organisations identified through the study was a limited knowledge base regarding how to plan and implement effective campaigns and evaluations, regardless of resources available. Together with a review of related resources and literature, the results of the study have been incorporated into the development of best practice guidelines for strategic communication, aimed at building stronger and more effective communication as a component of gender-based violence intervention strategies in Southern Africa.

Key words

gender-based violence, Southern Africa, communication, behavioural change, guidelines, monitoring and evaluation

Introduction

The increasing incidence of gender-based violence (GBV), particularly in Southern Africa, has led to inquiries into the effectiveness of GBV communication campaigns. It has also led to inquiries around civil society's coordinated response to this human rights' violation and its effect on attitude and behavioural change. Whilst the 16 Days

of Activism of No Violence Against Women and Children campaign appears to be a clear effort by the South African media to cover stories about GBV, and by organisations to focus delivery of individual campaign messages, the effectiveness of these messages is rarely assessed.

In an attempt to facilitate an improved and more coordinated response by civil society, and thus send out stronger messages against GBV, the Heinrich Bôll Foundation funded a study of issue-related communication interventions run by various non-governmental organisations (NGOs) and community-based organisations (CBOs). The study, entitled the "Empowering Messages Project," was conducted by the Media Monitoring Project (MMP) in 2007, in partnership with the Southern African Media and Gender Institute (SAMGI). The study was carried out with a view to determining best practice in communication development and implementation, and what would be the best means to support this among those involved in addressing GBV. In conjunction with an extensive review of literature and resources available, the study results were to be incorporated into an appropriate resource, the scope and content of which would be informed by the results of the review and study.

Objectives

In terms of the study of communication produced in Southern Africa under the Empowering Messages Project, the research was undertaken to:

- identify the primary challenges currently encountered by organisations in the development of communication interventions addressing GBV;
- improve the understanding of what constitutes a successful GBV campaign; and
- in response to both points above, develop a best-practice resource to assist in the development of future GBV communication interventions.

Process

The Empowering Messages Project research encompassed a retrospective assessment of GBV communication interventions and materials, using qualitative and quantitative methods. A series of interviews with individuals, focus group discussions with members of intended audiences, and the content analysis of communication materials underpinned the assessment. The initial scope of the project focused solely on media campaigns. However, both for practical and theoretical reasons, this was extended to include a variety of GBV communication interventions addressing behavioural change, which by definition, encompasses media campaigns.

The study sourced information from twelve participating organisations in South Africa and Namibia, who provided access to individuals involved in communication intervention development and implementation, as well as access to communication materials. The researcher selected organisations based on their direct involvement in gender issues, but also to form a representative sample in terms of size, budget allocations and intended audience.

The study included identification of primary audiences targeted and how they were reached, the effectiveness of mediums chosen for conveying messages, and how communications were evaluated. MMP also conducted an extensive review of related literature and resources available. Topics under review included strategic communication, social marketing, behavioural change, and monitoring and evaluation, and focused on materials addressing social and/or health related issues.

Outputs

Concerning the findings, the research acknowledged that funding and resources are inadequate for the majority of organisations. However, the findings also indicated that a key challenge faced by organisations is a limited knowledge base regarding how to plan and implement effective campaigns and evaluations, regardless of resources available and the commitment of funders.

In response to the findings of both the study and the review of literature and resources, MMP undertook to develop best practice guidelines for strategic communication addressing GBV. These guidelines aimed primarily to address the identified need for



What is the impact of media messages? Loveness Jambaya Nyakujarah of Gender Links mounting a 16 Days of Activism poster

Photo: Colleen Lowe Morna

appropriate and low cost assistance to organisations and individuals in the development of effective communication interventions. In general, however, these guidelines are for all those involved in the development, implementation and evaluation of related communication materials, including developers, funders and government bodies.

The strategic communication guidelines specifically aim to:

- facilitate the building of stronger more sustainable communications campaigns as a component of GBV intervention strategies;
- promote partnership across organisations involved in GBV intervention strategies; and,
- ensure greater long-term impact of strategic communications.

Communication and marketing experts were involved in the guidelines' development. They were also reviewed by an authority in communication for behavioural change, who has authored a similar resource addressing reproductive health for the United Nations Population Fund (UNFPA).

Outcomes

The guidelines present a unique and comprehensive resource specifically addressing the development and implementation of communication targeting issues related to GBV in Southern Africa. Communication examples, including many from Southern Africa, highlight concepts and process. Furthermore, the guidelines address core concepts such as understanding the intended audience, including their capacity and willingness to change. The guidelines also pay particular attention to monitoring and evaluation. This is in response to the study findings and review of literature and resources, which indicated that campaign implementers rarely understood or performed monitoring and evaluation of communication interventions well, despite being essential for demonstrating and enhancing the effectiveness of future initiatives. To facilitate a deeper understanding, the guidelines include an array of results or performance-based indicators for a variety of GBV communication interventions, and for all levels of evaluation.

The whole process of developing and implementing communication interventions is broken down into different sections, each with a series of specific steps that form a solid framework for an effective intervention. Supplementing the content developed by MMP, the guidelines also include a wealth of detailed references for additional resources, which are useful when more detail or examples are required for particular steps in the process of communication development.

The guidelines stress that individuals and organisations do not need to be experts in social marketing and communication in order to plan and execute a successful communication intervention. However, the guidelines also make clear the need for support and commitment by funders, and for partnership and collaboration across organisations, to ensure long-term and sustainable impact. In articulating what steps to follow and which components to include for maximum impact, the guidelines provide a means to educate all those involved in communication

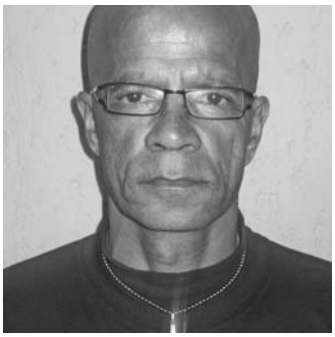
interventions, including funders. In relation to funders, they provide an indication of components that should be included in proposals and, perhaps more importantly, what are realistic expectations for strategic communication interventions, given particular time-frames and levels of funding.

The guidelines are currently being prepared for publishing, to be made available through the internet and in hard-copy format. While ensuring that the content is broadly accessible, MMP also seeks to run training around the guidelines for organisations and individuals across Southern Africa. MMP envisions that this training will not only ensure that information around best practice is disseminated and understood as widely as possible, but will also facilitate collaboration and partnership among those involved in communication interventions.



What is the impact of empowering messages ? SAPS supports 16 Days of Activism. *Photo: Colleen Lowe Morna*

Writers Bio
Tanya Owen is the Organisational Development Officer for the Media Monitoring Project. Her position with MMP is supported by Australian Volunteers International. She holds a Masters Degree in Public Policy, specialising in good governance and ethics.



Effective communication on HIV/AIDS - The Sidaware Project

By Danny Philippe
Media Watch Organisation/ GEMSA (Mauritius)
Executive Member

Abstract
Sidaware is a new concept of diffusion of information and sensitisation of the population concerning HIV/AIDS. Based on the Tupperware concept, this project aims to bring simple and clear basic information of HIV/AIDS – transmission, prevention, treatment and misconceptions concerning the disease. The trained animator is invited to hold sessions in the houses of people in a simple level of language, with visuals adapted to all age groups.

Key words
HIV/AIDS, diffusion of information

Introduction

This type of primary prevention initiatives on HIV aims to reach out to the Mauritian population that is still not convinced that they have a risk of contracting the virus. Surveys held by radios and newspapers, as well as reports from field workers show that the adult population of Mauritius consider themselves to be at a very low risk or of not being at risk at all of contracting HIV/AIDS, since this disease is still associated to vulnerable groups such as sex workers and injecting drug users. The denial is particularly present in zones where substance use and prostitution is not apparent, such as rural and coastal areas.

Objectives

The objective of the project is to inform the public of the HIV/AIDS issue as well as encourage a progressive de-stigmatisation towards People Living with HIV/AIDS (PLWHA).

Targets

The beneficiaries are the Mauritian population, but the organisation is aiming to reach out specifically to people that are not in contact with ongoing prevention campaigns or sessions – housewives, elderly people, populations of the rural zones and adults working in small structures.

Process

This project offers people a prevention session in their homes at a time that is convenient for them. They invite members of their family, their friends and neighbours. Those present will have the opportunity to learn about



The Sidaware team at work

Photo: Sidaware

basic information concerning HIV/AIDS in the language of their choice. Visuals reinforce the presentation and the participants can ask questions at the end of the session. Distribution of leaflets and goodies, such as stickers and other prevention material, (condoms) follows the presentation.

Outcomes

The organisation hopes that eventually the Knowledge Attitudes Practices Beliefs (KAPB) studies of the Ministry of Health will show a change of attitude in sexual practices of Mauritians in general and specially in preventive practices like the use of condoms.

Challenges

The first challenge is the need to reach out to the whole island of Mauritius, the second is to recruit volunteers to reinforce the SIDAWARE team and give them the proper training. Another major challenge is to be able to penetrate the families in which talking about sex is still a taboo and we cannot do prevention on HIV/AIDS without talking about sex.

Replication

Any organisation in the country and in the region can replicate the SIDAWARE project. Lifestyle trends in Mauritius inspired this project. If people do not have time to attend prevention sessions, prevention should come to them. It is an innovative way of doing prevention. To optimise the impact and the efficacy of the SIDAWARE project, it has to be a concept that the audience will quickly stick to, with visual aids and simple in terms of communication tools

Writers Bio

Daniel Philippe is head of 'Noubaz Centre', the Prevention Unit of 'Centre de SolidaritÉ', a Rehabilitation Centre for substance abusers. He has more than 15 years experience as a field social worker at the Prevention Unit and at the National Prevention Unit of NATReSA (National Agency for Treatment and Rehabilitation of Substance Abusers). Since 2003, he has been actively involved in HIV advocacy and awareness training. Including as board member of of P.I.L.S (Prevention, Information et Lutte contre le Sida), co-founder of RAPID (Research Action Prevention Information and Dissemination on HIV/AIDS), and in 2008 co-founded the Aids Candlelight Memorial Association. He is also an executive member and Treasurer at MWO-GEMSA-Mauritius



Advocating for mandatory testing of pregnant women

By Chinyeke Tembo
Journalists Association Against AIDS (JournAIDS-Malawi)
Programme Manager

Abstract

The best practice focuses on the proposed legislation tabled by the government of Malawi for mandatory testing of pregnant women. In Malawi, there are high prevalence rates of HIV/AIDS amongst women between the ages of 15-49 and especially 15-19. Malawian women face high poverty levels at the same time as high fertility rates, according to statistics from United Nations Population Fund (UNFPA). There is a great need to protect unborn children from contracting HIV from their mothers. That is why mandatory tests of expectant mothers is crucial as they can also determine the provision of anti-retro-viral therapy, through drugs such as Nevirapine, which can help save lives of thousands of children from contracting the HIV virus. A study conducted by the Leitner Center for International Law and Justice (based in New York), in 2007 in Malawi revealed that young women between ages of 15-19 account for 75% of HIV/AIDS infections, characterised by transactional sex, thereby increasing women's vulnerability to HIV/AIDS

Key words
HIV/AIDS, Anti-retro-viral therapy, children

Introduction

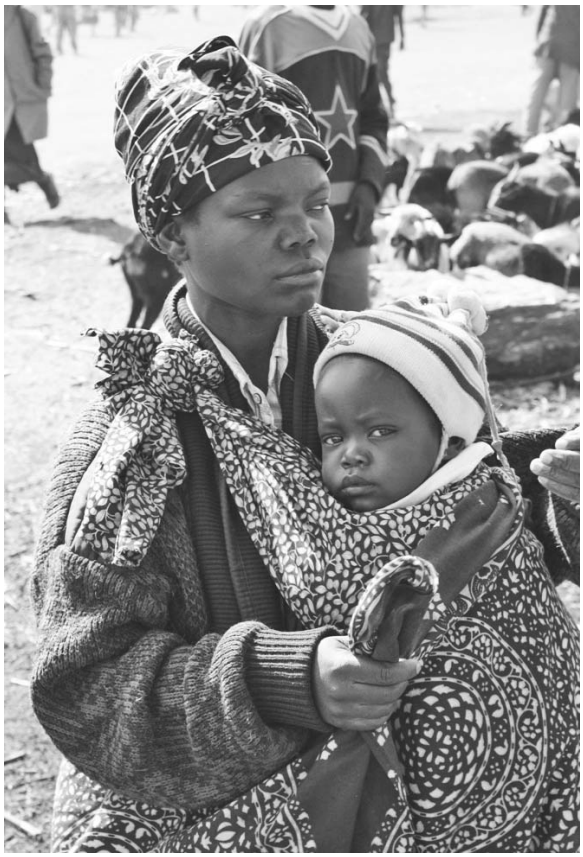
This campaign originated from a Bill in 2007 tabled by the government of Malawi, through the Department of HIV/AIDS and Nutrition in the Office of President and Cabinet. The idea came into being upon the realisation that many pregnant women were giving birth to children living with HIV. The proposed law hopes to protect unborn children from contracting the virus.

Key Concepts

*Protecting rights of the unborn child - T*he best practice about advocating for mandatory HIV tests for pregnant women is very crucial as it entrenches the protection of the rights of the unborn child. This implies that lack of tests in pregnant women will contribute to more children

being born with virus. This has a direct bearing on their rights as well, as they also have a right to life as entrenched in the United Nations Universal Declaration of Human Rights.

Reinforcing Women's Sexual and Reproductive Health rights - All women of childbearing age and all women in particular face various forms of abuse that vary from time to time. It is this case that HIV tests will help them in the planning of their lives, thus the need to know their status when expectant.



Will Mandatory testing protect children? *Photo: Trevor Davies*

This has a positive impact in the on-going ART regimens, thereby prolonging their lives in case of infection. Rape is a common form of abuse that also results in women giving birth to infected children. This is avoidable through accessing HIV Testing and Counseling Services, which are now available in Malawi in many places, although women move long distances to health centers in remote rural areas.

Scaling up ART interventions for pregnant women - Anti-retro viral therapy is the best way of helping pregnant women to protect their lives and that of the unborn baby. Hence, with assistance from the Global Fund, through the National AIDS Commission, many health centers are rolling out ARVs to help women and other groups of people to prolong their lives.

Strengthening HIV policies - Advocating for mandatory testing of pregnant women is one of the main activities JournAIDS-Malawi is championing. This is one way of strengthening HIV policies. It is hoped that if the law is passed many lives of women and unborn children will be saved in Malawi.

Reduction of HIV prevalence amongst children - Children are being born everyday in Malawi, a country where there are high fertility rates. However, many are born with the HIV virus, which is why the mandatory tests of pregnant women will assist in reducing prevalence of HIV amongst children. This will lead to a nation with reduced HIV prevalence rates in the long-term future. One clinic providing ART for children in Malawi is the Baylor Clinic, funded by the Baylor Abbott Fund.

Objectives

According to JournAIDS Malawi, the objectives are to:

- sensitise the nation on the need to have pregnant women tested for HIV;
- mobilise government departments, civil society and the media to advocate for the proposed law facilitating mandatory tests of pregnant women; and
- engage parliamentarians in the health committee of the national assembly on the proposed legislation to be passed.

Targets

The campaign targets the following groups:

- Pregnant women
- Media
- Parliament
- Civil society
- Donors
- Government departments

Process

JournAIDS-Malawi organised a roundtable discussion on the proposed law on 6 May, 2008 at Lilongwe Hotel, with the media and officials from the Department of HIV and AIDS and Nutrition in the Office of the President and Cabinet. The Southern Africa AIDS Trust (SAT Malawi) represented the donors. At the roundtable discussion, delegates received a monthly magazine published by JournAIDS Malawi *Positive Voices* with a theme focusing on women's sexual and reproductive health rights. JournAIDS planned the roundtable discussion to coincide with the commemoration of the World Women's Day.

However since the work has just started many activities planned such as workshops targeting parliamentarians, media workshops and radio programmes have not been implemented yet due to funding constraints.

Outputs

The deliverables for the process are as follows:

- 10, 000 copies of *Positive Voices* circulated to stakeholders and targeted groups.
- A one-day roundtable discussion targeting donors, civil society and the media held.
- A quarter page newspaper adverts published in the two leading dailies on the roundtable discussion.

Outcomes

The process helped to challenge current stereotypes in such a way that some civil society organisations have accepted that mandatory HIV tests for pregnant women are crucial in the fight against HIV and AIDS. However, this also emphasises fighting stigma and discrimination and encouraging men not to think sexual and reproductive health is only a women's responsibility, which is a rampant stereotype in Malawi. For instance, when a woman is hospitalised awaiting labour, most husbands never think of visiting them. However, there is a lot of work remaining to bring convincing outcomes set out in the process.

Challenges and way forward

The process has many challenges because there is growing opposition from gender and women's rights activists who point out that mandatory HIV tests for pregnant women is a direct violation of women's rights, while HIV experts insist that the move is crucial and beneficial for the sake of saving lives of unborn children.

Another notable challenge is that parliamentarians in Malawi tend to sit on bills, which gather dust without seeing final passing. For instance, the National HIV Policy and the National Birth



Chinyeke Tembo (Left) at a gender training workshop held by Southern Africa AIDS Trust *Photo: Gender Links*

Registration Bills have both stalled up to the present time.

Addressing the challenges

JournAIDS Malawi is aware of the challenges lying in the way of advocacy on the proposed law. However some of the solutions to strengthen the advocacy efforts are:

- holding a series of roundtable discussions targeting health experts, media, government and civil society organisations aimed at sensitising them on the proposed law;
- advocacy radio programmes on the proposed law;
- sensitisation workshops with legislators from the health committee to influence them in passing the law; and
- publications dedicated to advocacy on the proposed law.

Replication

The process is replicable in Malawi and the SADC region, through:

- holding a series of sub-regional advocacy workshops on the proposed law.
- sensitisation seminars targeting the SADC parliamentary forum on the proposed legislation.
- formation of a SADC country forum on the proposed law, to carry out activities especially mass demonstrations, held twice in a year.

The prerequisites in the replication process will require a lot of funding and political will in order to bring a desirable impact in both Malawi and the region.

Writers Bio

Chinyeke Tembo has worked as a reporter for the Zambia Daily Mail, Times of Zambia, Nation Newspaper, and Blantyre Newspapers. From 2000 - 2002 Tembo worked on different weeklies as Managing Editor. In 2003, inspired by several HIV and AIDS reporting courses he attended in South Africa, Zimbabwe and Malawi - which were sponsored by organisations such as SAfAIDS, NSJ, AIA, and REPSSI - Chinyeke spearheaded the formation of the Journalists Association Against AIDS. In 2008-2009 JournAIDS is implementing a capacity building project with financial support from Southern Africa AIDS Trust (SAT), working with local journalists, the public and key stakeholders in the health sector.

MEDIA ACTIVISM



Double Infection: HIV and conservative ideology

By Mercedes Sayagues

Clink. Boom. Screech. Stop in your tracks. Out of the amiable political correctness of empowering widows and paying home-based carers, comes a sudden, jarring dissonance. At the recent Gender and Media Summit held 11-12 August, a representative of JournAIDS, a group of Malawian journalists who specialise on the epidemic, presented his group's support for mandatory HIV testing for pregnant women. Not routine testing, the standard practice in Malawi. Mandatory.

Suddenly we are jolted out of our comfort zone. We ask questions.

Sketchily, a few facts emerge. Cabinet has proposed mandatory testing for pregnant women, sex workers and sex offenders. Not for their husbands, boyfriends or clients, though. Do women get pregnant through Immaculate Conception? The gender activists in the room point out that such testing is discriminatory.

Parliament has not debated the measure yet, but JournAIDS is advocating for it. Why? "We have to save these women and their babies. Some men will not allow their wives to test, we must make it clear that men are not important, women and babies are."

