GENDER AND MEDIA

BAROMETER

2010





Edited by Colleen Lowe Morna

Gender Links (GL) is committed to a region in which women and men are able to participate equally in all aspects of public and private life in accordance with the provisions of the Southern African Development Community (SADC) Protocol on Gender and Development.

Gender and Media Barometer 2010
© Copyright 2010 Gender Links.
ISBN: 978-0-9869880-5-9

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

Editors: Colleen Lowe Morna
Cover photo: Loga Virahsawmy, president of Media Watch Organisation Mauritius being interviewed by the Mauritian Broadcasting Corporation (MBC)
Photo by Colleen Lowe Morna
Design/layout and print: Top Art Graphics & Promotions cc

Sponsors: Friedrich Ebert Stiftung

The views expressed in this report are those of Gender Links and cannot be taken to reflect the official opinion of the sponsors of this research and publication.

Contents

Key points 2

FIGURES

Figure 1: Entry points for gender in the media 3
Figure 2: Proportion of female and male staff in institutions of higher learning in Southern Africa 16
Figure 3: Proportion of female and male staff in institutions of higher learning by country 16
Figure 4: Proportion of female and male students in institutions of higher learning in Southern Africa 16
Figure 5: Proportion of female and male students in institutions of higher learning by country 17
Figure 6: Total number of employees by sex in Southern African media houses 20
Figure 7: Total number of employees by sex in Southern African media houses excluding South Africa 20
Figure 8: Women and men in Southern Africa media houses 21
Figure 9: Women and men in senior management in Southern Africa media houses 21
Figure 10: Gender division of labour in media houses in Southern Africa 22
Figure 11: Women as news sources - Regional 25
Figure 12: Women as news sources - comparative 25
Figure 13: Who speaks on what - Regional 26
Figure 14: GBV topic breakdown - Regional 29
Figure 15: Stories on HIV and AIDS: GMPS versus HIV and AIDS Study - Regional 30
Figure 16: Who speaks on HIV and AIDS over time - Regional 31

TABLES

Table 1: Summary of Gender and Media research conducted in the SADC region 4
Table 2: Progress in gender aware HIV and AIDS policies roll out 10
Table 3: Audit of gender in media NGOs in Southern Africa 11
Table 4: Summary of key gender indicators for institutions of higher learning in the GIME research 15
Table 5: Equal representation of women and men in media houses in Southern Africa 19
Table 6: Summary of regional findings GMPS versus GMBS/HIV and AIDS and gender study 23
Table 7: Gender and Media (GEM) Classification 24
Table 8: Variation in women sources by country 26
Table 9: Results of gender opinion survey 34

Key points

- Media laws and policies have weak gender provisions. A key tool for holding regulatory authorities accountable is consumer activism. Media Watch Organisation (MWO), the Mauritian chapter of the Gender and Media Southern Africa (GEMSA) Network has registered several successes in getting sexist adverts removed. An increasing number of regulatory authorities are adopting gender codes of practice.

- By mid 2010, 184 newsrooms (90% of the original target of 204) had adopted gender- aware HIV and AIDS policies as part of the Media Action Plan on HIV and AIDS and gender led by the Southern African Editor's Forum (SAEF). Gender Links (GL) is following up on this initiative and using the findings of the Glass Ceiling research to develop at least 100 gender policies each year with media houses over the next two years.

- The *Gender in Media Education (GIME)* audit that is being launched at the Gender and Media Summit in October 2010 reveals that while there is a higher proportion of women than men media students (61%), there are fewer female (36%) than male educators. Few media training institutions have stand alone gender policies and gender is not well mainstreamed in the curriculum.

- The *Glass Ceilings in Southern African Newsrooms* study shows that while women constitute about 41% of all media workers, women are absent from boards and top media positions.

- There has been a paltry 2% increase in women sources in the media from 17% in the 2003 Gender and Media Baseline Study (GMBS) to 19% in the Gender and Media Progress Study (GMPS). While countries with more advanced media like South Africa, Namibia and Mauritius have remained static, smaller and more socially conservative countries like Lesotho and Malawi have demonstrated remarkable progress.

- There has been an encouraging increase in the proportion of women sources in "hard" news beats like sports, politics and economics that have been the target of training and media activism.

- While there has been an overall decline in the proportion on HIV and AIDS coverage, the proportion of UN and expert sources has declined while that of persons affected has increased dramatically.

The media has been 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.

Figure 1: Entry points for gender in the media

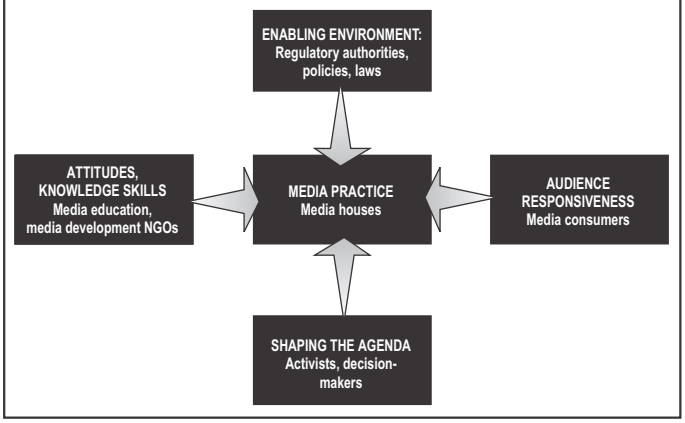


Figure 1 demonstrates the different entry points for gender and the media. This begins with gender aware policies and laws, implemented by regulatory authorities. Audiences through taking up complaints make these policies and laws a reality. Media education and media development NGOS have the capacity to influence attitudes, skills and knowledge of media practitioners, particularly at the entry level, but also through on going courses. Activists and decision-makers, especially women decision-makers, help to set the gender and media agenda through well co-ordinated campaigns, and a proactive approach to the media. Ultimately the ball is in the court of the media to change. This change needs to be within the media - that is in its institutional make up - as well as in media content.

A marked improvement on the 1997 SADC Declaration on Gender and Development (SDGD) which "encouraged the mass media to disseminate information and materials in respect of the human rights of women and children" the Protocol contains wide ranging provisions against which progress can now be measured. These include the broad policy and legal framework; institutional make up and practices as well as editorial outputs of the media.

There is only one time bound media target in the Protocol: the achievement of gender parity in media decision-making by 2015. The wording of the provisions is careful not to be prescriptive or make assumptions about the extent to which government can regulate or influence the media (especially the private media). However, the 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 freedom of expression. Indeed, they underscore 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 data established in this Barometer draws from several existing studies that have arisen from the unprecedented gender and media activism in Southern Africa driven by Gender Links (GL); the Gender and Media Southern Africa (GEMSA) Network and the Media Institute of Southern Africa (MISA). These three partners have, since 2004, organised three Gender and Media Summits every two years.

The third summit in 2006 witnessed the launch of the Gender and Media Diversity Centre (GMDC), a partnership between media education institutions and development NGOs committed to "collecting, connecting and collaborating" on gender, media and diversity issues. The fourth summit, to take place in October 2010, will be on the theme: *Taking stock: Gender, Diversity Media and Change.*

Key research studies that have been undertaken in the region, that form the basis of advocacy and training efforts, and are key to monitoring progress in this sector are summarised in Table 1:

Table 1: Summary of Gender and Media research conducted in the SADC region

RESEARCH	YEAR	WHAT THIS COVERS	WHO
Laws and Policies			
Legally yours	2007	Audit of media policies, laws and regulations.	GEMSA
Gender in media education			
Gender in media education - Southern Africa	2010	Audit of gender in media training institutions	GMDC, GL
Gender in media development NGOs	2006		GL, Swedish International Development Agency
Gender within the media			
Glass Ceilings: Gender in Southern African media houses	2009	Representation and participation of women and men within the media, its hierarchy, different beats and occupational areas	GL
Gender in media content			GL, MISA, Media Monitoring
Gender and Media Baseline Study (GMBS)	2003	Gender disaggregated monitoring of 25,000 news items over one month to determine who speaks on what as well as how women and men are portrayed in the media.	Project (MMP)
Global Media Monitoring Project	2005	One day monitoring of Southern African media in thirteen countries as part of global monitoring, used to benchmark progress since GMBS.	GEMSA
Mirror on the Media: Who talks on Radio Talk Shows	2006	Gender disaggregated monitoring of hosts, guests, callers in Lesotho, Malawi, South Africa and Zimbabwe.	GL
HIV and AIDS, Gender and the Media	2006	Gender disaggregated data on coverage of HIV and AIDS including overall coverage; topics and sub topics; types of sources consulted.	GL, Southern African Editors Forum (SAEF) and MMP
Mirror on the Media: Gender and advertising	2007	Gender disaggregated monitoring of who is heard and depicted in advertising in Mauritius, South Africa, Zambia and Zimbabwe, and how women are portrayed.	GL, GEMSA country chapters
Mirror on the Media: Gender and Tabloids	2008	Gender disaggregated monitoring of who speaks on what as well as how women and men are portrayed in tabloids.	GL, GEMSA country chapters
HIV and AIDS, Gender and the Media Francophone Study	2008	A combination of the GMBS and the HIV and AIDS, Gender and the Media Study, introducing new parameters, like media practice.	GL Francophone Office
Gender and Media Progress Study	2010	Gender disaggregated monitoring of over 30,000 news items over one month to measure progress since the GMBS, covering general practice; gender; HIV and AIDS and gender violence.	GL, GEMSA, MISA
Global Media Monitoring Project	2010	One day monitoring of Southern African media in fourteen countries as part of global monitoring, which will be used to benchmark progress in the region against global trends.	GEMSA
Gender and audiences			
My views on the News	2005	How women and men in Southern Africa engage with and respond to the news.	GL, MISA, GEMSA, MMP

Mainstreaming gender in policies, laws and training

The Protocol calls on Member States to ensure that gender is mainstreamed in all information, communication and media policies, programmes, laws and training in accordance with the Protocol on Culture, Information and Sport.

The regulatory framework

The new and emerging democracies in Southern Africa provide exciting opportunities and spaces to develop and adopt media laws, policies and regulations that respond to the principles of democratisation and transformation.

Media regulatory frameworks in the different SADC countries are emerging from strong constitutional provisions for media freedom and an understanding that this goes beyond challenging censorship in the traditional sense to giving voice to all citizens: women and men.

The 2006 GEMSA audit of existing media laws and policies in SADC countries covered 12 SADC countries including Botswana, Lesotho, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe. The salient points are summarised below:

Freedom of expression and universal access to information is guaranteed in most constitutions: The right to freedom of expression is guaranteed in all 12 countries including Botswana, Lesotho, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe. Universal access to information is guaranteed in 10 countries and under discussion in Lesotho and Zimbabwe. The constitutional frameworks provide a solid base to develop progressive regulatory provisions for the media. Some of the researchers did mention the gap between the constitutional provisions and the real situation on the ground not mirroring the intent of the constitution. The media in some countries operate under repressive conditions. This is an opportunity for independent media regulators to play a critical role by lobbying and advocating for making the constitutional provisions a reality on the ground.

Citizen views are being heard: Another encouraging finding was that citizens, women and men, in seven of the 12 countries were consulted on policy formulation. Some of the consultative processes included a grassroots constitutional review processes in Malawi and public commissions in Zimbabwe.

Broadcasting and ICT policies are largely gender blind but there are some exceptions: The review of broadcasting and ICT policies showed that with few exceptions, these do not make direct or indirect reference to the role of the media in advancing gender equality. For example, Tanzania has a National Information and Communications Technologies Policy that recognises the use of ICT in economic development. It aims to empower Tanzanian citizens and makes no specific reference to women, in contrast to the Broadcasting Act of South Africa (see alongside).



Staff of the Tanzania Communications Regulatory Authority at a gender workshop *Photo: Gender Links*

The Broadcasting Act (1999) of South Africa states that broadcasters must: contribute to democracy, development of society, **gender equality** *[our emphasis]*, nation building, provision of education and strengthening the spiritual and moral fibre of society

- Encourage ownership and control of broadcasting services through participation by persons from historically disadvantaged groups;
- Cater for a broad range of services and specifically for the programming needs in respect of children, **women** [our emphasis], the youth and the disabled;
- Encourage the development of human resources and training, and capacity building within the broadcasting sector especially amongst historically disadvantaged groups.

Example of broadcasting licence conditions

The following is an example of licensing conditions required by the Act of the South African Broadcasting Corporation (SABC):

- "The licensee shall provide programme material that caters to interests of all sectors of the South African society, including men and women, people living with disabilities and people of all age groups."[1]
- " The licensee must undertake to ensure their programming does not:
  - Promote violence against women.
  - Depict woman as passive victims of violence and abuse.
  - Degrade women and undermine their role and position in society.
  - Reinforce gender oppression and stereotypes.
- "The licensee must demonstrate its commitment to reflecting and portraying women in their positive societal roles - as independent intellectual beings, as leaders, decision-makers, academics, agents of change etc - and to award representation of men in roles that do not bolster gender ascendancy and stereotypes."[2]
- "The licensee must endeavour wherever possible to increase the number of programmes for, by and about women and must submit every three years to the regulator a programme of action aimed at implementing such pledge."

