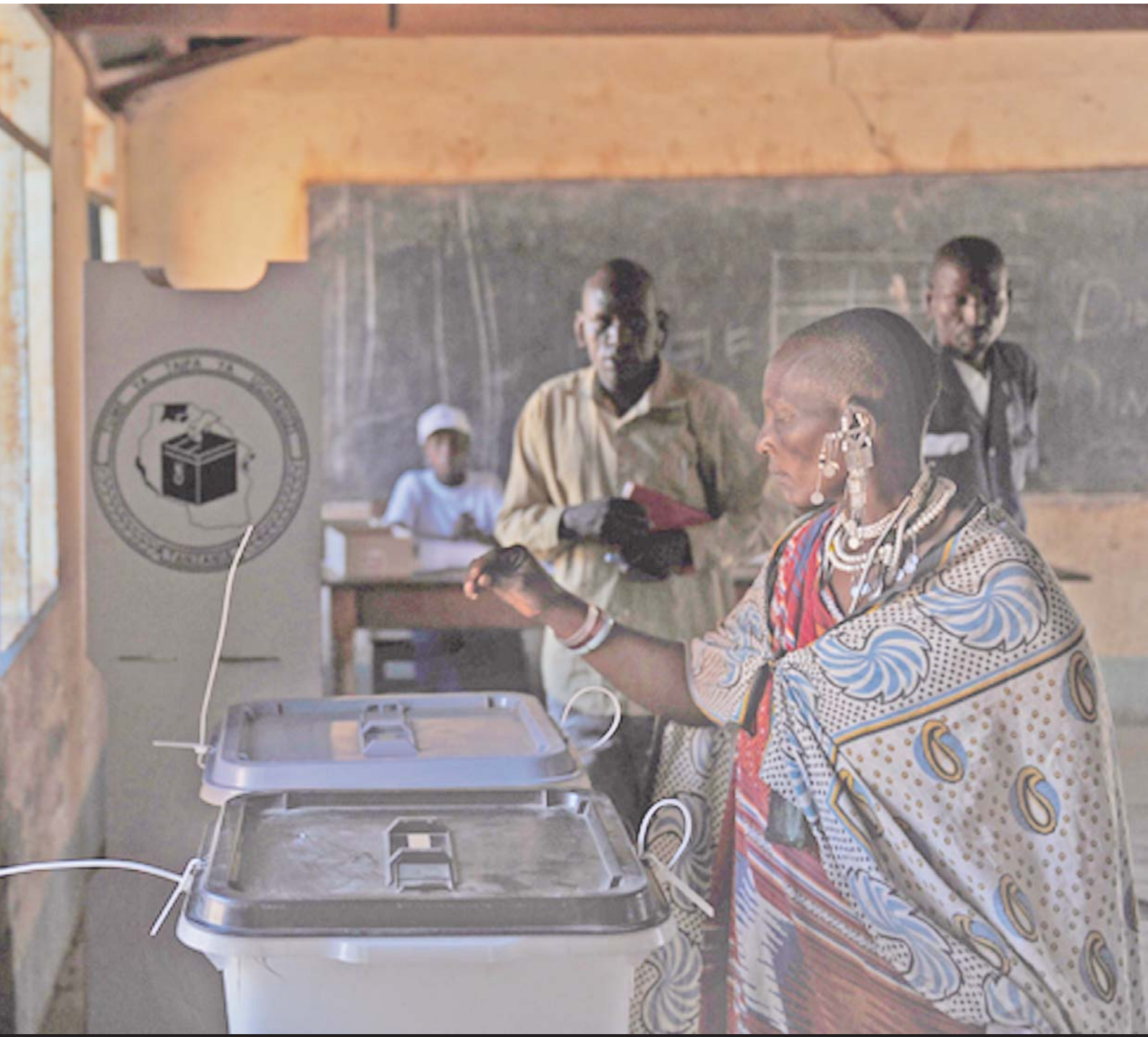
GENDER IN THE 2010 TANZANIA ELECTIONS



© Copyright 2011

Gender Links Head Office:
9 Derrick Avenue, Cyrildene, 2198
Johannesburg, South Africa
Phone: 27 (11) 622 2877.
Fax: 27 (11) 622 4732.
Email: mediaprog@genderlinks.org.za
Website: www.genderlinks.org.za

Editors:
Arthur Okwemba,
Daud Kayisi and
Sikhonzile Ndlovu

Cover Photo: Maasai woman casts her
vote on the 31st of March 2010 - Photo by AP

Cover Design: Haidy Lee du Toit
Design: haidy@geminiconcepts.co.za

TABLE OF CONTENTS

Overview	3
Strategic interventions	9
Gender Audit of the elections	17
Gender, Media and Elections	23
Conclusions and recommendations	33

Annexes

A. Press Release	35
B. Civil society workshop participants	36
C. Media workshop participants	37
D. Civil society workshop Programme	38
E. Media workshop programme	39

Figure one: Who speaks on what in media in Tanzania	5
Figure two: Numbers of elections stories by newsroom	25
Figure three: Female and male sources in Tanzania	26
Figure four: Topics discussed in election stories	27
Figure five: function of sources in election stories	28
Figure six: Functions of women and men election news parties	29
Figure seven: Coverage of political parties	30
Figure eight: Sources mentioned by family identity	30
Figure nine: Male and female reporters in the media monitored	31
Figure ten: Women and men reporters by media house in Tanzania	31
Figure eleven: Female and male presenters by media house	32

Table one: Women in current Tanzania parliament	21
Table two: Women in national assembly since 1995	21
Table three: Women representation in SADC parliaments	21

ACKNOWLEDGEMENTS

acknowledgements

ACKNOWLEDGEMENTS

Gender Links would like to acknowledge the support of the Tanzania chapter of the Gender and Media Southern Africa (GEMSA) Network. Country facilitator, Gladness Munuo, coordinated training workshops for the media, civil society and media monitors. She also provided support during the monitoring process as well as the election results later on in the process.

Special thanks also go to Arthur Okwemba of the Kenya based African Woman and Child (AWC) Feature Service who conducted the Gender, media and elections workshop for the media in Tanzania as well as training media monitors and providing technical support during the monitoring. GL Deputy Director and Director of Programmes Kubi Rama provided overall leadership for the project.

Lukhanyo Nyati of Ukhanyo Research and Consulting designed the media monitoring research database and conducted the data analysis for the monitoring. GL interns Daud Kayisi, Hunadi Raphele and Thato Phakela assisted with media monitoring.

Sikhonzile Ndlovu, GL Media Programme Manager conducted training for civil society.

GL Communications Manager Danny Glenwright and CEO Colleen Lowe Morna edited this report.

The project was made possible with funding from the British Government's Department for International Development (DFID).

1 OVERVIEW

overview



AWC facilitator Arthur Okwemba conducting training for the media in Tanzania. ***Photo: Sikhonzile Ndlovu***

This report provides a comprehensive overview of the gender, elections and media project run by Gender Links (GL), in Tanzania during the October 2010 elections that witnessed an increase in women's representation in parliament from 30% to 36%. But women constituted a mere 12% of news sources, compared to the general average of 21% in the 2010 Gender and Media Progress Study (GMPS).

The project forms part of a region-wide campaign to increase women's political representation and participation in line with the 2008 Southern African Development Community (SADC) Protocol on Gender and Development that aims to achieve gender parity in all areas of decisionmaking by 2015. This includes the media and governance.

Elections are an opportunity to increase women's representation, raise issues of gender inequality and women's human rights violations and to press for building gender sensitivity into accountability systems.

GL conceptualised the project, including tracking countries conducting elections and organising training, while GEMSA Tanzania conducted the media monitoring. The project covers all the SADC countries that had elections at national, provincial and local level between 2009 and 2011. These include: South Africa, Malawi, Botswana, Mozambique, Namibia, Mauritius, Tanzania and Lesotho.

Currently, women are underrepresented in political decision making structures in the SADC region. So far, South Africa has the highest number of women in parliament at 41%, followed by Angola at 36%. Countries like Botswana and Namibia have gone backwards whilst Women's representation in parliament in Botswana currently stands at 7.9% down from 11%; Mauritius has moved forward from 17% to 18.8% and Namibia slid from 30.8% to 22.2%.



Anne Semamba Makinda, Speaker of the National Assembly. ***Photo: Reuters***

The Tanzania workshops took place in September 2010, ahead of national elections on 31 October 2010 under the First Past the Post (FPTP) electoral system. There were 239 constituencies being contested for. Tanzania has a legislated 30% quota for women in parliament. Against the background of considerable advocacy for women's equal representation in parliament as set out in the SADC Protocol on Gender and Development that calls for gender parity by 2015, Tanzania made some gains, moving forward 29.97% to 36%.

The proportion of women in cabinet has not changed much: out of the 29 full ministers, women only occupy 23% of the cabinet seats.

But the Tanzanian parliament elected the first female speaker of the National Assembly, Anne Semamba Makinda who defeated Mabere Marambo (a man). Out of the total 335 votes, Makinda won 255 votes to become the first female speaker of the Tanzanian National Assembly since the country's establishment in 1964. Makinda was the deputy speaker of the last session of the Tanzanian parliament.

Objectives

The project aimed to:

- Assist the media in understanding how gender equality is integral to citizenship, democracy and freedom of expression.
- Gauge the extent to which the SADC Protocol targets of 50% by 2015 are being honoured.
- Improve media coverage of politics and elections.
- Empower civil society with skills to do a gendered analysis of the electoral process
- Conduct a gender audit of the elections, including the performance of the media.

Background

Generally, women politicians have a difficult relationship with the public and the media, often bearing the brunt of negative media portrayal compared to their male counterparts. On the other

hand, some members of the media have argued that women are less accessible compared to their male counterparts. This project therefore brings together women politicians, the media and civil society to engage honestly and constructively on issues of mainstreaming gender in political news coverage.

The SADC Protocol on Gender and Development (signed in August 2008), which upped the SADC Declaration target of 30% to 50%, has called for a concerted effort on the part of civil society to push relevant stakeholders to move towards parity. Likewise the Protocol calls on 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 that challenge gender stereotypes.

GL, in partnership with the Media Institute of Southern Africa (MISA), undertook the ground breaking Gender and Media Baseline Study in 2003 which formed the backdropof the Gender and Media Summit in September 2004. This led to the formation of the Gender and Media Southern African (GEMSA) Network, with GL and MISA as founding institutional members. In 2009-2010, the two organizations again partnered on the follow up Gender and Media Progress Study, (GMPS).