The Madonna effect! ... and I am not talking about celebrity adoption by the Material Girl. This is seeing women as wombs, in the glory of our reproductive role alone. Women isolated from their social lives, their circumstances, their families, their men.

Next: "Due to cultural factors, our people only react to the law. If there is a law, they will test. We are proud to defend the lives of pregnant women and their babies."

Save their lives...even at the expense of their human rights?

What worries me is not the diverging opinions. This is welcome. If we don't hear, we cannot argue. If we don't argue, we don't learn. Before this session, we were preaching to the converted. Now we are trying to convert the preacher. Viva diversity.

What also worries me is the intersection of morality with public health, old fashioned values that smack of the religious right taking advantage of the epidemic to re-position and advance, coupled with the underlying view that Africans are stupid. They don't make the right health decisions unless they are ordered (mandatory testing), or bribed (as in the World Bank project in southern Tanzania that plans to pay US$50 a year to young adults aged 18-35 if they remain HIV-free.).

There are plenty of reasons why people don't test – yet testing has grown by leaps and bounds in Malawi once antiretroviral treatment became available. In 2006 alone, 661,000 people tested for HIV, and 482,400 the previous year. Some 140,000 are on ARVS now – quite impressive for one of the world's poorest countries, with 13 million people and a sero-prevalence rate of 12% cent, slowly declining.

The same government report (prepared for UNGASS 2008) says that 60 sites offer prevention of mother-to-child transmission, equivalent to 10 % of all antenatal clinics. So mandatory testing will not help those pregnant women who live far away from the 60 sites or the estimated 40% who never reach an antenatal clinic.

Making testing mandatory may drive pregnant women away from the clinics. What is needed are more entry point into a user-friendly health system, not fewer.

As journalists, we need to interrogate figures, facts and opinions. As activists, we need to interrogate agendas. Because, creeping in with the virus, comes ideology, hand in hand with funding.

When American evangelists packaged AIDS as a disease that was killing "innocent wives and babies" (shifting the focus from gays, drug addicts, sex workers, and people who were having sex out of marriage and possibly enjoying it), they convinced President Georges Bush to give evangelical NGOs loads of money through PEPFAR. These funds were meant to do lots of good things, and some pretty useless, even harmful, such as pushing abstinence while condemning condoms, and not funding programmes that support legalising abortion, sex work and same-sex sex.

The title of the 2008 Summit is ever so relevant: "Whose news, whose views? Critical consumers, informed media."



Tabloid activism

By Beata Kasale
The Voice, Botswana

The American playwright Arthur Miller commented "a good newspaper is a nation talking to itself," and in that respect *The Voice* newspaper has spoken not just for itself, but reflected the concerns and interests of our readers. I don't believe we would have survived, let alone become the country's most popular newspaper, if that had not been the case. Other local newspapers, who have been in this industry longer—in some cases spanning over 21 years, would no doubt also subscribe to Miller's mantra. It is just that our Voice was different.

Our target market has always been and remains anyone in Botswana who can read. With a population of less than two million, we cannot afford the luxury of a niche market. Coming up with an innovative, creative and bold style of presentation, the mixture of entertainment and news is presented in bold headlines, big photos, and short easily digestible stories. Our editorial policy is that entertainment and news should not be separate entities, but that all stories are part of the overall entertainment package.

The reason I have been asked to present a paper on tabloidisation of the media is because, I believe, *The Voice* is seen as a tabloid in the "red top" tradition of British newspapers like *The Sun* and *Daily Mirror*. The definition of tabloid varies from country to country, but generally, the definition of a tabloid (apart from its size) is that it focuses on local-interest stories and entertainment, with an emphasis on human-interest stories, sensational crime and gossip.

This type of newspaper was missing from Botswana, which is why we created *The Voice*. Our founding aim was to offer an alternative newspaper focusing on local, human-interest stories of topical issues, the reflection of our society, as it is today, entertainment, and the lives of celebrities and prominent people.

However, due to the absence of celebrities, the paper focused on giving a voice to the voiceless, bringing issues from the trials and tribulations of everyday life, previously regarded as mundane or un-newsworthy, to the public interest - thus giving the ordinary citizen their



moment of fame. For this, *The Voice* is often talked about and criticised, more often praised, but above all, bought.

We dared to be different, and had the courage to tackle topics that not previously considered worthy of column inches. This reflection of society as it is, has raised thorny issues and asked many questions of civil society. Issues that would be regarded as a national scandal in so-called developed countries, and blasted across front pages and news channels nationwide, are often accepted as the norm here.

We wanted to change this "suffering in silence" attitude and many times, we have been asked to clean up our act and report "serious" political issues instead. However, we were more interested in the politics of poverty than the machinations of the party political machine.

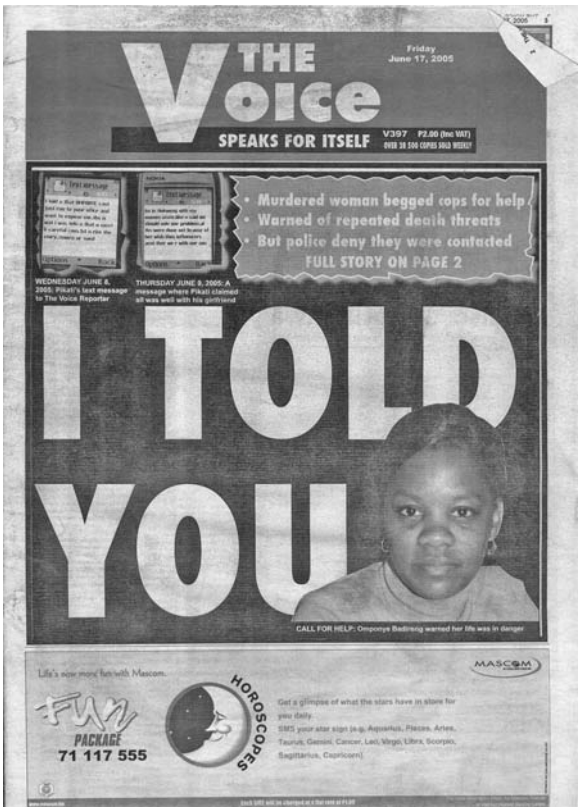
We believe that it is not just about being the voice of the voiceless, but we also have to catch the attention of the people who make decisions as well as those who go unchallenged into thinking about the things that were going on around them. In some cases, *The Voice* has caught the attention too well, and then chosen to be ignored or slapped with Million Pula lawsuits in our quest to inform, educate and entertain.

Journalism, like culture and life itself, is subject to change. We are a reflection of the now. That we became the face of tabloidisation and other newspapers copied our style is flattering. It is an indication of a changing journalistic culture and the evolution of the fourth estate in our country.

The challenges we face include, like other businesses, the escalating food and fuel prices. This global crisis threatens most companies worldwide, and we are no exception. Our advertising income is getting smaller and smaller as more and more companies cut their advertising budgets while our printing bills are getting bigger and bigger. A sure factor is that that tabloid or no tabloid, our popularity does not necessarily guarantee our survival in a country that cannot sustain a newspaper on the cover price alone.

Being the best selling newspaper is not enough to overcome the economic realities of running a weekly newspaper. We rely on advertising revenue for sustainability. However, that revenue is often subject to the whims and fancies of advertisers and their agencies. Despite our popularity, we are at times left out of advertising campaigns because of the personal prejudice of a person in a position to influence the placing of advertising.

That said it is also true that many a good newspaper has folded because it has not been able to sustain itself economically. For us, as it is with all the independent press, the economic struggle involves us in a constant battle to make ends meet. The fact is, our audited sales by the Audit Bureau of Circulation (ABC), reflect that we are the best selling newspaper in the country.



Our bold presentation of news has brought the attention we sought to critical issues. Perhaps the biggest threat to the economic and social development of Botswana is the threat of

HIV/AIDS. Much has been written and argued about the role of the media in reporting HIV/AIDS.

The Voice has worked closely with people living with HIV/AIDS who have disclosed their HIV/AIDS status to the public. We have told their stories honestly through the human faces that can best illustrate the realities of their condition. Some have expressed concern over ways we have reported these facts, but there is no doubt that we have at the very least got people to focus on the issues, even if it was only to slam the newspaper in the process. As a newspaper that has as its brief the objective of speaking for the voiceless, we have reported issues that media might otherwise ignore or buried under red tape.

For example, when a young girl was admitted to a mental institution, suffering from post-natal depression, she was left unattended with a group of long term and dangerous mentally disturbed patients. Through the night, inmates murdered her.

The tragedy left many questions, and when we demanded explanations, the response was that it was none of our concern. Yet this was a matter of national interest. Even the poverty-stricken mother was unable to get a satisfactory explanation of the matter, simply because she was poor, uneducated and consequently deemed to be of little consequence. There was no thought of compensation despite the mother's loss of the family breadwinner and the plight of the orphaned children.

We have campaigned vigorously on behalf of the mother and others in similar positions whose human rights have been steamrolled under the carpet of insignificance.

In 1994, a teacher raped a 12-year old girl, and two years later, in 1996, she died from an HIV/AIDS related complication. A court dismissed her case for lack of evidence and belief. Investigations led the newspaper to another girl who dropped out of school because the same teacher had made her pregnant. Two more girls subsequently came up with similar complaints. On 27 June 2008 (14 years after the original story), the teacher was finally imprisoned following a case of defilement and impregnating another schoolchild. His imprisonment is a victory for justice and this newspaper. Countless campaigns we have embarked on have resulted in readers coming to the aid of those disadvantaged.

Addressing such issues must be a priority if all of our people are to develop socially and economically without the further sidelining of those already disadvantaged by education and poverty. Media is the watchdog of society, and we believe if the role of the independent media is eroded through the implementation of the gazetted Media Practitioner's Bill, our society will be weaker because of it. The freedom of the press is vital in a democratic society, especially one whose rapid development may leave some of our citizens behind because they are unaware of what is going on around them.



Beata Kasale, The Voice, accepting Sol Plaatje Institute and Media Action Plan Award 2008 *Photo: Trevor Davies*

For this reason, it is vital that a vibrant and socially conscious media not only informs but also acts as a catalyst to ensure a fair economic and social deal for all. At times, it has seemed that we are just a

voice crying in the wilderness. We believe, however, that the media industry has grown and that voice has become stronger.

The media is now a force to reckon with, and people are more prepared to listen to what we have to say. *The Voice* or any other newspaper might goaway, but the issues we report will not. We would prefer to stay around to make sure that we, and the issues are not forgotten or swept under that carpet.

That we chose the tabloid style to boldly bring crucial issues to the forefront, is our role in playing a part in the development of our country. And it is a part we have played well.

In closing, a quotation from His Holiness the Dalai Lama, From "The Pocket Dalai Lama," edited by Mary Craig, 2002. 'In this world, in order to enable society to develop, all its members have to assume responsibilities and make their contribution. If we do not make collective contributions then there will be no development."

Writers Bio
Beata Kasale co-owns and is the publisher of *The Voice* newspaper, which is Botswana's best selling newspaper. She has over 20 years experience in journalism and photography. Kasale has published a children's book, *The Treasure in the Garden* with Heinemann UK.



Imagery of African Fatherhood

Trevor Davies
African Fathers Initiative
Director

Abstract

Stereotypes of the black African male continue to perpetuate the idea of women as victims and men as the stereotypical aggressors. These stereotypes hinder appreciation of the need for a more sympathetic gender lens on the prospects for shared roles and responsibilities of men and women when it comes to such issues as childcare. New media offers new methods of participatory research and media creation around African fatherhood. The African Fathers Initiative is one example of an organisation using new media technologies to raise awareness and dialogue about the changing roles of men in African society.

Key words

Africa, fatherhood, masculinity, representations, images

Introduction

Today, masculine ideals of absolute toughness, stubborn self-reliance and emotional silence have been shaken by a new emphasis on men's emotions, need for advice, and the problems of masculinity. This can only help the gender and in particular the fatherhood movement. The African Fathers approach aims to effect change at the individual and social change levels. One strategy relies on creating and distributing new images and media, which challenge gender stereotypes and provide a different social norm emphasising men's positive roles as fathers.

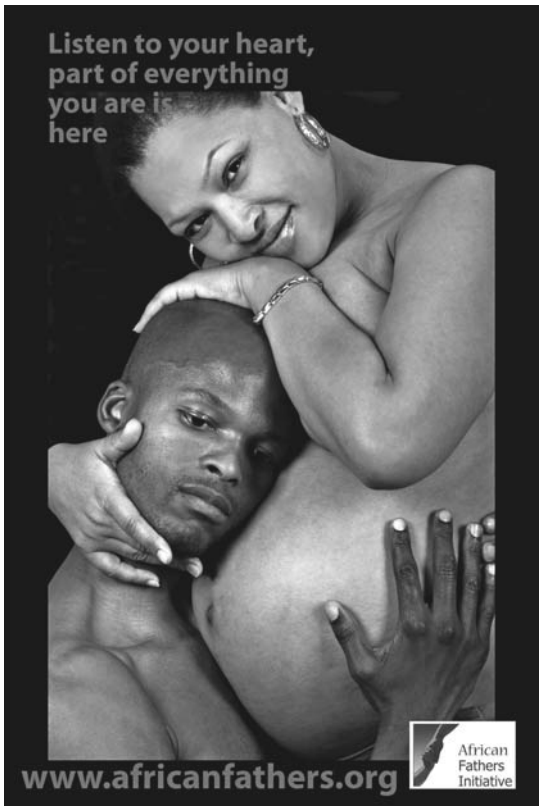


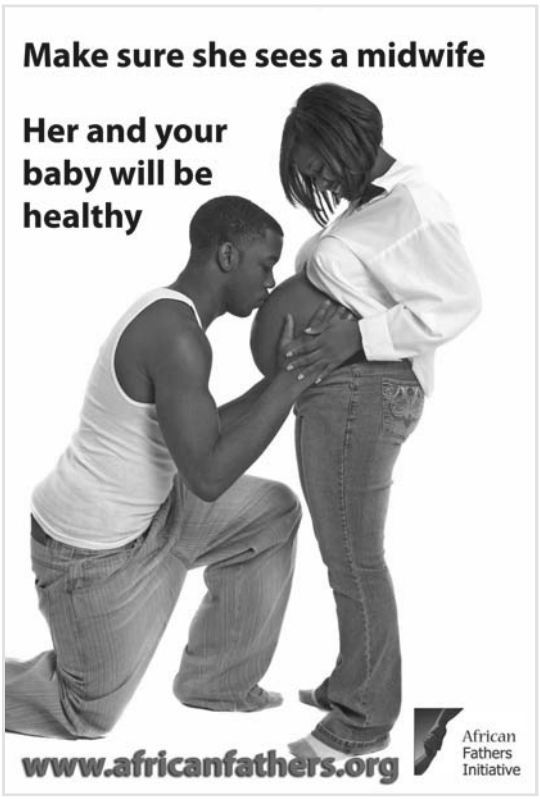
Two genres of imagery have been tackled thus far.

- *Posters* - Posters serve a role in both education and intervention campaigns. Advertising makes wide use of posters, as do charitable and political organisations. Typically, posters include both textual and graphic elements, although a poster may be either graphical or textual. Posters are designed to be both eye-catching and convey information.

- *Public Service Announcements* (PSA)- A PSA is a short film or video recording presented by a nonprofit organisation which attempts to persuade the audience to take some specific action or adopt a favourable view towards some service, institution, issue, or cause i.e. fatherhood.

- *Posters*
  African Fathers has produced seven posters dealing with various aspects of early fatherhood. The posters' themes follow a timeline, starting with the partner's pregnancy, encouraging men to realise the positive can have for their partner's pregnancy and the health





outcomes that involvement with health practitioners of the baby. The theme continues to ask men to involve themselves in caring about their partner's pregnancy by celebrating the fact that a "part of you" is in every unborn child.

- Continuing to the birth, the "It's magic" poster encourages men to be present at the birth of their children, encouraging early bonding and caring values. Responsibility for the child is immensely important and the next poster concerns birth registration, asking men to formally register themselves as the acknowledged father of the child.
- "Yours for life" emphasises that this is a lifetime commitment for the father-child relationship and should be integrated into the new identity. Transitions to fatherhood are an important milestone and it is not just a biological ability to make a baby that defines a "father" and "fatherhood."
- "It takes a man to be a Dad'," emphasises that caring and sensitivity are masculine attributes and necessary for the care and protection of children as they grow older.

- "Don't hurt them" asks men to consider their strength and capacity for physical action as essentials of caring and protecting rather than hurting and abusing and forms part of AFI's sensitisation around the 16 Days of Activism against gender-based violence.

Public Service Announcements (PSAs)
Each of three PSA's for TV depicts men playing with children in the final 10 second "pay off." The visual narratives have been specifically chosen to show men parenting in three distinct socio-economic situations namely, peri-urban, low-income township; middle-income medium density; and high income low density residential.

The musical soundtracks are each from three distinct African traditions in music, Zimbabwean mbira, South African pop and West African griot. They are "fun" ads and finish with an over voice pay off "Don't we just love Africa's fathers!"

Process

The process set out to use existing media templates, adapted with some sensitivity, to stimulate and revitalise a public discourse around fatherhood. Controversy was important – but not at the expense of dignity or using salacious imagery. Focus groups helped decide upon and fine tune outputs. A researcher convened four focus groups of six people each (men, women, women and men, youth), facilitating discussions along with the video producer and one of the main actors. They first discussed sample TV adverts and posters from public health/ awareness raising campaigns. Participants indicated that people were "fed up" with being "lectured to" – in particular, men were very resistant to the ideas of being "problematised" (but still had a tremendous appetite for informative and conscious raising messaging).

All focus groups indicated that "present health and lifestyle ads from government and others are boring," "just don't watch them," "make the tea when they come on" etc. etc. with youth being the most unwilling to watch. African Fathers then took inspiration from new approaches in audience research developed by the University of Westminster, UK to introduce some reflexivity into the process. This work is connected to the "turn towards the visual" and the new interdisciplinary area of visual culture or visual studies. Nicholas Mirzoeff's *Introduction to Visual Culture* (1999) explains that visual culture "is concerned with visual events in which information, meaning, or pleasure is sought by the consumer in an interface with visual technology", which refers to all kinds of visual media, from paintings and billboards to television and the internet.

Audience engagement with contemporary media typically involves a complex interchange of visual information, aspirations, ideas, and references to other media, across an array of electronic and print formats. However, traditional research paradigms tend to expect respondents to describe their complex reception and interpretation of these messages, in words, to researchers. Thus, the complex, multi-layered, visual world of today's media consumption is sliced up and dissolved into straightforward, written accounts of its "reception." We wanted to avoid this dichotomy.

The process introduced limited reflexivity by selecting fifty images of fatherhood, pregnancy, newborns and allowing each focus group to discuss and rank their choices. There was remarkable consistency across all the groups in the final choices used for the posters. The scenarios for the videos used a similar process with the interviewer asking participants to reflect on their own childhood and what they would have wanted to do in play with their fathers. These "imaginings" formed the basis of our production team and actors themselves "workshopping" with the researcher the process of production with a basic storyboard but no final script.

Pre-flighting posters and TV spots threw up some interesting comments that were absorbed by the researcher and the production team. When reconvened to examine the outputs each group expressed surprise at the visual content but agreed that the outputs were "interesting", "captivating" and "unusual." Men

generally found the imaging of the posters more challenging than women and were more conservative in their comments. However, they liked the TV spots very much and said they made them think immediately about how they could be involved in play activities more with their children. "I can do that."

Women generally liked the poster imagery and thought it was about time that pregnancy "came out of the cupboard." They found the "belly shots" in some of the posters "beautiful', proud, gorgeous." The TV adverts were the source of great amusement but also women said they were "believable," they "wish(ed) he would do that just once," etc. Women generally agreed that they enjoyed watching the videos and that "women just don't play with kids like that."