Gender disaggregated data on information produced by government is largely absent: Of the 12 countries surveyed only Mozambique had any gender disaggregated data on information produced or disseminated by government information services. This is cause for concern as government is one of the major information providers in all countries.

No gender units in Ministries of Information and Communication except in South Africa: Only South Africa had a gender focal point in the Ministry of Communications. This raises an important question about who is responsible for prioritising gender issues within government communication departments.

Mixed responses on whether government's information targets or includes women: Six of the twelve of countries surveyed believed that government information was targeted to both women and men. A similar number believed that promotional information on the country included women's achievements and statistics on women in decision-making positions.

Universal access policies in place or being developed but access points are limited and usage is not disaggregated by gender: Universal access to policies for ICTs is high on the agenda of Southern Africa countries; however specific access for women has not been prioritised.

[1] Note this would have to be adapted for a commercial licensee which might for example be targeting only youth.
[2] South African Broadcasting Corporation Code of Conduct.

The *Malawi Communications Sector Policy Statement (1998)* makes reference to universal access, without specifying access by women: "The policy aim is to ensure that a full range of modern services is accessible by all the population of Malawi. To achieve this aim, the policy focuses on the efforts of service providers more closely and need to restructure existing institutions in the sector in order to meet challenges that lie ahead."

In South Africa, the Telecommunications Act (1996) provides for the "regulation and control of telecommunications matters in the public interest. Objects of the Act include the promotion of universal service and affordable provision of telecommunication services. Other provisions include *(g)* the needs of local communities and *(h)* disabled people are duly taken into account.

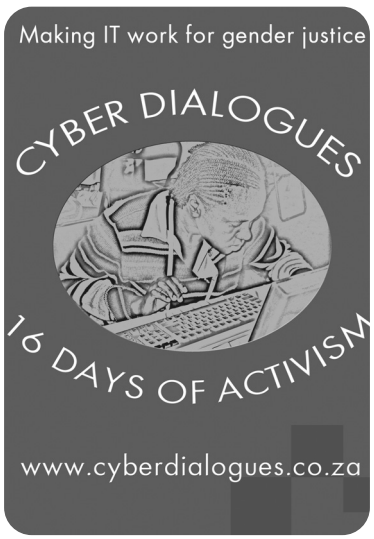
Access by women is recognised in the Objects of the Act: *(q)* promote the empowerment and advancement of women in the telecommunications sector and the Amendments to the Act (2001) include the following provision: *(s)* develop the Information, Communication and technology (ICT) strategy for the republic, in order to bridge the digital divide.

Some gender awareness is also apparent in the Mauritius the National Telecommunication Policy 2004 provides for universal access, with a view to expanding the availability of affordable telecommunications and ICT services to the public irrespective of gender, ethnicity, socio-economic level or geographic location.

Not all countries have telecenters and their use by women and men is not monitored: Malawi, Mauritius, Namibia, Seychelles, South Africa, Swaziland and Tanzania have telecentres to the public. The lack of such facilities in the other countries limits women's access to ICTs. None of the telecentres collected gender disaggregated data about who uses their services and how their services are used. It is therefore difficult to assess if women are enjoying their right to universal access to ICTs and to have a targeted roll out of services.

Licensing, public awareness and advertising: Criteria for licenses and complaints generally do not include gender. Public awareness around the mandates and how regulatory structures may be used by the public is limited. There is a need for more countries to establish regulatory bodies to monitor advertising.

Civil society activism in these areas is on the rise: While governments have not always taken a gender aware approach to ICTs, a number of women's organisations in the region have been active in influencing policy development; access, capacity building and using the internet as a tool for advancing gender equality. GL and GEMSA have pioneered cyber dialogues, or on-line chats, as a way of getting policy makers, activists and citizens engaged in debates on key gender issues. These include the Sixteen Days of Activism campaign that is held from 25 November to 10 December every year; the campaign for the adoption of the Protocol as well as during major UN conferences including Beijing Plus Ten, Beijing Plus Fifteen and Commission on the Status of Women meetings.



Media regulators

Most SADC countries have a regulatory body for the media and/or broadcasting. Those for broad-casting are generally statutory, as airwaves need to be regulated. Press bodies are generally self regulated, although there have been efforts in some countries to bring these under government control.

Regulatory authorities have a responsibility to incorporate gender considerations into

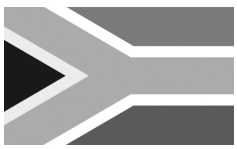
ethical standards and to monitor that they are complied with: For example, the Canadian regulatory authority for broadcasting decreed in 1986 that it expects the public broadcaster to show leadership in providing a more equal representation and a more diverse portrayal of women in the media. The Canadian Broadcasting Authority is required to submit an annual report to the Commission on efforts to eliminate sex role stereotyping both on and off air, with the knowledge that these reports will be put on a public file. Such stipulations are rare in SADC.



Zambia has one media regulatory body - the Media Ethics Council of Zambia (MECOZ). Media organisations in Zambia are encouraged rather than required to have gender policies and there is no requirement by any authority for media organisations to set targets for achieving diversity in ownership, employment and content to be consistent with the demographics of the country.



In ***Malawi***, regulatory authorities do not require, through licensing conditions, that media houses demonstrate or set targets for achieving diversity in ownership, employment and content consistent with the demographics of the country. However, for the electronic media, the licensing does spell out the obligations for fairness, objectivity, extra care in order to accommodate various sensitivities in the audience. But there is no explicit mention of gender criteria.



In ***South Africa***, the Independent Communications Authority of South Africa (ICASA) regulates broadcasting and telecommunications (previously the subject of separate regulatory bodies: the Independent broadcasting Authority (IBA) and the South African Telecommunications Regulatory Authority (SATRA)). The powers of the regulator are contained within the ICASA Act 13 of 2000. Complaints received are not disaggregated by sex.

Work with media regulators has started: Based on its audit of gender and media policies, GEMSA has developed a handbook and checklist on gender and media regulation. Over the last three years, GL has worked with the Tanzania Communications and Regulatory Authority (TACRA); Media Council of Tanzania; the Higher Media Authority (HAM) in the DRC; the Botswana Press Council and the Association of Advertising Agencies (AAA) in Mauritius. HAM adopted its gender Code of Ethics during the SADC Heads of State Summit in the DRC last year. The Media Council of Malawi (MCM) developed a draft gender code of ethics with the assistance of GL in September 2009. The MCM got the support of the World Bank to conduct road shows to popularise the gender code of ethics before it is sent for adoption at the organisation's annual general meeting.

Critical citizens, responsive media

There are differences in the media preferences of women and men: The Gender and Media Audience Study (GMAS) 2006 found that women are more inclined towards the "soft" news beats, such as health and education, which receive far less attention in the media than the "hard" news beats - like politics and sports - preferred by men.

And especially strong views on the use of sexual images of women: Amongst the women sampled, 42% found sexual images of women in the news "uncomfortable" and 43% found them "insulting". The comparative figures for men are 35% and 33% respectively. This finding, which is mirrored across all countries, is echoed in the response to the question of what women and men would like to see less of in the news, in which sexual images featured highly, along with topics such as violence and war. The two findings together challenge the widely prevailing view that sexual images of women sell the news, and especially newspapers. The extent to which audiences, and especially women, viewed such images as demeaning should be pause for thought for media decision-makers who defend the use of sexual images on grounds that this is vital too.

Taking the media to task: Over the last three years, GL and GEMSA have been conducting gender and media literacy courses designed to empower citizens, especially women, to take up complaints that reinforce the work of media regulators on policy, as illustrated in the two case studies, from Namibia.

Media Watch Organisation
The Mauritian Chapter of GEMSA Network

Citizen's strengthen media regulation
By Loga Virahsawmy*

Media Watch Organisation-GEMSA is the only organisation that has taken sexist complaints to the Association of Advertising Agencies (AAA) of Mauritius and the Independent Broadcast Authority (IBA). The public in general do not know where to take complaints to and they contact MWO-GEMSA. The Mauritian chapter of GEMSA has had twelve advertisements removed from the airwaves and billboards.

An example of a recent advert concerns the "Pride Mark: Get Dressed" advert promoting "hot hot, hot, sales" from the 26 February to 14 March 2010 through a woman with green fingernails opening the zipper of her mini-shorts. In a letter to the director-general, copied to the Ministry of Women's Rights; the Attorney General's Office and the Director of the Sex Discrimination Division, MWO-GEMSA stated:



Loga Virahsawmy making her point.
Photo: Colleen Lowe Morna

"Members of the public, both men and women, as well as young people, are distressed with such an advertisement being displayed so prominently in newspapers. There was a general consensus among those who have seen this advertisement that such a provocative image was very offensive and harmful to the image of women at large… We believe that women do not have to be objectified to promote products. We are therefore writing to you in the hope that your organisation will refrain from using such offensive advertisements to promote its products and sales events in the near future."

MWO-GEMSA is seeking to ensure that its successes in challenging sexist advertising are built into policy. At the time of going to press, the organisation had submitted comments to the IBA on a draft a Code of Advertising Practices requesting that advertisements not:

- Be obscene, sexist, racist or where the content is deemed inappropriate; sex, nudity and offensive language should not be used.
- Portray women as sex objects and in advertisements that have nothing to do with them and stereotyping that perpetuate damaging misconceptions and put women in an inferior position.
- Cause prejudice to human dignity, humiliate, stigmatise or undermine identifiable groups of people.
- Use children as objects and in advertisements that have nothing to do with them.

Media houses

Over the period 2003 to 2004, GL worked on pilot projects with three media houses (Kaya FM, a commercial radio station) in South Africa, 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, which is responsible for the policy leg of MAP, showed that out of 350 media houses surveyed, only 10% had HIV/AIDS policies and 8% 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 were 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 was 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

Table 2 illustrates that by June 2010, 138 media houses and 184 newsrooms or 90% of the original target of 204 newsrooms had been met. If the ten draft policies are added, the total comes to 194, or 94% of the target. A further 22 media houses had started but not finished the policy process.

Of the 125 media houses surveyed in the *Glass Ceiling Study* described later in this chapter, 16% said they had gender policies. GL has a target of ensuring that 100 media houses develop gender policies by 2011.

Table 2: Progress in gender aware HIV and AIDS policies roll out

Country	Media houses	News rooms	In progress	Draft	Complete	News rooms
Botswana	1	1	-	-	1	1
DRC	17	17	-	-	17	17
Lesotho	13	14	-	-	13	13
Madagascar	17	17	2	1	8	8
Malawi	24	24	3	3	21	21
Mauritius	11	38	-	-	9	36
Mozambique	26	40	3	2	19	19
Namibia	13	19	3	1	6	11
Seychelles	7	7	2	2	2	-
South Africa	7	101	5	1	2	1
Swaziland	6	6	-	-	6	6
Tanzania	30	49	-	-	30	45
Zambia	20	25	4	-	14	14
Zimbabwe	12	13	-	-	-	-
Total	**204**	**371**	**22**	**10**	**148**	**193**

Until 2009, most media houses in the region had opted for gender aware HIV and AIDS policies, but not stand alone gender policies. Spurred on by the Glass Ceiling research and willingness expressed during advocacy workshops to engage in policy processes, the GL contracted facilitators to roll out gender policies in The Democratic Republic of Congo (DRC); Madagascar; Malawi and Tanzania in December 2009, with satellite offices in Mauritius and Botswana handling the roll out process in these countries, and the GL headquarters managing South Africa and Zimbabwe. GL revised the facilitators' guide to strengthen monitoring and evaluation.

With a target of 68 media houses and 198 newsrooms, the facilitators especially in Malawi; Mauritius; Zimbabwe and DRC managed to get 33 media houses to the stage of draft and or adopted gender policy. Progress in the DRC and Madagascar is especially heartening. In Botswana, South Africa and Tanzania there are positive signals that buy-in will be achieved soon and the process will move on to the workshop and drafting stages.

Media development NGOs

In 2006 the Swedish International Development Agency (Sida) commissioned a study on gender in media development NGOs globally including four in Southern Africa. The major findings of the audit are summarised in Table 3. They include:

Gender is an important consideration for all the media organisations reviewed but policies are the exception: Virtually all organisations reviewed cited gender as an important consideration in media for development and freedom of expression work. Only MISA had a gender policy.

Excerpts from the MISA gender policy

"Gender equality is implicit in the notions of a "pluralistic press"; "reflecting the widest possible range of opinion within the community"; "the fulfilment of human aspirations"; "freedom of the press" and "freedom of association" as espoused in the Windhoek Declaration on Promoting an Independent and Pluralistic African Press (1991). But the failure to state this explicitly has led to the gross gender disparities in the media not receiving adequate attention."

1. As one of the main shapers of public opinion, the media has a critical role to play in the advancement and attainment of gender equality.
2. As an agenda setter, the media has a duty to portray not just what is, but what could be; to be exemplary in its own practices; and to open debate on the complex issues surrounding gender equality.
3. MISA wishes to state clearly that gender equality is intrinsic to a pluralistic and diverse media; giving voice to all members of the community; realising human aspirations as well as freedom of association. It is therefore one of the important indicators for measuring whether each of these is being achieved.
4. Gender-based violations such as sexual harassment should be recognised as an impediment to the work of media practitioners.