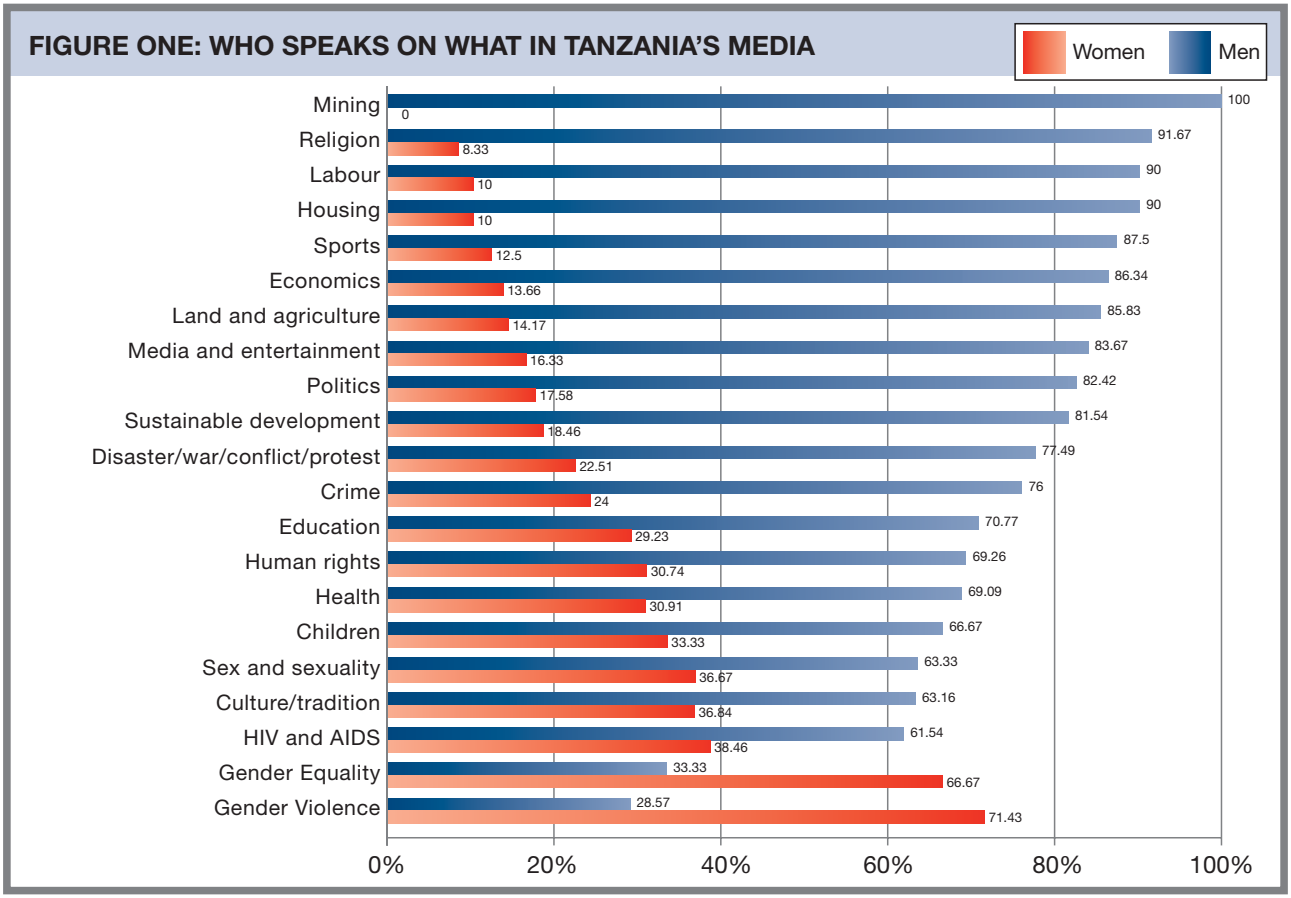
As part of a joint programme called 'Making every voice count', GL and GEMSA are recipients of funding from UKAid's governance and transparent fund.

The GMPS revealed that women in Tanzania are still grossly underrepresented as news sources at 21%. This is a five percentage point increase since the 2003 GMBS (16%). However, they make up just 18% of those sourced in political stories.

Elections media monitoring results also show that men continued to dominate media coverage during the election period, amounting to 88% of quotes and women at a paltry 12%. Whilst women comprise the majority of the population in Tanzania (over 51%), they are still underrepresented as news sources on political stories. Equally, the voices of women politicians are also negligible compared to their male counterparts. These findings are in line with the GMPS results which showed that men are the main sources in the political category with women being used as sources 18% of the time.

An analysis of topics covered by media during the elections monitoring period revealed that gender was not an issue during the elections. It comprised 2% of the topics discussed. Election coverage was mainly centred on campaigning by the different parties as well as voting logistics.

FIGURE ONE: WHO SPEAKS ON WHAT IN TANZANIA'S MEDIA



Country context

The Republic of Tanzania comprises mainland Tanganyika and Zanzibar Island. Tanzania introduced a multi-party democratic constitution that has become well established through three democratic Presidential and National Assembly elections in 1996, 2000 and 2005.

Tanzania is one of the world's poorest economies in terms of per capita income. The economy depends heavily on agriculture, which accounts for more than one-fourth of GDP, provides 85% of exports, and employs about 60% of the work force. Continued donor assistance and solid macroeconomic policies have supported a positive growth rate, despite the world recession.

The population as of December 2010 was estimated at 43.1 million (Tanzania had 41.8 million people and 1.3 million for Zanzibar). The country's literacy levels are at 67.8% of the total population. Of the statistics, males lead with 79.4% and females trail with 56.8%. Kiswahili and English are the official languages; however the former is the national language. While Kiswahili is the medium of instruction at primary school level; English is the medium at higher educational levels.



The situation inherited by President Jakaya Kikwete from his predecessor President Benjamin Mkapa was a favourable one. Politically, Tanzania had introduced a multi-party democratic constitution that had become well established through three democratic Presidential and National Assembly elections in 1996, 2000 and 2005.



Women voters sit on the ground as they listen to instructions from electoral officials before voting. ***Photo: Sulekha.com***

Economically the country had made great strides. Economic growth had increased steadily from 1.8% on average between 1991 and 1995 to 5.3% between 1996 and 2000 and then to 7.7% between 2001 and 2005 (EAC 2009).

The political landscape in Tanzania is changing rapidly since Beijing when gender activists voiced the need for greater parity in power structures. Various advocacy efforts led to a commitment by the Mkapa government to increase women's visibility in political structures. Although the measures were not radical, Mkapa set the groundwork for the appointment of women in non-traditional sectors, both in government and in politics. However it was obvious before October 31 that even the marginal gains made in the last decade would be reversed as indicated by the number of women standing for political office. Many parties failed to nominate or support female contenders. Unlike past years, the opposition did not put forth female running mates or contestants in key constituencies.

Media

Tanzania had a small and state controlled media which grew rapidly after the adoption of multiparty democracy. At the moment, the media is largely controlled by the private sector. There are more than 47 radio stations and 15 television stations[1]. Four radio stations and two television stations are state owned. The first state-run television broadcaster was launched in 2001, while private television went on air in 1994. The fastest growth, however, has been registered by the FM radio stations, with many offering mostly entertainment and little news content. Most of the FM stations are located in urban centres, with their reach limited to the towns and their immediate neighbourhoods. There are some radio stations which broadcast to specific communities.

Many of the media companies are owned by individuals, along with a chain of newspapers, radio and television stations. Such ownership affects the content and editorial policy of these newspapers. Concern has been expressed that cross-ownership might be dangerous to the media industry in Tanzania in that it may compromise press freedom and diversity of views being aired by the media.

However research has shown that women issues, especially in politics are less covered in Tanzanian media. Arthur Okwemba, a Kenyan journalist and GL Tanzania gender policy facilitator highlights that "politics of the pocket deny women media coverage." The journalist argues that most Tanzanian journalists would prefer covering a function of a male politician to a female's because male politicians give hefty allowances.

On the other hand, there are a number of 'repressive' laws that the media fraternity and human rights activists feel are in breach of media freedom and democratic principles. Laws like the 1976 Newspaper Act and the Public Service Act 1976 are among the statutes that are 'impinging' on press freedom.

Parliament

The unicameral parliament of Tanzania, the National Assembly has up to 357 members either elected or appointed for the five year term of office. The National Assembly, also called Bungie, comprises the Attorney General; Speaker; five members elected from and by the Zanzibar House of representatives; 120 special seats apportioned among the political parties based on their election results; 239 constituent seats (including 50 from Zanzibar) elected under the FPTP system; and 10 members nominated by the president.

Although Zanzibar accounts for only 3% of Tanzania's population, it is guaranteed of over 15% of seats in the Union Parliament. The president and 239 MPs are elected concurrently by direct popular vote. The president then appoints a prime minister who serves as the government's leader in parliament.

Local Authorities

Local government authorities exist for the purpose of consolidating and giving more power to the people to competently participate in the planning and implementation of development programmes within their respective areas and generally throughout the country. Local government authorities are classified into two categories; urban and rural. Urban authorities are responsible for the administration and development of urban areas ranging from townships, municipalities and Cities of Dar es Salaam and Mwanza. Rural authorities commonly known as District Councils form the second category. All Local government authorities are mandated to play two main functions of administration, law and order; and economic and development planning in their respective areas of jurisdiction.

1. Media and Journalism Training in Tanzania

Key components of the project in Tanzania



Gladness Munuo, GEMSA Tanzania country facilitator leading a session in the civil society workshop. ***Photo: Sikhonzile Ndlovu***

Gender Links conducted training for three key groups during the run up to the elections. The three groups were civil society organizations, media practitioners and media monitors. Training was conducted in Dar es Salaam in September 2010.

Parallel meetings for the media and civil society were held between 20 and 21 September 2010. Participants in the media workshop included editors, sub-editors, journalists and programme managers from both print and electronic media. GL was also careful to balance participants from mainstream public and private media. Female politicians were invited to share their experiences with the media. Participants in the civil society workshop included media and developments NGOs, gender activists and academics from across the country. Likewise women politicians were invited to engage with civil society on the gendered nature of the electoral process. A press release was written during this workshop and is attached at Annex A.

The final workshop was for media monitors who conducted media monitoring in the run up, during and after the October 31 national elections. Most of the monitors were drawn from media houses, academics institutions and civil society organisations in Tanzania.

Key outputs

These may be summarized as:

- 40 people trained including 18 media practitioners, four women politicians and 18 representatives from civil society.
- Training resource material on gender, elections and the media contributed to the GL Virtual Resource Centre (VRC). Several examples of media clippings and case studies were collected and produced during the period
- Story ideas for elections that mainstream gender
- Press release

Outcomes

Outcomes that can be directly attributed to the project include:

- Awareness of the roll of media during elections
- Media empowered to design gender aware programmes and news broadcasts
- Media practitioners empowered to mainstream gender in election coverage
- Civil society educated to engage critically with the media
- Civil society able to do gendered analysis of electoral processes

Upping the numbers

The work of advocacy organisations in Tanzania in building the capacity of women politicians during the 2010 elections is a key achievement. The SADC Protocol on Gender and Development requires gender parity in political decision-making by 2015. In different African countries this has led to the launch of the 50-50 Campaigns, mostly by women's rights activists. In Tanzania the 50-50 Campaign is spearheaded by the Feminist Activist Coalition (FEMACT) led by the Tanzania Media Women's Association (TAMWA). The target for this election was 40% representation, which was not met.

Some of the key gains include:

- Anne Semamba Makinda appointed the country's first speaker of the National Assembly
- Women's representation in parliament rose from 29.9% to 36%. This is a positive development. Now the government should consider raising the quota from 30% to 50% in line with the SADC Protocol target.

2 STRATEGIC INTERVENTIONS

strategic interventions



Arthur Okwemba addresses civil society representatives during the workshop in Tanzania. ***Photo: Sikhonzile Ndlovu***

This section covers the Gender, Media and Elections workshops that were held in Tanzania from the 20th-23rd of September 2010. The two workshops, running parallel, were for media practitioners and civil society organisations at Catholic Ecumenical Centre in Dar es Salaam from the 20th-21st of September. Four women politicians were invited to join sessions in each of the two meetings. The aim was to allow for frank and open discussions between women politicians and the media. Women politicians are generally wary in their dealings with the media. Whilst the media is a potential catalyst for transformation, it has often been seen as giving more voice to male politicians compared to their female counterparts. Research has also shown that the little coverage women politicians receive is often characterized by stereotypical representations.

The purpose of the civil society workshop was to empower organisations with skills to do gendered analysis of electoral processes, starting from the nomination of candidates, voter registration, election manifestos, campaigns, conduct of the polls as well as the election outcomes.

Gender, elections and the media workshop

As a follow up to the Gender and Media Progress Study (GMPS), which found that women are grossly under-represented and misrepresented both within newsrooms and in editorial content in Southern Africa, Gender Links conducted a workshop with media practitioners on gender sensitive reporting during these elections. The workshop was facilitated by Arthur Okwemba, writer, researcher and gender activist based in Nairobi, Kenya. The GMPS study revealed that gender is not a topical issue in Tanzania constituting just 2% of stories covered during the study. Similarly women were underrepresented as sources in the political category making up just 18% of sources.