Older children 14 -16 years liked the poster images, were not embarrassed and wanted to talk about pregnancy (boys and girls). The TV adverts were a great hit with most saying they wished their dads were "like that." Some kids jumped up and "acted out" the video scenes.

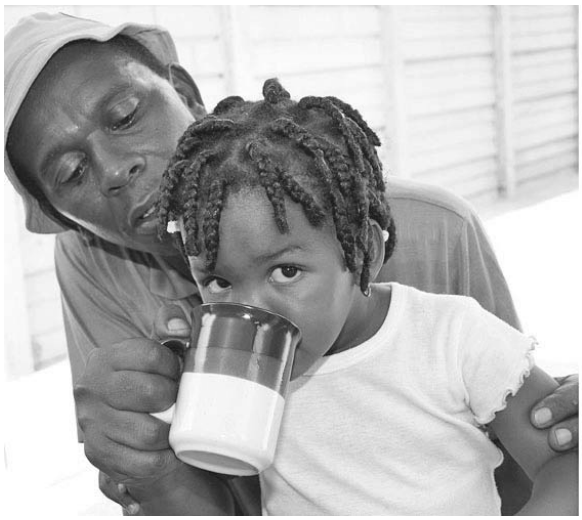
Targets

The main targets were/ are men "of a certain status" i.e. because the campaign is web-based and viral (mainly because of a lack of resources) at the moment, it targets men who are in many ways middle to upper social strata. These are men who have internet access at work or home, and who may be in life situations that draw them to the website - i.e. divorced, single parenting, health or education professional.

Outputs

The posters have been available for download from the website since 17 June 2008. To date web visitors have downloaded almost 800 posters. How many have been copied, attached and distributed to email messages etc. is unknown. The TV spots were broadcast on Zimbabwe Broadcasting Company in the third week of June and informal feedback shows they had a fairly high viewership. On YouTube, over 500 viewings have taken place.

Challenges and way forward



Challenging stereotypical images of fathers *Photo: Trevor Davies*

The AFI adverts and posters do have a deliberate element of "blokeishness" about them. Is this a problem? One response is to say that the "problem" is illusory, since the researcher always has a job of interpretation to do, whether it is on the speech generated in an interview or focus group, or - as in this case - some other piece of "evidence." Never-the-less, we have to acknowledge that visual media is more "open to interpretation" - if only because its meaning may not have been more adequately translated into words, and it is in words that we are most used to finding the "meaning" of things.

We have therefore considered a range of ways in which our visual narratives can be interpreted, using precedents from art history, visual sociology, discourse analysis, psychoanalysis, and art therapy. Part of the proposed solution is the position most commonly adopted by art therapists today, where the "expert" does not impose their own diagnosis, but instead the participant is asked to interpret what they have produced themselves. This will involve creation and feedback mechanisms that we don't have the capacity to implement on a continental scale at the moment but our future approach is taking form in this small effort.

Replication

We firmly believe this process can be replicated and that it must be so. We are not dealing with homogenous culture on the continent but a diversity of experiences and frameworks that make fatherhood different in each country and sub-culture. For example, our focus group work on the selection of images was carried out mainly in urban settings with women, men and children who are to some extent visually saturated and aware of the images that surround them – a basic visual literacy.

Two of the posters most certainly would not be appropriate to rural settings or to cultures where there are constraints in showing semi-nakedness of the human form. We need partnerships with women's organisations, gender groups and men's groups in each country to make the process work authentically in different settings. The work is exploratory and needs support from partners who understand the need to break the mould of traditional approaches to involving men in gendered representations.

Finally, the work needs audience and this is where again valuable links with other groups must be done to put the posters and TV spots in critical settings where they can be viewed and discussed by people in feedback loops.

Writers Bio
Trevor Davies is the Director of the African Fathers Initiative. The Initiative provides support for the formation of other chapters of African Fathers across the continent. There are currently chapters in South Africa, Zimbabwe, Swaziland, and Nigeria. They also intend to launch a mentoring programme to inspire fathers to become mentors for orphaned children or children in father-absent homes.



Citizens as journalists in Africa

Phumeza Bangani
Citizen Journalism in Africa

About citizen journalism in Africa (CJA)

The Hivos/SANGONeT Civil Journalism in Africa Project aims to build the capacity of civil society organisations to use online and offline citizen journalism as a means of publication, lobby, networking and knowledge sharing with their constituencies. A strong and effective civil society and diverse media contributes to a well functioning democracy. The project includes an e-learning Platform, implemented through the Citizen Journalism Africa portal (). CJA supports civil society organisations (CSOs) through training, the limited provision of information and communication technology (ICT) tools and ongoing support around the production of content for the CJA website. Training includes citizen journalism theory and use, media regulatory environment, which deals with laws relevant to the media in all participating countries, and media tools such as news writing, photojournalism, audio and podcasting, etc. In terms of the provision of ICT tools for support, representatives of participating organisations receive laptops, digital cameras, audio recorders and sometimes bandwidth.

The project aims to increase media coverage of critical issues of the following target sectors: rights of women, children and youth, people living with HIV and AIDS and people living in rural communities. The project is implemented regionally in six African countries, namely: South Africa, Zimbabwe, Tanzania, Uganda, Zambia and Mozambique

Key Features of the project

E-learning – CJA provides a platform for participants to produce media content through the use of digital tools. The web portal has a section where registered members have access to course material covering citizen journalism theory and use, media regulatory environment, media tools and web 2.0. Participants interact, share knowledge with each other, and communicate with trainers online.

Media participation (through the internet) - through the CJA portal participants are exposed to other types of media that they would ordinarily not use on their day to day operations, this includes blogging, podcasting and even writing news articles.

Collaborative networking – the project provides an opportunity for organisations from the six participating countries to interact at a regional level and share experiences with their counterparts from participating countries.

Knowledge sharing – participants interact and share knowledge with their peers and trainers through an e-learning platform.

Capacity building – the project empowers participants with professional journalism skills and skills on other media production tools, including using digital cameras and audio production and editing tools.

Freedom of expression – the project is a tool for civil society organisations to voice their opinions on issues that often not covered in the mainstream media.



Targets

The project targets civil society organisations (CBOs) in South Africa; Zimbabwe; Tanzania; Uganda; Zambia and Mozambique, working with issues of marginalised groups (women, children and youth; people living with HIV and AIDS and communities in rural areas.

Brief background: What resulted in the activity?

A strong and effective civil society and diverse media contributes to a well functioning democracy. Professional journalism, access to a diverse media infrastructure and the ability to make full use of the advantages of digital and traditional media tools are critical success factors for CSOs and community media organisations. Due to limited access and capacity, media diversity and critical but crucial interaction of CSOs (including community media organisations) with other actors is at best underdeveloped and at its worst absent in the target countries of this proposal. The CJA programme is a response to these concerns.

Process: What were the different steps/ activities in the implementation?

The first phase is the preparation phase, which includes putting in place structures necessary for the implementation of the programme. In-country capacity building is the second phase. Key activities include establishing country focal points and in-country training of recipient organisations, local on-the-job learning cycle and on-going learning and knowledge sharing activities. Then consolidation and follow-up is the third and last phase. A keep in-touch workshop will close the programme, in which workshop participants will share lessons learnt and best practices. Planning concrete follow-up steps aims to ensure continuation of networking and knowledge sharing among all participants.

CJA Outputs

Currently the CJA portal is up and running, participants contribute by posting news articles, blogs, and audio material. This demonstrates that participants are using the skills they acquired during training.

MEDIA ACTIVISM

CJA Expected Outcomes

Expected outcomes include**:**

- improvement in capacity of selected African CSOs including community media organisations to use media tools;
- increased collaborative networking, learning and knowledge sharing between participants and training partners on the regional and country level; and
- increased presence and access to diverse and journalistically sound content on issues relating to gender, children and youth, HIV and AIDS and rural communities in the media of the target countries.

CJA Challenges & Way forward

The project is an e-learning platform and most participants have no experience in using the technology required for implementing the project. This presents a challenge, as sometimes they need constant support. As well, even though participating organisations agree that the project provides a great platform to present their opinions without any media interference, a challenge comes when the project presents additional activities to what participants do on a daily basis.

Replication

The project includes a number of systems designed to help expand the project and encourage more participants. This includes a communication strategy that aims to raise the profile of the project and to increase participation. There is also an editorial policy and a systematic content development process. Other interventions include follow up training sessions, constant encouragement to participate on the portal, and sharing of difficulties and experiences for peer-to-peer assistance.

Writers Bio
Phumeza Bangani works with the Citizen Journalism in Africa project.



Strengthening the Voice and Visibility of Women in Elections

Patricia A. Made
Inter Press Service (IPS) Africa
Project Consultant

Abstract
The Africa Regional Service of Inter Press Service (IPS) Global News Agency embarked on a project entitled "From Polls to Polls" in 2007 to strengthen the voices and perspectives of women in the IPS Africa's journalistic coverage of politics, elections and governance processes. The two-year project focuses not only on African journalists in the IPS network, but also extends the training reach to women politicians and aspiring politicians in Africa to build their capacity to engage with the media, as well as their capacity to speak competently on the major women's human rights, gender equality and development issues facing the continent today. This project is situated within a long tradition of the IPS global news service, headquartered in Rome, Italy, to strengthen the voices of women and a gendered analysis of issues in its political, economic, development, environment, human rights, among others, global coverage.

Key words
women politicians and the media, continuous on-line training, freedom of expression (voice), checklist and handbook, monitoring and evaluation

Introduction

Inter Press Service (IPS) is a global news agency which specialises in reporting on global issues including democratisation, human rights, the environment, development, health, education, culture and on political and economic issues. For more than 35 years, IPS has reported on international news from an alternative perspective – i.e. bringing the voices and perspectives of people in the developing regions of the world into the mainstream. The agency has regional centres in Africa (South Africa), Asia (Thailand) and Latin America (Uruguay), and offices in Europe, Washington, D.C. and within the United Nations in New York. IPS is unique in

that the day-to-day news service provides an ongoing training site for editors to guide journalists and to institutionalise gender training. Feedback from its first encounter between African journalists and female politicians in November 2007, illustrates how short, intensive and well-focused training can indeed impart lessons that journalists and female politicians can immediately put into practice

Unlike many media that took gender and the media issues more seriously following the 1995 Beijing Platform for Action that emanated from the United Nations World Conference on Women held in Beijing, China[1], IPS has been on a journey to strengthen the voices and perspectives of women in its coverage of the world for some 33 years. The agency's management and senior editorial staff have always seen the media as a critical player in changing the portrayal and perceptions of women's lives in the developing regions of the globe.

In 1975, the time of the UN Decade for Women held in Mexico, the then Director General of IPS, Dr. Roberto Savio, agreed to improve the coverage of women in developing countries. The news agency launched three years later, with funding from the United Nations Education, Scientific and Cultural Organisation (UNESCO), the first service that produced copy about women, written by women in Latin America, Officina Informativa de la Mujer. One year later in 1979, the African Women's Feature Service was started, and in 1986, IPS combined its regional women's services into the Women's Feature Service (WFS), an autonomous news agency still based in New Delhi, India today. In 1994, the agency, with support from the United Nations Development Fund for Women (UNIFEM), began a three-year initiative to strengthen the gender perspective in all of IPS reporting.

During this three-year period, senior editors in all of the IPS regions developed gender editorial policies and checklists to guide the reporters in their respective networks. The agency also produced gender glossaries in English, French, Portuguese and Spanish to ensure that editors and journalists understood the gender discourse and were able to use language and terms correctly, and training tools specifically for the agency's editorial staff on reporting on gender violence, gender, HIV/AIDS and human rights, and on gender, religion and culture were developed. Organisations outside of IPS that train the media on how to report from a gender perspective continue to use these tools even today.

In 2000, the IPS global service produced a special series carried on its international wires on "Women as Leaders." The editorial network prepared and distributed almost 90 profiles of women, from many nations, and all ranks of life, who have made a significant contribution to the betterment of their societies. IPS' regional services continue to seek out opportunities to build on the gender training that is intrinsic to the news agency's operations and, the "Strengthening the Voice and Visibility of Women in Elections -"From Polls to Polls"- project currently underway in Africa is one example of this.

Objectives

This project, funded by the United Nations Democracy Fund, managed by UNIFEM and implemented by the Africa service of IPS, seeks to:

- strengthen independent report of African elections and governance processes, and to ensure that the gender dimensions of elections, politics and governance are fully reflected in the coverage;
- achieve higher visibility of female candidates and gender platforms in the media during the election process through linked communications and training activities; and
- create and build up the links between the media and politically-active women.

Targets

The three key target audiences for the project are:

- IPS Africa network of journalists;
- politically-active and aspiring women politicians in Africa; and
- civil society groups in Africa working on women in politics and governance issues



Akua Sensa Dansua, Member of Parliament from Ghana, gives the media her views on why more women should be in politics.
Photo: Gender Links

Process

Training, story production and distribution
Several steps aim to simultaneously fulfil the objectives of this project. Training, for example, is a daily occurrence in the IPS Africa network as the editor guides journalists in their coverage of the elections that took place in Africa in 2007 and in 2008. Some 50 stories were produced and carried on the IPS global news service in 2007 and 50 more are planned for 2008, for 100 stories produced within the framework of the project. IPS distributes these stories worldwide to clients of 550 newspapers of which more than 70 are in Africa. For wider reach across the continent, IPS translated all of these stories into French and Kiswahili, further re-packaged them into rip-and-read radio bulletins.

Media-Politicians Encounter
Another strategy is to bring African journalists and female politicians together under the same roof for a three-day encounter. The success of this model was shown in November 2007 in Johannesburg when the first such gathering for this project took place. The November 26-28 meeting addressed the (a) training component of the project for both African journalists and female politicians and (b) the project's aim of linking the media and politically active women.

Some 13 participants attended the three-day encounter representing the following countries: Benin, Cameroon, Ghana, Kenya, Lesotho, Nigeria and Sierra Leone. Seven of the participants were journalists from the IPS Africa network, four were female politicians and two were representatives from the United Nations Development Fund regional offices (one from West Africa and one from East Africa).

Journalists attending received a pre-conference assignment to find out information about the female politician coming from their country, and to interview her and at least three other sources within the country who know of her work. The IPS Africa journalists in Ghana, Lesotho, Cameroon and Kenya, for example, thereby began the initial links with the politicians, which they strengthened throughout the three days both during the encounter and informally. These links continue within country as the journalists seek these women as sources for stories on various issues, and as they follow their political careers at both the local and national government levels.

The three-day encounter provided the opportunity to build the knowledge of the IPS African journalists,

in particular, of key gender and governance issues in Africa to illustrate new angles and to increase their understanding of the links between gender, governance and issues such as Gender-Based Violence, the AIDS pandemic and the Millennium Development Goals (MDGs), among others. The IPS Africa Editor also facilitated a session using the IPS Checklist developed for reporting on women in elections and governance in Africa, further illustrating to the IPS Africa journalists, female politicians and partners they can strengthen stories and present information in interesting ways with context and depth.

In addition, the female politicians received further tips, pointers and skills on how to get their messages across to the media.

'Meet the Press'

The female politicians immediately had the opportunity to work with the skills given during a press conference with the South African media joining the IPS Africa journalists on November 28 at the Nelson Mandela Foundation. During the general press conference, the women fielded questions about the barriers to women in politics, their own personal experiences, and the rationale for more women in politics and governance structures. The South Africa media interviewed all of the female candidates, with two (the aspirant MP from Kenya and the mayor of a district in Cameroon) being interviewed live on SABC television (English and French services).

Outputs

In addition to the production of stories for the IPS world news service and the rip-and read radio bulletins for radio subscribers to IPS Africa, this project has several other key tangible products.

"From Polls to Polls" Electronic Newsletter

This monthly newsletter, which started in 2008, is distributed electronically to 250 journalists and politically active women across Africa, and the distribution list continues to grow. The newsletter includes articles from the IPS Africa service, international and regional news on events and issues to keep female politicians up-to-date on gender equality, women's rights and development issues, and profiles and *Q and A's* with female politicians in Africa. The June 2008 newsletter for example, featured on front-page an interview with the South African Minister Geraldine Fraser-Moleketi, who in turn forwarded the newsletter to the women's parliamentary caucus in her country.

Training materials

A handbook for journalists and editors is in process and IPS Africa will post it on the "From Polls to Polls" website by the end of 2008. But journalists and editors already have at their disposal a checklist of guidelines developed and posted for their use in 2007 – *"Guidelines for Reporters"*-
http://www.ipsnews.net/newfocus/polls/checklist.pdf

These guidelines are a resource for journalists and editors both within the IPS network and beyond. For example during the first six months of 2008, there were 122 downloads of the checklist in January, 102 in February, 98 in March, 135 in April, 149 in May and 109 in June.

Listserv
A listserv to link female politicians and journalists across Africa is currently being set up.

Outcomes

In March 2008, IPS Africa conducted a telephonic survey with the participants – both journalists and female politicians –to assess whether the encounter had indeed provided them with skills and knowledge that they could immediately use. A set of

French, Swahili and radio services: http://www.ipsinternational.org/fr/
http://www.ipsinternatinal.org/africa/sw/
http://www.ipsinternational.org/africa/radio.asp

questions were developed for the journalists who attended and another set for the female politicians.

The overall findings of this survey, four months after the encounter, were as follows:

- Overall, the participants – both journalists and politicians – reported that their skills levels had increased since the workshop.
- Female politicians who attended the workshop said they had a better understanding of how the media operate and were much more confident to approach the media. In turn, they reported that they were better prepared and in command of the subjects they were being interviewed on.
- The politicians reported that they felt the subsequent increased press coverage raised their profiles and in countries holding elections after the IPS November 2007 encounter, such as Kenya, the candidate said she received more coverage than before, because she was able to engage the media. The women politicians also reported that they were able to empower and advise other women in politics.
- However, both the politicians and the journalists noted that the working environment in their countries had numerous limitations. Access to resources, for example, was still a stumbling block for female politicians working in remote areas.
- The majority of journalists had covered stories on female politicians and issues pertaining to women since the workshop. A number reported they were planning stories of such coverage in the near future.
- Journalists said they had made a conscious effort to seek female politicians to voice their opinions and they now had a better understanding of the difficulties female politicians face. Journalists have also been engaging communities in a bid to inform, educate and empower them by the lessons learned. They reported feeling less threatened by politicians and more confident to engage them. They also noted that they better researched and contextualised their stories.
- Female politicians reported that journalists still favoured their male counterparts in many ways and that there is still a need to further transform media as a whole.

Challenges and Replication

IPS Africa continues to seek partnerships to replicate the three-day encounter model to reach more female politicians within countries. Funding is a limiting factor, but the IPS Africa headquarters is i n discussion with several organisations across Africa that have expressed an interest in training for journalists and female politicians. Current



Women politicians and media engage during "Polls to Polls" encounter. *Photo: Gender Links*

discussions are underway with a government entity in South Africa, with a civil society organisation in Swaziland and with organisations in East and West Africa.

The Africa editorial service, however, will continue to use the guidelines and forthcoming handbook to guide its network of journalists to increase and strengthen the gender perspective in political reporting and reporting on elections and governance.

IPS has had for years an external monitor of its service by the School of Communications at the University of Washington, Seattle, Washington, USA. In a yearly report, Professor Anthony Giffard and his team, monitor and evaluate some aspect of IPS' global coverage, inclusive of the voices and perspectives of women in the agency's editorial copy. In addition, the reports monitor special projects within the network to evaluate whether editorially they have met their specific objectives. This is another way to assess how well the IPS Africa editorial network has responded to the training on covering women in elections and governance processes.

The upcoming elections in African countries in 2008 and 2009 will see IPS Africa's continued commitment to the roll-out of this work and the outcomes will be reflected in its ongoing outputs.