Table 3: Audit of gender in media NGOs in Southern Africa

Partner	Stand alone gender policy	Gender is integrated into existing policies	Gender specific projects	Gender integrated into all projects	Gender composition of org: % women			Gender structure	Gender training*
					Overall	Board	Director		
PANOS SOUTHERN AFRICA	NO	N/A	YES. Radio listening clubs	NO	43%	50%	M	NO	YES
MISA	YES	YES, constitution, sexual harassment policy	Gender and media support	YES				YES, gender focal person	YES
SAMSO	NO	NO	The Images Training Manual developed by Gender Links, Mainstreaming Gender in Entry Level Journalism by PON	NO	30%	0%	M	NO	YES
AMARC	NO	YES, strongly so	Regional gender programmes that promote gender equality in community radio through diverse initiatives, e.g. listeners clubs	YES	57%	50%	F	YES, the regional gender programme and management	YES, but on an adhoc basis and not scheduled



MISA member in Zambia. *Photo: Derrick Sinjela*

MISA has amended its policy in line with the Protocol: In line with the SADC Gender Protocol, MISA has increased it quota for women in all chapters, bodies and structures from 30% to 50%.

Protocol @ work

Media under the spotlight
By Fungai Machirori*



It was termed by many present as one of the most "controversial" issues on the agenda of this year's (2010) annual general meeting of Zimbabwe's Media Institute of Southern Africa (MISA) chapter members. And it wouldn't be the first time that the subject has caused a stir.

When MISA Zimbabwe chairman, Loughty Dube, informed the membership of a proposed amendment to the gender clause in the MISA Zimbabwe constitution, a debate about its significance ensued.

The amendment, as a result of resolutions made at the regional MISA annual general meeting last year, will see a previous 30% female gender quota moved up to 50% in line with the regional gender representation. The implication is that all chapters, bodies and structures within MISA will be guided by the 50-50 representation.

"Why do you need to entice them [women] to join?" questioned Wycliff Nyarota, a MISA member. "While we need the female journalists, we need to look at their credibility. Of eight representatives in any body, let us have even six females if they are credible."

Nyarota alluded to an important issue around quotas - that of sacrificing competence for compliance. A long-held view of quotas, be they race or gender-related, is that they promote a physical trait (that of being male, female, black or white) over suitability for a job. No doubt, many of those chosen to fill positions have the requisite credentials, but under an unbiased selection process might not be the best candidate for the work.

Through the SADC Gender and Development Protocol, member nations have been tasked to ensure that by 2015, at least 50% of decision-making positions in the public and private sectors are held by women. And to ensure this, affirmative action measures creating a conducive environment for such participation, have been recommended.

Indeed a conducive environment is important - an environment in which women can be esteemed as colleagues and counterparts, and not as mere objects for abuse and ridicule. But this environment must be complemented by the desire of women to become more visible.

As Dube, himself a lecturer with one of Zimbabwe's prominent university media departments, noted, the lack of female representation is counter to the trend in tertiary media institutions where female students often outnumber their male counterparts. While there are no current official figures on this, many in the membership - themselves products of these same institutions - agreed with Dube's observation. "What happens when it comes to practice?" he asked.



Debating gender and the media in Zimbabwe. *Photo: Colleen Lowe Morna*

In adopting the amendments, it was agreed, however, that the process of reform would have to be gradual. A clear example of why was shown by the female representation in the nine, five-member MISA Zimbabwe advocacy committees present. Only one of these is chaired by a woman, with most struggling to reflect equitable representation of women.

"There is need to go into universities and newsrooms and embark on membership drives for women," noted Stanley Kwenda, another member. Advocacy committees tasked themselves with fanning throughout the country to mount gender sensitisation campaigns at tertiary and professional media institutions.

**(Fungai Machirori is a freelance Zimbabwean journalist and contributor to the GL Opinion and Commentary Service that offers fresh views on every day news).*

There are several ad-hoc initiatives on gender, but gender mainstreaming is weak: The study yielded several examples of ad-hoc initiatives on gender. The media NGOs surveyed are more able to cite examples of gender specific work that they are doing than of mainstreaming gender considerations throughout their work. This included projects for and about women, as opposed to gender perspectives on topical development issues (such as the Millennium Development Goals). The review cited many examples of "missed" or potential opportunities for bringing gender perspectives to topics such as HIV and AIDS, globalisation and the environment.

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

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

Gender management systems need a boost: Only the organisations that have gender policies have dedicated gender officers and those that are considering adopting gender policies have formed working groups. In other instances, there are no specific gender structures or staff capacity dedicated to the task of gender mainstreaming in the organisations surveyed. Gender is generally not "embedded" in key management tools such as job descriptions, performance agreements, monitoring and evaluation. The result is that for those responsible gender becomes a "labour of love" rather than part of institutional culture and norms and of work that is quantified and valued in the organisation.

Training

Pressure is mounting: A Media Training Needs Assessment conducted by the NSJ, a then regional media training institute based in Maputo in 2000 found that: "Trainers are under increasing pressure to mainstream a variety of social concerns into training - race and gender sensitivity, HIV AIDS, and a human rights perspective more broadly. Responses indicate that there is an increasing awareness of the importance of integrating gender awareness into training but that approaches for doing so remain ad hoc. Most of the training institutions (for example MIJ, NSJ, IAJ, AIA) offer specific courses on covering gender issues. The NSJ gender course is rated the most popular of its courses (interview, Phiri). However, unlike other courses where women are in the minority, very few men attend the gender courses, which thus fail to reach a key target. More importantly, gender awareness needs to permeate all training. At present this is happening haphazardly, and often at the insistence of donors."

Each year, GL runs training courses on different themes with 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. This includes a series of workshops on the economic provisions of the Gender Protocol linked to Soccer 2010 and the SADC Heads of State Summit (see Chapter four).

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). The gender, election and media workshops continued in all SADC countries that held elections in 2009/2010, with GL conducting newsroom training and GEMSA monitoring election coverage from a gender perspective (see Chapter two on governance).

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.

The Gender in Media Audience Study (GIME) will be launched at the GEM summit in October 2010: The GIME report, covering the media studies departments of 25 tertiary institutions audited in the 13 countries, has now been completed and will be launched at the GEM summit in October 2010. The key findings are summarised in Table 4.



Gender and media training at Stellenbosch University. *Photo: Colleen Lowe Morna*

Table 4: Summary of key gender indicators for institutions of higher learning in the GIME research

Institution	Staff		Students		Policies		Curriculum	
	% Female	% Male	% Female	% Male	Gender	Sexual harassment	Gender considered in curriculum review	Committee/ individual responsible for gender mainstreaming
Region	**36**	**64**	**61**	**39**	**28%**	**44%**	**46%**	**13%**
Botswana								
University of Botswana	37	67	54	46	Yes	Yes	Yes	Yes
DRC								
Institut Facultaire des Sciences de L'information et de la Communication	18	82	77	23	No	No	No	No
Lesotho								
National University of Lesotho	67	33	73	27	No	No	Yes	No
Madagascar								
Antananarivo University	44	56	71	29	No	No	No	No
Malawi								
Malawi Institution of Journalism	29	71	50	50	No	No	No	No
Mauritius								
University of Mauritius	79	21	82	18	No	No	No	No
Mozambique								
Eduardo Mondlane	20	80	26	74	No	No	No	No
Higher School of Journalism	21	79	19	81	No	No	No	No
School of Journalism	38	62	28	72	No	No	No	No
Namibia								
Polytechnic of Namibia	50	50	58	42	No	No	No	No
University of Namibia	43	57	62	39	No	No	No	No
South Africa								
University of Fort Hare	43	57	57	43	Yes	Yes	No	No
University of Johannesburg	89	11	78	22	Yes	Yes	No	No
University of Limpopo	33	67	51	49	Yes	Yes	No	No
Stellenbosch University	33	67	62	38	No	Yes	Yes	No
University of Venda	60	40	47	53	No	Yes	No	No
University of Witswatersrand	75	25	69	31	Yes	Yes	Yes	No
Swaziland								
University of Swaziland	33	67	37	63	No	Yes	No	No
Tanzania								
SJMC	30	70	60	40	Yes	Yes	Yes	Yes
Zambia								
Evelyn Hone	36	64	65	35	No	No	No	No
University of Zambia	31	69	56	44	Yes	Yes	No	No
Zambia Institute of Mass Communication Education Trust	25	75	67	33	No	No	Yes	Yes
Zimbabwe								
Midlands State University	36	64	64	36	No	Yes	No	No
National University of Science and Technology	25	75	49	51	No	No	Yes	No
Harare Polytechnic	27	73	49	51	No	No	No	No

Male trainers are in the majority: Data provided in this audit shows that females comprise 36% of the academic staff, while males are 64% of the academic staff in the departments of journalism and media.

But this varies among countries: At the University of Mauritius, for example, which does not have a gender or Affirmative Action Policy, 79% of the academic staff are females. Lesotho also has a higher percentage of females (67%) than males. As evidenced in the *Glass ceilings: Women and men in Southern Africa media*, Lesotho had the highest proportion of female

Figure 2: Proportion of female and male staff in institutions of higher learning in Southern Africa

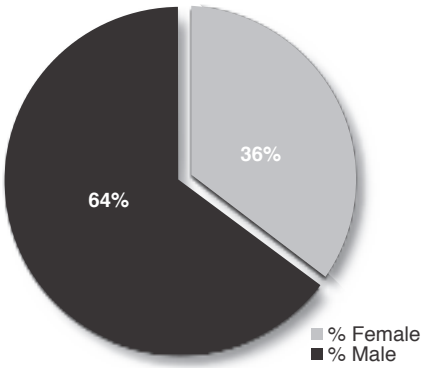
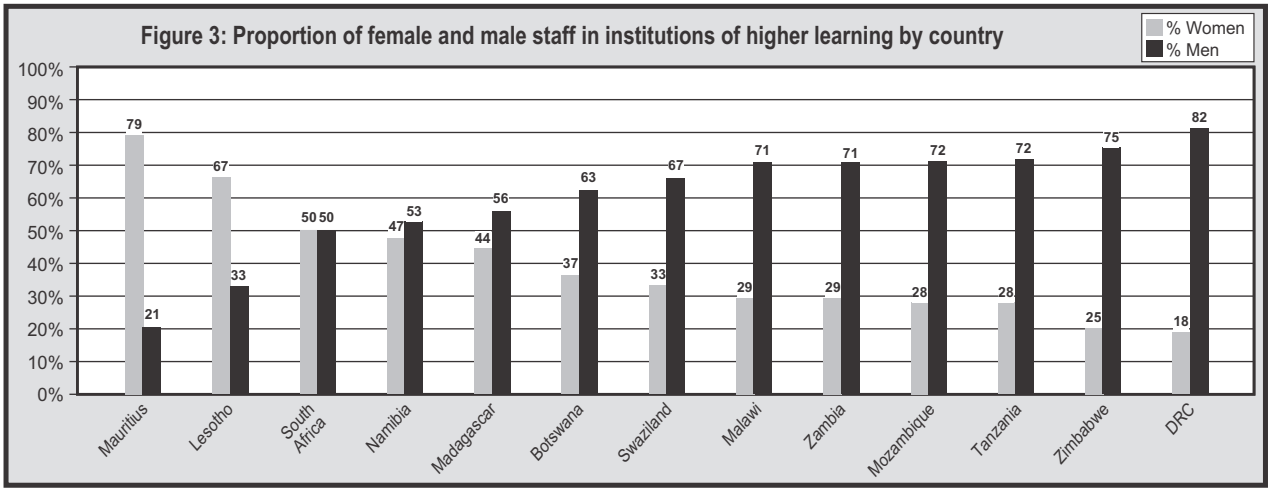
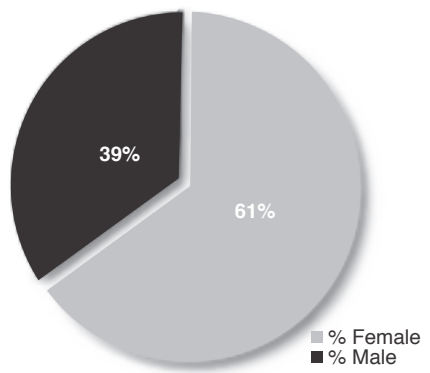


Figure 3: Proportion of female and male staff in institutions of higher learning by country