The two day (20-21 September 2010) workshop saw 18 Tanzanian journalists from various media houses participating in the workshop in Dar es Salaam. Journalists from different regions, including Zanzibar, were represented.

The objectives of the workshop were as follows

- To advance the gender awareness skills of the media in Tanzania by running a training course on gender and democracy for media practitioners;
- To increase media coverage of this issue and contribute to the campaign to bring about gender equality in decision-making.
- To assist the media in understanding how gender equality is integral to citizenship, democracy and freedom of expression.
- To assist the media in thinking through gender dimensions of election coverage

Making Every Voice count video

The ‘Making every voice count’ video highlights key issues around giving equal voice to both women and men. It also highlights key concerns around gender representations in news content and media in general.

Key issues raised by participants

- Media practitioners found the media monitoring session very enlightening as it revealed the gaps in media sourcing. They acknowledged that they rarely take the time to reflect on gender issues hence the poor reporting. They argued that the only way to rectify the gender gaps in media content is to have gender policies to guide news gathering and to train journalists and editors on gender sensitive reporting.
- Participants highlighted the need to empower women politicians with skills to engage with the media. They particularly noted that some women shy away from the media for fear of being misquoted. They said that they often regard the media with suspicion hence the lack of a transparent and mutually beneficial relationship.
- More positive stories about women in various sectors will go a long way in encouraging women to speak to the media. This will help diffuse the tension between women politicians and the media.
- Elections provide an opportunity to put gender issues on the agenda for public debate and discussion. They also provide a useful opportunity to gauge governments’ commitments to gender equality. Women’s participation in politics is an essential part of democracy.
- Media do not access women’s voices in political stories as men are more active than women. Although this observation met a lot of resistance from other participants, the observation was that women politicians often

take a back seat when it comes to public campaigns and rallies. Women will not actively go out and campaign.
- Socialisation plays a key role in the way women and men access the media. Most Tanzanian families are patriarchal and the girl child is taught from a very early age to 'know' her place in society. They would rather be in the private rather than public domain, hence the dominance of men in politics. Even where women politicians are present, they prefer not to be too involved with the media.
- Media houses should work in partnership with NGOs on how to provide trainings to journalists and to facilitate their movement to hard-to-reach areas. Sometimes journalists err in the way they cover politics and elections in general due to lack of knowledge on gender and political participation. For example during election time, media often do not have the capacity to report from a gender perspective. Civil society therefore has to play its role in equipping the media with gender analysis skills and conceptual understanding of issues.

Gender media and elections: Key issues

- Elections are an opportunity to increase women's representation, raise issues of gender inequality and women's human rights violations and to press for building gender sensitivity into accountability systems.
- In August 2008, SADC heads of state and governments signed the SADC protocol on Gender and Development. Botswana and Mauritius are the only two countries that have still not signed the protocol. The protocol urges all member states to ensure that they have 50% women in decision making positions by 2015.
- The media's watchdog function should include holding governments accountable to the commitments they sign to advance and protect women's rights as citizens, such as the 2008 SADC Protocol on Gender and Development.
- The media has a duty to educate and inform citizens about key regional instruments, including those pertaining to gender equality. The media can only play this role when they are aware and conversant with the different provisions. It is clear that journalists in Tanzania are not aware of the provisions of the protocol. While some are aware that the protocol exists they are not fully aware of how it relates with the media and the role that they are required to play as journalists.
- The SADC Protocol encourages 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 that challenge gender stereotypes. Often times women politicians are presented in highly stereotypical ways which limit their potential and downplay their capabilities. In most cases they are visible as party supporters campaigning for male candidates. They are often seen in various party regalia which down plays their role in politics. In some cases they are seen as sex objects.
- Women's views under-represented in political news coverage with men making up 82% of sources in the political category as seen in the 2010 GMPS study. This does not capture the gender dynamics in Tanzania where more and more women have ventured into politics over the last couple of years.
- During election time it is vital that media bring issues of gender equality into coverage. It is clear from news reports around elections that gender is not an election issue in Tanzania. It is important to note that any topic has a gender aspect which the media needs to bring out. For example a story about poor health facilities has a gender angle to it as this affects women and men differently. A story on low literacy levels has a gender angle as girls are affected the most, something which the media often fails to bring out.

Panel of women politicians

The workshops gave women politicians the opportunity to come and discuss their experiences and concerns with media practitioners. A panel of four women politicians, representing different political parties, joined the media on the first day of the workshop.

A major concern noted was the lack of media coverage. The media in Tanzania was said to prefer functions by male politicians often ignoring the activities of women politicians. The politicians said that they had not been covered by any media despite the fact that they were already actively campaigning for election into political office. One of the women said that she had received coverage once after complaining to the media. In some instances the media is openly biased towards male participants rendering women politicians invisible. These observations pertained to both private and public media.

'Since the beginning of campaigns, I have not met a single journalist in my constituency, let alone been interviewed by the media,' said Modesta Makaidi, a member of parliament contestant for National League for Democracy, (NLD) in Lulindi, Masasi district. 'This situation has greatly hampered my efforts to reach a large section of the population in time,' she added.

Contributing to the discussion, Irene Temba, who is vying for a council seat in Mbagala Kuu Ward on a Chama Cha Maende Leo Na Demokrasia (Chadema) said that although her ward is in Dar es Salaam, contact with the media is minimal.

Zuwena Teikwa who unsuccessfully contested in the Chama Cha Mapinduzi (CCM) primaries to represent Msongola Ward as a councilor, told the seminar participants that communication with the media in her area is very weak.

The media in Tanzania is said to sometimes follow the activities of prominent women politicians at the expense of those campaigning in the rural areas. One politician actually highlighted that the media had not come to her constituency at all in the months leading to the elections. Whilst mainstream media outlets are not present in the communities, it was observed that community media should step in and fill that gap. This was partly attributed the fact that community media rely on mainstream media for news stories. Community media are mostly under-resourced and are often not in a position to give a diversity of stories due to this constraint.

Response from the media

Journalists present acknowledged that they do not often have the resources to go to remote areas to look for stories. They said they are likely to cover politicians in the urban areas as these are fairly easy to reach. They however pointed out that this has nothing to do with deliberately denying women politicians media access.

In response to the assertion that the media ignores women politicians, the media representatives attributed this to failure by women politicians to profile themselves and inform the media of their activities. They noted that building relations with the media is key during election time. They also highlighted that politicians have to be equipped with an understanding of how media work. While they actively look for stories there are some that they miss. Journalists also called on women politicians to get in touch with the media whenever they have activities. They noted that actively engaging with the media is particularly important during election time where candidates' profiles have to be raised with the electorate. Journalists also tried to dispel the assertion that they favour male candidates saying they cover them only because they are not shy in their dealings with the media and they often communicate their events.

One journalist said that most media are business entities and will do what will bring in business. When stories are placed in the paper a lot of considerations are made including what readers or viewers would want to see. He therefore said that gender specific stories have to compete for space just the rest of stories that are published. Gender stories will not be given prefential treatment; they will be published on merit. However other participants felt that gender can be mainstreamed in every story without necessarily devoting space to stories that are about women or gender as a topic.

The facilitator summed up the discussion by highlighting that the media has a responsibility to represent all the constituent voices in a society at all times. He also observed that every story has a gender dimension and this needs to come out in elections coverage. He noted that elections are useful in pushing democratic ideals. The media can therefore use its power to make positive change in society. Whilst highlighting that women politicians should not be given preferential treatment, he highlighted that they should be given equal access to the media just like their male counterparts.

Recommendations

- Media houses develop gender policies to define gender sensitive reporting as well as employment and promotion of both female and male employees.
- Gender policies availed to all Press Clubs in all the provinces for the clubs to share with their members.
- Press Clubs to put in place mechanisms that will ensure gender sensitive reporting is adhered to by their members.
- Media houses to establish a Gender Day like the Press Day during which they will evaluate how they have covered gender issues.

- Media houses work in partnership with NGOs on how to provide training to journalists and to facilitate their movement to hard-to-reach areas.
- More positive stories about women in various sectors to encourage women to speak to the media.

Training for civil society

This section covers the training workshop for civil society. Gender Links, with support from the Gender and Media Southern Africa (GEMSA) network Tanzania chapter, organised a one and half day workshop for civil society to discuss key gender, media and election issues. The workshop which was held on the 20th and 21st of September 2010, brought together 18 participants from different civil society organisations. The role of civil society organisations in keeping governments accountable to gender equality and women's rights as essential tenets of good governance is as crucial as that of the media.

Objectives of the workshop

The objectives of the one-day working session were:

- To identify key gender, elections and media gaps
- To introduce the NGOs to the articles and provisions of the SADC Protocol on Gender
- To empower participants with skills to monitor and evaluate the media's coverage from a gender perspective; and
- To equip participants with skills to convey information to the media through writing press releases and engaging with the media in general



Edna Lushaka makes a point during the civil society workshop. ***Photo: Sikhonzile Ndlovu***

SADC Protocol on Gender and Development

The introductory quiz on the SADC Protocol on Gender and Development revealed that the majority of the participants were largely unfamiliar with the articles and provisions of the Protocol, and many did not know that the Protocol had been adopted by SADC leaders in 2008. Therefore, introducing the participants to the articles and provisions of the Protocol and how these provisions relate to the areas in which the NGOs worked comprised one of the key learning areas of the session. Some participants had heard about the protocol but were not clear on the targets set.

The SADC Protocol target of 50% women in decision-making by 2015 was discussed more in detail, given the upcoming elections and the current status of women in Tanzania's parliament. It emerged from the discussions that civil society organizations in Tanzania have been actively campaigning for women's active involvement in politics. Organisations such as the Tanzania Media Women's Association and the Tanzania chapter of the Gender and Media Southern Africa (GEMSA) network were cited as some of the organisations that have been involved in this struggle for gender equality.

At the Coalface DVD

After going through a Gender Links video 'At the Coalface' which looks at key gender and governance issues, the key emerging issues were summarized as follows;

- There is serious need for capacity building for women politicians so that they gain confidence
- Women politicians feel that they have suffered at the hands of the media due to negative portrayal.
- Women politicians are often wary in their dealings with media which tends to subject them to more scrutiny than their male counterparts.
- Some women are too fragile to take up political office and as such need to be sensitized and given skills to handle the media.
- Politics is a game of power and not a place for the 'faint hearted' hence women have found it difficult to survive in the cut throat sphere.
- Women also need to support their female counterparts as they vie for political office and not leave it up to the media to profile them.
- As the media tries to mainstream gender during this critical period, it is important to ask questions around transformative leadership and the qualities of a good leader. While a critical mass of women is important, it is also key to elect leaders that will make a serious impact on people's daily existence.

Key issues: Gender, media and elections

It was also important for the facilitator to give participants a theoretical framework on the meaning of gender. Often times gender has been confused with sex, with gender constantly being associated with women. The facilitator allowed for a discussion to ensure that participants understood the distinction between the two terms. After this discussion there was an attempt to define society's understanding of women and men's roles in society. Participants highlighted that the paradigm shift should be reflected in the way that media covers such issues.

The facilitator led a discussion with participants on Tanzania's electoral systems and the types of special measures and quotas that are needed to push Tanzania closer to the 2015 goal. Tanzania adopted a 30% quota for women in politics. This was after the SADC Declaration on Gender and Development. Participants agreed that this 30% needs to be elevated to 50% in line with the SADC Gender Protocol requirements. The participants also noted that it was highly unlikely that parity would be achieved if it was left to the political parties to up the stakes. The media in Tanzania has not taken the government or political parties to task on what they were doing to increase the representation of women in parliament. It would appear that the media has remained stuck in the 30% quota and has not tried to bring the SADC Gender Protocol targets into political or elections coverage.