Writers Bio
Patricia A. Made, is an editor and media trainer who has been involved in many training, policy and research initiatives on gender in the Southern Africa media as well as working for Inter Press Service.

Notes

[1] Section J of the 1995 Beijing Platform which is a blueprint for achieving gender equality and women's development, addresses the media which are among the 12 Critical Areas of Concern in the document.



Media essential to 50% women in leadership by 2015

By Susan Tolmay

With upcoming elections in 10 countries over the next three years, the Southern African development Community (SADC) region has the opportunity to make great strides towards increasing the numbers of women in parliaments and other key decision-making posts in national government structures.

So far, it has moved at a snail's pace, not even achieving in all SADC countries the target of 30% set by the SADC Heads of State when they signed the Declaration on Gender and Development in Blantyre in 1997. The recent signing of the SADC Protocol on Gender and Development raises state commitment to 50%, despite the fact that, 11 years on, all but four countries in the SADC region (Mozambique, Namibia, South Africa and Tanzania) have not yet attained the 30% target in parliament.

The picture is similar at the local government level, with only three countries having reached and exceeded the 30% target (Namibia, South Africa and Tanzania) and Lesotho having exceeded the 50% mark with 58% women in local government.

In 2003 Gender Links (GL), a regional organisation which promotes equality and justice for women, undertook the first ever study on the impact of women in politics in the region: "Ringing up the Changes: Gender in Southern African Politics." One of the findings of the qualitative study was that understanding and being able to work with the media is key for women politicians to leverage themselves more effectively.

The Gender and Media Baseline Study (GMBS) conducted in 2003 in twelve Southern African countries by GL and the Media Institute of Southern Africa (MISA) showed that women in general constitute, on average, 17% of news sources. This increased by 2% to 19% for the Southern African region in the Global Media Monitoring (GMMP), coordinated by the World Association of Christian Communications (WACC), which took place in 2005.

And even where women are present in occupations, such as politicians, their voices are not heard in the same proportion as their representation. For example, in the GMBS, of all the politician sources, only 8% were women, and this figure doubled to 16% in the GMMP. But neither of these figures reflects the strength of women in parliaments where the regional average has ranged from 19 to 20% between 2005 and 2008.

This highlights how women's political participation is a problematic area of reporting and that the views of these women are underrepresented and sometimes



Women councilors more likely to represent women's interests - Cllr Patience Tsoho at work in Lesotho. *Photo: Susan Tolmay*

misrepresented in the media. According to Paula Fray, the Africa Regional Director of the Inter Press Service (IPS) global news agency, women politicians occupy a low profile in the media and there is often a hostile relationship with the media that is considered unfriendly to women.

The tension between women politicians and the media could, to a certain extent, be a result of the fact that women have not had the same level of exposure as men and are often reluctant or wary in their dealings with the media.

In 2004 and 2005, GL embarked on gender and democracy training in seven SADC countries which were holding or were expected to hold elections in those years. The purpose of the training with media practitioners, as well as politicians, was twofold; to engage with media to assist them in understanding how gender equality is integral to citizenship, democracy and freedom of expression, as well as train women politicians to build relations with the media and to empower them with practical skills to engage with the media.

While the long-term jury may still be out on the difference gender and democracy training for the media and women politicians makes, the training has created a conversation between the two. According to Loga Virahsawmy, Chairperson of the Media Watch Organisation (MWO) in Mauritius, the training done with journalists and politicians in her country during the 2005 elections was one of the most important workshops on gender and democracy issues. "The key to the workshop's success," Virahsawmy says, "is the participation of high level politicians especially the leaders of political parties, since they are the gatekeepers for women's entry into politics." In the 2005 elections in Mauritius the representation of women increased by just over 11% from 5.6 to 17%.

IPS global news agency is also involved in training its Africa network of journalists and women politicians on how to engage the media in their From Polls to Polls programmes which is about strengthening the voices and visibility of women in elections. They train journalists to cover elections from a gender perspective with a broader focus on political processes and not merely elections as events.

According to Fray, an evaluation of this process takes place on a continuous basis as the agency's reporters receive on-line training and guidance daily from the IPS Africa Editor.



Local government workshop in Kwa-Zulu-Natal
Photo: Colleen Lowe Morna

A formal evaluation of the first formal training of journalists and women politicians conducted in November 2007 has shown positive results with women politicians showing better understanding of the media and higher levels of confidence in dealing with them. Journalists reported improved efforts to seek out the views of women and a better understanding of women politicians and the challenges that they face in the media. While politicians did see an increase in media's coverage, they believe that journalists still favour men and that the media needs to be transformed in a more holistic way.

Gender Links will replicate its gender media and elections training over the next five years in 14 SADC countries where there will be national and local elections. This will provide a unique opportunity to campaign for the 50/50 target adopted by the Heads of State at their ordinary Summit in 2005, and re-iterated with the signing of the Gender Protocol.

Susan Tolmay is the Governance programme manager at Gender Links.

Campaigning for Gender Equality



Take Back The Night campaign *Photo: Colleen Lowe Morna*



Giving the girls the space and the power

Evelyn Samba Mwaita
Action Aid Kenya
Regional Coordinator Coast Region

Abstract:
The right of girls to education is one of the most critical of all rights. Education plays an important role in enabling girls to secure other rights, protecting them from exploitation, and ensuring they have information to help them make important health and life choices. Yet, despite many international and national instruments safeguarding the right to education and numerous commitments governments make towards the realisation of this right, it continues to be systematically violated all over the world. Violence against girls within the education system is the single largest impediment to girls' enjoyment of their right to education. This is a case study of Action Aid's organisational model for addressing violence against girls. Girls' empowerment through information sharing, education, and skills transfer was one of the most critical steps of the whole campaign.

Keywords
capacity building, advocacy, alliance building, empowerment, practical needs

Introduction

In many African countries where Action Aid conducted scoping studies, girls of all ages, class and religion, especially adolescent girls, experience various forms of violence (sexual, verbal, psychological and physical) from boys in school, teachers, male family members and men in the community. In situations of conflict, girls experience sexual gender violence as a weapon and there is increasing concern about human trafficking on the continent. Studies show that this violence affects their education negatively in terms of enrolment, retention, completion and achievement. There is a clear need for decisive actions and well thought out strategies to help secure the girls' right to and in education. Recognising that violence against girls is part of a larger problem deeply entrenched in society and social relations of power, Action Aid designed the campaign to include actions to

support girls to challenge and change power relations that reinforce women and girls' exclusion and violation. Though this is a global campaign, this case study focuses on the experiences drawn from Africa in countries such as Kenya, Malawi, Sierra Leone, Lesotho, Mozambique and Uganda where various efforts have been employed to address the problem.

Action Aid has used various strategies in this campaign, including:

- creating safe spaces in and out of school where girls can access accurate, critical information and support;
- influencing policy and particularly supporting girl children to express their issues in decision-making processes;
- building alliances and strategic partnerships with other organisations and key departments in government for technical support; and
- developing capacity on rights, policy and advocacy for girls, parents, teachers and the boys .

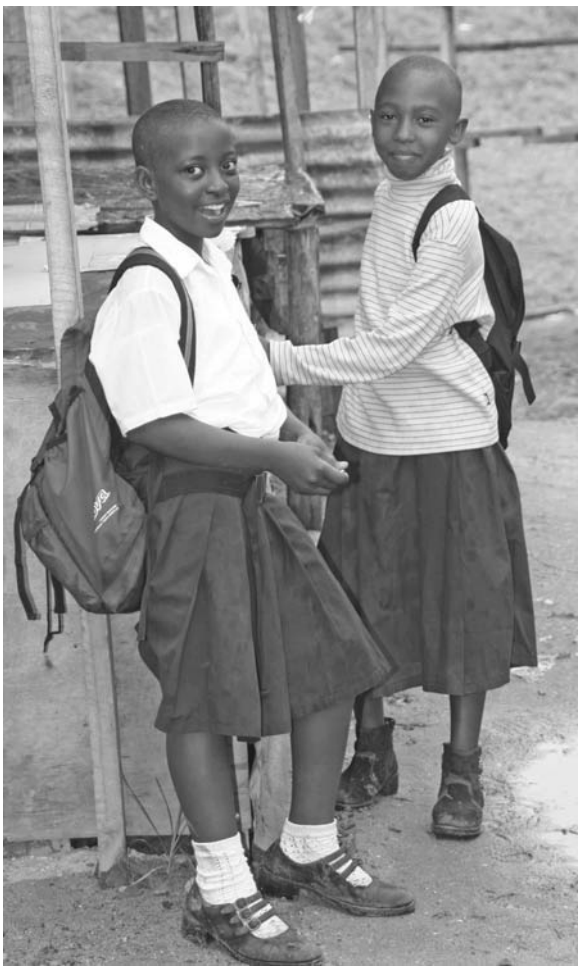
Targets

For change to happen violence against girls must be seen as part of the larger problem of gender violence. It is a structural problem deeply embedded in society and social relations. Recognising the importance of power structures, levels, and spaces in the wider patriarchal society, the campaign locates girls as power holders who are active participants and agents of their own change. The campaign provided girls with information to understand different forms of violence and be able to speak out and respond against such acts in empowering ways, rather than as victims. The campaign targeted community and social institutions, such as the family, religion, culture, customs and traditions, which propagate and condone violence against girls, as well as state institutions including the judiciary, the police and the school, as centres of power.

Process

Many girls have been brought up to accept violence as part of life, so through "girls forums," girls clubs or children's councils, depending on the country, girls were educated on the various forms of violence and abuse, the legal provisions around violence, and where to go for help. Information about critical areas of life for girls such as their sexuality and reproductive health, which is deeply controlled through cultural beliefs and practises, is also provided through these forums. Girls received life skills training to help them in making decisions.

Capacity building for teachers and significant others, such as the School Management Committees and community groups who formed a critical mass for the campaign, was done in various areas. Trainings included the rights of the child, paralegal, basic counselling skills, and the Stepping Stones life skills programme.



Education for girls helps secure life long health and human rights
Photo: Trevor Davies

Action Aid also built alliances with strategic partners such as legal organisations interested in defending the rights of the girls, women's rights organisations and movements, service providers that deal with the remedial and responsive actions and community groups and networks involved in community education on the rights of the child. Others include government departments.

Another factor contributing to girls' education missing education is the lack infrastructure. Insufficient numbers of classrooms, inadequate desks, and lack of access to toilets and running water are major contributors to violence against girls and gender specific inconveniences. There are widespread reports of violence occurring in the toilets while many girls who choose to go home to use the toilet experience violence on the way home. During the campaign, practical solutions to these needs included providing safe water, building toilets and supplying desks so that girls can remain in school. Infrastructure to support the awareness and mobilisation campaign was an important factor in ensuring that people put knowledge and skills learned into practice.

Another aspect of this was the campaign's advocacy for the provision of sanitary towels within the free primary education budget by government as well as community education and sensitisation on the Children's Act and the Sexual offences Act to ensure effective implementation of the Acts. Calendar events such as the Day of the African Child and 16 Days of Activism on Violence Against Women have been used to mobilise communities, raise awareness on violence against girls and lobby government for the implementation of the children's act.

Outputs

The campaign resulted in an improvement in performance of girls in national examinations, an also reports of reduced drop out rates amongst girls. In Kenya for example, the girls' forums have widely been accepted as part of the guidance and counselling structure in schools and the ministry of education is now investing in training more teacher counsellors. The school curriculum under review to incorporate life skills as a mandatory subject for all pupils and Action Aid's campaign strategy is poised to make a major contribution to this process.

Outcomes

As a result of the campaign, there is increased community understanding and knowledge of violence against girls leading to more action on cases of violence against girls and more parental involvement in school governance and management. In Kenya, campaign efforts have led the government to zero-rate tax on sanitary towels as a way of making them more affordable to girls. A number of constituencies have committed more resources to improvement of infrastructure and learning conditions through the devolved funds.

Challenges, Opportunities and way forward

Understaffing in most of the schools and a shortage of female staff leads to fewer teachers being involved in the campaign. This further aggravates the heavy workload teachers face as the campaign brings on additional workload. Another challenge was the under utilisation of the Children's Act and Sexual Offences Act by the police, as well as bottlenecks at the judiciary which cause delays in prosecution of cases of violence. Additionally, lack of safe houses for girls in need of safe custody is another challenge facing the campaign. Girls removed from abusive circumstances need safe custody as the cases are on going in court.

As a way forward, the Children's Act has been disseminated to teachers and members of the school management committee who in turn sensitse the children on these provisions. As well, dialogues to increase the staffing levels, especially for female teachers, have helped deploy more teachers to some schools.

Action Aid has been working with a local women's movement, Sauti ya Wanawake – (The voice of women) in championing women's rights issues. This movement (made up of mothers of these girls) has taken up the violence against girls campaign and is linking with various stakeholders to pursue justice for the girls as well as

education and sensitisation of communities. Sauti ya Wanawake who are members of the school management committee are instrumental in influencing decisions in favour of girls in school. Joint events during the 16 Days of Activism have helped in profiling the campaign on violence against girls in coast region.

Replication/ Lessons learnt

- In working on Women's Rights, we must also focus on the child rights issues.
- Issues of adolescent sexual reproductive health are a key area of interest to the girls
- Teachers have started taking girls issues seriously and do not ignore their issues

Writers Bio
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Standing up to unjust economic policies in Africa

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Abstract:
This paper is about the engagement of the African Women's Economic Policy Network (AWEPON) in grassroots economic literacy of women and pro- women economic policy campaigns. These actions are informed by AWEPON's gender specific studies that interrogate the impact of economic policy at local, national, regional and global levels on the livelihoods of women and their households. In a global environment whose fluidity of agendas is unpredictable and driven by a myriad of interests, this paper seeks to emphasise the significance and challenges of a campaign structure and rapid communication for harmonised, efficient and effective broader impact campaigns. Such campaigns demand rapid, broad top-down analysis, sensitisation and mobilisation as well as broadly informed bottom–up lobbying, advocacy and positive pressure as responses that will drive policy makers at whatever level to design, negotiate for and advocate for implementation of gender responsive economic policies.

Keywords
gender, economy, policy

Introduction

By the late 1980s, just a few years after the imposition of Structural Adjustment Programmes (SAPs) in many countries in Africa, women's programmes and organisations had begun to challenge these policies while working with their constituencies to better understand the causes of the devastation they saw and felt all around them. The Women's Programme of the All African Council of Churches was a leader in this regard, launching an economic-literacy programme among its member councils. This effort spawned economic-literacy programmes within church councils in Africa, leading to the formal

founding of AWEPON in November 1994, in Dakar, Senegal.

The AWEPON is a membership based international non - governmental organisation whose overall aim is to create a forum for analysis, discussion and dissemination of information about existing economic policies. The Network also seeks to strengthen the capacity of especially rural based African women to lobby and influence policy towards economic justice, through training and research. The Network has focal points selected on the basis of their language, geographical location, expertise, religion and engagement in AWEPON activities. The founding principle that underlies AWEPON's work is that women have a fundamental right to shape the economic policies in which they live.

Objectives

The objectives of AWEPON are to:

- create a forum where groups working on economic justice issues can link up, share experiences from rural, national and international perspectives;
- strengthen the capacity of members and their partners at the grassroots to analyse, critique and build alternatives to unjust economic policies through research, training, popular education and information sharing; and
- strengthen women's capacity to influence policy at all levels by developing their lobbying, advocacy skills and ensure that women's needs and concerns become central in economic decision making processes of pertinent institutions.

Targets

- Women's groups
- Religious institutions
- Private sector
- Government officials
- Organisations and networks engaged in economic justice for women
- Media
- Bilateral and multilateral organisations

Processes

The AWEPON strategy includes the following key activities.

- Structuring the organs of the Network into General
- Assembly, Steering Committee, Management Committee, fundraising committee and Central Coordination / secretariat.
- Fundraising
- Action planning and programming
- Developing the mechanisms of networking horizontal and vertical.
- Continuous mobilising for membership with an aim of developing networks at sub regional levels through focal point coordinators
- Economic literacy curriculum development and designing of methodologies
- Participatory-learning and popular-education techniques employed in economic literacy
- Research economic policies at various levels and their impact on women
- Formulation of alternative economic policy proposals and policy briefs
- Advocacy and outreach
- Monitoring and evaluation

Outputs

- Women specific research generated
- Broad African Women's economic literacy conducted
- Voices of African Women in economic policy promoted and raised
- Women specific information in relation to economic policy published
- Youth involved in economic literacy and empowerment
- Numerous parallel sessions on economic policy and justice for women organised on national, regional , continental and global platforms such as on SAPs, WSFs, EPAs, MDGs Paris Declaration on Aid Effectiveness amongst others
- Members in Tanzania, Zambia and Egypt participate in national consultations as part of the Intern Institutional Committee on Trade prior to the WTO negotiations, regional consultations on trade and policy reform

AWEPON has been a winner twice of the Betty Plews Award. An independent jury has selected the recipient of the award, known for its excellent policy work and the relevance of its initiatives on issues of priority to women in Sub-Saharan Africa.

Outcomes

- The visibility of AWEPON has been enhanced at policy and grassroots levels.
- The number of Partnerships or collaborations have steadily grown, thus more actors in support of discourses that are focused on women and the economy.
- The number of women empowered by the economic literacy is consistently growing thus increasing their voices in debates.
- More women are able to contribute to economic policies from an informed point of view, thereby improving the quality of discourses and practice.
- Though not adequate, women specific economic information generated is now accessible to our membership and others through our website, thus AWEPON is now a point of reference in providing alternatives in economic policy discourses or debates.



Economic literacy is important for women. Jeanne Prinsloo discusses gender and economy at Rhodes University, Business Unusual training workshop *Photo: Trevor Davies*

Challenges

- Structural challenges in relation to the steering committee, the management committee and overseeing the central coordination unit / secretariat.
- Fluidity of agendas and their being driven by a myriad of interests
- Constraints in Secretariat structuring for immediate responses that are continentally adequate in light of the diversity of the economic policies in our various governments
- Adequate positioning of the network and its agenda as well as sustaining the visibility of economic justice campaigns amongst the numerous campaigns and networks.

Opportunities

- Continued need for inter generational economic literacy to girls and women in all areas of in Africa
- Strengthening and broadening sex dis-aggregated research and analysis in relation to women and the economy
- Tapping to positive technologies for strengthening our work on economic justice for women
- Need to continue influencing on-going economic negotiations to ensure gender sensitive and responsive national, regional and global protocols as an outcome
- Engendering the endeavours of the African Union and Regional Economic blocs towards African Integration for women's empowerment in Africa

Way Forward

- Explore adequate mechanisms for the sensitisation of a wider constituency of women on economic literacy cost effectively
- Explore the enhancement of organisational structures for improved delivery of services in relation to economic justice for our women constituencies
- Improve network positioning in engagement in economic negotiations and gender specific

information gathering
- Continuously broaden partnerships with organisations, institutions and individuals working for economic justice for women

Lessons Learned

- Harmonisation of mandates at the Steering and management committees level is crucial for successful policy direction, implementation and Monitoring
- In a rapidly globalising world and shifts in global challenges, strategic positioning of the campaign agenda needs consistency, flexibility and rapid response
- Focusing on the economic literacy needs of our women in an environment of unpredictable donor priorities can be a challenge thus the need for projected sustainability strategies and actions
- In Diversity , disharmony must not be allowed to prevail but the diversity of experiences, interests, backgrounds and knowledge needs to be strategically harnessed for prosperity of the Campaign

Potential Synergies with SADC Protocol Campaigns

Joint net -based spontaneous audio and visual strategic planning

Noting that most of our decision making and policy direction is headquartered in national capitals that afford us reliable and sound technological infrastructure for rapidly securing a common voice, timely decision making and broad action, we may need to explore;

- information sharing through linking of data pages on organisational and networks' works done to reduce of duplication of studies and ease referencing therefore reduction of costs and time in secondary research;
- secondment and or exchanging of staff as well as network members and strategic policy makers for strengthening of their capacities; and
- organisation of internet based audio and visual conferences for rapid strategic planning and response in addressing fluid economic issues such as ongoing trade negotiations and their twists and turns.