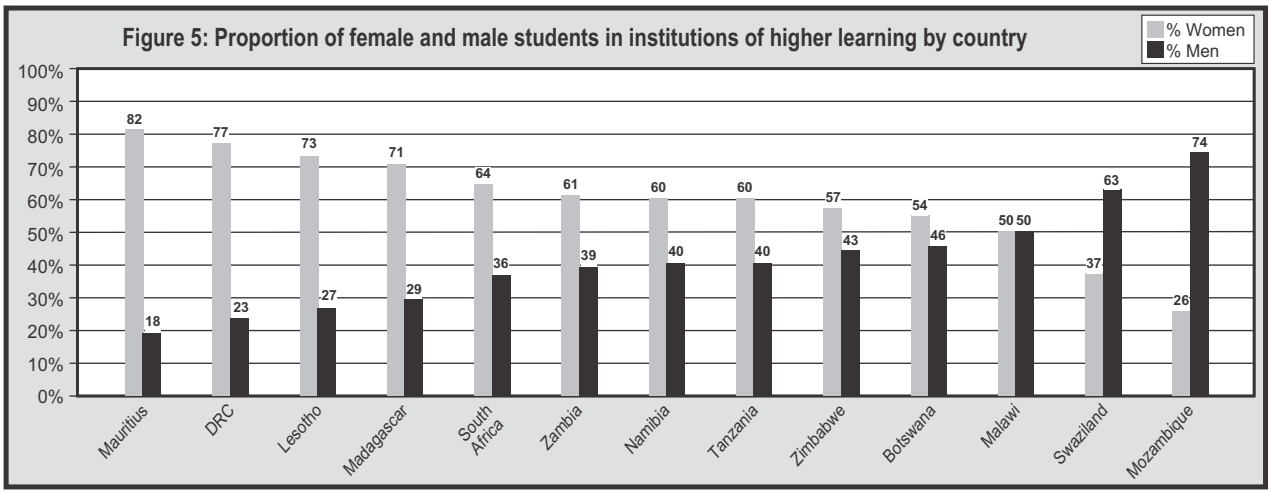
employees (73%) in the media in Southern Africa. South Africa has achieved parity in the number of female and male staff in institutions of higher learning in Southern Africa. This country has also reached parity in its proportion of female staff in the media.[3] The lowest proportion of female staff is in Zimbabwe (25%) and the DRC (18%). These figures mirror the findings of the *Glass ceiling: Women and men in Southern Africa media*. Both Zimbabwe (13%) and the DRC (22%) had the lowest proportion of female staff in the media houses surveyed.

Figure 4: Proportion of female and male students in institutions of higher learning in Southern Africa



[3] Glass ceilings: Women and men in Southern Africa media.

There are more women than men in media studies: While men are the majority of the academic staff, figure 4 shows that the majority of the students in the departments of media education and journalism training in the 25 tertiary institutions audited are female (61% compared to 39% male students).



In many countries this is by a wide majority, but in a few women are still in the minority: Figure 5 shows that ten of the countries in the sample have exceeded parity in the representation of female students. These include Mauritius (82%), DRC (77%), Lesotho (73%), Madagascar (71%), South Africa (64%), Zambia (61%), Namibia and Tanzania (60%), Zimbabwe (57%) and Botswana (54%). MIJ in Malawi has achieved gender parity (50/50) among students. In two countries, Swaziland and Mozambique, females constitute 37% and 26% of the students in institutions offering journalism and media education and training.

The predominance of female students mirrors global trends: Statistics in the United States, for example, show that in 1977, and for the first time, women were statistically the majority of the undergraduates studying journalism. In 1978 they were about 53%, in 1984 about 59% and in 1992, about 61%.[4] And a similar trend was noted in Britain. By the 1990s the majority of trainee journalists, about 52%, were women.[5]

But large numbers of women in media education and journalism classrooms does not translate into large numbers of women in newsrooms as demonstrated in the findings of the Glass Ceilings research that is discussed later in this chapter.[6]

Gender gaps in areas of specialisation: Female students in the School of Journalism at the University of Dar es Salaam, like those in the School of Journalism in Mozambique are highly concentrated in the Public Relations and Advertisement degree programme. Female students are 30% of the students in the degree programme in journalism, and 80% of those enrolled for the B.A. in Public Relations and Advertisement in Dar es Salaam.

There are very few institutions with policies or other special measures to achieve gender equality: Only seven (28%) of the 25 institutions in the sample have stand alone gender policies. The University of Dar es Salaam in Tanzania had a stand-alone gender policy to provide a blueprint for the attainment of gender equity in staffing

[4] Deborah Chambers, Linda Steiner and Carole Fleming, Women and Journalism,Routledge, New York. 2004.76.
[5] Deborah Chambers, Linda Steiner and Carole Fleming, Women and Journalism,Routledge, New York. 2004.80.
[6] Pat Made and Colleen Lowe Morna, editors, Glass Ceilings: Women and men in Southern African media, Gender Links. 2009. 10-11.

at all levels, student enrolment in all faculties and departments and for mainstreaming gender in teaching, curriculum development and research. A few institutions - for example, Midlands State University (MSU) and the National University of Science and Technology (NUST) in Zimbabwe - have draft gender policies that have not been formally adopted by the institutions. At several other institutions, affirmative action policies and procedures provide the institutional guidelines for achieving gender and other forms of diversity, while some respondents pointed to a country's National Gender Policy as the guiding framework for institutional gender practice.



Mainstreaming gender in media education at the Polytechnic of Namibia.
Photo: Colleen Lowe Morna

Almost half of the institutions have sexual harassment policies: Of the total number of institutions 44% have sexual harassment policies. The University of Botswana, National University of Lesotho, Stellenbosch University and University of Zambia are members of the Southern African Network of Higher Educational Institutions Challenging Sexual Harassment and Sexual Violence (NETSH). Institutions that did not have stand-alone policies included sexual harassment as a transgression within their Disciplinary Codes of Conduct. But, the staff and students at the institutions do not have good knowledge about the policy and its provisions.

Gender is considered in curriculum policies and processes at institutional or departmental level: According to the data gathered 46% of the institutions in the sample consider gender in curriculum review processes. Only the University of Dar es Salaam in Tanzania has a policy that stipulates gender as one of the criteria for curriculum development in all faculties and departments. In the other institutions it is voluntary. This finding does not reflect in the actual content of the courses on offer. Gender is largely absent from curricula.

Media and journalism students receive limited theoretical grounding in gender: Very few institutions in the region offer core courses on gender, or gender and the media. Gender is a core course requirement at the University of Namibia (UNAM) and at Midlands State University in Zimbabwe.

Models for mainstreaming: There are models at institutions within the region that illustrate how gender can be systematically incorporated into journalism and media education training, through institutional policy frameworks and departmental programmes. The University of Dar es Salaam's Gender Policy, the University of Namibia (UNAM's) HIV/AIDS Policy and the Polytechnic of Namibia (PON's) Pilot Project with Gender Links on mainstreaming gender into entry-level journalism education, for example, serve as models for mainstreaming gender in teaching, research and other activities of the media education and journalism training departments.

Gender is missing in student and staff assessments: Gender is not incorporated as a standard in any systematic way in the journalism and media education and journalism training departments' assessments of courses. Gender is not a standard in the assessment of staff performance.

Academic research on gender, media and diversity issues could be broadened and deepened: While there are examples of students' theses and special projects on gender and media issues, as well as projects on women's representation and gender stereotypes in the media, gender and the media has not become an area of academic research and scholarship among the lecturers within the institutions' media education and journalism training departments.

Table 5: Equal representation of women and men in media houses in Southern Africa

CATEGORY	REGION %		BOTSWANA %		LESOTHO %		DRC %		MADAGASCAR %		MALAWI %		MAURITIUS %		MOZAMBIQUE %		NAMIBIA %		SWAZILAND %		SOUTH AFRICA %		TANZANIA %		ZAMBIA %		ZIMBABWE %	
	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M
Percentage of employees by sex	41	59	46	54	73	27	22	78	33	67	23	77	33	67	27	73	40	60	40	60	50	50	36	64	33	67	13	87
OCCUPATIONAL LEVELS																												
Non-permanent	36	64	38	62	0	0	17	83	60	40	17	83	52	48	21	79	24	76	56	44	56	44	55	45	33	67	7	93
Unskilled	29	71	67	33	74	26	28	72	58	42	23	77	30	70	29	71	47	53	36	64	23	77	39	61	21	79	16	84
Semi-skilled	55	45	98	8	78	22	34	66	26	74	41	59	35	65	61	39	57	43	57	43	55	45	0	100	67	33	45	55
Skilled technical	45	55	32	68	45	55	23	77	17	83	31	69	22	78	19	81	42	58	50	50	51	49	25	75	54	46	18	82
Professionally qualified	31	69	28	72	57	43	15	85	46	54	15	85	40	60	28	72	33	67	21	79	42	58	38	62	37	63	30	70
Board of directors	28	72	24	76	47	53	18	83	10	90	27	73	36	64	25	75	39	61	33	67	38	62	22	78	27	73	38	62
Senior management	28	72	39	61	50	50	8	92	20	80	26	74	22	78	35	65	35	65	29	71	35	65	30	70	33	67	10	90
Top management	23	77	30	70	56	44	18	82	13	88	19	81	25	75	17	83	42	58	33	67	25	75	21	79	11	89	13	88
CONDITIONS OF EMPLOYMENT																												
Part-time	23	77	100	0	0	0	16	84	60	40	23	77	40	60	29	71	33	67	56	44	61	39	35	65	40	60	5	95
Full-time, fixed term contract	37	63	25	75	0	0	20	80	42	58	31	69	31	69	21	79	48	52	23	77	55	45	24	76	10	90	50	55
Freelance[7]	43	57	22	78	25	75	22	78	50	50	35	65	53	47	40	60	21	79	33	67	54	46	59	41	38	62	22	78
Full-time open-ended contract	42	58	51	49	74	26	23	77	26	74	23	77	26	74	23	77	42	58	41	59	49	51	36	64	30	70	18	82
DEPARTMENTS[8]																												
Human resources	44	56	81	19	100	0	21	79	44	56	75	25	32	68	51	49	67	33	0	100	74	26	68	32	32	68	58	42
Advertising/Marketing	57	43	38	62	36	64	34	66	62	38	36	64	38	62	43	57	56	44	63	38	61	39	32	68	46	54	40	60
Finance & administration	54	46	67	33	80	20	33	67	58	42	21	79	46	54	26	74	70	30	71	29	59	41	56	44	49	51	25	75
Editorial	42	58	36	64	48	52	29	71	31	69	28	72	39	61	27	73	44	56	35	65	52	48	36	64	38	62	17	83
Design	31	69	38	62	20	80	21	79	10	90	22	78	13	87	19	81	44	56	23	77	40	60	51	49	11	89	50	50
Production	30	70	50	50	0	100	23	77	7	93	22	78	23	77	14	86	39	61	0	0	34	66	33	67	23	77	33	67
Printing & distribution	24	76	50	50	50	50	17	83	18	82	25	75	6	94	11	89	23	77	19	81	33	67	0	100	6	94	0	100
Technical/IT	16	84	0	100	0	100	9	91	0	100	6	94	16	84	3	97	5	95	3	97	23	77	30	70	17	83	0	100
POLICIES																												
Gender policy	16		20		25		0		7		40		33		7		27		0		9		21		22		0	
Sexual harassment policy	28		60		50		20		0		30		56		7		36		0		82		21		11		25	
Want gender policy	68		60		75		100		73		70		78		71		45		33		64		50		78		75	

[7] The conditions of employment refers only to freelancers in the production department of the media house.
[8] The statistics are inclusive of managers within these departments.

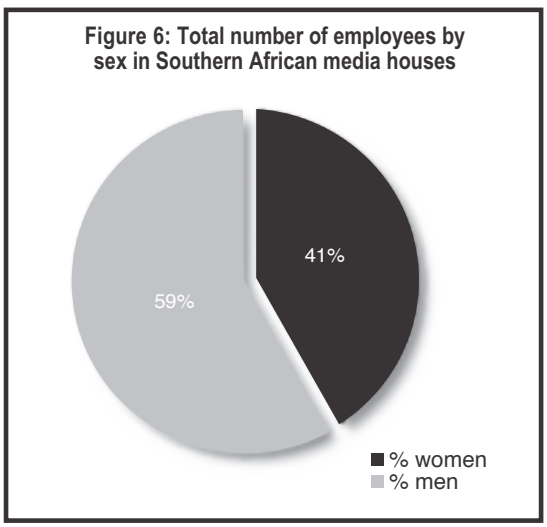
Giving equal representation of women and men by 2015

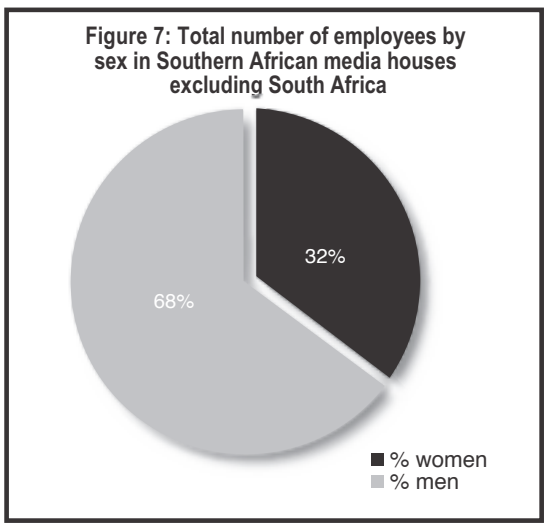
The Protocol urges Member States to take measures to promote the equal representation women in the ownership of, and decision-making structures of the media in accordance with Article 12.1 that provides for equal representation of women in decision-making positions by 2015.