Tanzania uses the first past the post (FPTP) electoral system also known as the constituency system. Some participants felt that this system is not friendly to women aspiring for political office. Some political parties were said to deliberately field women in difficult constituencies where they know that their chances of winning are very slim. In some instances the parties would field women candidates against a male opposition candidate when they know that they do not stand a chance of winning.

It was suggested that political parties need to



Women politicians and civil society representatives engage on key gender, elections and media issues **Photo: Sikhonzile Ndlovu**

work together to ensure that women aspiring for political office get the support they need. For instance parties could agree to field only women candidates in certain constituencies to guarantee a female winner.

It was evident in the discussion of different electoral systems that the media in Tanzania have not played their part in sensitizing the electorate on the gender implications of the different electoral systems. Participants felt that even the coverage of elections has not specifically touched on this area with most coverage lacking critical analysis. Participants said that most of media coverage of the electoral process in the build-up had been event based, focusing on campaign rallies and logistics.

The second key learning area revolved around key issues for understanding gender and the media, and the media's coverage of women in politics. Using the newspapers of the day, participants were divided into groups and conducted two monitoring exercises: (a) the first was to monitor the voices and perspectives in all of the front-page news stories and (b) in the second exercises, the participants monitored the voices, perspectives and images of women in all news stories on politics and elections. The principal outcome of this one-day working session was a press release for the media. (See press release in the Annex to this report).

The majority of the voices, perspectives and images in both cases were those of men across the three newspapers monitored.

Women politicians and the media

Five women politicians joined the civil society workshop. The purpose of this engagement was to share insights on the gender dimension of elections. The women were drawn from Tanzania's different political parties. Three of them were standing for local government election.

The issues raised by women politicians were similar to those raised in the media workshop. Key on the list was the minimal coverage given to gender issues. With only a month to go before the 31st October general elections, gender was clearly not an election issue in the media. Even in instances where the media asked parties what they would do for different constituencies there was no attempt to bring out the gender aspect. Civil society representatives highlighted that this is due to the fact that gender is associated with women. Gender issues are usually brought to the fore when there is a woman candidate involved. Participants agreed on the need to build the gender analysis skills of the media to ensure that they are able to mainstream gender in coverage of all topics including politics and elections.

Women politicians felt that they are not given the same media space given to their male counterparts. They said that the media has not shown a keen interest in the constituencies where they are contesting. Their various campaign activities and other development initiatives therefore go largely neither unnoticed nor covered in the mainstream media. In some instances the media has shown a high level of imbedded journalism where they have stepped out of the realm of objectivity to report in a manner that clearly does not appreciate women's contribution to Tanzania's development.

Linked to this was the observation that women candidates get judged with higher standards compared to their male counterparts. While it is democratically correct for leaders to be held accountable, it becomes a matter of concern where different standards are used for the different sexes. This has related in media coverage that does not tackle issues but instead looks at individuals.

Civil society organizations present agreed that one of the possible ways forward would be to draft a press release to air these sentiments ahead of the elections. A press release was therefore drafted by the two groups and is attached to this report.

3 gender audit of the elections



Supporters of President Jakaya Kikwete *Photo: AP*

This section of the report covers the conduct and outcomes of the elections from a gender perspective, including voting, candidates, and the elections themselves.

Voters

The 2010 Tanzanian general elections saw a lot of registered voters compared to the 2005 elections. However the total voter turnout was low compared to the 2005 elections. According to Electoral Institute for the Sustainability of Democracy in Africa (EISA), 20 137 303 (twenty million, one hundred and thirty seven thousand three hundred and three) eligible voters registered as opposed to 16 425 913 in 2005(sixteen million, four hundred and twenty five thousand, nine hundred and thirteen). This represented an increase of 22.59% of registered voters. However the turnout of voters in 2010 was low with only 8 626 283 people compared 11 438 350 in 2005. This means only 42.84% of registered voters cast their vote in 2010 compared to 61.64% in 2005.

Gender and Political Parties

Tanzania has 18 fully registered parties. The registration of political parties is particularly significant in Tanzania, because every candidate for president or the National Assembly must be nominated by a political party and therefore no independent candidates are permitted to stand. However media and gender equality activists' reports indicate that there are no 'deliberate' gender policies that favour women in most political parties. According to The United Fund for Women (UNIFEM) Coordinator, Fortunata Temu, access to key decision making organs and leadership roles in political parties is relatively low compared to their male counterparts. Making her observation in June last year, Temu said since the introduction of multiparty democracy all leaders of political parties are men except the Tanzanian Democratic Alliance (Tadea).

Supporting Temu's observations, Head of Elections and Publicity of National Convention and Construction Reform (NCCCR - Mageuzi),



Tanzania Broadcasting Corporation staff drafting their Gender Policy during the Stage Four Gender Policy Drafting process.

Photo: Gender Links

Faustin Sungura said women access to national leadership has been very low both in elective and no-elective positions within and outside political parties and government institutions. Sungura attributed this to political party reluctance to nurture them. This shows that 95 percent of political parties in this 43.1 million population republic do not support women politically through the adoption of deliberate gender policies.

Candidates

There were seven candidates vying for the presidential post in the 2010 elections. All of them were men with no women entering the race. Nomination of Presidential and Parliamentary Candidates within Political Parties is done under a respective Party's Constitution before submission to the Commission for nomination. The fact no political party in Tanzania nominated a woman as a presidential candidate shows a lot of advocacy is still needed to boost women's political participation at all levels of governance.

One strict condition associated with the affirmative action in Tanzania is that it should be effected through political parties. And as a general rule, parties endorse individuals who are more likely to defend their ideological interests, even if those interests contradict with the interests of promoting women's and gender equality issues. In the context of Tanzania's male dominated political parties, the parties will only support some quotas or affirmative action which consolidate their position, rather than those which will substantially transform party politics and finally have a larger impact on the political playing field.

Women's Wings

Basing on the information available on NGO News Africa website, women's wings in Tanzanian political parties are not effective in bringing to reality a dream of seeing more women in politics. This consequently saw women's rights activists last year bringing together women political groupings who tried to form a council that would work towards achieving equal representation in parliament and other decision-making organs. However, the women were worried about the prevailing political climate in the present system where many political parties were dominated by men. Women's wings in the parties were not strong enough to pass resolutions favouring women (NGO News Africa, 2010).

The above shows that the availability of women wings in political parties has little or no influence in bringing about fair policies for men and women. Considering the fact that very few women made it through primary elections in 2010, the women's wings still have a lot of work to do in order to support the participation and election of women in their political parties.

Gender in electoral processes

Tanzania and Zanzibar are a multi-party democracy. Tanzania and Zanzibar got their independence in 1961 and 1963 respectively. The two later formed a union in 1964. Since the union got formed, the two have been using the first-past-the-post (FPTP) electoral system for both parliamentary and local government elections. The president and parliament members are elected concurrently by direct popular vote for a five year term. The president the president appoints the prime minister who serves as the government's leader in the parliament. The republic's constitution also empowers the president to nominate 10 non-elected members of parliament, who are also eligible to become cabinet ministers.

The electoral system currently used in Tanzania is mainly "First Past the Post". This system is similar to other electoral systems operating in some ex-British colonies. The whole country is demarcated into constituencies and wards. Each constituency elects its representative to the Parliament while every ward in Tanzania mainland elects a councilor to be a representative in a council. Tanzania's Constitution makes provision for 30% of the seats in parliament to be reserved for women. These are allocated to parties on a PR basis.

Every registered political party has the right to sponsor one Candidate for Presidential, Parliamentary and Councilors Elections. As such in every contested seat an election can have up to eighteen candidates because at the moment there are eighteen Political Parties with permanent registration. A candidate who wins majority votes is declared elected.

In respect to the Presidential Election, if a Presidential Candidate hails from one part of the United Republic his/her running mate who is a



The media in Tanzania play a critical role during elections.

Photo: Trevor Davies

Vice-Presidential Candidate shall come from the other part of the Union and both are elected together and at the same time. The Presidential Candidate who wins the majority of votes is declared President and his/her running mate is automatically declared Vice President.

Conduct of the poll

The National Electoral Commission of Tanzania (NEC) is an independent body which is responsible for organising national elections. The NEC was established in 1991 to manage the electoral process and to provide civic and voter education with the aim of increasing participation and voter turnout during elections.

With its mission to safeguard democracy and maintain integrity of the Electoral System in the country by co-coordinating and supervising voter registration, constituency demarcation and election related activities that are supported by partnership with all stakeholders, NEC boasts high voter registration turn out. For instance in the 2005 general election, NEC attracted a large number of people. In many regions the registration of Voters was over 90%. Media reports also indicate that 2010 general elections equally saw large numbers of registered voters.

Election outcome

The 2010 Tanzanian election results show that the representation of women in the national parliament is now 36.00% as compared to 29.97% in the last parliament. This shows 6.03% increase.

TABLE ONE:				
Name of a political group	**Total number of seats**	**Directly elected**	**Women seats**	**Appointed/ Zanzibar**
Revolutionary Party of Tanzania (CCM)	**259**	186	67	6
Chadema (Party for Democracy and Development)	**48**	23	25	0
Civic United Front (CUF)	**36**	24	10	2
NCCR-Mageuzi	**4**	4	0	0
United Democratic Party (UDP)	**1**	1	0	0
Tanzania Labour Party (TLP)	**1**	1	0	0
Others	**1**	0	0	1
Distribution of seats by sex				
Men	224			
Women	126			
Percent of women	36.00%			

Source: EISA

Table one shows the number of woman in the current Tanzanian parliament. Following the elections there are 350 Tanzanian members of parliament of whom 126 are women: 21 from Constituencies; 102 under special seats for women; two women (of the five members) from Zanzibar and one appointed member.

Tanzania is amongst a few African countries that have elected a woman MP as a speaker of national assembly. Anne Makinda, 61 defeated a male counterpart with a wider margin described her elevation as “a test for my humility to serve the people of this country.” Speaking to the media on her appointment, Makinda said the 10th parliament under her leadership should be expected to be “a one parliament, strong and for the people. I will make sure we strengthen parliament’s research department so that MPs can make clear contributions,” she said. Currently, other African countries with female speakers are Rwanda, Mozambique, Botswana and Ghana.

TABLE TWO: WOMEN IN NATIONAL ASSEMBLY SINCE 1995			
Year	Total seats	Womenís seats	% women
2010	350	126	36%
2005	307	92	29.97%
2000	279	60	21.51%
1995	269	45	16.73%

Source: http://www.eisa.org.za/WEP/tan1995-2010resultsp.htm

Table two shows that there has been a steady increase in women’s representation in parliament in Tanzania from 16.73% in 1995 to 36% in 2010.

TABLE THREE: REGIONAL RANKING OF WOMEN PARLIAMENTARIANS		
Rank	**Country**	**% Women in lower or single house**
1	South Africa	43.5%
2	Angola	.3%
3	Tanzania	%
4	Mozambique	.8%
5	Namibia	24%
6	Lesotho	25%
7	Seychelles	23. 5 %
8	Malawi	.5%
9	Mauritius	18.8 %
10	Zimbabwe	16%
11	Zambia	.2%
12	Swaziland	1 3.8 %
13	Madagascar	.3%
14	DRC	8.4%
15	Botswana	7.9%

Table three shows that Tanzania is ranked third of the 15 countries in the SADC. It has gone one step up the ladder from position four.

4 gender, media and the elections



Arthur Okwemba discusses a point with media monitors in Tanzania. ***Photo: Sikhonzile Ndlovu***

Key findings of the gender and media elections monitoring

- Women constituted a mere 12 % of news sources.
- Women were least heard in the Guardian on Sunday and Daily News and accounted for only 4% of news sources.
- Women were most heard on Radio One and accounted for 33% of news sources.
- There were very few topical issues in the election candidates and campaign messages of political parties, except the ruling party, CCM. The issues most often discussed and reported were elections outcome followed by campaign by the ruling party.
- Gender was not an issue during the elections. It only comprised 0.3% of stories discussed in the media.
- Experts account for the highest number of sources at 31%, with 14% of experts quoted being women.
- The ruling Chama Cha Mapinduzi received the most coverage at 56%, while eight smaller parties such as the United Democratic Party, Democratic party and Sauti Ya Umma received the least coverage, below 1%.
- 47, 46 and 42 percent of the stories in the Citizen on Sunday, Radio and Upendo FM respectively were gender mainstreamed while the Citizen and Tanzania Daima had only 3% of their stories gender mainstreamed.
- Male reporters in all media house monitored dominated at 73.7% with only 26.3% females.
- Male presenters dominated election programmes than women. Radio Tumaini at least had a higher women proportion of presenters at 56%.