Rapid linking of strategic decisions and grass roots mobilisation, solidarity and actions through mobile phone messaging

Without minimising the importance of posters, banner, t-shirts, caps and other promotional materials for our street processions, there is a need to look to new technologies. Noting the rapid and immense penetration of mobile phones in rural and urban areas and recalling that information is power it may be essential to explore mobile telephony for sensitisation and mobilisation.

Pre-requisites of collaboration:

- mapping of organisational capacities and strong areas of engagement;
- sharing of internet / web based platform that is specific to gender and the economy;
- sharing of database of cell phone numbers of focal persons of memberships and geographical areas of operation;
- sharing of schedules of specific agendas with shared timelines for the mobilisation depending on capacities and common expected outcomes for a broad predetermined impact; and
- determining some joint strategies and strategies we can pursue with in a pre-determined time line and evaluate jointly for further action.

Writers Bio
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African Union Protocol: People Opposing Women Abuse (POWA) and Solidarity for African Women's Rights Campaign (SOAWR).

Wendy Isaack
People Opposing Women Abuse (POWA)
Legal Services & Advocacy Programme

Introduction

"All nations depend upon powerful constructions of gender. Despite many nationalists' ideological investment in the idea of popular unity, nations have historically amounted to the sanctioned institutionalisation of gender difference. No nation in the world gives women and men the same access to the rights and resources of the nation state..." Anne McClintock[1].

In an article titled *South Africa Confronts Impunity*, Benedicta Monama draws a distinction between legal and de facto impunity.[2] In this discussion, she defines de facto impunity as referring to a situation where perpetrators of rights violations enjoy impunity for a number of reasons. These include the weakness of and/or corruption in the justice system or simply lack of political will on the part of the state and the population to confront the past, where the law is unavailable to punish the widespread human rights abuses. The article focuses on legal impunity by primarily dealing with the atrocities committed under the apartheid regime, the relevant limiting political conditions and the transitional mechanism adopted by the State to deal with the past. Nevertheless, the flagrant enjoyment of factual impunity by perpetrators of gross violations of women's human rights is widespread in South Africa's "post conflict" environment where the criminal justice system is unable or the state is unwilling to effectively respond to violence and discrimination against women. This routine subjection of women to violence and discrimination and/or the daily threat thereof, makes it impossible to speak of South Africa as a "post-conflict" democracy. This routine subjection to violence results in an exceptionally gendered and racialised experience of democracy for the majority of black women in this country.

POWA has recently become a member of the Solidarity for African Women's Rights Campaign (SOAWR) Campaign, a network consisting of 26 Civil Society Organisations and Development partners on the African Continent working towards the promotion and protection of women's human rights in Africa.[3] For the last three years, members of the Campaign have attended African Union Summits to work for the ratification and implementation of the African Union's Protocol on the Rights of Women in Africa. When POWA adopted its regional and international advocacy strategy in 2007, it was apparent that the success of any regional engagement would rely heavily on networking and building solidarity with women's rights organisations on the African Continent. Working towards the domestication and implementation of the AU Protocol on the Rights of Women in Africa by the South African government was identified as one of the entry points.

POWA

POWA was established in 1979 in response to the excessive levels of violence against women experienced in our society, providing direct legal and psychosocial services to women. Over the last two decades, while the organisation has retained direct service delivery including providing shelters for abused women and their children, the organisation has gradually incorporated programmes with a pro-active

approach to ensuring the enjoyment of women's human rights. These programmes include: the women's rights sector strengthening in four rural provinces; regular women's rights education workshops; conducting research; and raising public awareness in the media and engaging institutions to address the incidence of violence against women. Consequently, direct service provision and advocacy work straddles South Africa's political transition: from the brutality of apartheid where women's human rights were routinely violated without access to legal recourse, to the new constitutional dispensation where even as these violations continue unabated. Civil society organisations such as POWA, by working in partnership with women at local level and other human rights organisations nationally and in the region, is in a position to ensure access to justice for women in particular and advocate for the protection of fundamental human rights and freedoms.

Direct services include counselling, shelter, legal advice, court support and preparation for abused women. Beyond direct service provision, the following areas of programmatic work are worth highlighting:

- *Sector strengthening Programme:* increasing women's access to services and justice in four provinces, namely Limpopo, North West, Mpumalanga and the Northern Cape by supporting and mentoring, through rights education, CBO's and women's groups in setting up essential services that meet the needs of their communities.

- *Advocacy:* POWA has adopted a comprehensive advocacy strategy that targets a variety of actors and institutions. Through direct legal services the organisation identifies gaps and challenges to women's access to justice and this informs the organisation's advocacy work at national and regional level.



One in Nine Campaign

Photo: Janine Moolman

- *Networking & Alliance Building:* Working in partnership with other women's rights organisations and building cross-sectoral alliances with human rights organisations has been one of the successful strategies adopted thus far. POWA plays a leading role in three major multi- sectoral alliances and campaigns. The first is the Oneinnine Campaign, a network of 26 South African organisations whose objectives include raising awareness around the challenges and obstacles confronting survivors of sexual violence when attempting to access justice, as well as providing legal support to survivors and advocating for a more responsive and protective criminal justice system. The second is the 070707 Campaign, a national network of over 25 South African organisations, aimed at confronting and addressing hate crimes against lesbian, gay, bisexual, transgender and intersex people by conducting human rights education and awareness campaigns. The Domestic Partnership Alliance is a national network of 16 organisations whose objectives include, inter alia raising awareness by conducting public education workshops and producing publications, including leaflets and brochures on the rights and obligations of people living in intimate cohabiting relationships as well as the particular challenges confronting women in such relationships.

- *Research:* In order to remain contemporary, provide support services to women and ensure that advocacy strategies remain relevant, effective and efficient, POWA conducts action and analytical research within the violence against women sector both for internal use and for sharing and generating knowledge.

- *Partnership with United Nations High Commissioner for Refugees (UNHCR):* POWA works with the UNHCR on a regional implementation and review process of sexual and gender based violence (SGBV) programs implemented in eight SADC countries in the region, including South Africa, Angola, Namibia, Mozambique, Botswana, Zimbabwe, Zambia and Malawi.

- *Regional Advocacy:* At the 42nd Ordinary Session of the African Commission on Human and Peoples Rights held in Brazzaville, Congo, in November 2007, POWA was granted Observer Status with the African Commission. This enables the organisation to engage in formal and informal advocacy work at a regional level as well as build strategic alliances with women's rights organisations on the continent. POWA is a member of the SOAWR Campaign.

Socio-Political Context: POWA Rationale for Regional Advocacy

Fourteen years into democracy and freedom, do we find ourselves in the midst of an undeclared state-sponsored and sexualised war against women in South Africa? The simple answer is YES! It follows then that the majority of women in this country are not enjoying the benefits of democracy and the rule of law. The problem of violence against women generally and sexualised violence in particular, has reached epidemic proportions. While the government fails to act on its constitutional, regional, international obligations to protect women and prevent gross violations of our human rights, in this new democracy no woman is safe from the reality or threat of violence – both in the public and private sphere. It is therefore incumbent upon POWA to assume a leading and proactive role in ensuring substantive legal and social equality for women generally and contributing to the eradication of violence and discrimination against women in particular. This document sets out the motivation and imperatives for engaging in regional and international lobbying and advocacy initiatives and incorporates the necessary actions and available opportunities at both levels for effecting change.

What should be of particular concern to us is the general lack of implementation of existing laws and policies designed to afford women maximum protection from all forms of violence and discrimination.

An illustration: having ratified the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), South Africa is bound by Article 2, which outlines the general undertakings to which State Parties will be held accountable and the steps they must take

in order to implement a policy of eliminating discrimination against women.[4] These steps include the adoption of legislative and other measures, including sanctions where appropriate, the modification and abolishing of existing laws and the repealing of all national penal provisions constituting discrimination against women.[5] We must recall that the CEDAW Committee in its General Recommendation 19 stated that gender-based violence is a form of discrimination that seriously inhibits women's ability to enjoy rights and freedoms on a basis of equality with men and therefore included within the ambit of Article 1 of CEDAW.[6] The Committee noted that "gender-based violence is violence that is directed against a woman because she is a woman or that affects women disproportionately, including acts that inflict physical, mental or sexual harm, or suffering, threats of such acts, coercion or other deprivations of liberty." Additionally, the Committee made specific recommendations including inter alia:

(i) State Parties should take appropriate and effective measures to overcome all forms of gender-based violence, whether by public or private acts;
(ii) State Parties should ensure that all laws against offences such as rape, sexual assault and other gender-based violence give adequate protection to all women and respect their dignity and integrity.[7]

In determining State accountability under CEDAW, Rebecca Cook argues that State responsibility, as a fundamental principle of international law provides that a State is legally accountable for breaches of international obligations under customary or treaty law that are attributable or imputable to it and makes the following observation:

> Acts of private persons that are violent to women and discriminatory against women do not necessarily implicate the responsibility of the State. If a State facilitates conditions, accommodates, tolerates, justifies or excuses private denials of women's rights however, the State will bear responsibility. The State will bear responsibility not directly for the private acts but for its own lack of diligence to prevent, control, correct, or discipline such private acts through its own executive, legislative or judicial organs.[8]

On the continent, the coming into force of the Protocol to the African Charter on Human and Peoples Rights on the Rights of Women in Africa (the Protocol) in November 2005 marked a watershed for the realisation of the women's rights in Africa.[9] The Protocol provides a normative framework for addressing the routine violation of women's rights and impunity of perpetrators by placing obligations on all African States who have ratified the Protocol to take measures, including the adoption of appropriate legislation and institutional frameworks to combat all forms of discrimination and violence against women. Article 4 of the Protocol provides that every woman is entitled to respect for her life and the integrity and security of her person and prohibits all forms of exploitation, cruel, inhuman or degrading punishment and treatment. To ensure the enjoyment of this right, are to take all appropriate and effective measures towards *inter alia*

i) enact and enforce laws to prohibit all forms of violence against women including unwanted or forced sex whether the violence takes place in private or public;

ii) adopt such other legislative, administrative, social and economic measures as may be necessary to ensure the prevention, punishment and eradication of all forms of violence against women; and

iii) identify the causes and consequences of violence against women and take appropriate measures to prevent and eliminate such violence.

The African Commission on Human and Peoples' Rights adopted the Resolution on the Right to a Remedy and Reparations for Women and Girls Victims of Sexual Violence urging member states to inter alia:

a. criminalise all forms of sexual violence, ensure that perpetrators and accomplices of such crimes are held accountable by the relevant justice system;

b. Identify the causes and consequences of sexual violence and to take all necessary measures to prevent and eradicate it;

c. Put in place efficient and accessible reparation programmes that ensure information, rehabilitation and compensation for victims of sexual violence; and

d. Ensure that victims of sexual violence have access to medical assistance and psychological support.[10]

Defining Violence against Women

General Recommendation No.19 of the Committee on Elimination of All forms of Discrimination against Women (CEDAW Treaty Body)
Gender-based violence against women is 'violence that is directed against a woman because she is a woman, or violence that affects women disproportionately. It includes acts that inflict physical, mental or sexual harm or suffering, threats of such acts, coercion and other deprivations of liberty. Violence against women is discrimination within the meaning of article 1 of CEDAW.

Declaration on the Elimination of Violence against Women
Article 1: Violence against women means any act of gender-based violence that results in or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or private life.

Protocol to the African Charter on Human and Peoples Rights on the Rights of Women in Africa
Violence against women means all acts perpetrated against women which cause or could cause them physical, sexual, psychological and economic harm, including the threat to take such acts; or to undertake the imposition of arbitrary restrictions on or deprivation of fundamental freedoms in private or public life in peace time and during situations of armed conflicts or of war.

Inter-American Convention on the Prevention, Punishment and Eradication of Violence Against Women

Violence against women includes physical, sexual and psychological violence:

(i) that occurs within the family or domestic unit, or within any other interpersonal relationship, whether or not the perpetrator shares or has shared the same residence with the woman, including among others, rape, battery and sexual abuse.

(ii) that occurs within the community and is perpetrated by any person, including among others, rape, sexual abuse, torture, trafficking in persons, forced prostitution, kidnapping and sexual harassment in the workplace, as well as in educational institutions, health facilities or any other place.

(iii) that is perpetrated or condoned by the state or its agents regardless of where it occurs

The SOAWR Coalition

In recognising that only the Comoros had ratified the Protocol on the Rights of Women in Africa after one year of its adoption by the Heads of State, women's rights activists and organisations founded the SOAWR Coalition in September 2004. What necessitated the formation of this coalition was that in order for the Protocol to make a difference to ordinary women's lives, it had to be speedily ratified, domesticated and implemented by all AU Member States. The coalition established four objectives for the Campaign:

1. domestic public opinion and constituencies for the ratification of the AU Protocol influenced in nine African countries leading to the ratification by April 2005 and progress on national domestication by October 2006;

2. existing policy space and commitment sustained and expanded within the African Union Commission and the Pan African Parliament to champion the Protocol;

3. visibility and awareness of the Protocol's provisions and the real conditions facing women and girls actively promoted through mass media and internet based campaigns; and

4. leadership capabilities of twenty women's organisations strengthened to consolidate the promise of the Protocol at national and regional levels.

Campaign Successes

1. Over 2004 and 2005 SOAWR cultivated a domestic public opinion and constituency for the ratification of the Protocol in ten countries.

2. Members have engaged members of parliament, civil servants, other women's rights organisations, religious leaders and the public through media activities.

3. Through Equality Now, the Secretariat, the coalition has written three times directly to 53 Africa Heads of States to urge them to ratify the Protocol.

4. With the exception of the 2005 Libya Summit, SOAWR has been visible at the last seven African Union Summits, engaging Foreign Ministers, holding press conferences and discussions with national civil society organisations as well as publishing editions of Pambazuka News.

5. SOAWR has developed a strong relationship with the Women, Gender and Development Directorate if the African Union Commission. In 2005, a jointly hosted conference brought together 45 participants from over twenty countries to develop strategies from ratification to implementation.

Most significantly, this Protocol which was adopted in Maputo in July 2003 entered into force on 25 November 2005 only as because women's rights organisations and in particular, the SOAWR Coalition embarked on a vigorous campaign to ensure the speedy ratification by African states. For numerous member organisations including POWA, a critical area of work, having achieved ratification, is ensuring the domestication and implementation of the Protocol.

POWA's Engagement with the African Commission on Human & Peoples' Rights

POWA was granted Observer Status with African Commission on Human and Peoples' Rights, the Commission, in November 2007. African Commission sessions represent the largest convergence of state representatives, international and national non-governmental organisations and national human rights institutions in the monitoring and implementation of the African Charter on Human and People's Rights. It provides an important platform to highlight the incidence of violence against women and network with other organisations and social movements in the region.

Raising Feminist Voices Project

Following the granting of Observer Status to POWA by the African Commission on Human & Peoples Rights (ACHPR) at the 42nd Ordinary Session held in Congo Brazzaville, in preparation for the 43rd Ordinary Session, POWA developed and implemented the Project titled: "Raising Feminist Voices: Advancing Women's Rights at the African Commission on Human & Peoples Rights." The Project objectives generally included:

- strengthening the capacity of women's rights groups to engage in regional advocacy;
- promoting a progressive women's rights advocacy agenda at the ACHPR & NGO Forum;
- networking, identifying potential for collaboration and sharing ideas and strategies with other women's rights organisations working on the continent;
- articulating, through draft resolutions and statements, an intersectional approach to violence against women

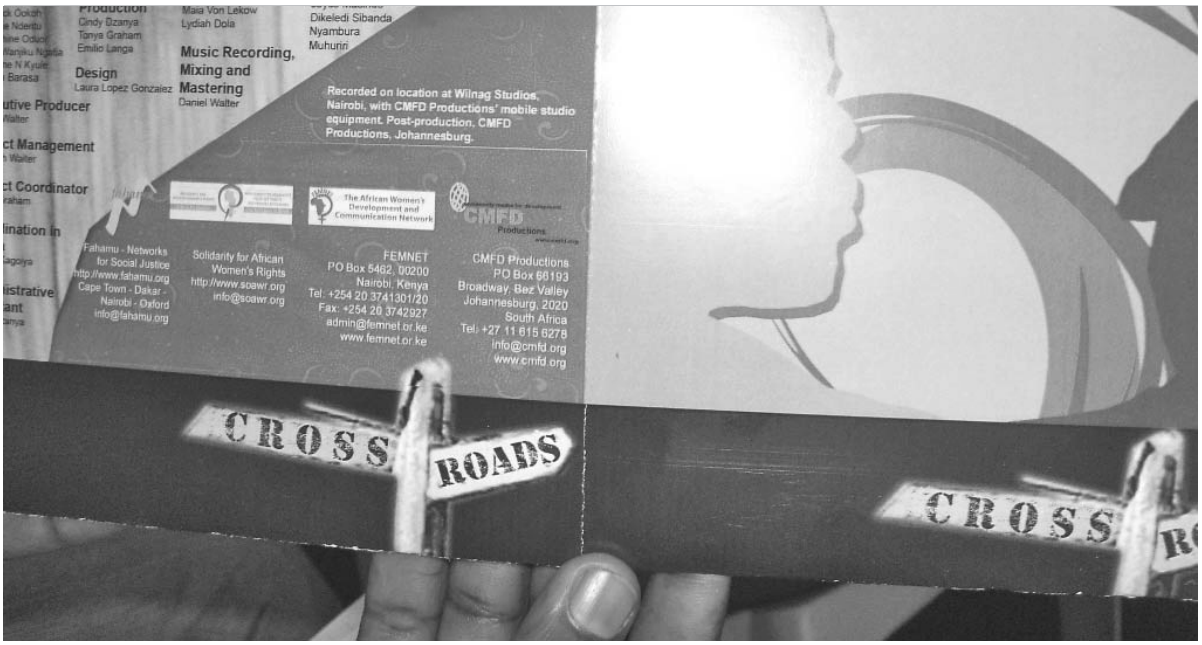
and discrimination on the basis of gender more generally.

The project was implemented over 12 days in Johannesburg and Swaziland respectively. The final phase on Review and Evaluation will be concluded by no later that 31 July 2008.

The African Regional System for protection and promotion of human rights is complex and not necessarily easily accessible to women's rights activists' rights activists at local level. Additionally, having attended the 41st and 42nd Ordinary Sessions of the ACHPR and preceding NGO Forums, POWA was acutely aware of the absence of a feminist approach to both processes. What the discourse at regional level particularly lacked was the express articulation of violence against women and all its intersections, including poverty and HIV/AIDS as a gross violation of human rights. For these reasons, the foundation training was a necessary process for the delegation travelling to Swaziland.

POWA worked with six (6) women from 3 sectors: women refugees, lesbians and transgender women; women living with HIV/AIDS and representatives from a women's rights organisation based in Swaziland. Organisations represented included: POWA; Coalition for African Lesbians (CAL); Treatment Action Campaign (TAC); Sonke Gender Justice; United Nations High Commission for Refugees; Behind the Mask and Forum for the Empowerment of Women (FEW) and Legal Resources Centre. This two-day training was co-facilitated with the representative from CAL. Representatives from Oxfam GB; Human Rights Institute of South Africa and AIDS Legal Network (ALN) made expert input on the necessity for engaging in regional advocacy for the promotion and protection of women's rights in South Africa and on the Continent.