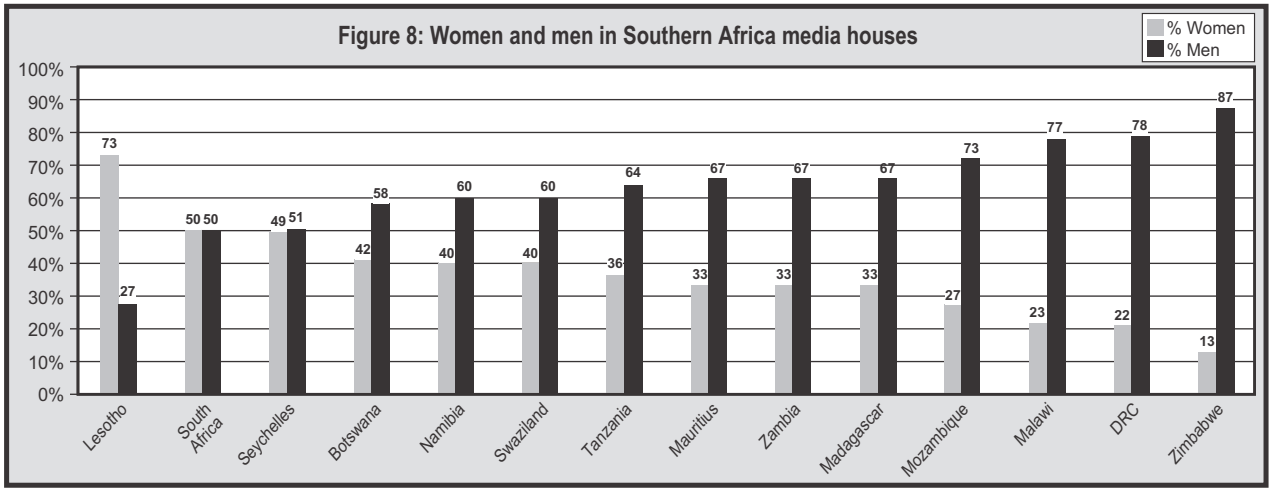
In 2007/2008 GL and GEMSA conducted the most comprehensive survey to date on women and men in Southern African media houses against the above provisions. The study covered 126 media houses and over 23,000 employees in all the SADC countries except Angola. The results, summarised in Table 5 show that:

Men are the predominent employees in media houses in Southern Africa: The media sector is largely a male-dominated industry in the region with men constituting 59% of the employees in media houses compared to 41% women. If South Africa, which constitutes 40% of the population in the region and over half the employees in the sample is excluded, the figure for women is 32%.

Only two countries have achieved the parity target: The tiny country of Lesotho has the largest percentage of women(73% women compared to 27% men) employed in media houses, followed by South Africa with equal percentages of women and men (50/50). Seychelles, with 49% women, is a close third. But these figures need to be read in context: Lesotho's media is dominated by a government ministry with a high proportion of women. In the case of South Africa, the figures were not disaggregated by race, due to the regional nature of this study. The 2006 Glass Ceiling report on South African newsrooms showed that black women, who constitute 42% of the population, account for only 18% of newsroom staff.

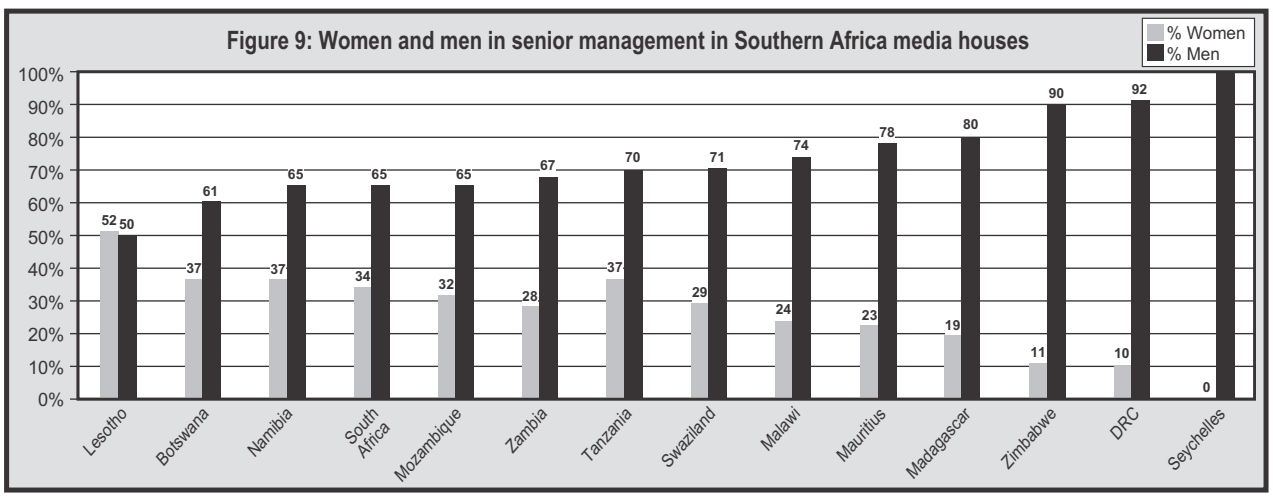






Four countries are below the one third mark: As illustrated in the graph these are Mozambique (27%); Malawi (23%); DRC (22%) and Zimbabwe (13%). The Zimbabwe figures do not include the Zimbabwe National Broadcasting Corporation (ZBC) which declined to participate, with the result that the figures are skewed towards the print media, in which women are typically less well represented than in broadcasting. However, it is a substantial sample, which even the inclusion of the ZBC would be unlikely to significantly alter.

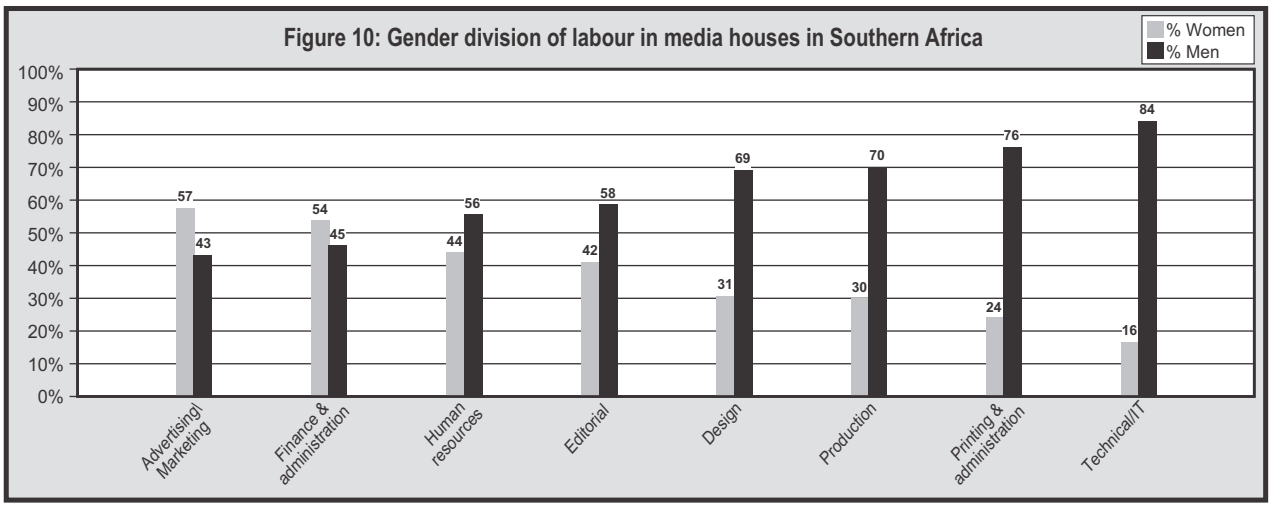
Women constitute a third or less of boards of directors, top and senior managers: The governance structures of media houses in Southern Africa are firmly in the hands of men (72%), with women constituting only 28% of those on boards of directors. Only 23% of the top managers in media houses in Southern Africa are women. The only country in the region with 50% or more women in top management is Lesotho (56%), followed by Namibia with 42% women in top management. Only 11% of the top managers in Zambia are women, and Seychelles, the lowest, has no women in top management. Women constituted between 20-39% of the senior managers in media houses in 10 of the 14 countries and only one, Lesotho, had 52% women as senior managers.



On average, however, women are only 28% of those in senior management positions in the region, pointing to where they meet their first challenge of breaking into the higher echelons of media management.

Men get better working deals: Men (58%) are more likely than women (42%) to be employed in open-ended full time contracts. And, a larger majority of women in the region are semi-skilled (55% compared to 45% men) and are not professionally qualified (31% compared to 69% for men). These factors reflect a much higher level of job insecurity for women than for men in the region.

There is a gender division of labour in the work place: Figure 10 shows that production of media content from the beginning of the chain - reporting, editing - right through to production, printing and distribution is in the hands of men, who dominate in the editorial (58%), design (69%), production (70%), printing and distribution (76%) and technical/IT (84%) departments in the region's media houses. Women, on the other hand, are more numerous in areas considered to be "women's work" (clerical and administrative support) in the finance and administration (54%), advertising/marketing (57%) and human resources (44%) departments.



The gender division of labour in beats is still pronounced: Male journalists dominate in what are considered the 'hard beats' such as investigative/in-depth reports (80%), sports (76%) and political stories (75%). Women journalists predominate in coverage of gender equality and gender violence (71% each) and health[9] (59%).

Male chauvinist attitudes abound and sexual harassment is a serious concern: As one male respondent in this study put it: "We expect women to be home at 6pm cooking, and not at press conferences mingling with ministers." Media women across the region complained about being treated as sexual objects in media houses and men showed little appreciation and understanding of what is meant by sexual harassment. Only 28% of media houses said they have sexual harassment policies.

But women journalists are challenging gender stereotypes in some countries. In Botswana, there is gender parity (50/50) in the coverage of sports, while women constitute 40% of sports reporters in South Africa. Women (83%) also dominate in the coverage of economics/ business/finance in South Africa and in Namibia (71%). The study also found that in South Africa, there is gender balance in the coverage of entertainment/arts/culture and of gender equality.

[9] Excludes the coverage of HIV and AIDS.

Table 6: Summary of regional findings GMPS versus GMBS/HIV and AIDS and gender study

	GMBS	GMPS
GENERAL MEDIA PRACTICE		
		Percentage
Diversity of sources	N/A	
Single source	N/A	67
Multiple sources	N/A	33
GENDER AND THE MEDIA		
	GMBS % women	GMPS % women
Who speaks		
Overall	17	19
Private media	N/A	19
Public media	N/A	20
Community	N/A	22
Who speaks on what		
Sports	8	12
Politics	9	13
Economics	10	15
GBV	39	41
Children	39	42
Gender equality	46	43
Sex of sources by medium		
Print	N/A	18
Radio	N/A	20
Television	N/A	25
Who is seen		
Images in newspapers	N/A	27
Ages		
20 - 34 years	N/A	35
35 - 49 years	N/A	37
50 - 64 years	N/A	20
65 years or older	N/A	0.5
Personal identity		
Percentage women	11	10
Percentage men	2	5
GENDER IN NEWSROOMS		
Who reports in which medium		
TV reporters	38	42
TV presenters	45	58
Radio reporters	34	30
Print reporters	22	25
GENDER, HIV AND AIDS AND THE MEDIA		
	2006 STUDY	GMPS
	Percentage	Percentage
HIV and AIDS coverage compared to total	3	2
Sub topics		
Prevention	40	26
General	19	37
Treatment	16	12
Care, support and rights	13	14
Impact	5	12
Function of sources		
Official and UN Agencies	42	19
Civil society and NGOs	28	18
Experts	12	17
Traditional and religious leaders	5	2
Person living with HIV and AIDS	4	7
Person affected	4	36
Other	5	0

Gender awareness in media houses is low among both women and men: Half of all the women and men surveyed thought that gender means women and men. Less than a fifth were aware that the term refers to the socially constructed differences between women and men. Half of all those interviewed did not know the specific target set by the SADC Protocol on Gender and Development for is for achieving gender parity in decision-making.

But there is an appreciation that having a critical mass of women in newsrooms makes a difference: Women and men in the media gave several examples of how having women in the media, especially at a senior level, changes newsroom culture and impacts positively on coverage. Research shows that women reporters are more likely to consult female sources and that they bring fresh perspectives to media creation, a view strongly endorsed by many male media managers.

Gender in media content



The Protocol calls on Member States to 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.

The Protocol urges member states to 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.*

In 2003, GL and MISA, with technical support from the Media Monitoring Project (MMP) of South Africa conducted the Gender and Media Baseline Study (GMBS) study (which covered twelve Southern African countries). This study, conducted over one month and covering over 25,000 news items is the largest regional media monitoring study ever to have been conducted anywhere in the world.