During the build-up to the elections, GL organised a media workshop with Tanzanian journalists in Dar es Salaam in September 2010. The workshop was conducted with a view to raising awareness of the media to key gender issues in general elections and empowering journalists with skills to mainstream gender in election coverage. Historically, women candidates rarely receive coverage of their campaigns, and once election polling is over it is important to note the number of women who are elected to leadership positions in Tanzania.

On average, research has shown that there has been a marginal improvement of women sources in the media in the SADC region. The Gender and Media Progress Study (GMPS) conducted in fourteen countries in the region by GL and the Media Institute of Southern Africa (MISA) shows an average increase of two percentage points in the proportion of women sources in the media; from 17% in 2003 Gender Media Baseline Study (GMBS) to 19% in 2010 GMPS. However, the GMPS found that even where female politicians are represented their voices are not heard in equal proportion to their male counterparts.

Though women comprise the majority of the population in Tanzania, their voices are not heard as much as men. Equally, the voices of women politicians are not heard compared to male politicians. It is imperative that the media, in its role as a vehicle for expression, is seen to be giving equal voice to men and women.

This becomes more compelling during an election period when various political parties and political players are canvassing for votes. Giving a voice to both women and men is not only an essential part of democracy, but constitutes a fundamental human right. It is important for the media therefore to report issues from a gender angle to ensure that the needs and voices of women are democratically catered for as well.

Media monitoring is a useful tool to assess whether gender reporting skills are internalised and being used by media houses. Election reporting offers the best opportunity to assess whether the voices of women and men are captured in the news and whether journalists are able to highlight gender in election issues.

GL with support from Arthur Okwemba of the African Woman and Child (AWC) Feature Service) and Gladys Hemedi Munuo of GEMSA Tanzania Country facilitator conducted media monitoring of 15 newsrooms. The monitoring done from October to November targeted both print and electronic, public and private media. The period was deliberately chosen to yield data before, during and after elections.

Number of stories

FIGURE TWO: NUMBER OF ELECTION STORIES BY NEWSROOM

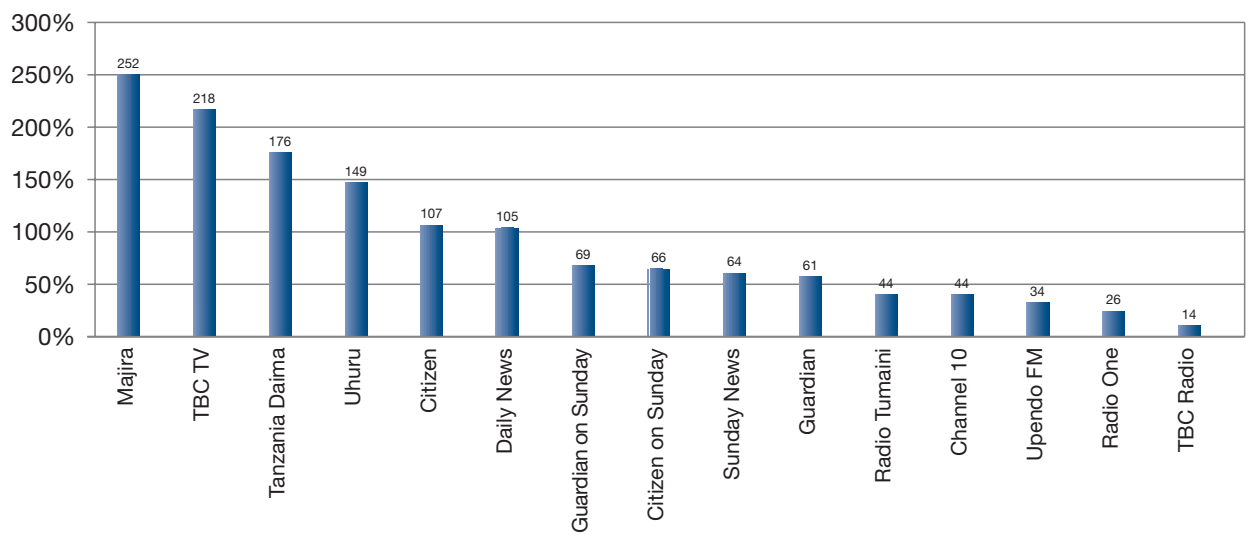
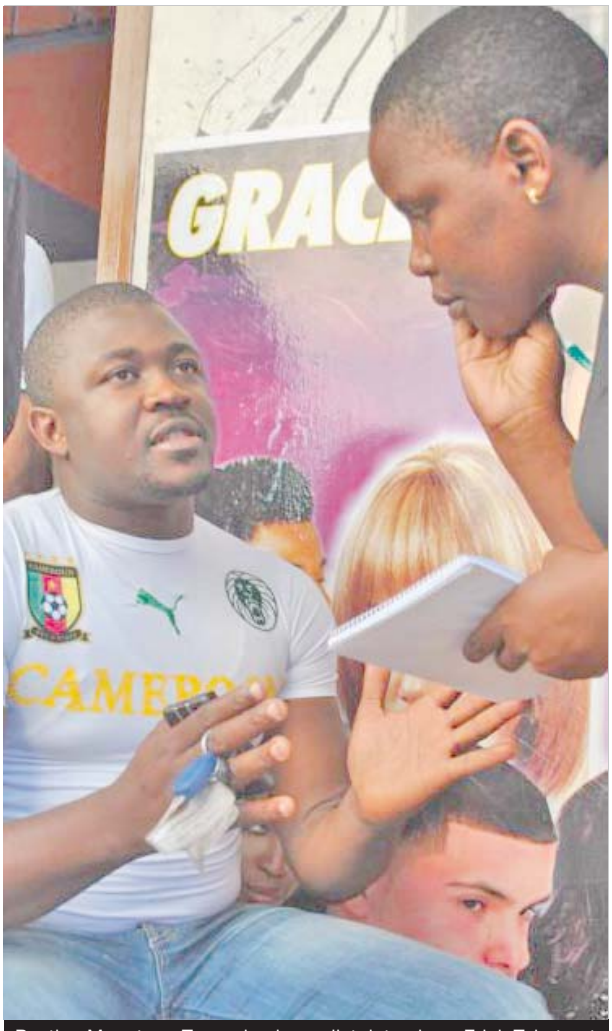


Figure 2 shows that GL monitored a total of 1429 news items across the 15 media outlets chosen for the project. These represented an even spread between print, public and private media houses in Tanzania. Coverage of elections stories increased as the voting day approached. These were mostly campaign stories and last minute logistics. There was an even higher concentration just after polls as media announced the results, major appointments and swearing in of ministers and other dignitaries.

Majira had the highest number of election stories contributing 252 followed by TBC TV with 218. Surprisingly, national station TBC Radio had the lowest number of stories with only 14, followed by Radio One with 26.



Bestina Magutu, a Tanzanian journalist, interviews Erick Tokoto at Graceland Hair Salon, Braamfontein. ***Photo: Gender Links***

News Sources

FIGURE THREE: FEMALE AND MALE SOURCES IN TANZANIA

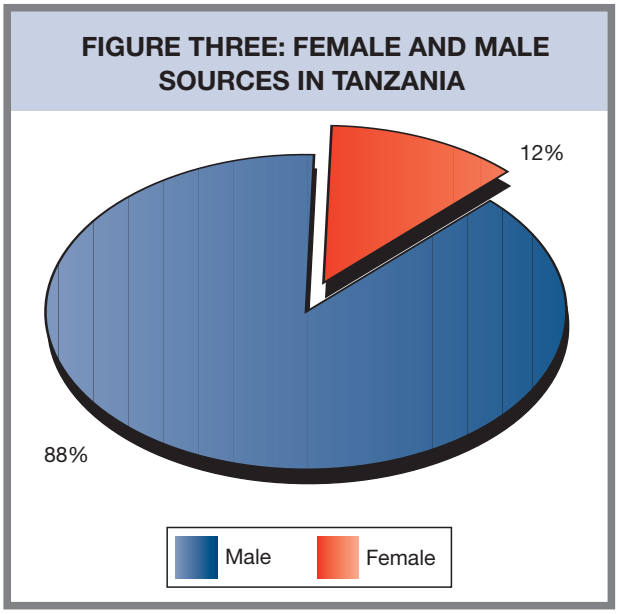


Figure three shows that women's voices accounted for only 12% of sources in the media monitored despite being actively involved in politics. Women constitute 51% of the electorate in Tanzania yet their views are underrepresented as news sources.

Such a huge disparity in sources shows that there are no deliberate efforts on the part of the media to seek the views of both men and women. It is also a sign of an ongoing perpetuation of gender stereotypes, in that journalists continue to solicit mostly male sources for the news.

There was little or no effort to seek the views of women on issues discussed during the campaign period. This is not a media issue, but development and democracy as a whole. The underrepresentation of women in the media means that women's views, ideas and contributions are not being incorporated on issues that equally affect them.

For instance, on 25 October, The Citizen published a story titled "Viewers react to debate" where despite interviewing fourteen sources none of them was a woman. It is worrisome that no woman was interviewed despite being directly affected by most of the issues discussed during the then presidential candidate debate broadcast on TV.

Further, media practitioners failed to ask politicians or political party spokespersons how their policies would affect women or how the promises of development in their regions would improve the lives of local women. Further, media practitioners did not make an effort to find out why the number of women in cabinet has been maintained at seven despite Tanzania being a signatory of SADC Gender Protocol.



Interviews with male sources still dominate coverage in Tanzania.

Photo: Gender Links

FIGURE FOUR: TOPICS DISCUSSED IN ELECTION STORIES

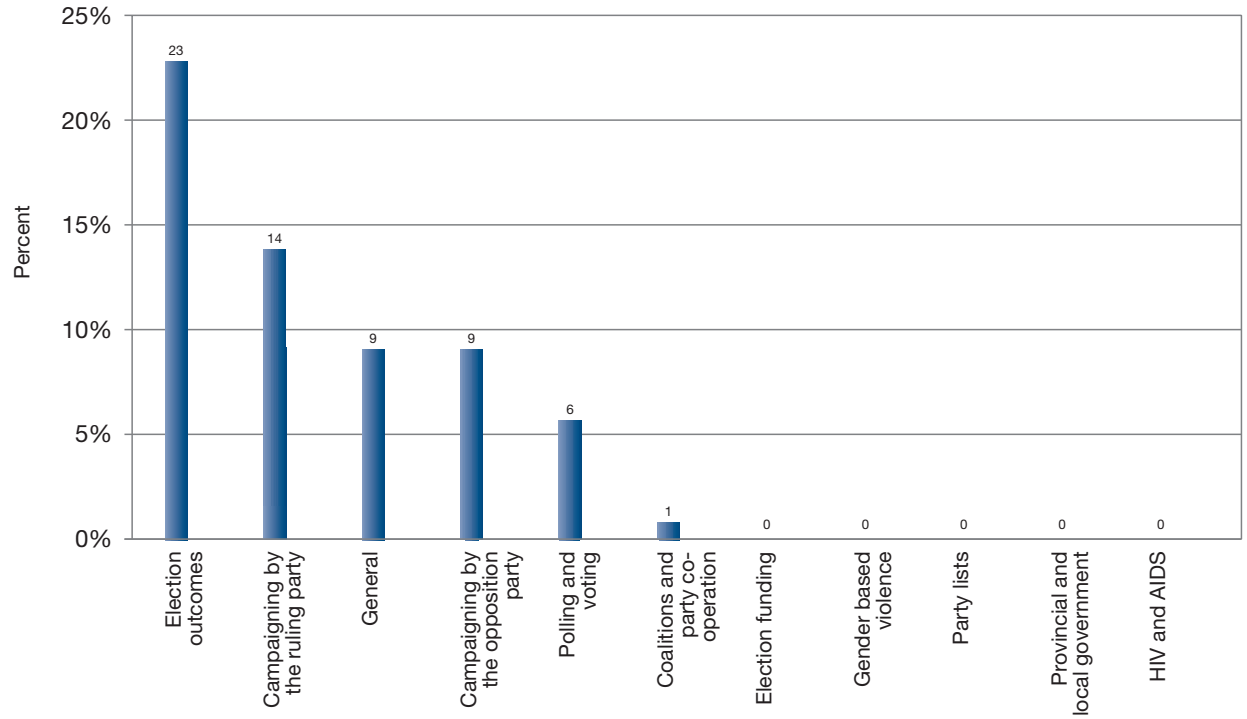


Figure four shows that stories on election outcomes attracted the highest media interest making up 23% of all topics discussed during the period under review. Campaigning by the ruling party came second at 14%. HIV and AIDS was clearly not an election issue with 0.1% coverage. There were only two stories on HIV and AIDS during the monitoring period. This shows that the media in Tanzania failed to put leaders to test on how they were going to address this cross cutting issue with major gender implications. Likewise gender based violence stories came in at 0.26% with only five stories being reported on.