A training manual was prepared for all participants which contained all regional human rights and African Union instruments and protocols; academic articles from *Pambazuka* on the Women's Rights Protocol; SADC Protocol on Gender & Development; academic articles extracted from the publication *Breathing Life into the Protocol*; communication involving SADC states parties submitted to the African Commission and the Report of the ACHPR Mission to Swaziland. The training covered topics ranging from: Introduction to the African Union and Regional Human Rights System and normative framework; regional strategies for ensuring state



Raising awareness of the Protocol through popular media is one strategy *Photo: Tonya Graham*

accountability for violations of women's rights (thematic focus based on group representation – refugees; hate crimes; HIV/AIDS and violence against women and lobbying and advocacy strategies at the NGO Forum and the ACHPR.

The two-day training commenced with a reflection and discussion on feminist ideology with a focus on legal feminist theory. The general purpose which was achieved during the two day training was to reach a point with all participants whereby as African feminists we clearly understand intersectional oppression and discrimination and the multiple forms of identity-based discrimination and how to articulate these issues and our experiences in formal processes. Prior to attending the session, all participants were tasked with consulting with their organisations on key issues needing to be taken forward to the NGO Forum and the ACHPR ordinary session. On arrival in Swaziland, all participants had sufficient information relating to law, policy and practice including where relevant statistics (prevalence of HIV/ADS and violence against women) to formulate draft resolutions for the NGO Forum as well as a formal statement in the public session of the ACHPR. In conclusion, the delegation was prepared to address intersectionality (race, sexual orientation, nationality status etc), in particular the intersection of HIV/AIDS, poverty and violence against women.

Writers Bio
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Notes

1 McClintock *Imperial Leather: Race, Gender and Sexuality in the Colonial Contest* (Routledge New York 1995) 352 – 353

2 Benedicta Manama South Africa Confronts Impunity in *Essays on Human Rights and Democratic Development: Campaign Against Impunity: Portrait and Plan of Action* International Centre for Human Rights and Democratic Development. Montreal Canda, 1987

3 Campaign Members: African Centre for Democracy and Human Rights Studies (ACDHR), Akina Mama wa Afrika, Association des Juristes Maliennes, Cellule de Coordination sur les Pratiques Traditionalle Affectant la Sante des Femmes et des Enfants, BAOBAB for Women's Human Rights, Centre for Justice Studies and Innovations (CJSI), Coalition on Violence Against Women, Eastern Africa Sub-Regional Support Initiative (EASSI), Equality Now Regional Office, FAHAMU, FAMEDEV-Inter-African Network For Women, Media, Gender and Development, FEMNET – African Women's Development and Communication Network, Federation of Women Lawyers Kenya (FIDA-Kenya), Foundation for Community Development, Inter-African Committee on Harmful Traditional Practices (IAC), Human Rights Law Service (HURILAWS), Oxfam GB, People Oppsoing Women Abuse (POWA), Sister Nambia, Strategic Initiative for the Horn of Africa (SIHA), Union Nationale des Femmes de Djibouti, Voix de Femems, University of Pretoria Centre for Human Rights, Women Direct, Women of Liberia Peace Network (WOLPNET), Women in Law & Development in Africa (WiLDAF), Women's Rights Advancement and Protection Alternatives (WRAPA).

4 CEDAW (n3) Art. 2.

5 CEDAW (n3) Art. 2 (b), (f), (g).

6 CEDAW (n3) Art 1: For the purpose of the Convention, the term discrimination against women shall mean any distinction, exclusion or restriction made on the basis of sex which has the effect or purpose of nullifying the recognition, enjoyment or exercise by women, irrespective of their marital status, on a basis of equality of men and women, of human rights and fundamental freedoms in the political, economic, social, cultural, civil or any other field.

7 CEDAW Committee General Recommendation 19 of 1992 <http://www.un.org/womenwatch/daw/cedaw/recommendations/recomm.htm#recom19> (accessed 11 April 2006).

8 R Cook 'State Accountability Under the Convention on the Elimination of All Forms of Discrimination Against Women' in Rebecca J Cook (ed) Human Rights of Women, National and International Perspectives (University of Pennsylvania Press 1994) 228 at 229.

9 Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa, Adopted by the 2nd Ordinary Session of the Assembly of the Union, Maputo 2000

10 African Commission Resolution 42nd Ordinary Session, Congo-Brazzaville www.achpr.org



Effective campaigns: scale, spectacle, sustainability

By Ingrid Srinath
CIVICUS – World Alliance for Citizen Participation
Secretary General and CEO

This millennium has witnessed a global proliferation of causes, campaigns and civil society groups, and some of the most massive public mobilisations in human history. On the other hand, civil society is simultaneously confronted by what a journalist referred to as "globosclerosis" – the hardening of the arteries of the global corridors of power. Across the world we are seeing more governments, both ostensibly democratic and unashamedly authoritarian, constrain the freedoms of activism, dissent and civic action. These constraints are both overt – through legislation, fiscal restraints and violent repression and covert - through co-option, discrediting and marginalisation. In 2007 alone, CIVICUS' Civil Society watch programme tracked 87 countries that increased legislative restrictions on civil society, often in the name of national security and the so-called global war on terror.

In recent weeks, we have witnessed the G8, World Trade Organization (WTO) and the United Nations paralysed into inaction even as food and energy prices, economic recession and climate change reach crisis proportions. In the weeks and months ahead similar attempts to resolve the aid debate and to achieve consensus on climate change seem just as likely to run aground.

How do we get our voices heard amidst this global cacophony? Size seems to have some effect. The Global Campaign Against Poverty (CCAP) has mobilised over 43 million people globally and changed the policy discourse around aid, trade, debt and poverty. Despite that, the World Bank reports that development aid actually declined in 2007 despite the commitments made in 2005 at Gleneagles. Is it through dramatic and spectacular gestures? Action Aid has just requested permission to demolish St. Paul's Cathedral in London to draw attention to the displacement of indigenous communities from their sacred spaces in India. Live 8 sought to be the biggest, most watched event ever. Despite the media buzz such attempts successfully generate their long-term impact remains debatable. Or is it through sheer persistence? My countrywoman, Sharmila Irom, has now been on hunger-strike since November 2000 in protest against the atrocities committed by the Indian Army in her home state of Manipur. The Palestinian Intifada is now in its 3rd decade.

Perhaps a successful campaign requires all three: scale, spectacle and sustainability. Whether your cause is water or land, wages or children, poverty or governance, displacement or gender – the factors determining your constituents' lives and futures are now global. Achieving, for example, primary schooling for girls in one district or province now depends not just on local socio-economic conditions and decision-making structures, but on the forces advocating the privatisation of education, the downsizing of government and the liberalisation of trade in services globally. If, on the other hand, you work with a small, indigenous community unable to exercise significant influence within its national boundaries, your only hope of achieving your rights may well be to make common cause with similar communities across countries. Scale is, therefore, an increasingly necessary, if not sufficient, condition of campaign success.

As media fragments and succumbs to increasing levels of market control, surmounting the barriers to visibility requires, now more than ever, the stunning photo-

opportunity, the controversial sound-bite or the magnifying lens of celebrity. Another march, another vigil, another petition are unlikely to attract the fickle attention of a sensation-driven media industry. Creativity and innovation in both, messaging and delivery are now the price of entry to the headlines despite the ostensible democratisation of the new media.

Even when we are able, despite the many constraints, to muster the requisite scale and spectacle in our campaigning efforts, the sheer plethora of campaigns, and shortening public attention spans, often means we are as quickly out of mind as we are out of sight. Sustained attention and interest depend on our capacity to persist. In the words of Jonathan Power describing Amnesty, we must be "like water on stone," slowly but persistently eroding the most daunting of barriers.

However, sustained efforts with the requisite scale and spectacle are hardly easily attainable. All the passion, energy, sincerity and commitment we bring to our campaigning can falter or dissipate without the resources – financial, human, social and political – that permit the resilience and endurance necessary to achieve sustained impact.

Financial resources are critical. They can buy scale but do not necessarily guarantee sustainability. I spent the first decade of my professional life in the advertising industry and can vouch for the fact that a large marketing budget will only speed up the failure of a poor quality product. Financial support for campaigns that advocate for the structural changes that address the root causes of inequity, exclusion and injustice is hard to come by. The more our campaigns seek to genuinely redress the imbalances in our societies, the less popular they are with potential funders. My own experience strongly suggests that the most, if not the only, sustainable funding that allows us to make a difference where it counts, comes from our own publics. Funding from indigenous sources, especially from individuals rather than organisations, has multiple advantages. It permits greater autonomy in agenda setting, is far less whimsical or fickle and builds greater immunity against political consequences.

Nevertheless, limited financial resources can be compensated for in multiple ways. Most significant of these are networks. Combining our often meagre resources in coalitions and alliances multiplies our reach, credibility and staying power. In the context of the global crises we now confront, coalitions are indispensable. Finding the humility, patience and collaborative skills to bridge the many divides amongst us may, however, be our greatest challenge. The rewards, as CIVICUS' own experience as well as many others' including GCAP, are invaluable. The recent Elders campaign – Every Human Has Rights – that leveraged their considerable personal equity to access multiple platforms with global reach is a stellar example.

Another force multiplier are grassroots networks. Healthy, diverse, vibrant civil society coalitions ensure our campaigns stay true to the voices we are meant to amplify. They facilitate mobilisation on the scale necessary to matter to bureaucrats and politicians of all stripes. They keep us accountable to those we most owe accountability to. And, when we have attained our goals, they ensure that the change engendered at the level of policy can be translated into meaningful transformation in the families and communities where it's most needed.

The GCAP campaigns that CIVICUS has the privilege of hosting and co-authoring combine all these elements. The mobilisation of poor people to raise their own voices in policy forums and democratic spaces. The linking of the local in each country context with the global macro issues. And synergising those into policy influence at the national, regional and global levels.

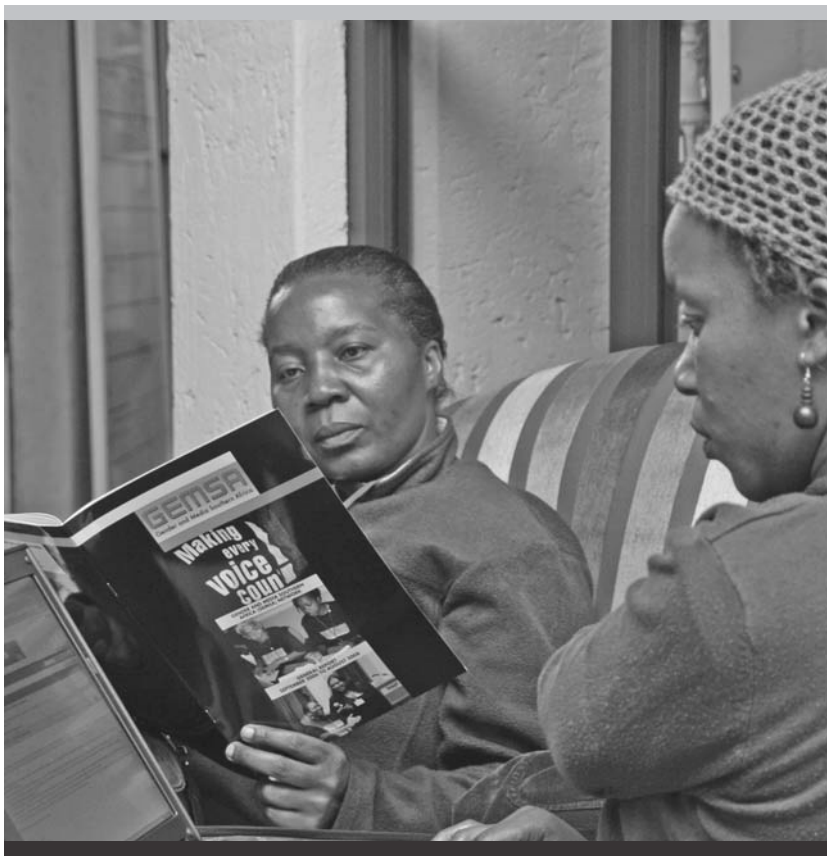
GCAP's International Women's Tribunals on Poverty from Peru to India, for example, present the testimonies of women's living conditions to highlight the feminisation of poverty and build pressure on governments to take action. These were then combined into a powerful global overview presented to the Commission on the Status of Women in New York. Like the vast GCAP mobilisations around climate change and poverty, this campaign depends on an array of diverse and vibrant national coalitions for its authenticity, credibility and scale. It is the partnership between grassroots voices and policy analysis that

makes explicit the linkages to global macro-economic and geo-political structures that makes for sustainable change.

Recently, I had the privilege of listening to two remarkable women from Africa address a global gathering of the rich and powerful. They reminded us that there was only one reason that Africa was still standing. It was, one said, no thanks to Northern donors, politicians or businesspeople. All that stood between Africa and utter annihilation, she claimed, were the millions of average, but extraordinary women, in hamlets, villages and cities, who somehow, against all odds, fed, clothed, housed and educated their children. A campaign that enlisted that spirit, that scale, that persistence would, I believe, have no need for spectacle.

Writers Bio
Ingrid Srinath is the Secretary General for CIVICUS World Alliance for Citizen Participation.

Media Watch



Making every voice count? Clementia Comate (right) *Photo: Trevor Davies*



Kenyan radio drama aims to take policy from boardroom to living room

By Tonya Graham
CMFD Production
Projects Coordinator

Making paper laws a reality

In 2007, Kenya passed a new Sexual Offenses Bill that imposes harsh penalties on perpetrators, and broadens the definition of sexual violence. However, according to the Nairobi Women's Hospital, every 30 seconds a Kenyan woman is raped. Kenyan women are also getting a raw deal when it comes to property and inheritance rights. Certain tribes commonly practice widow and property inheritance, and although some argue this practice provides economic stability for the widow, it deprives her of the right to decide what to do with her life and her assets. Land ownership is a major obstacle to women's economic security. According to Human Rights Watch, women in Kenya constitute 80% of the agricultural labour force and provide 60% of farm income, yet own only 5% of the land.

Crossroads is part of a larger three-year project, Media for African Women's Rights (MEWOR), being implemented by FAHAMU and FEMNET. The project aims to domesticate the AU Protocol on Women's Rights across the East and Central African region, and encourage its ratification and effective implementation. Other components of the project include a current affairs radio programme, and a children's cartoon.

In 2008, FAHAMU (Networks for Social Justice) and the African Women's Development and Communication Network launched a new serial radio drama produced by CMFD productions, entitled *Crossroads*. The drama aims to raise awareness of women's rights issues and promote the ratification and implementation of a key international women's rights instrument -The African Union Protocol to the African Charter of Human and People's Rights on the Rights of Women in Africa.

The African Union adopted the Protocol in Maputo in 2003, and as of January 2008, 23 African countries had completed ratification. It is a legally binding continental framework for the protection of women's rights. It covers everything from widow and property inheritance to economic and political participation in decision-making, to reproductive and sexual health and freedom from violence in both the public and private spheres. It also includes information on implementing and monitoring the provisions made in the document.



Lydiah Dola, Crossroads actor *Photo: Tonya Graham*

Women in Africa have been struggling for years to take control of their human rights, and the AU Protocol sets out very clear stipulations around how those rights should be protected. However, most people outside of the policy and advocacy sphere are not aware the Protocol even exists, or do not see its relevance to their own lives.

Because of this, civil society organisations cannot hold governments accountable to its provisions, or ensure effective implementation.

Kenya is currently not a signatory to the Protocol, and women's rights violations abound. There is a great need to popularise or domesticate the Protocol so that citizens can begin to hold policy-makers and leaders accountable. This is especially important in the 28 African countries, which, like Kenya, have not yet signed and ratified. Women's and human rights organisations in these countries are already contending with governments that are reluctant to enact legislation for the protection of women, and are in great need of civil society support.

Crossroads

Crossroads is a six-part serial radio drama that aims to raise awareness and knowledge of the Protocol and its provisions, and help people understand how these kinds of high-level policies affect their lives. *Crossroads* follows two central characters – a market woman whose daughter has gone missing and a corrupt and sexist police chief – who mysteriously switch bodies and are forced to live life in each other's shoes. Through their experiences and conflicts, the drama raises issues around women in decision-making positions, sexual and reproductive health, violence against women, forced marriages and widow inheritance. Each episode is loosely tied to an article or related articles in the Protocol. A short spot at the end of each episode raises questions for discussion, and brings the Protocol more directly into the discourse. The organisers chose Kenya to first host the drama because it is one of the countries that has not signed the Protocol, and Kenyan women face many challenges in upholding and accessing their rights.

Why drama ?

Drama is the chosen format for a number of reasons:

- It promotes learning through entertainment
- It allows the target audience to identify with the characters and explore issues through them.
- It allows complex issues to be addressed without necessarily "preaching" or offering the audience easy solutions.
- Different characters can take different courses of action with respect to a specific issue, and face different outcomes. This allows the listener to compare the different approaches, and weigh the options for themselves.

Drama and the use of entertainment-education have gained widespread legitimacy in Africa as a way of addressing complex and sensitive issues while providing an entertaining story that keeps people's attention.

Developing the drama

Crossroads was developed through a participatory process that involved consultation with key stakeholders at several points along the way. An initial meeting of MEWOR partners planned the way forward for each component of the project, and a premise for the radio drama was workshopped at that time. The group decided on a story centered around two opposing characters who switch bodies.

" [The drama] does not offer solutions per se, but depicts real life situations. So one can actually identify with the issues and learn from the lessons faced by the characters."

- Workshop participant

After the initial meeting, CMFD Productions brainstormed various ways to expand the story concept, and drew up a number of character types that could be included, based on the concept as well as on typical situations and characters commonly found in serial drama. For example, a love story of the "star-crossed" or "unrequited love" variety is common and very popular, as is the figure of a wise woman or man the protagonist can look to in their hour of need.

From there, the ideas were taken to a weeklong scriptwriting workshop in Nairobi, Kenya, where FEMNET and FAHAMU staff, two scriptwriters, and 5 members from local community theatre and puppetry groups developed the full storyline and subplots, and wrote and tested the scripts. As the first day of the workshop

involved sessions on the AU Protocol – what it is, what it says and why it is important – as well as on developing radio drama, participants also gained knowledge and skills. Evaluations conducted with workshop participants showed that they learned new information about the AU Protocol, as well as particular skills and knowledge around conceptualising and writing radio drama. One participant said:

> "I learnt ... how to create 'visible' scenes just through dialogue, creating a world where the audience, even without seeing the scenes, can get a feel of the five senses of smell, taste, seeing, hearing and touching just by the way the conflicts are brought out through sounds. It was amazing in how powerful this can be."

Holding a weeklong intensive workshop proved useful for several reasons:

- It allowed a number of key players – from NGOs and media people to members of the target audience – to participate and give their input into the story at the same time.
- It allowed a number of perspectives to be heard, debated and incorporated into the process.
- It ensured that the right messages were woven into the script.
- It helped the writers strike a good balance between messaging and entertainment value.

"Drama reaches the hearts of people, where real change manifests from."
- Crossroads actor

Having the scriptwriters write each episode during the workshop was also an effective strategy, because it allowed the rest of the group the opportunity to read though the scripts as the scriptwriters completed the episodes. The group was able to give important feedback on characterisation, continuity, facts and realities, language, and cultural context that scriptwriters could immediately incorporate into a second draft of each episode. These draft scripts were then distributed to MEWOR partners and other key people for additional input, fact checking and feedback



Scripting the drama *Photo: Tonya Graham*

"[Crossroads] reflects Kenyan life and is indeed engaging; the cliffhangers, suspense leaves the listener with a thirst/ desire to listen to more."

- Crossroads actor

The Crossroads recording took place in a second weeklong session held on location in Nairobi, Kenya. In addition to recording the drama, CMFD also recorded and produced original music for a lively theme song that both complements the drama and stands alone as a strong message for people to stand together for women's rights. The song uses the metaphor of a crossroad to encourage discussion, unity and strength among women (and their allies) to find out and speak out about women's rights.