Two years later, the thirteen chapters of GEMSA participated in the Global Media Monitoring Project (GMMP) which covered only a day and is therefore not as reliable, but provided a useful benchmarking tool, especially for the more aggregate numbers.

In 2006, GL as part of the MAP partnership conducted the HIV and AIDS and Gender Baseline study, extending this and the GMBS to the DRC, Madagascar and Seychelles the following year. In 2009, GL undertook a sequel to the Gender and Media Baseline Study (GMBS) of 2003 appropriately titled the Gender and Media Progress Study (GMPS). This is a follow up study to measure whether or not the strategies - advocacy, training and the policy roll out process - have assisted in the transformation of some of ethical shortcomings of the media identified in the GMBS. This study was conducted in tandem with the global study (GMMP 2010) providing a further opportunity for global benchmarking. Periodic monitoring of other genres, such as advertising, tabloids and radio talk shows (see Table 1) has provided a wealth of data on gender in media content in Southern Africa. Table 6 provides a comparison of the key findings of the GMBS and the GMPS, as well as the HIV and AIDS, Gender and the Media Study.

The Gender and Media (GEM) Classification

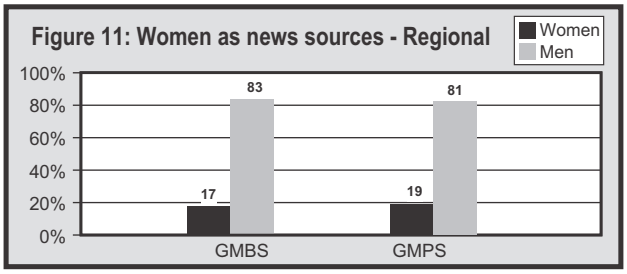
In the course of the various monitoring projects, GL has developed a matrix for classifying media content that assists in determining the progress towards developing gender aware content. This is summarised in the table below. The classifications are used in the further analysis of findings to date.

Table 7: Gender and Media (GEM) Classification

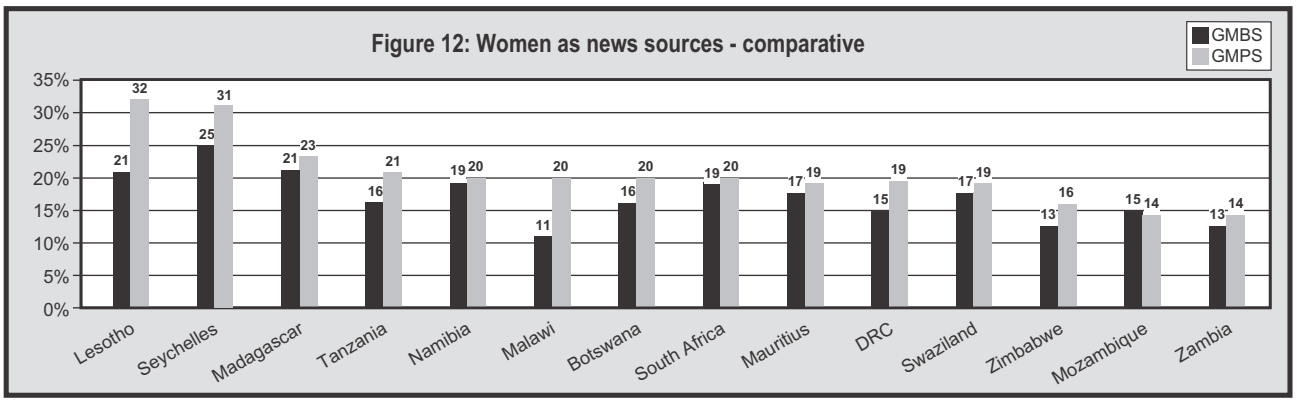
Gender-blind (GB) and missed opportunities	**Subtle stereotypes**
Articles or images in which there is a lack of gender balance (and therefore of diversity) in sources, resulting in only one perspective being given on an issue.	Articles or images that reinforce notions of women's domestic and men's more public roles in ways that make this seem normal, e.g. a mother's agony, rather than parents agony over a child.
Articles or images that lack a gender perspective in every day issues such as elections or the budget, depriving these stories of new and interesting angles, such as how cuts in grants affect poor women.	Articles or images in which women are referred to according to personal relationships that have no relevance to the story; e.g. a woman minister is referred to as the wife of someone.
Blatant stereotype	**Gender aware**
Articles or images in which women are presented in stereotypical roles such as victims or sex objects.	A. Articles and images that challenge stereotypes and prompt debate on topical gender issues from a human rights perspective, such as women pilots or men care givers.
Articles or images in which men are presented in stereotypical roles such as strong businessmen or leaders.	B. Articles or images that have a gender balance of sources; demonstrating different perspectives/impact on women and men including through use of gender disaggregated data; for example how many women and men receive certain types of grants; what they use them for and why cuts may have different kinds of impact.
	C. Gender specific: Stories that concern inequality between women and men; structures, processes; campaigns to advance gender equality such as glass ceilings in certain types of occupation.

Gender blindness in media content

Gender blindness, sometimes referred to as "missed opportunities" concerns the extent to which women, even when they are present, are overlooked in the media. This is a key indicator of "voice" and an important monitoring tool in gender and media work. The findings to date may be summarised as follows:



Progress in increasing women's views and voices in the media is painfully slow: Figure 11 shows that the proportion of women sources in the Southern African media increased by a mere 2% from 17% in the 2003 GMBS to 19% in the GMPS. This figure is the same as the regional average in the 2005 Global Media Monitoring Project (GMMP). This reflects limited and slow progress. The regional average is below the global average of women sources (24%) in the 2010 GMMP.



There are significant variations between countries: Figure 12 shows that there are significant variations between countries, from 32% women sources in Lesotho to 14% in Zambia.

Countries making rapid strides show that change is possible: The variance chart (table 8) shows that only one country (Mozambique) has slipped backwards with regard to the proportion on women sources. Lesotho and Malawi, two small conservative countries, have made significant gains of 11% and 9% respectively. The 4% increase in the DRC from 15% to 19% is also encouraging, considering that gender and media work in the country is relatively new.

Countries lagging behind have a lot to answer for: At the bottom end of the scale, countries like Mauritius, Namibia, South Africa and Zambia that have strong democracies, as well as vibrant gender and media networks, have a lot to answer for. Media in these countries tend to be resistant to external monitoring, believing that while they have the right to watch the rest of society, they themselves are beyond reproach. It is inexcusable that countries in which there has been progress on every other front in relation to the SADC Gender Protocol should lag so sadly behind on giving voice to women in the media.

Community media leads the way: While there was little difference in the performance of private

media (19% women sources) and public media (20% women sources) community media (22% women sources) shows hopeful signs that forms of media that are closest to the people can also be more responsive.

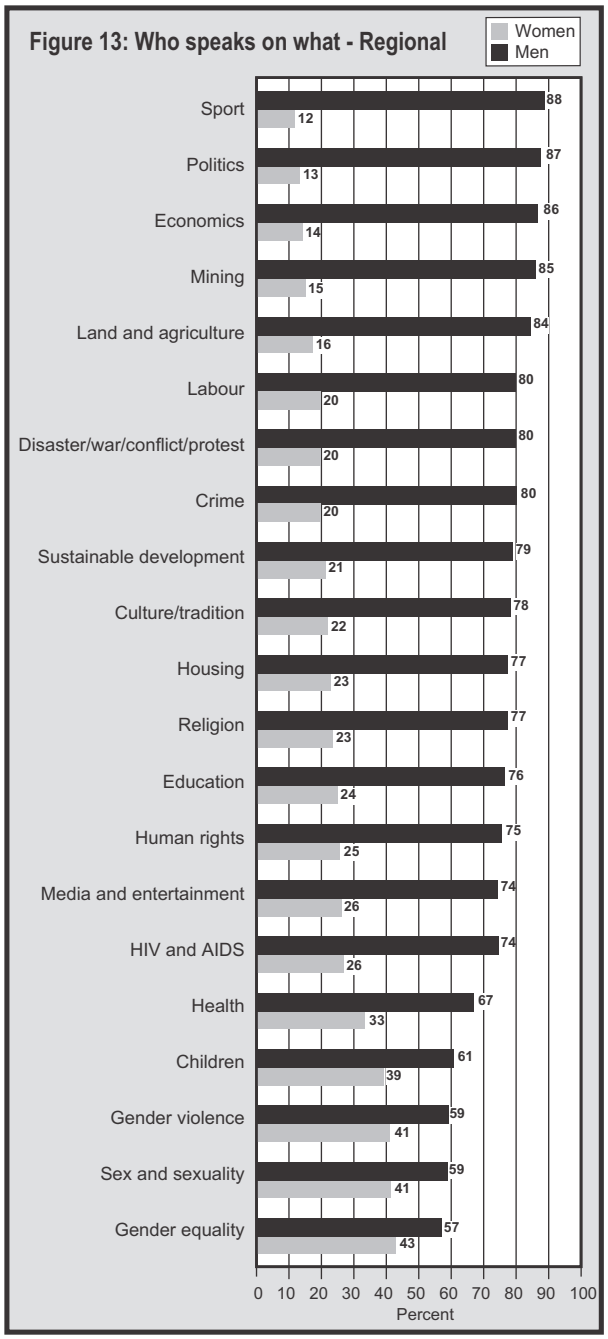


Table 8: Variation in women sources by country

Country	GMBS % women sources 2003	GMPS % women sources 2010	Variance
Lesotho	21	32	11
Malawi	11	20	9
Seychelles	25	31	6
Tanzania	16	21	5
Botswana	16	20	4
DRC	15	19	4
Zimbabwe	13	16	3
Mauritius	17	19	2
Madagascar	21	23	2
Regional	17	19	2
Swaziland	17	19	2
Namibia	19	20	1
Zambia	13	14	1
South Africa	19	20	1
Mozambique	15	14	-1

Women's views and voices have increased in the hard beats: Another positive sign is that the proportion of women sources went up in hard beats that have been the focus of media advocacy and training. For example, the proportion of women sources in sports increased from 8% to 12%; in politics from 9% to 13%; and in economics from 10% to 14%. Women's views still tend to be most heard on topics such as gender violence, children and gender equality. It is noteworthy however, that there is still not a single topic code in which women's view predominate. Even in the topic code of gender equality men (54%) had more to say than women (46%).

Subtle and more blatant stereotypes

The regional and global studies have identified various ways in which the media perpetuates subtle and more blatant stereotypes. These include:

Women more likely to be seen than heard: In the GMPS, women constitute 27% of the images as compared to 19% of news sources.

Women more visible in television: Women constitute 25% of news sources in TV (the visual media) compared to 20% of news sources in radio and 18% in the print media.

Older women are virtually invisible: To the extent women's voices are accessed, they are likely to be in the 35-49 year bracket for both print and electronic media. While in the GMPS men between the ages of 50-64 years constitute 45% of news sources the comparative proportion for women is 20%.

Women in the media still carry their private identity more than men: In all countries, women are much more likely to be identified as a wife, daughter or mother than a man is likely to be identified as a husband, son or father. However, this has dropped from 11% for women in the GMBS to 8% in the GMPS and from 2% for men in the GMBS to 4% in the GMPS. This is better than the global average (GMMP 2010) of 19% for women and 4% for men.

Women in certain occupational categories are virtually silent: The only occupational categories in which female views dominated were as beauty contestants, sex workers and home-makers. Male voices predominated even in agriculture, where women perform most of the work.

Women are more likely to be identified as victims than men: Both quantitative and qualitative monitoring yielded many examples from the region, as for the rest of the globe, of blatant and more subtle gender stereotyping. As in the global findings, 17% women in Southern Africa are likely to be identified as victims compared to 7% men. The global figures are 20% for women and 9% for men.

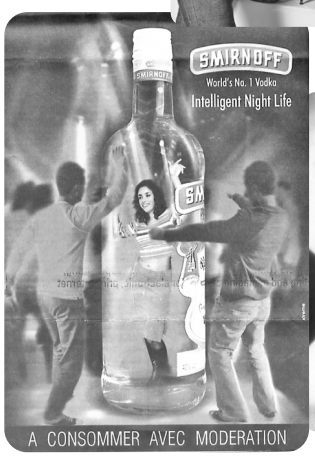
Advertising is a major source of blatant gender stereotypes: As part of its Mirror on the Media series GL in 2006 carried out a study on Gender and Advertising covering four countries (South Africa, Mauritius, Zimbabwe and Zambia). Overall, women constituted 41% of all subjects (those featuring in the adverts as voices and or images) in the advertising monitoring compared to the regional average of 19% news sources in the GMMP (2005). The higher proportion of women in advertisements than as news sources is, however, not a measure of greater gender sensitivity in this area of media practice, but a reflection of the fact that advertising still relies heavily on women's physical attributes as a marketing ploy as illustrated in the examples.

Gender awareness

As part of its campaign to promote gender aware reporting that conforms to the journalistic principles of balance, truth, fairness, challenging stereotypes and prompting debates, GL, MISA and GEMSA run gender and media awards every two years.