The inclusion of the army as a security measure sparked debate among the political commentators, party officials and gender activists.

For example, The Daily News published a story on 7 October titled: “Army’s polls alert defended”. The story presented different views of experts on the involvement of Army on elections security matters.



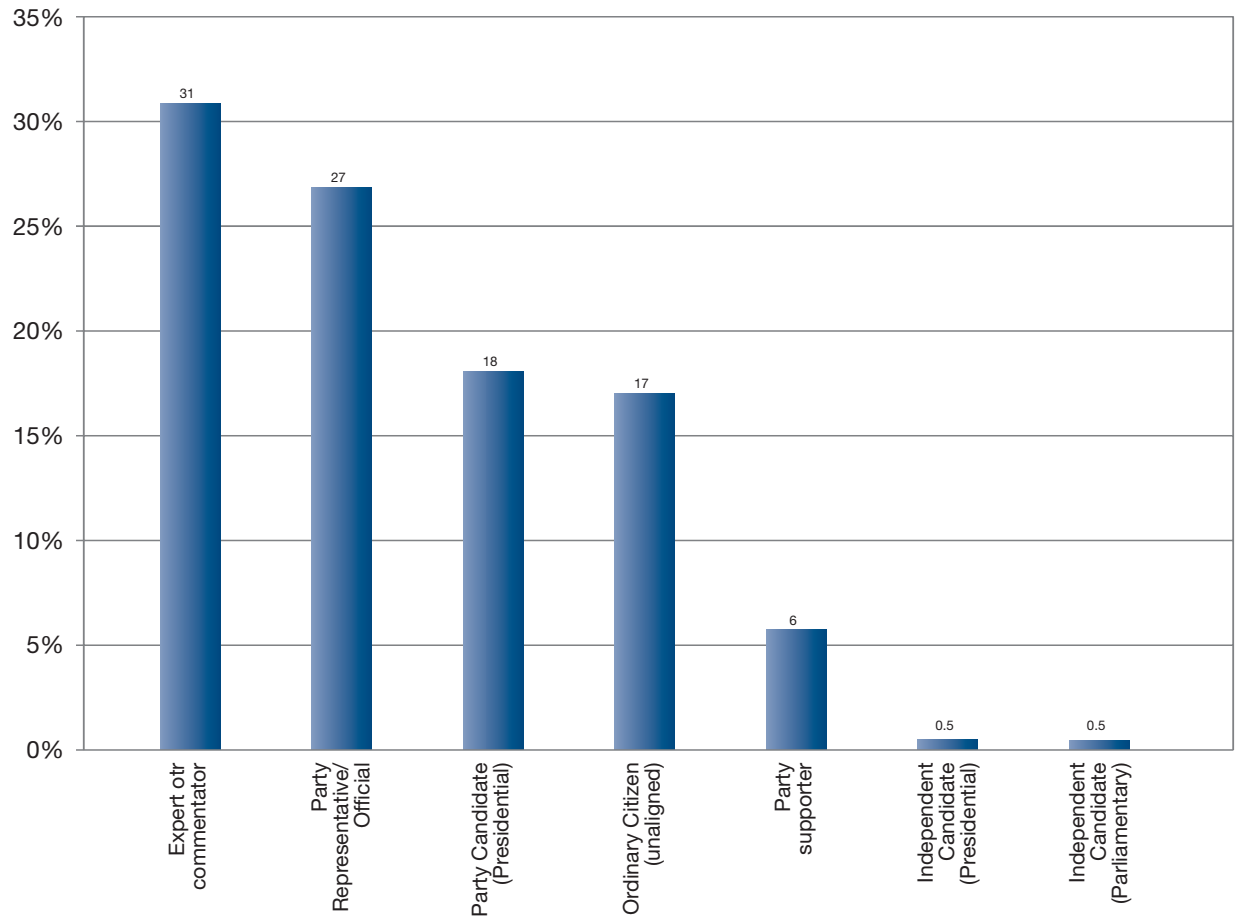
Army’s polls alert defended

JK appeals for big CCM support from Pemba

THE government has praised armed forces for warning politicians and other elements engaged in acts that are likely to disrupt peace in the run up to the October 31, general elections.

Function of each source

FIGURE FIVE: FUNCTION OF SOURCES IN ELECTION STORIES



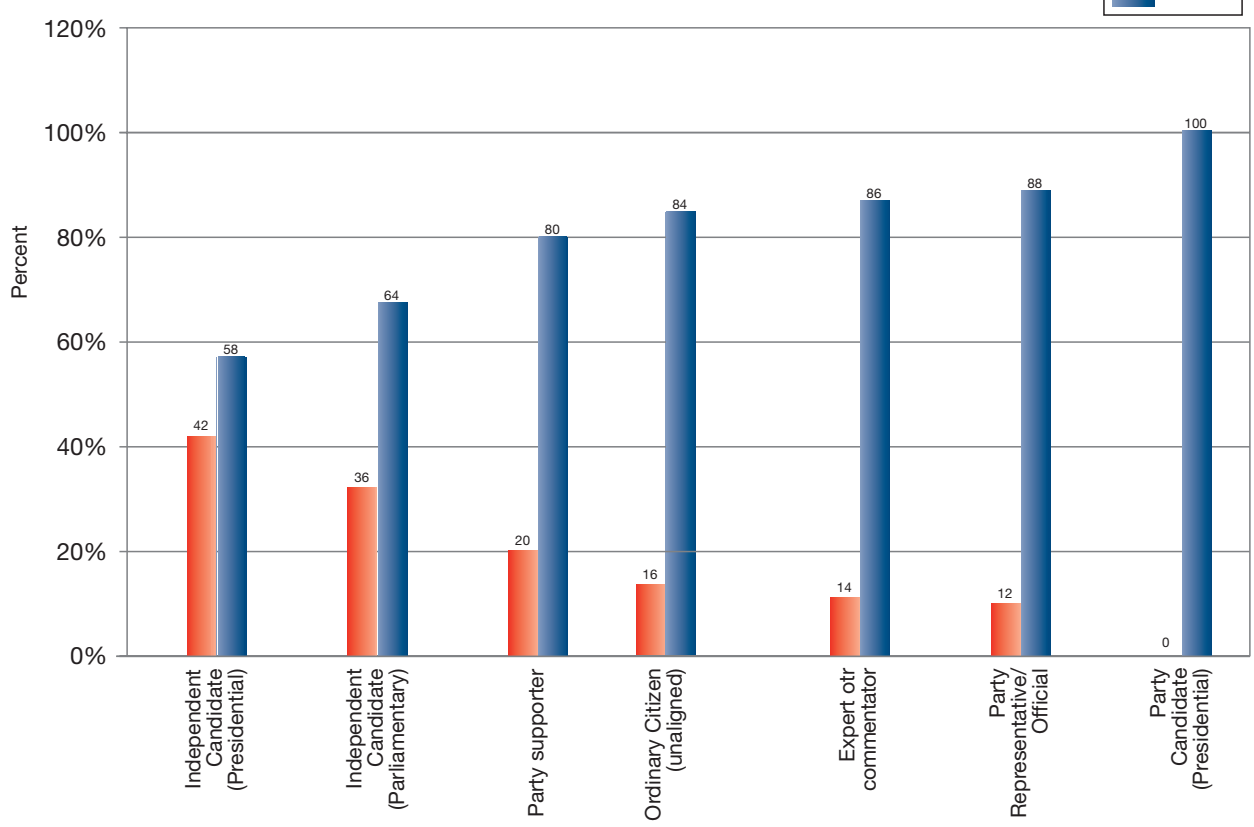
Experts or commentators followed by party representative and officials account for the majority of the sources. They accounted for 31% and 27% of sources respectively. Thus, there were more experts interviewedthan any other category of sources including party candidates, or supporters. The reliance on experts as news sources meant the media did not to seek the views of other important types of sources. This also gave rise to gender-blind stories.

The above led to the trap of using just one source for stories instead of bringing in different voices with different perspectives. In addition, male sources dominated most of these stories. This practice results into the media presenting a single side of an issue, a contrast to media tenets of balance and objectivity.

These experts were mostly political analysts, lawyers, human rights activists and gender activists commenting on political issues. Ordinary citizens comprised 17% of the sources. This representation shows that the media did not focus on the majority who are directly affected by the outcome of the elections. This kind of reporting by the media does not tally with democratic principles which assert that the majority's views prevail. Further, it is important for the media to provide a fair representation of the sources affected by an issue especially on political matters. Sources could be varied in terms of leadership, expertise, sex and impact just to mention but a few.

Independent candidates were not a focus of media practitioners. Research shows that independent candidates only accounted for a meager 0.5% of the sources.

FIGURE SIX: FUNCTION OF WOMEN AND MEN ELECTION NEWS SOURCES



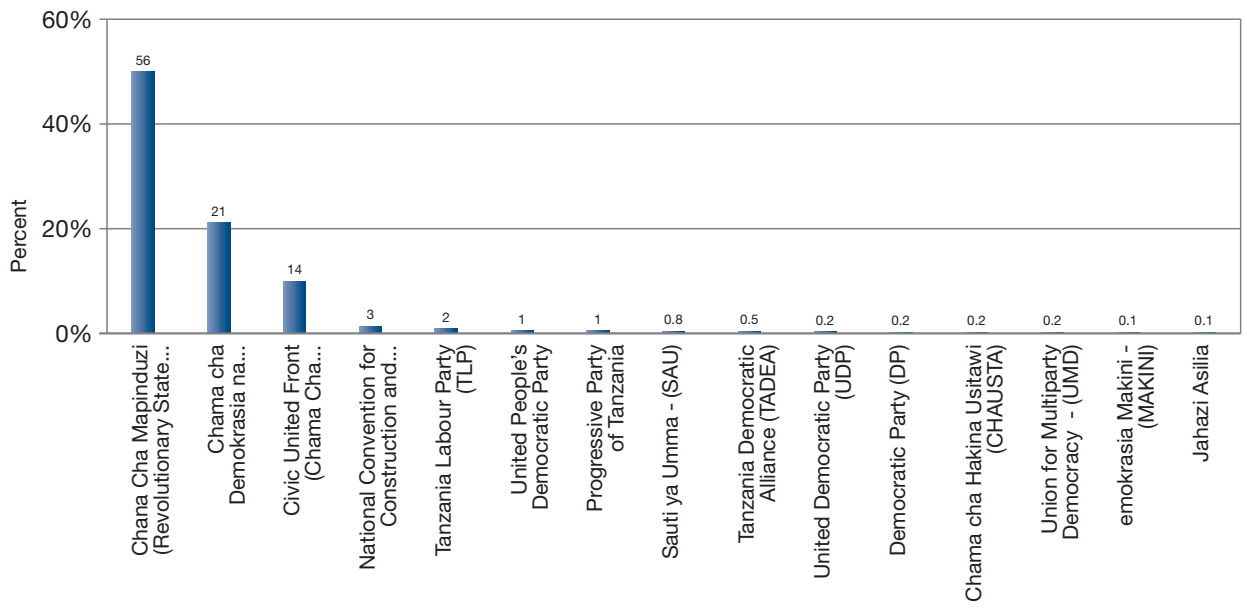
The highest proportion of female sources (42%) was as independent candidate and for men (100%) as party candidate (there were no women presidential candidates).