Feedback from the recording session was overwhelmingly positive. The actors found they learned new information about women's rights, and enjoyed bringing the story to life. They also found the concept of switching bodies to be unique and effective, saying that *Crossroads* will make people think about what life can be like for the opposite sex. One participant noted that she had not been aware of the AU Protocol, and was now inspired to read it. Many of the actors said that they would be more likely now to look for information about the Protocol, and follow up on initiatives to see it ratified and implemented.

Supporting media

As part of the package given to radio stations, CMFD produced a short guide for radio presenters that provides ideas on how to use the drama. It includes a synopsis of each episode with questions to ask listeners or studio guests, and story ideas for additional reports around the issues. The guide provides presenters with key organisations they can contact for information or interviews about the main themes in the story, a fact sheet on women's rights in Kenya, and a simplified breakdown of the articles in the Protocol that relate to the drama. Within this simple guide, presenters can, at a glance, get basic information on women's rights and creative ideas for taking the drama further.

Crossroads launched in Kenya in September 2008. As part of the sensitisation activities, representatives from radio stations participated in a one-day training session on the AU Protocol and how to use the drama in their local communities. .

Next steps

An additional two versions, in French and Portuguese, are also in the works, and will give this exciting drama ultimate reach across the continent.

Writers Bio
Tonya Graham is a projects coordinator working with CMFD (Community Media for Development) Productions, currently working on media and drama to address human rights and health issues



Community Broadcasting in SADC – An Overview

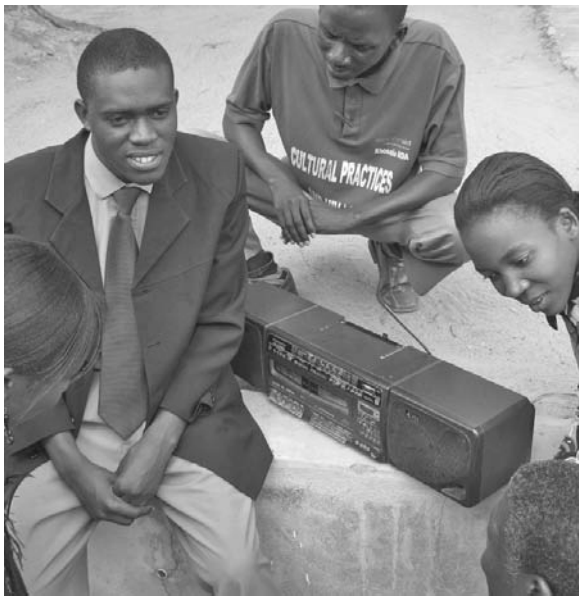
By Muletambo Brian Lingela
MISA Zambia
Manager – Broadcasting and Information

Introduction

Community broadcasting in southern Africa is part of the democratisation process that spread across Africa and southern Africa in particular, with processes of deregulation and liberalisation of broadcasting from authoritarianism (i.e. apartheid, one-party state systems of governments) that strictly controlled the airwaves to much more participatory, democratised and liberalised broadcasting systems. In the SADC region, South Africa was one of the first to democratise the airwaves through the famous Triple Inquiry that eventually saw the adoption of the three-tier system of broadcasting, namely, public service, commercial and community broadcasting. Other countries like Zambia followed suit in the early 1990's and opened up their airwaves to non-state broadcasting and community, commercial and religious broadcasting arose. Several other SADC countries such as Mozambique, Tanzania, and Democratic Republic of Congo also followed.

Distribution

Since the liberalisation of the broadcasting industry in SADC, South Africa has nearly 150 community radio stations[1] and Zambia about 20 community radio stations, 10 of which are church owned. Presently, community radio stations exist, in addition to South Africa and Zambia, in Mozambique (20), Namibia (6) and Malawi (6). Although there are 20 other stations in Malawi, according to MISA Malawi[2], only 6 meet These include Dzimwe, Nkhotakota, Mzimba and Mchinji. Tanzania has a very diversified community radio sector with different models such that it has become increasingly difficult to give a specific figure. Congo DRC also has over 200 although mostly owned by individuals including politicians. In countries where they exist, community radio stations continue to provide an alternative voice where national broadcasters' radio signals are unavailable and mistrusted. What makes so much difference is that community radio stations continue to provide localised programming that is relevant to local communities as opposed to national and generalised programming that appeals more to general and undefined audiences.



Radio's reach makes it an important vehicle for communication
Photo: Gender Links

However, there are no community radio stations in Zimbabwe, Swaziland, Botswana and Lesotho.[3] There are a number of community initiatives that would like to be able to broadcast to the community, but are unable to et the relevant, licensing. This is despite the existence of regulatory frameworks such as in Botswana where the National Broadcasting Board (NBB) has a mandate to license community radios, although the policy frameworks have been in draft form for nearly eight years. There are various community style initiatives - two in Swaziland, eight in Zimbabwe and two in Botswana. These do not broadcast but provide some kind of simulation, in some cases with equipment already in place. In Swaziland, Lebombo Community radio initiative, the oldest community radio initiative in Swaziland which was started nine years ago and has been battling to get a broadcasting license from government ever since. Lebombo received three events licenses for broadcasting the King's Birthday Celebrations in 2001 and 2007 and the commemoration of World Aids Day in 2000.

Ownership Patterns

There are regional variations in the ownership patterns of community radio stations. While some stations, like in Malawi, Zambia, (i.e Chikaya, Mkushi, Mazabuka) South Africa, Tanzania are wholly owned by communities through boards elected by community representatives and are geographically based, others are owned by faith-based institutions but call themselves community radio stations. In Zambia, for example, 8 out of the 20 stations are church owned (Icengelo, Maria, Yangeni, Maranatha, etc). This dominance appears to come out of a very strong resolve by the church to contribute to the social development of the country by encouraging tenets of good governance and social justice among possible reasons.[4] The same applies in Mozambique, South Africa (Islam) and Angola (Ecclesia) as well as Tanzania (Radio Quran (Muslim), Radio Sauti ya Injili (Christian), radio Kheri (Muslim).

In other instances, individuals or companies own stations but are community based and driven by community development. These are referred to as "hybrid" [5] stations i.e. Breeze FM in Zambia. It is privately owned and therefore commercial, but is located in rural eastern Zambia and therefore has a public service mission, while others are sponsored and driven by a consortium of non-governmental organisations i.e Katutura in Namibia and Mozambique. Some stations, such as Singida radio station and Iringa radio station in Tanzania are owned by local authorities, namely Singida district authority and Iringa district authority respectively and other by the state, i.e. Mozambique via the Institute for Social Communication (ICS).

Conceptual Issues

There is no single agreed definition of what community radio is. The World Association of Community Radio Broadcasters (ARMARC) defines it as a media in which the communities participate as planners, producers and performers. It is the means of expression of the community.[6] Kasoma[7] defines a community radio station as a sound broadcasting station that serves a specific section of society known as a community. A community is a collective of people, usually living in the same area, with "radio owned, controlled and programmed by the community." MISA's definition assumes the following characterisation that is prominent and assumes either or both geographic and interest based perspectives:

- Community Ownership and control;
- Community participation at board, management, production level;
- Non-Profit making, accessible;
- Local culture and language;
- Pursues social development agenda.

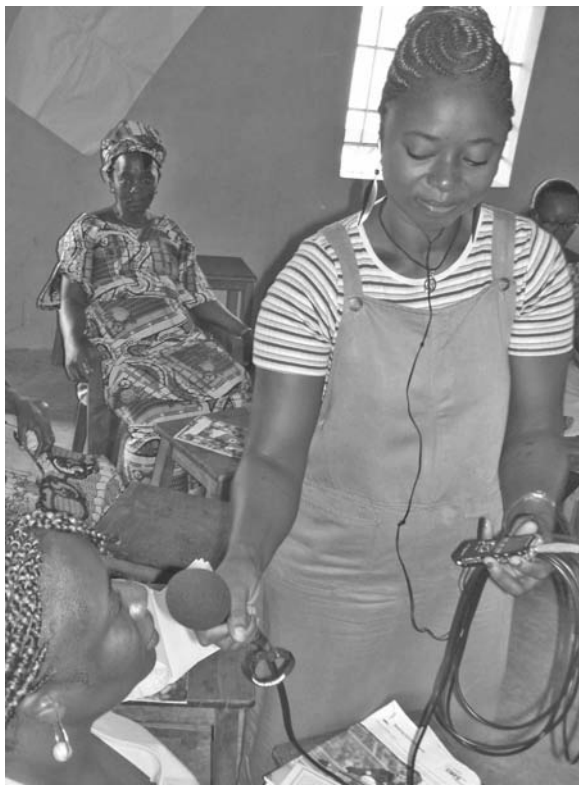
This definition has been contested in some quarters with preference being given to more elasticised, broad and inclusive definitions such as that by the Zambia Forum defining community media as those interest or faith-based initiatives that serve a specific group or geographical area, are accessible to all and actively promote community participation.

Prospects and Opportunities

Because of its nature, radio in southern Africa remains the most listened to and accessible means of communication. This presents an opportunity for

community radio operators to broadcast relevant content to their audiences. Therefore, community radio stations have a heavy responsibility of serving the needs of the communities within which they broadcast and exist. This is because of the enormous potential that they have to lift the standards of the people through the provision of relevant information. In Zambia, for example, they have raised awareness on issues such as gender and the position of women, improving literacy and education, provision of information on health, the environment, agriculture, democracy and HIV/ AIDS, among others. They are an empowering tool for many communities that public or commercial broadcasters often ignore or insufficiently cover.

Community radio stations have the potential to promote good governance, transparency and accountability and have capacity to mobilise the people to take ownership of their developmental destiny. Community media have a tremendous role to play in addressing problems communities face, ranging from poverty to HIV/AIDS.



Women in Sierra Leone making programme for community radio
Photo: Daniel Walter

Community radio stations are not just conveyors of information and education on various issues affecting their communities, but also as facilitators of community development. They should see their communities not as receivers of the information they broadcast but as active participants in the development processes of their communities. This means community radio stations need to allow as much community participation as possible in especially programme origination and production.

Further, community radio stations have the potential to enhance local development in areas where they broadcast. After Breeze FM in Zambia aired a documentary on poor water supply and sanitation and another on the lack of streetlights in the provincial town, Chipata Municipal Council Town Clerk immediately responded. Within few weeks, streetlights were installed and an ambitious water supply and sanitation project was established.[8] Radio Breeze staff were invited to the official launch of the project. Chipata now recorded streetlights on the main streets and the water and sanitation situation improved.

Community radio stations have also provided an opportunity for local people to express themselves freely and exchange developmental ideas. In Mazabuka, after Community members voiced out their concerns about suspected financial embezzlement by council officials where over ZMK 95 million, (US$ 23,750) meant for the improvement of water and sanitation, and had been misappropriated, the Town Clerk and his deputy were, consequently suspended from the council pending police investigations.

On most radio stations across the region, various issues have been discussed including those on gender and development, HIV/ AIDS, health matters, access to clean water and other services such as education, farming inputs, sanitation, good roads and their local social services thereby facilitating local solutions to local challenges.

Gender and HIV/AIDS perspectives

According to the *Gender and Media Baseline* study, radio is widely listened to by both men and women, although the voices of women are still fewer. The challenge of

HIV/AIDS has not spared the sector. To this effect, the radio stations include as part of their programming the social-economic impact of the pandemic. However, there is need for more women sources.

In terms of specific interventions on gender, HIV and AIDS in the community radio sector, there are not that many recorded in the region. In Zambia, MISA Zambia has been training community radio producers at 15 stations on mainstreaming gender and HIV/AIDS in their radio programmes during 2008. This is in addition to the development of HIV/AIDS workplace policies for stations under the Media Action Plan (MAP) arrangement. There have been some similar initiatives in Mozambique with two regional gender-mainstreaming workshops held for community radio operators recently. Both MISA Zambia and Mozambique have reported plans to rollout their gender and HIV/AIDS policies to member radio stations. The role of SAFAIDS in this regard could be explored further.

Challenges In Community Radio Broadcasting

SADC's community radio sector however continues to face a myriad of challenges as outlined following

Policy Inadequacies

In most of SADC with the exception of South Africa, there is an absence of appropriate policy frameworks for community broadcasting. As John Barker, formerly MISA' regional broadcasting programme coordinator once said, the lack of policy is in itself policy for most African governments. This is the case in Zambia and Botswana and most other SADC countries. In Botswana, particularly, parliament is yet to approve the policy that recognises community broadcasting and is dragging its feet for fear that community radio will divide the nation. "In terms of tribe and language, we are very fragile having recognised Setswana as a national language. We need guidance because we need to safeguard our peace. We feel that if this (community radio) is allowed, won't we then negate the peace and strides we have achieved so far in keeping peace as a nation?[9] " asked Honourable Boyce Sebetela, former Minister of Science and Technology.



Community Radio *Photo: Trevor Davies*

The absence of policy frameworks means that there will not be adequate guidelines and this makes regulation difficult.[10] In Zambia, the only existing policy is the media and information policy of 1996, which has been under revision since 1999. That policy mentions community broadcasting without articulating its vision and guidelines under which it should operate. Instead of spending more time developing policy, most SADC governments spend time policing operators, threatening them and shutting them down. Examples abound in Zambia, Malawi, and Lesotho. In Swaziland, Lesotho and Zimbabwe, policy frameworks are almost non-existent although there are legislations and regulation in some cases governing operations.

Legal and Regulatory

With the exception of South Africa, there are no independent broadcasting regulators in the region. Ministers of information such as Zambia regulate some operators. In Botswana, the National Broadcasting Board (NBB) is not independent and currently is not authorised to license community broadcasters and reports to the Ministry of Communications, Science and Technology. In Namibia, there is no independent board but the Broadcasting Bill of 1998 provides a three- tier system of broadcasting. Elsewhere like in Malawi, the Malawi Communications Regulatory Authority (MACRA) is just semi autonomous from the state. In Malawi, MACRA regulates across public, community and private license platforms. In Mozambique, regulation is done through government agencies under the Prime

Minister's Office, i.e. GHABINFO. For Mozambique, the Press Law does not provide for community broadcasting while Tanzania Media services Bill does provide for a three-tier system including community broadcasting although the Tanzanian law allows the state broadcaster to operate as a community radio.

In Zimbabwe, the Broadcasting Authority of Zimbabwe (BAZ) is not independent and no community radios have been license although BAZ is empowered under the Broadcast Services Act (BSA). In countries with progressive legislation to regulate broadcasting, including community radio, there is simply no political will to implement legislation, i.e. Zambia's stalled Independent Broadcasting Authority (IBA) Act of 2002 that has not been implemented to date.

In view of the absence of a policy framework, there are no specific licensing procedures for community broadcasters in most cases. In Zambia, for example, what exist are *draft guidelines for radio and television applicants*[11] that apply to all types of applicants whether community, subscription or commercial broadcaster. These have not been adopted and have not been developed in consultation with industry stakeholders. ICASA is an exception. The absence of proper guidelines has given an opportunity to regulatory authorities to intimidate and clamp down on their operations. There have been threats to shut down stations i.e. in Zambia, Malawi, and DRC. Some have been closed like recently in Lesotho. There is also no transparency in allocation of licenses.

Licensing

In most countries, there is huge depolitisisation of applications especially by ministry or government-based regulators who continue to issue license. As Banda notes,

> The minister is a politician, however, and may be forced to refuse a license to an applicant whose ideology appears to be different from that of the ruling party.[12]

In Zambia, for example, the minister continues to issue community radio licenses despite the existence of new legislation that transfers regulatory authority from the Minister to an independent board of the IBA.[13]

Administrative Barriers

In most countries, there are serious administrative barriers during the licensing processes. Presently in Zambia, there is a dual licensing process involving both the Ministry and the Communications Authority of Zambia (CAZ), the latter that is charged with the responsibility for frequency management and Ministry with content regulation. Applicants would have to pay for license fees at both MIBS and the CAZ. They also have to pay clearance fees with the Civil Aviation department. These administrative barriers make it difficult for people to establish community radio stations. There needs to be a one-stop shot licensing entity. In Swaziland, the Minister of Postal Services is heavily involved in the licensing process. In Namibia also, the Commission does not carry out the awarding of licenses in a fair and transparent manner. For example, a radio station with political connections has recently been licensed, while all along other applicants were turned down on the grounds that there were no frequencies available.[14]

Throughout the region, community radio stations grapple with relatively high annual license fees, presently US$ 50 (and US$ 6000 set-up cost requirement. It is required that applicants show a bank balance of US$6000 as evidence that they have capacity to set up and operate a community radio station and US$12, 000 maximum) in Zambia, USD 500 in Malawi, USD 3000 in Lesotho.

In Zambia and until recently in Tanzania, community radio stations pay the same license fees as private broadcasters. It is not fair to place commercial media at the same level as non-commercial for obvious reasons. For most of the non-commercial community radio stations, they depend mostly on donations as opposed to their commercial counterparts that make profit. This makes it difficult for non-profit media, in this case community radio, to pay such high fees. It becomes difficult for community radio stations to facilitate easy accessibility to information in order to enhance democracy and decision- making at the grassroots level.

Expansion Limitations

There are expansion restrictions e.g. in Zambia to allow community radio stations to operate beyond a radius of 150 kms because they believe such coverage ceases to be "community' in a geographic sense. Efforts by radio

stations to expand to other areas using either terrestrial or satellite technology have been hampered by the lack of clear policy position by the Ministry of Information and Broadcasting Services. Cases in point include the Catholic Church owned radios *Maria*[15] (Chipata) and *Yangeni*[16] (Mansa) whose satellite technology expansion plans have been prevented by the Ministry of Information and Broadcasting Services (MIBS). Chipata's *Breeze FM*'s plans to expand into Katete, Petauke and Sinda, among others, have also been thwarted.[17] This makes it difficult for them to survive due to restricted radius.

Sustainability

As noted by Banda,[18] it is no secret that in SADC, like most other developing countries, funding for community broadcasters is very erratic resulting into a serious lack of sustainability among community radio stations. As most stations are most often established within communities that are under-developed and lack resources, the challenge of maintaining them is relatively great. Presently, all existing broadcasters in the region continue to compete for the limited resources, mostly from advertising revenue and programme sponsorships.

In most of SADC, there are varying funding models. There are no present mechanisms by governments to assist community broadcasters set up and maintain with the exception of the Media Development and Diversity Agency (MDDA) in South Africa. Zambia's government is moving towards establishing a Media Development Fund (MDF) though it is non-statutory. Efforts currently appear slow as this is being referred to the Citizens' Economic Empowerment Commission (CEEC) for implementation. Donors such as UNESCO and OSISA have been some of the sponsors of some community radio stations in Malawi, Mozambique, Namibia and Zambia. So far, there are fewer community television broadcasters perhaps with the exception of Soweto TV in South Africa. However, the tendency by some donor to forsake community-broadcasting projects they initiated and supported without adequate capacity at set up has complicated matters. The cases In point are UNESCO initiated stations of Mazabuka and Mkushi in Zambia and Mozambique respectively.

Inadequate technical and Management Capacity

Concerning management and staff capacities, there are major challenges in most countries. While typical community stations with a community board in countries like Zambia struggle, others, such as those owned by the Catholic Church tend to have better management. In almost all the community stations in the region, there is an acute shortage of qualified staff to manage various aspects of the stations. This is because there is constantly very high staff turnover as stations use volunteers as employees who tend to migrate to much more lucrative commercial stations once they have gained confidence and experience.[19] There are few trained broadcasters most of whom are employed by better paying broadcasters. Presently, as Banda[20] notes, "training and education is still tailored for the mainstream media. There is need towards creating alternative curriculum specifically for community broadcasting."