The following are some examples of the stories that won awards at the Gender and Media (GEM) Summit in September 2004:







"An explosive cocktail" by Sarah Taylor, Namibia (Runner up, print) Polygamy is alive and well in Swaziland and it brings new concerns in the era of HIV/AIDS. Yet this story shies away from passing judgment or proffering simple solutions. Women and men, young and old, inside and outside such relationships, speak for themselves in a piece that weaves facts, figures, regional and global perspectives between the tales of every day lives, hopes and fears. At no point is culture denounced. Yet the story leaves us with little doubt that culture is not cast in stone.

"Debt and daughters" by Hilary Mbobe, Malawi (Winner, radio) As the world commemorates the day of the African child on 16 June, drought and poverty have led to the revival of an old practice of fathers "selling" off girls as young as ten to pay for their debts in Northern Malawi. The magic of sound in this radio piece takes you to the heart of the village where it would be easy to simply denounce what is going on. Instead, talking to father, daughter, other villagers, and human rights activists, the reporter paints a complex picture of an indefensible practice that nonetheless has its roots in desperate circumstances. Balanced and professional, the piece is a reminder that the struggle for women's rights remains one of the most challenging human rights issues of our time.

"Court Bungling" by Sandy Mc Cowen, South Africa (Runner up, TV) The Sixteen Days of Activism Against Gender Violence could become just another time for making pious promises. This reporter refuses to let it be so. She brings to life the phrase "court bungling" through the story of the Mohale family whose daughter's convicted murderer is at large. This is public broadcasting at its best: taking up the concerns of the public and holding officials accountable during what could so easily be a public relations event.

"Sisters you let us down" by Everjoice Win, Zimbabwe (winner, Opinion and Commentary) It's International Women's Day, but what is there to celebrate, asks a Zimbabwean gender activist who, in a bold piece that cuts to the chase, uses this opportunity to write to her fellow women in South Africa, especially Foreign Affairs Minister Nkosozana Dlamini-Zuma. Measured but firm, making it clear she "believes in other women" but feels let down, the writer gives a feel for what it means to be a woman in a country where the monthly minimum wage is barely enough to buy a packet of sanitary towels. Bringing gender into the mainstream in a highly political and targeted way, this piece does what all good opinion and commentary should: It leaves the audience distinctly uncomfortable.



"Women mineworkers in Welkom" by Puleng Mokhoane, South Africa (Winner, TV) Who would imagine that less than a decade ago women in South Africa could not work underground as miners, thus excluding them from the very foundations of the economy? Watching this news piece one would imagine that women had been miners all their lives. They are at ease, and so are the men that they work with. The story alludes to the double burden of work that women bear in the mines and at home, but also points to changing attitudes among men. Avoiding the trap of being patronising (as often happens in these "wonderful women" stories) this is an excellent example of agenda-setting journalism.

"These "misters" that toddlers call 'miss'" by Marie Geraldine Quirin, Mauritius: This story, about two men in Mauritius who run a day care centre, stood out for its freshness, simplicity and little touches of irony: like the kids who call the "misters" miss. It challenges the stereotype that only women can be care givers without overtly saying so. The story is told through the eyes of the children, their parents, co-workers, the two men, and their partners. Natural, full of colour and quotes, down to the little detail like fixing the radio, this "new man" story makes you wonder what is taking all the others so long to get there.

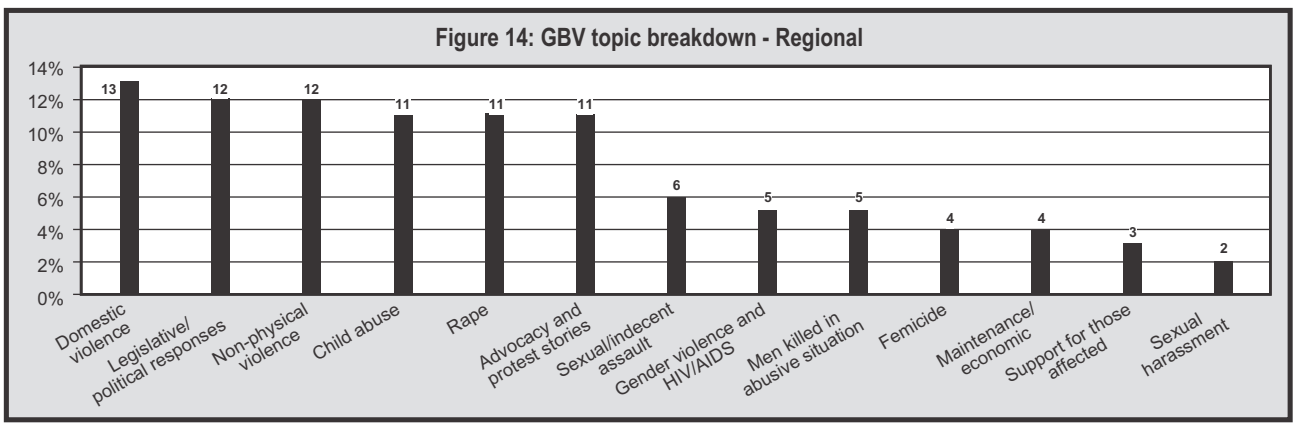
Coverage of gender violence

The Protocol calls on Member States to 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.

The media is more often than not part of the problem rather than of the solution when it comes to coverage of gender violence: Yet the media has a huge potential role to play in changing attitudes, perceptions, and mindsets where gender violence is concerned. Over the last decade, GL has conducted training workshops with the media in 12 SADC countries and all nine provinces of South Africa. GL and GEMSA have trained gender activists on strategic communications making use of the Sixteen Days of Activism campaign that extends from International Day of No Violence Against Women on 25 December to Human Rights Day on 10 December.

Monitoring reveals common patterns: Coverage of gender violence has been monitored in the regional and global studies. GL has also worked with GEMSA chapters in conducting periodic monitoring of the Sixteen Days of Activism campaign. Key findings emerging from these studies are that:

- To the extent gender issues are covered, gender violence tends to get more coverage. In the GMBS, gender specific issues constituted 2% of all coverage, with GBV constituting half of this or 1% of the total.
- However, gender violence is often treated as relatively minor compared to other kinds of crime.
- Certain types of gender violence get much higher coverage, e.g. sexual assault.
- There is very little coverage of where those affected can get help.
- There is very little coverage of those who protest against gender violence.
- Much of the source information is from the courts. This has a heavy male bias.
- The voices of those affected are not heard.
- Experiences of women are often trivialised.
- Coverage is often insensitive, for example in the use of images, names etc that could lead to secondary victimisation.
- Women are often portrayed as victims rather than survivors.
- Women are often portrayed as temptress (asked for it to happen).
- Men are portrayed as being unable to control their sexual urges.
- There is a tendency to exonerate the perpetrators.
- There is a tendency to sensationalise.
- Most gender violence stories are written by men/court reporters.



The GMPS devotes a whole chapter to coverage of gender violence: Figure 14 shows that domestic violence (13.2%) receives the highest proportion of coverage, while sexual harassment (2.4%) is the lowest. At 3.5% support for those affected is also a low priority in media coverage.


Aibu tupu!

Wanaume wachapana makonde, mwanamke aingia uvunguni kujiokoa, suala laripotiwa polisi

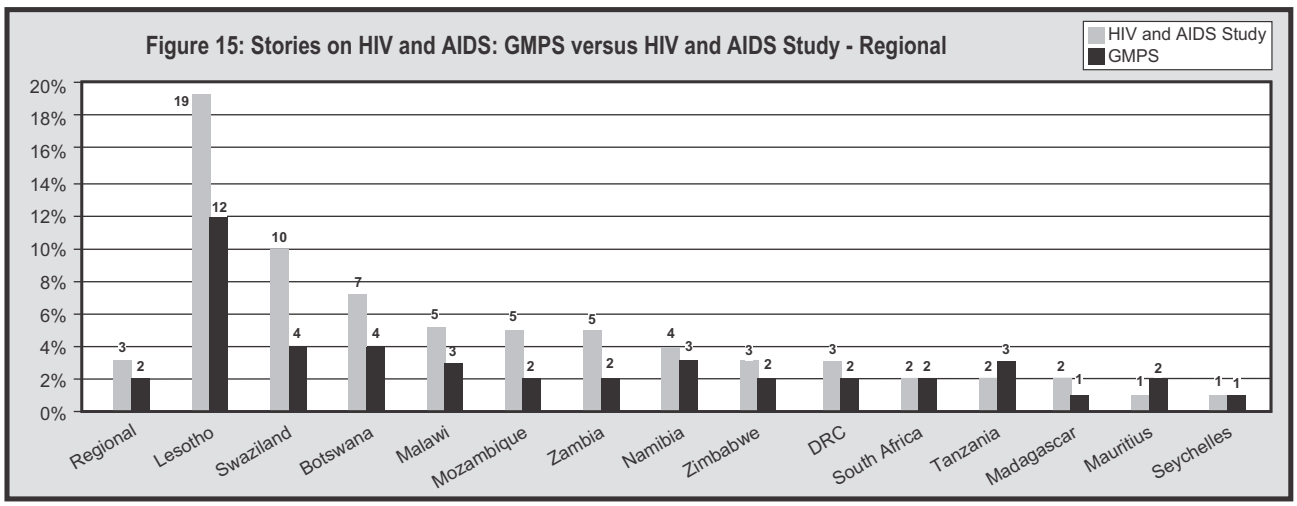
Na Makongoro Oging'

Vurugu kubwa imetokea ghorofani Kariakoo, wilayani Ilala jijini Dar es Salaam wiki iliyopita, kitendo kilichosababisha damu kumwagika baada ya mwanaume mmoja aliyejulikana kwa jina la ...

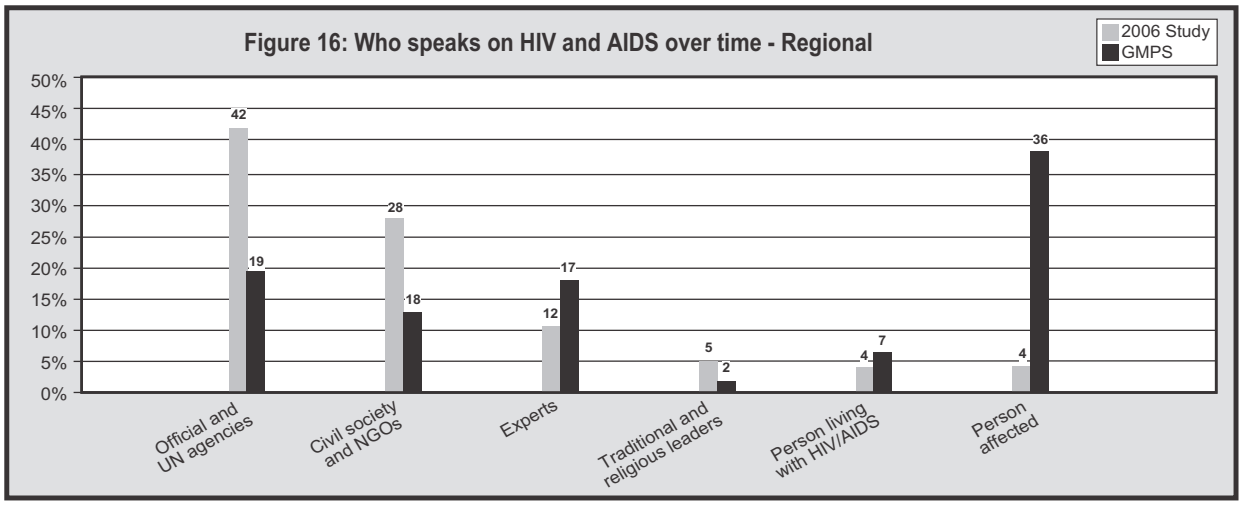
Inaendelea UK. 2

Tabloids often sensationalise gender violence: In 2007, as part of its *Mirror on the Media* series, GL conducted a study on the emergence of tabloids in the region. Out of 178 newspapers in ten countries, 37 (or 20 percent) are regarded by media analysts in those countries as tabloid both in form and content. GL conducted an in-depth study of gender and tabloids in the three countries with the highest density of such publications (South Africa, Mauritius and Tanzania). The study found that women constitute 25% news sources in tabloids and 35% of all images. While "ordinary" women are more likely to feature in tabloids, the study found that blatant gender stereotypes are far more numerous in these publications. Often, these concern gender violence. Typical headlines in tabloids are like the one in *Uwazi* (24 June 2007): *"Aibu Tupu! Wanaume wachapana makonde, mwanamke aingia uvunguni Kujiokoa, suala laripotiwa polisi* - Shame! Two men fight over a woman while she hides underneath the bed!"

Gender, HIV and AIDS and the Media



Coverage of HIV and AIDS is still low: Figure 15 shows that despite being the region most affected by HIV and AIDS, the proportion of overall coverage dropped from 3% to 2% between the HIV and AIDS and gender study in 2006 and the GMPS. There is a drop in HIV and AIDS coverage in all countries, except for Tanzania, Mauritius and Seychelles. The drop may reflect the HIV and AIDS "fatigue" that the media frequently complain about.