More women news sources will improve elections coverage.

Photo: Gender Links

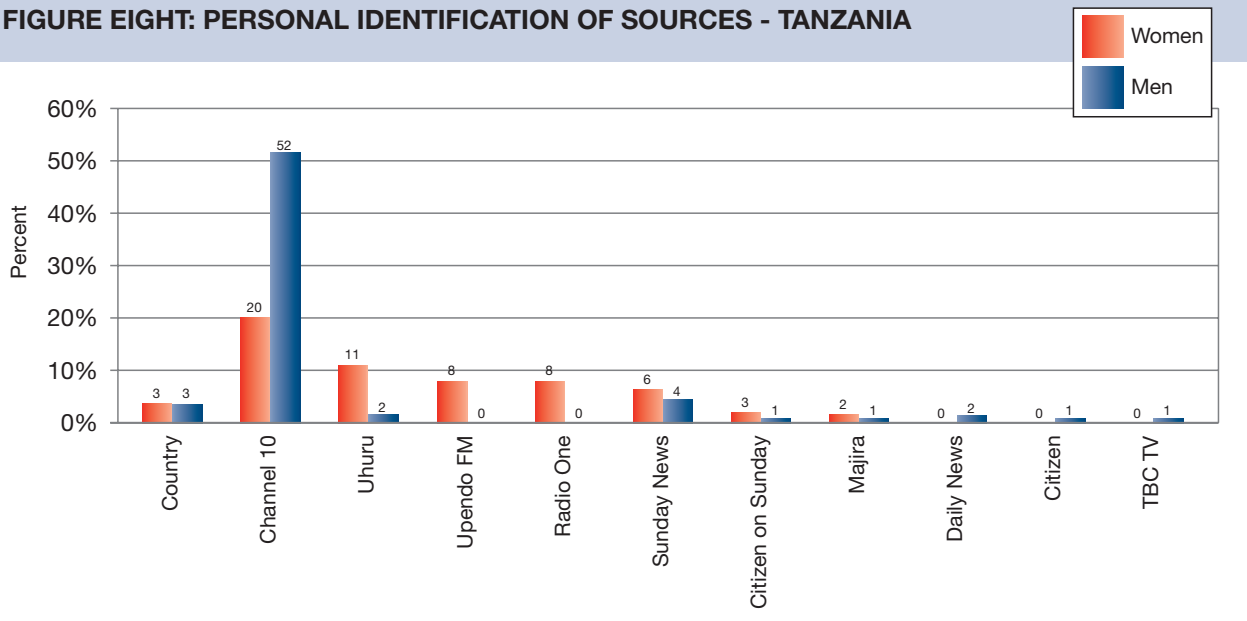
FIGURE SEVEN: COVERAGE OF POLITICAL PARTIES



From research data, the ruling Chama Chamapinduzi CCM and its presidential candidate, Jakaya Kiwete received more coverage compared to any other political party before and after elections CCM dominated the media both print and electronic media with 56% of the coverage followed by Chadema with 21%. Jahazi Asilia got the least coverage at 0.1%. Channel 10 also had significant coverage of the ruling party at 56% of all coverage compared to other political parties. The Citizen had 56%.

Sources mentioned by family identity

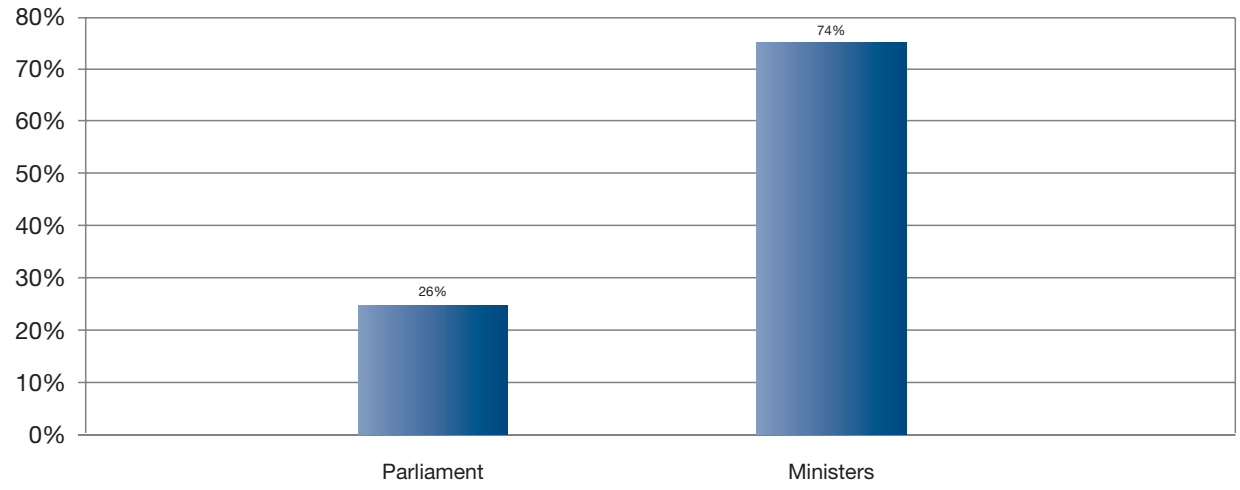
FIGURE EIGHT: PERSONAL IDENTIFICATION OF SOURCES - TANZANIA



The media has a tendency to identify sources through personal tag, which is in relation to their family status such as 'son of'; 'wife of' rather than covering individuals in their own right. Interestingly during this period women and men have referred by personal identity equally at 3% each.

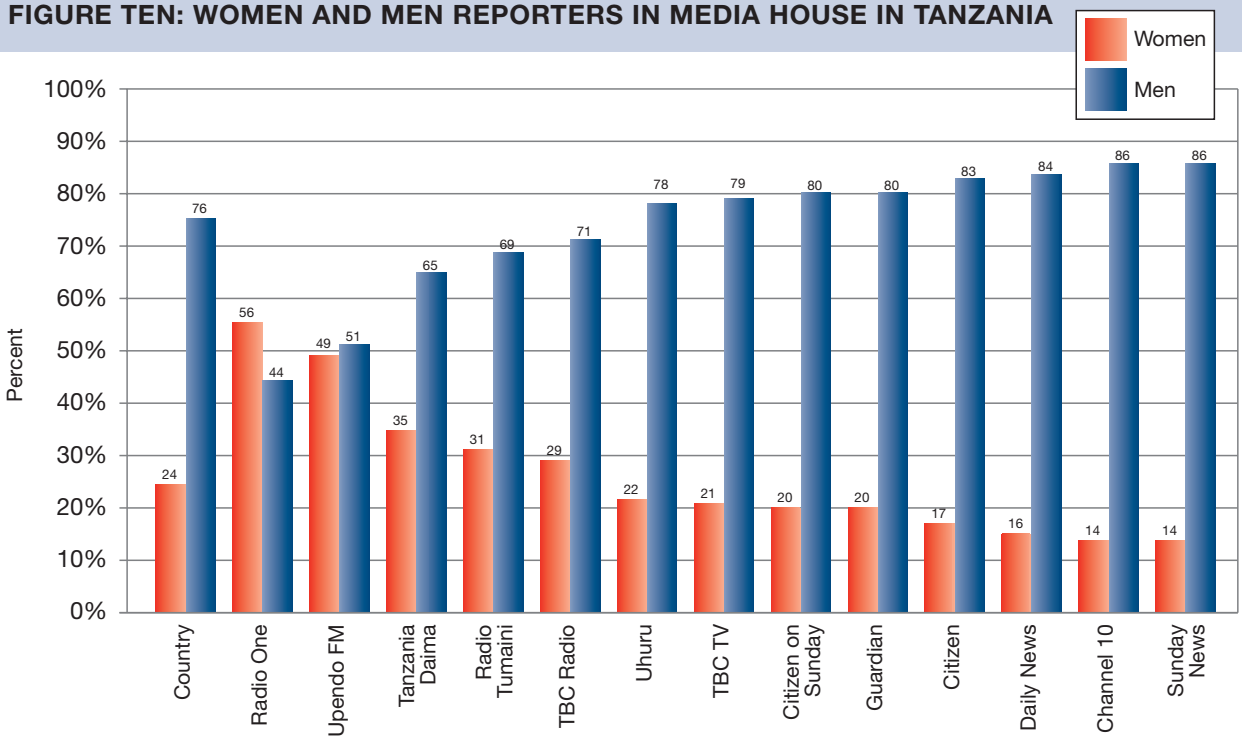
Number of female and male reporters across media

FIGURE NINE: MALE AND FEMALE REPORTERS IN THE MEDIA MONITORED



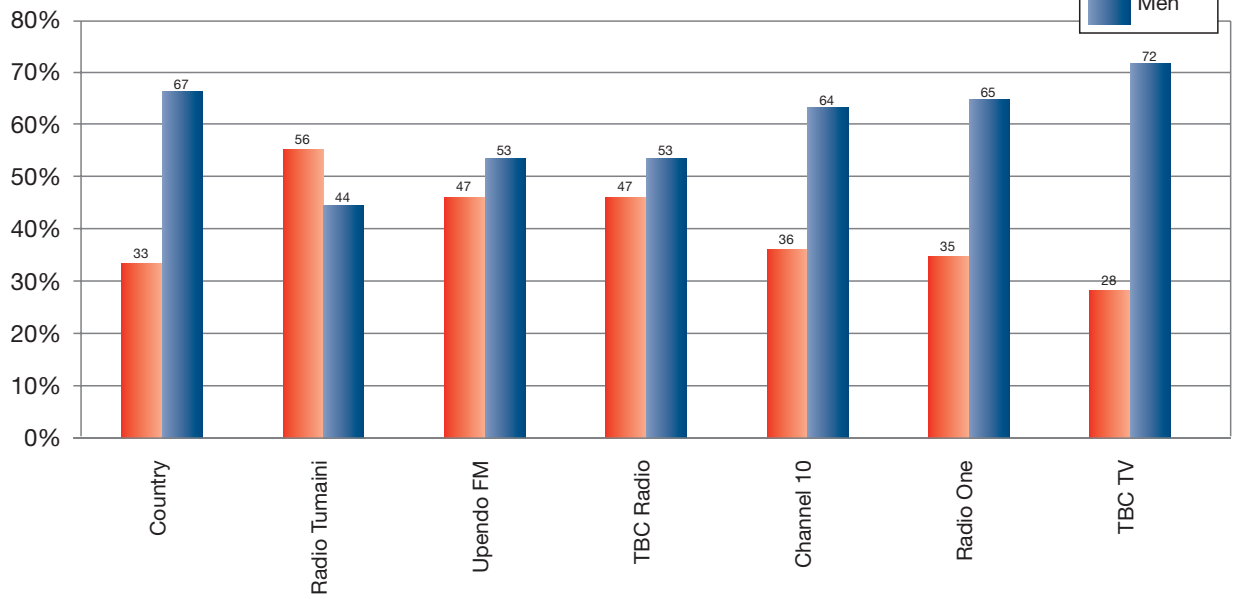
Male reporters are still in the majority at 74% and there were more male reporters covering election stories. The gender imbalance is partly a reflection of inadequate numbers of female reporters in newsrooms. However, it is also a reflection of editors' preference to assign male reporters to cover political stories rather than women, who are often assigned to "soft" beats. The fact that only 26% of election stories were covered by women means there was alarge gender gap in election coverage.