There is need to invest more resources in this intervention. There is also a need for capacity building to improve the governance of community radio stations. In some stations, there has been consistent intra board fighting among board members and board/management fights thereby affecting negatively on the overall performance of radio stations.[21] In some cases, there has been Political interference in station governance, the case of Radio Chikaya *in Zambia* where government political appointees known as District Administrators took over running of the station[22] . In some more robust stations, political intimidation by local ruling party officials, such as the case of Radio Icengelo in Zambia where about 50 ruling MMD cadres often stormed the station in protest against Patriotic Front's Michael Sata.[23] This has occurred three times.

Further, there are poor fundraising, marketing and technical skills. There have been incidences in Namibia where stations have often asked their initial donors to repair damaged equipment without seeing this as their own responsibility.

Local Content

In terms of news and programming content, most stations are trying to produce locally relevant programmes that are making a difference in communities within which

they operate such as improved social service delivery and local government administration. However, this is being hampered by limited funds. For a producer to travel 80kms within the station's radius to record rural people's views, it is expensive. This has led to compromised productions. However, Urban-based community broadcasters often tend to mimic[24] the larger commercial broadcasters, and engaging in populist content productions i.e rap music. Most urban-based stations play too much music with very little programming.

Technological Challenges

The incessant interruption and erratic power supply by Electricity Supply Corporations in the region has been a tremendous challenge to most community radio stations. In most rural based stations, this has consistently led to disruption of operations. Power surges have often led to damage of equipment such as transmitters e.g. in Mongu, Zambia for instance, a newly installed transmitter at Radio Lyambai only worked for two days and blew up on the third day because of erratic power supply and power surges.[25] At Mkushi community radio, in Zambia, the station went off air for two (2) months from May to July 2007 due to surge Voltage that led to equipment failure[26]. The situation was even more desperate at Chikaya community radio station in Lundazi, eastern Zambia where due to equipment breakdowns; the station's radius reduced to 7 kms from the initial 70 kms.[27]

This has made it difficult for them to provide quality, efficient and consistent community broadcasting. Most are acquiring standby power generator sets and solar power could enable them broadcast even in situations where there is no power. However, the high cost of fuel in the case of generator sets presents another challenge to maintain them.

In most typical stations, there has been poor maintenance of broadcasting and production equipment. A visit to



Community Radio *Photo: Trevor Davies*

Katututa Community radio station in Windhoek Namibia in September 2007 by the author presented a shocking sight of the state of equipment in the studio. My host told me that a few weeks earlier, a number of computers had been stolen from the studio. There have been incidences of studio equipment such as recorders going missing in some stations across the region. In several stations, studio equipment has been seen in a state of disrepair and unserviced.

Despite this situation, some of the more capacitated community stations seem to be adopting new technologies such as web casting and podcasting, although most continue to struggle and the best technology they could have is an internet connection mostly used to access international news and email. Some i.e. Pasme community radio community radio in Zambia, and in Tanzania, do not even have computers in the newsroom and use handwritten scripts.[45] It is even more challenging for those located in rural areas without electricity.

As if this were not enough, the imminent migration from analogue to digital broadcasting by 2015 presents another serious challenge in the region. The big question is, are countries in SADC ready for this? Countries are currently busy trying to position them in line with this new phenomenon. Among them include South Africa, recently enacted the Electronic Communications Act as well as Tanzania, with the view to achieving convergence of technology and seamless regulation. Zambia is currently almost completed its new frequency plan.

Conceptual Issues

The very lack of an agreed definition of what community radio is in itself a challenge. The lack of proper understanding of what community radio is among policy makers, regulators and local communities is equally a challenge as the concept is relatively new. The absence of ownership and participation from the community has also been as some stations are established without community consultation, i.e. UNESCO initiatives, thereby making it difficult for them to "own" the stations. There has also been difficulty distinguishing among community, private and state broadcasting leading to capitalist oriented people to set up private stations and refer to them as community stations.

Conclusion

Community broadcasters are increasingly are becoming the preferred source of information for a number of rural and urban communities in SADC because of their proximity to audiences and independence from government control, which enable them to carry programmes that reflect the aspirations and concerns of the communities they serve. Community radio stations will continue to have tremendous potential for community upliftment and development even in the future. However, there is need to address a myriad of policy, regulatory, operational and sustainability challenges. There is still a huge challenge in other countries like Zimbabwe, Botswana, Swaziland and Lesotho. There is also a need to roll out gender and HIV and AIDS mainstreaming in all aspects of community broadcasting.

Writers Bio
Muletambo Brian Lingela is the Manager of Broadcasting and Information for MISA Zambia.

Notes

[1] Community broadcasting in South Africa, Paper presented by Media Development and Diversity Agency (MDDA) Chief Executive Officer Lumko Mtimde to a Breakfast Meeting for Botswana Parliamentarians held from 28-29 November 2006, Gaborone Botswana.

[2] According to MISA Malawi's Information Officer, Sangwani Mwafulira in "Community Broadcasting in Malawi; Opportunities, Challenges and Threats," paper presented to a MISA regional seminar on community broadcasting, May 20-21 2008, Johannesburg, South Africa

[3] County Presentations by Koliwe Nyoni, Phililе Mlostwa, Romang Lipothoe and Thabang Matjama respectively on "Community Broadcasting in Zimbabwe, Swaziland, Botswana and Lesotho, respectively to a Seminar in Community Broadcasting in their respective countries a MISA regional seminar on community broadcasting, May 20-21 2008, Johannesburg, South Africa

[4] Lingela, Muletambo, Brian (2004); Participatory Communication in radio broadcasting in Zambia: The case of the Mazabuka community radio station, thesis in fulfillment of a Masters Degree in Communication for Development, The University of Zambia, Pg. 12

[5] Ndhlovu, Samuel; Community radio-challenges and opportunities: The case of Breeze fm, Chipata, Zambia, Paper presented to the MISA regional seminar on community broadcasting from 20-21 May 2008, Johannesburg South Africa.

[6] ARMARC and PANOS (1998) Community radio, page 2

[7] Community Radio in Zambia; (2001) Its Management and Organisation in Zambia (ZIMA), Pg. 23

[8] Report of the Radio and Good Governance project implemented by MISA Zambia; 2003

[9] Contributing during a MISA Botswana Breakfast Meeting for Botswana Parliamentarians held at Gaborone Sun from 28-29 November 2006, Gaborone Botswana.

[10] The Governance and Role of Community Radio Stations in the Promotion of Community Aspirations and National Programmes, Submission by MISA Zambia to the Committee on Information and Broadcasting of the National Assembly of Zambia, 15 April 2008, Page 13.

[11] Lingela, M, B & Sikazwe, D (2004); Planning to Start a Community Radio Station? - A guide to setting up a community radio station in Zambia (Unpublished)

[12] Banda, F, in Up In The Air? The State of Broadcasting in Southern Africa (1998); Mensa A, O (Ed) Panos, Lusaka

[13] Haikali, Mathew, Community broadcasting in Namibia, Presentation made to a MISA regional Community Broadcasting seminar from 20-21 May 2008, Johannesburg South Africa.with relatively high annual license fees, presently US$ 50 (and US$ 6000 set-up cost requirement. It is required that applicants show a bank balance of US$6000 as evidence that they have capacity to set up and operate a community radio station and US$12, 000 maximum) in Zambia, USD 500 in Malawi, USD 3000 in Lesotho.

[14] Interview with radio Maria Zambia Programmes Director Father Gabriel Kwaku Mwanza in Chipata in February 2008

[14] Personal Interview by MISA Zambia's Manager – Broadcasting and Information Muletambo Brian Lingela with Radio Yangeni Station Director Fr. Osward Chansa on 22 February 2008 in Mansa District of Zambia.

[16] Report of Proceedings of Breeze 99.6 FM Strategic Planning Workshop held from 20 – 22 November 2007 at Breeze 99.6 FM and organised by MISA Zambia in Partnership with Irish Aid, Page 3.

[17] Banda, F (2003), Community Radio Broadcasting in Zambia: A Policy Perspective submitted in accordance with the requirements for the degree of Doctor of Literature and Philosophy in Communication at the University of South Africa. Pg. 217

[18] Assessment/Review of 'Radio and Good Governance' a project funded by Irish Aid (Development Cooperation Ireland) and implemented by the Media Institute of Southern Africa (MISA) Zambia. Page 20.

[19] Banda, F, (PhD) Community Broadcasting in Southern Africa- Which Way Forward; Paper presented to a regional debate conference on the state of broadcasting in SADC, Maputo, 30-31 October 2006.

[20] The Governance Challenges Facing Mkushi Community Radio Station in Mkushi, Zambia. Confidential Report Compiled Under the Irish Aid Funded Community Radio and Good Governance Programme Implemented by the Media Institute of Southern Africa (MISA) Zambia, Pages 2 – 4; 27 March 2008

[21] Zambia Independent Media Association (ZIMA) now MISA Zambia Action Alert Zambia, 26 March 2002; Community Radio Chairman dismissed by Government Official.

[22] Zambia Independent Media Association (ZIMA) Action Alert Update Zambia, 27 February 2003; Minister reiterates closure of community radio station, scrutinises TV license

[23] Banda, F (PhD); Community Broadcasting- Which Way for Southern Africa; Paper presented to a PANOS regional conference on the state of Broadcasting in SADC in Maputo, Mozambique from 30-31October 2006.

[24] MISA News 1 October 2006 – 31 March 2007, page 14

[25] Report on the Mkushi community radio station transmission shut down from 20th may 2007 by B.P Chipabila, Station Manager submitted to MISA Zambia on 23 July 2007

[26] Interview with Chikaya Community Radio Station Manager John Mtonga to MISA Zambia, 25 July, 2007

[27] Report of a feasibility visit to Pasme Community radio station in Petauke, eastern Zambia by Muletambo Brian Lingela on February 22 2008.

Community media can make women's voices count!

By Arthur Mwansa

Community media representatives at the on-going Gender and Media (GEM) Summit in Johannesburg have called on SADC member countries to encourage the establishment of community media stations to make the voices of the voiceless count.

The promotion of community media can reinvigorate and empower communities; offer training in modern technology at grass-roots level; and get people involved in local politics, local community activities and local affairs, said Nelson Banda coordinator of Zambia's *Kariba FM* Radio project, located in the Southern Province of the country.

"The establishment of community media in Zambia is giving a voice to the voiceless, especially women and children. Women are not usually regarded as sources of news on issues affecting them and their communities. Community media is highlighting problems affecting vulnerable men and women," Banda said.

Well-established community media stations, Banda says, have increased women's participation in local authorities and governance programmes, creating opportunities at the local level and promoting networking within community- based groups that work for the advancement of gender equality.

"Zambian women have also actively participated in developmental projects through community radio discussions and debates. Community media offer an immensely valuable community resource and have huge potential, which has barely been tapped," he added.

There are currently 15 community media initiatives providing media services in this Southern African nation.



Rehoboth Community Radio *Photo: Trevor Davies*

The Roman Catholic Church started most of these, which has facilitated the creation of about eight community radio stations. Other community stations in Zambia are owned by other religious groups, and the University of Zambia and Evelyn Hone College, both in Lusaka, run stations that broadcast to their students and surrounding areas.

The power of community media to give women both a say and a stronger role to play in the media is unlimited, says Prince Mtelera, a development communications consultant and project facilitator for Development Broadcasting Unity in Malawi.

Women can become involved in the running and coordination of programmes that are initiated by community media, which is not a competitor, but an alternative to the mainstream commercial media, Mtelera said, adding that community media have the power to address gender disparities in communities.

"Community media stations have the power to empower the local people especially women and children. Once heard, the voices of vulnerable people can influence change," Mtelera said.



Opinion: Policies plus training equals better media responses

By Arthur Mwansa

Media houses throughout Southern Africa have received an overdose of capacity building and training on policy development to mainstream gender and HIV and AIDS into workplace practices and editorial content.

And, while there are mixed reactions to whether the media is now getting it right, media trainers and analysts interviewed at the GEM summit this week say the two strategies are the best ways to bring about a change in the media.

Media managers and journalists still need capacity building workshops on gender and HIV and AIDS, even though a lot has been done to ensure newsrooms become more gender responsive, said the chairperson for the Gender Policy Programme Committee (GPPC) at the University of Botswana, Dr Maude Dikobe.

"Reporters should capture the views of both men and women. We need to begin to see responsible reporting among journalists. Reporters must bear in mind that there are people 'watch dogs', which are monitoring, and they have a say in the kind of news they consume," says Dr Dikobe.

Media literacy, she added, has always added value to the fight for gender equality. Dr Dikobe commended the Gender and Media Southern Africa (GEMSA) Network and Gender Links for their continued commitment to empowering the media and consumers of news. It is essential for training institutions to initiate dialogue with the media to ensure that reporters put a gender dimension in their coverage, she added.

The head of the print media division at the Institute for the Advancement of Journalism (IAJ) in South Africa echoed this view saying the mainstreaming of gender in all media activities is "critical." Gender impacts on all aspects of life, including poverty, and HIV and AIDS, because these issues have mainly affected households headed by women and girl children, said Shehnaaz Bulbulia.

If the media does not contextualise gender, poverty and other health-related issues, they will perpetuate decisions that represent only half of the population, Bulbulia said. She urged the media to report on issue-based stories, taking into consideration whether or not the editorial content is promoting the official voice of both sexes.

The director of the Sol Plaatje Institute for Media Leadership at Rhodes University in South Africa, Francis Mdlongwa, adds that although there has been sufficient capacity building among media practitioners, little has been done to put the knowledge into action. Francis Mdlongwa

Media houses should institute policies that will entrench gender reporting, he said, adding that audits are needed to determine whether "our women in the media are taking up managerial positions and if so, how many". This, Mdlongwa said, should be done at local, regional and international levels.

Mdlongwa said journalists must also ensure that

every story has a gender dimension to determine whether or not they are responding to training and campaigns on gender and HIV and AIDS. Mainstreaming gender in the media is not just a social justice issue, but media is a business where women should be seen to have an interest, he added.

"Once empowered with rightful tools, female journalists must get involved in the management of the media institutions. This is because they are better placed to respond to views of their fellow women. This does not mean that men should not get involved. They must work as equal partners with women," Mdlongwa said.

The head of the journalism section at the Evelyn Hone College in Lusaka, Zambia, Clayson Hamasaka, said that it should be a prerequisite of all media training institutions to institutionalise gender and HIV and AIDS into their journalism curriculum to strengthen the knowledge of journalists and future media managers.

And, he added, the training of trainers to enhance the core existence of gender in all media institutions should be encouraged. "Media training institutions must develop training and audit manuals on gender," he said.

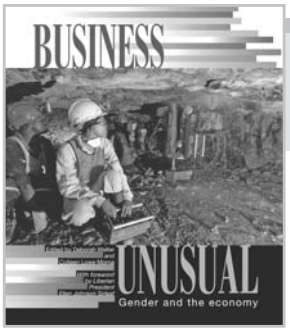
Writers Bio
Arthur Mwnasa is a journalist from Zambia.



Above Abuse: A Course for Men who use Domestic Violence
African Fathers Initiative

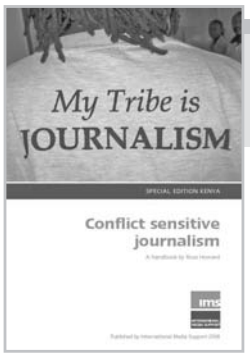
This manual is designed to be used in developing a training course about attributes and values that older men can use as "social" fathers, elders and babas to encourage other men – particularly younger men, away from violence. The manual is adapted from a course based on a thesis written by Chris Laming inspired by his work with SHED (Self Help Ending Domestics), in Eastern Rural Australia. According to the publication, group interventions can create an alternative culture that enables an abusive man to see and practice how to be non-abusive and non-violent. Well-run groups provide opportunities for men to be both supported and challenged about their behaviour

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Business Unusual
Edited by Deborah Walter and Colleen Lowe Morna

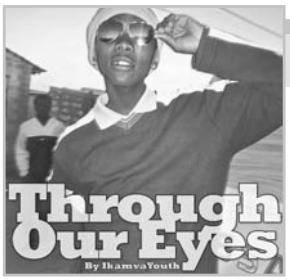
The Southern African Development Community (SADC) is increasingly recognising that development- economic, social, and political - requires a conscious awareness of how different strategies and choices affect the lives of all citizens, both women and men. Yet the gender dimensions of macroeconomic policy, budgets, trade, work and business are among the least understood by policy makers, decision-makers and the media. By looking at topics such as the hidden economies of care, the world of work and enterprise, development, globalisation and trade, budgeting and governance, this book offers unique perspectives on gender, the economy and business.



Conflict sensitive journalism: Kenya Edition
By Ross Howard

This handbook is part of International Media Support (IMS) response to needs expressed during an assessment mission to Kenya folloing the December 2007 post-election violence. The handbook is designed to be a practical everyday guide, which seeks to contribute to the theoretical refinement and practical realisation of conflict sensitive journalism as a tool by Kenyan media practitioners covering conflict.

Download from http://www.i-m-s.dk/



Through Our Eyes

Ikamvanites' book of photography and poetry showcases some of South Africa's IkamvaYouth's best creative talent, providing unique windows into the lives of South African township youth. Nick Fitt, with the help of many other ikamvanites, compiled some of the photographic and poetic talent into this beautiful book. Half of the book price goes directly to the organisation, which will help the organisation continue offering programmes and services to the youth and wider communities of Khayelitsha, Nyanga and Cato Manor. Preview book: http://www.blurb.com/books/300239

To place an order, send an e mail to luyanda@ikamvayouth.org or call +27 21 362 6799

CONCEPT AND EDITORIAL GUIDELINES

The Gender and Media Diversity Journal (GMDJ)
Concept and Editorial guidelines

What?

The Gender and Media Diversity Journal is the biennial journal of the Gender and Media Diversity Centre (GMDC). The journal is intellectual but not academic. It provides up-to-date and cutting edge information on media diversity in Southern Africa and the space for the dissemination of research findings and projects; case studies; campaigns, policy developments; and opinion and debate on media practice in the region.

Each journal focuses on a different thematic areas identified in consultation with the GMDC advisory group. Inaugural issues (before the establishment of the GMDC) focused on the Global Gender Media Monitoring Project and the second on the Gender and Media Summit held in September 2006 under the banner Media Diversity: Good For Business, Good for Democracy.

Other issues have looked at tabloidisation of the media, and media activism.

Why?

Despite its mission of "giving voice to the voiceless", the media worldwide is heavily biased towards covering the views of those in power, an elite group often defined according to race, ethnicity, class and gender. In Southern Africa, where democracy is a relatively new and fragile phenomenon, the media are still largely state dominated. The concept of a public media is weak. Albeit to different degrees, private and community media face political, organisational and financial challenges. Overall, whether in the public or private sphere, media ownership is concentrated in a few hands. The voices of those most affected by policies and unequal power relations in society are seldom heard even though they constitute the majority of news consumer population. Failure to understand and respond to audiences in all their diversity is also bad for business.

The journal aims to:

- Develop and share a body of knowledge on media diversity in Southern Africa.
- Promote more probing, analytical and contextual journalism.
- Share best practices on how to achieve greater diversity in media content, ownership and market share.
- Contribute to greater media literacy and responsiveness among ordinary citizens - women and men – in Southern Africa.

Each journal will contain:

- Introduction – editorial and news briefs
- Thematic focus
- Media watch
- Reviews and reports of programmes, projects, research, policy and development related to gender and diversity in the media.
- Opinion and letters.

The Southern Africa Media Diversity Journal targets media workers and owners, policy-makers, researchers, lecturers, student journalists, activists and those individuals and organisations working towards media diversity in the region.

Contributions are invited and solicited from groups and individuals such as these and commissioned by the editor.

When?

The journal comes out twice a year in September and March.

How to contribute

For further information and to request full contributors guidelines please contact

Gender Links
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Tel: + 27 11 622 2877

This issue of the Gender and Media Diversity Journal has been made possible through the financial support of Friedrich Ebert Stiftung, HIVOS and OSISA.