FIGURE TEN: WOMEN AND MEN REPORTERS IN MEDIA HOUSE IN TANZANIA



Radio One had the highest proportion of women reporting on elections. At 56% the radio station scored higher than the country average of 24%. This was followed by Upendo FM with 49% representation. Sunday News and Channel 10 had the lowest proportions of women reporters with women contributing just 14% of stories in each case. The national broadcaster TBC TV had 21% women election reporters during this period.

FIGURE ELEVEN: FEMALE AND MALE PRESENTERS BY MEDIA HOUSE



Men dominated the electronic media as well. Men comprised 60% of presenters in the electronic media on elections coverage. Radio Tumaini is the only media channel which a higher proportion of women presented on election stories at 56%. This is higher than the country average of 33%. TBC TV had the least female presenters on its election programmes with only 28% of the presenters being women. This is a cause for concern as the public broadcaster is expected to give equal access to all sections of society.

This meant that more stories were presented, or written, by men and such stories were more likely to use male sources, even on issues that are relevant to both men and women.

5 CONCLUSIONS & RECOMMENDATIONS

conclusions & recommendations



The Tanzania gender, elections and the media project highlighted key issues that need to be taken forward to ensure that the SADC Gender Protocol targets are met. For example civil society needs to step up efforts to lobby for women's equal participation in political decision making.

For Tanzania the first step would be campaigning for a national quota that will see the current 30% quota being elevated to 50% in line with the SADC Protocol provisions. Civil society organisations and gender activities have to come together to push for this. Tanzania's next national elections will be held in 2015. Whilst the country was able to move up slightly from 30% to 36% more efforts is still need to reach the 50% mark.

The fact that women comprised a mere 13% of news sources in election coverage compared to the average of 21% in the GMPS is a source of concern. Gender Links will continue to provide ongoing support to media to mainstream gender in all coverage.

Between 2011 and 2014, GL will work with ten media houses that have signed up for the Centres of Excellence in Gender Mainstreaming project that will assist media houses in mainstreaming gender in institutional practice and editorial content. This will result in ongoing support and periodic monitoring and evaluation of progress ahead of the 2015 target.



Training journalists to mainstream gender will be part of the Centre of Excellence process.

Photo: Gender Links

ANNEXES

annexes

ANNEX A:
PRESS RELEASE

Women politicians in Tanzania find it difficult to access media ahead of the country's October 31st elections

SEPTEMBER 22, 2010, DAR ES SALLAM

Civic organisations in Tanzania have urged the media to give equal access to women and men politicians ahead of the country's October 31 national elections to facilitate attainment of the SADC Protocol on Gender and Development's goals of gender parity by 2015. The call comes after the realization of the huge gender gaps in media's coverage of elections. Yet experience has shown that effective utilization of media contributes to positive outcomes for male politicians.

A snap survey of the daily papers' election stories by participants confirmed that the voices of women politicians in the media are minimal compared to men, who were found to dominate as sources and subjects of these stories. This corroborates the findings of the Gender and Media Progress Study conducted by Gender Links (2010), which revealed that women make up only 18% of sources in the political category.

At the moment Tanzania has 30% women in parliament compared to neighbouring Rwanda who now globally lead with 56% women representation. South Africa is ranked second in Africa with 43% women in parliament. Participants agreed that Tanzania's 30% quota for women at national level is not enough to close the gap unless political parties put in place deliberate strategies to improve the lot of women. They also expressed fears that the proportion of women in parliament is likely to decline if the recent opinion polls are anything to go by.

While the journalists and civil society organisations at the workshop urged women to fully utilize the services of the media during this critical period, the women too said the media needs to seek their views.

The challenge to media was thrown to them yesterday during a workshop on Gender, Media and Elections organised by Gender Links and Gender and Media Southern Africa (GEMSA) Tanzania Network. The workshop brought together civil society, women politicians and the media for frank and honest deliberations on the gendered nature of election coverage.

Information shared among seminar participants showed that a very small percentage of women candidates in the upcoming elections have access to the media. Participants fear that if this situation is allowed to persist, the SADC Protocol's target of equal representation of women and men in political decision making by 2015 may not be attained, since this is the last election before the set date.

'Since the beginning of campaigns, I have not met a single journalist in my constituency, let alone been interviewed by the media,' said Modesta Makaidi, a member of parliament contestant for National League for Democracy, (NLD) in Lulindi, Masasi district. 'This situation has greatly hampered my efforts to reach a large section of the population in time,' she added.

Contributing to the discussion, Irene Temba, who is vying for a council seat in Mbagala Kuu Ward on a Chama Cha Maende Leo Na Demokrasia (Chadema) said that although her ward is in Dar es Salaam, contact with the media is minimal.

Zuwena Teikwa, who unsuccessfully contested in the Chama Cha Mapinduzi (CCM) primaries to represent Msongola Ward as a councilor, told the seminar participants that communication with the media in her area is very weak.

The two day seminar, run by Gender Links, is part of the organisation's larger commitment to empower citizens to hold media and governments accountable in striving for a Southern Africa in which women and men are able to participate equally in all aspects of public and private life.

ANNEX B:

LIST OF PARTICIPANTS

Event: Elections, Media and CSO's
Date: 20/09/2010

NO	NAME	SEX	MEDIA HOUSE/ ORGANISATION	PHONE	E-MAIL
1	Martha Kidyala	F	CHEMA DEV	0713 2281 37	chemadevi13@yahoo.com
2	Enodia Ndode	F	TAWORE	0713 4955 15	nodiandaude@yahoo.com
3	Edna Lushaka	F	LHRC	07133 2558 3	Adna_el@yahoo.com
4	Ignasia Makota	F	TAWOPE	07120 1056 65	
5	Christina Furuwa	F	TAWOPE	0784 6694 40	
6	Ndene Ngotolwa	F	KGD	0713 2507 70	
7	Modesta Makaidi	F	NLD	0715 4959 84	
8	Scholastica Mkanula	F	CCM	0757 3095 87	
9	Zuwena Telawe	F	CCM	0784 7612 05	
10	Veneranda Limbe	F	RWF	0655 1066 88	vilimbe@yahoo.com
11	Mkasafari Mlay	F	UBHUMWE SACCOS	0754 0397 08	
12	Irene Temba	F	CHADEMA	0769 567 170	
13	Elly Munyingo	M	CWCA	071 324 7622	elizefmnyigo@yahoo.com
14	Dominica Haule	F	GEMSAT	075 458 6282	dominicahaule@yahoo.com
15	Edda B Mariki	F	TWCWC	0713 3336 64	Edada2002@yahoo.com
16	Halima Nondo	F	NLD	0717 3477 51	
17	Joyce Luena	F	GEMSAT	0719 4508 45	kuombasana@yahoo.com
18	Willy Kitima	M	GEMSAT	078 2208 08	gidwaa@yahoo.co.uk

ANNEX C:

REGISTRATION FORM

Event : Elections, gender and media workshop for media

Venue: Tanzania

Date: 21 September 2010

NO	NAME	SEX	ORGANISATION	PHONE	E-MAIL
1	Ali B. Othman	M	2 PC	0777 422 061	aboth8@yahoo.com
2	Lyamuya Stanley	M	B/Times	075 6718 464	Stanyis57@yahoo.com
3	Alex Kachelewa	M	R. Tuman	0715 085 267	kachelewa@hotmail.com
4	Ngilenengo Temu	F	Radio Sauti ya Injili	075 458 1696	ngihetemu@yahoo.com
5	Fed Mosha	M	Radio Tunami	071 550 599	fradmkune@hotmail.com
6	Florence Mayani	F	Mwananchi	0715 773 366	fmayani@yahoo.com
7	Gordon Kalulunga	M	Taminia Daima	075 440 749	investigationdesk@yahoo.co
8	Datus Boniface	M	Taminia Daima	071 936 347	datusmalendeka@yahoo.com
9	HAroub H Khamis	M	2PC/Zíbarleo	071 358 412 4	hassers@yahoo.com
10	Anne Makange	F	Tanga Press Club	071 304 504 5	annamakange@yahoo.com
11	Adam Nindi		RFA and Star TV	075 573 123 4	Adam_nindi@yahoo.com
12	Rachel Chizoza	F	Clouds FMChangamo TV	075 692 2169	rachelchizoza@yahoo.com
13	Sifa Lubasi	F	Changamoto	071 981 8644	sifalubusi@gmail.com
14	Elizabeth Mbano	F	CCM-Ukonga	071 838 092 0	
15	Juma Nyumayo	M	Ruvuma Press Club	065 544 817 7	jnyumawo@yahoo.com
16	Njumai Ngota	F	Uhuru	071 220 208 197	maxnjumau@yahoo.com
17	Rodrick Mushi	M	Kilimanjaro Press Club	076 478 506 5	rodrickandrew@gmail.com
18	Upendo Samuel	M	Upendo FM radio	071 490 7958	upsmmy@hotmail.com

ANNEX D:

TRAINING WORKSHOP FOR CIVIL SOCIETY PROGRAMME

September 20-21
Tanzania

DAY / TIME	ACTIVITY	WHO
DAY ONE **20 SEPTEMBER**		
08:30-09:00	Registration and introductions	Gladness Munuo
09.00-9.15	Exercise: SADC Protocol on Gender and Development quiz	ALL
09:15-10:00 10:00-11.00	Video: At the Coalface: Gender and Governance in Southern Africa	Sikhonzile Ndlovu/All
11.00-11.30	Women in politics and the media	SN
11:30-13:00	TEA	
13:00-14:00	Deconstructing news: Monitoring Exercises led by GEMSA	GM
14:00-15:00	**LUNCH**	
15:00-16:00	Key issues around Gender and Elections	SN
15:45-16:00	Group work: Analysis of party manifestos	SN/GM/ALL
16:00-17:00	**TEA**	
17:00-17:15	Exercise: Election forecasting	SN/GM
	Wrap up and close	
DAY TWO **21 SEPTEMBER**		
08:30-09:30	Transformative leadership	ALL
09:30-11:00	Writing press releases	SN/GM
11:00-11:15	**TEA**	
11:15-12:45	Debate: Political leaders in Southern Africa have failed women	All
12:45-13:00	Wrap up and close	ALL

ANNEX E:

PROGRAMME FOR GENDER, MEDIA AND ELECTIONS TRAINING FOR MEDIA

20-21 September 2010

DAY / TIME	ACTIVITY	SPEAKER/ FACILATATOR
DAY ONE 20 SEPTEMBER		
08.30-09.00	Registration	Arthur Okwemba
09.00-09.30	Welcome Remarks and introductions	AO
09.30-10.30	Making Every Voice Count (video) and discussion	AO
10.30-11.00	Tea Break	
11.00-13.00	Women politicians from various political parties to discuss key gender issues in elections and experiences with the media.	Women politicians and a panel of journalists
13:00-14:00	Lunch break	
15.00-16.00	Gender, elections and the Media: Key Issues	AO
16.00-16.15	Lunch Break	
16.15-17.15	Group work on strategies for gender aware coverage and story ideas	AO
DAY TWO 21 SEPTEMBER		
08.30-10.30	Plenary discussion: Media in Tanzania have failed women politicians: Discuss	AO/ALL
11:00- 12:00	Wrap up and closure	

2324/4-TANZAIA GEMINI CONCEPTS: 0 083-306-3229



gender links

GEMSA
Gender and Media Southern Africa

Gender and Media Diversity Centre

UKaid
from the Department for International Development