But there is a dramatic increase in the views and voices of those affected: The extent to which official and UN officials (42%) predominated as sources on HIV and AIDS emerged as a major concern in the 2006 study. The 2010 GMPS shows that while Persons Living with HIV and AIDS still only comprise 4% of total sources, those affected shot up from 4% to 36%, while official and UN sources dropped to 19%. This is a positive reflection on the Media Acton Plan on HIV and AIDS and Gender that stressed the importance of those most affected being at the frontline of speaking out.

Progressive practice is evident in many media houses: The positive impact of MAP, as measured through the annual awards for good institutional practice, as well as qualitative monitoring, is evident in many media houses. These have challenged stereotypes in the work place through speaking openly about HIV and AIDS and starting support programmes for staff. They are also helping to reduce the stigma around the pandemic in the rest of society through "positive talk" programmes. Base FM in Namibia is a case in point.



Stella Kavendjii talks to Base FM.

Photo: Colleen Lowe Morna

Namibia: A media that mediates
By Colleen Lowe Morna*

It's late afternoon and a current affairs programme is about to go on air. But not before Namibian singing sensation Stella Kavendjii breezes in unannounced into the Base FM studio, baby in her arms, and does an impromptu interview on her new album about HIV and AIDS.

Such is the homely atmosphere at this woman-led community radio station that if anyone has an issue, they come in and chat about it. And they are never turned away.

On the afternoon in question, station manager Sandra Williams had to rush off to a funeral of a family member who passed away due to AIDS related causes. She assured a visitor that there would be staff at the station able to talk about why it won the 2008 Media Action Plan (MAP) award for the best gender aware policy and practice on HIV and AIDS in the region. She was right.

Base FM, formerly Katutura Community Radio station, is rooted in a community in which, as reporter Jehoiackim Kateve puts it, "HIV is a reality, not just a story." As the station "owned" by the community, Base FM has been at the forefront of fighting stigma, promoting voluntary counselling and testing, and comforting those affected.

So it is with ease and no fanfare that Kavendjii saunters in and is welcomed by one of two female DJs at the station, Che Ulenga, to talk about her new album to be launched on National Testing Day in Namibia. Her message is simple: the best way to fight AIDS is to know your status. One of the songs, "waifu uaripii?" means "where were you?" in Herero. Another, "okurama kwe temba" means "love your body; treat it like a temple."

"We (musicians) have a duty to inform people what we know, so that those who are not infected do not fall in the same trap" she said. "For those who are infected and affected, I want them to know we are here for them. I do feel that if I can get the message out then I will be satisfied; my mission will be completed."

Facing off on face book

In another corner of the studio, Ricardo Joacquim, news editor of the rip and read service, is pioneering multi media ways of getting young people involved in the fight against HIV and AIDS. He has chanced on face book; a winner with the youth in the largest township of the Namibian capital. Opening the radio station's face book page, he points to a fresh online conversation with the following postings:

"I am going to get tested today. Who wants to come with me?"
"I'll go at 3pm."
"It's my birthday. I'll do this for me."
"I just came from there last week."

Alex Samuel, a senior staff member, explains that the station changed its name to "base" because it has gone national, but still has its base in Katutura. "Since the station's inception in 2004 we have grown dramatically. We are now a 24 hour station with a national appeal and reach. But everyone has a base."

He maintains that "what is distinct about Base FM is that we cater for all types. We have music, activities, talk shows, discussions about HIV and AIDS. We cater for the youth. We are in tune with the community. We are demand driven."

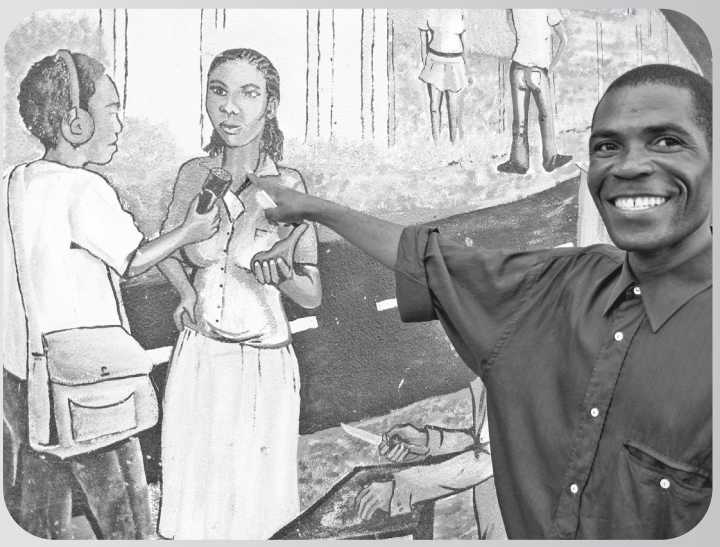
Of the 22 staff, ten are women, including the head of the station. Does this make a difference? "Sandra (Williams) brings special qualities," says Samuel. "She places a strong emphasis on team work; compromise; forgiveness. She is a leader with motherly qualities. She creates room for openness."

In April 2008, Williams got the Board of Trustees to approve the station's MAP HIV and AIDS policy; an example, according to Samuel, of the station's open approach. "Media plays a very big role in shaping the way we think. As a media house we realised the difference we could make."

Through its public service announcements, popular talk shows, outside broadcasts and in its news casts Base FM has gone about changing the prevailing message of "HIV kills" to one of "take control" and "be your own hero". According to Kateve the emphasis of the station is: "you are killing you; it's not HIV killing you."

As an employee, Samuel says the policy assures him that "if I find out I am positive, I will be treated as equal; I will keep my job and I will be supported." Other provisions are that at least twice a year, Base FM staff will be exposed to training on how to report HIV and AIDS and use language that reflects such awareness.

The station also commits to make every effort to access people living with HIV and AIDS: "As an auditory medium, the station lends itself wonderfully to hearing persons living with HIV and AIDS speak about themselves and how they live." Among the innovations of the station are a "speaker's corner" in which - like Hyde Park - members of the community can air their views on any matter of concern.



Journalist with a mission: Jehoiackim Kateve. *Photo: Colleen Lowe Morna*

Gender mainstreaming is taken seriously in the HIV policy and the way news is covered. The policy states: "The station shall give equal and fair coverage to both women and men of different educational and cultural backgrounds and class when addressing various aspects concerning HIV and AIDS." It adds that "to avoid stereotyping, ads will depict the voices of a diversity of persons, both male and female."

Award winning journalist Kateve describes how working under a woman manager in a community radio station has turned him into a gender activist. It all started when a woman being followed by a man with a knife late one night phoned the station for help.

As a community journalist, he realised that the police would probably not be much help. So he rushed to the scene where the proverbial might of the pen towered over the sword.

In a community wracked by gender violence, Kateve has become a favourite among women in the community, frequently called on to report on cases that the police otherwise turn a blind eye to.

Calling himself the "reporter who does not sleep," Kateve says the notion of the dispassionate journalist is foreign to this station. "We are a media that mediates," he says. "We go out to make a difference."

*(*Colleen Lowe Morna is Executive Director at Gender Links)*

Attitudes are slowly changing

A new attitude survey is launched: In 2009/2010, GL administered an attitude survey to 693 respondents in 13 SADC countries (DRC, Botswana, Malawi, Mauritius, Mozambique, Namibia, Swaziland, South Africa, Tanzania, Zambia). The results are summarised in Table 9.

Progressive views predominate: These show that in 14 out of the 20 questions, respondents tended towards a progressive position (e.g. the majority strongly disagreed that "if a woman works she should give money to her husband" or gave the "correct" answer (e.g. the majority agreed with the proposition that "the media includes stories mainly for men", which is consistent with media monitoring and audience research findings). In two instances, the degree to which respondents aligned themselves with a progressive stance was quite distinct. Over 60% of respondents strongly disagreed with the proposition that if a man beats a woman it shows that he loves her. Over 60% strongly agreed that women and men should be treated equally.

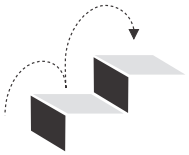
TABLE 9: RESULTS OF GENDER OPINION SURVEY					
Statement	**Strongly agree**	**Agree**	**Disagree**	**Strongly disagree**	**Assessment**
1. A woman should obey her husband.	20.7%	40.6%	17.1%	21.7%	N
2. If a woman works she should give her money to her husband.	7.4%	11.9%	39.7%	41.0%	P
3. A man should have the final say in all family matters.	8.5%	17.2%	35.9%	38.3%	P
4. Men should share the work around the house with women such as doing dishes, cleaning and cooking.	36.2%	39.6%	16.8%	7.4%	P
5. A woman needs her husband's permission to do paid work.	6.7%	17.3%	38.8%	37.2%	P
6. A woman can refuse to have sex with her husband.	22.7%	38.3%	23.3%	15.7%	P
7. Children belong to a man and his family.	10.5%	17.9%	31.1%	40.6%	P
8. There is nothing a woman can do if her husband wants to have girlfriends.	5.7%	9.4%	32.7%	52.2%	P
9. If a wife does something wrong her husband has the right to punish her.	5.8%	13.9%	33.6%	46.7%	P
10. Sisters should obey their brothers.	14.1%	34.5%	30.3%	21.1%	N
11. If a man has paid Lobola (bride price) for his wife, he owns her.	8.4%	14.1%	29.9%	47.6%	P
12. If a man has paid Lobola (bride price) for his wife, she must have sex when he wants it.	5.7%	9.5%	38.6%	46.2%	P
13. If a man beats a woman it shows that he loves her.	4.2%	8.3%	25.2%	62.3%	PP
14. People should be treated the same whether they are male or female.	61.9%	26.0%	7.4%	4.7%	PP
15. Gender means women and men.	48.4%	36.7%	10.0%	4.9%	P
16. The media interviews equal numbers of women and men for stories.	14.6%	32.0%	37.2%	16.3%	P
17. Using sexy images of women in the media makes more people buy them.	17.5%	36.1%	29.1%	17.4%	N
18. The media includes stories for mainly men.	12.9%	31.8%	36.7%	18.6%	N
19. The media is untouchable, we just have to accept what they produce.	7.59%	13.7%	32.3%	46.2%	N
20. Women do not like the news they are only interested in soapies and gossip.	11.6%	27.9%	33.4%	27.1%	P

P= Progressive position or correct answer (13); PP= Strongly progressive position (2); N = Non progressive position or incorrect answer (5)

But there are pockets of concern: There remain, however, some areas of concern. For example, over 60% of respondents agreed or strongly agreed that a woman should obey her husband, and over 50% that sisters should obey their brothers. Nearly 50% thought that the media interviews equal numbers of women and men. This shows that there is need for greater gender and media awareness and activism.



Media monitoring. *Photo: Gender Links*



Next steps

Key strategies for moving forward with the gender and media work include:

- ***A hard look at what is working and what is not:*** The 2010 Gender and Media Summit, on the theme *"Taking Stock: Gender, Media, Diversity and Change"* will be a crucial forum for taking a hard look at why change in the media is progressing at a snails pace, and what needs to be done to meet the 2015 SADC Gender Protocol targets.

- ***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 either 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 (e.g. 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.

What governments can do

- Pledging to mainstream gender in all information, communication and media laws.
- Pledging statutory regulatory authorities, and encouraging self-regulatory authorities, to use whatever leverage they have at their disposal, especially in relation to publicly funded media, to ensure gender accountability. This could include requiring gender balance and sensitivity in institutional structures as well as editorial content part of licensing agreements, as well as annual reports stating progress in this regard.
- Pledging to ensure that gender will be mainstreamed in all publicly funded media training institutions, and encouraging privately funded media training institutions to follow suit.

- ***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 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. The Glass Ceiling report provides a major impetus for this work.

- ***Publicising and setting specific targets:*** The SADC Protocol on Gender and Development sets one useful specific target for the media: 50% women in media decision-making in 2015. This and the Glass Ceiling Study findings 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) that GL, MISA and GEMSA undertook in 2006 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 2010 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."

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 of women in the ownership of, and decision-making structures of the media, in 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 that challenge gender stereotypes.

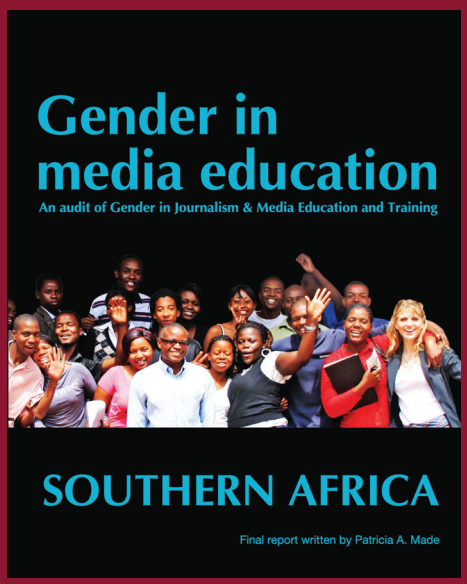
Take appropriate measures to encourage the media to play a constructive role in the eradication of gender-based violence by adopting guidelines which ensure gender-sensitive coverage.

GENDER EQUALITY IN SADC
THE TIME IS NOW

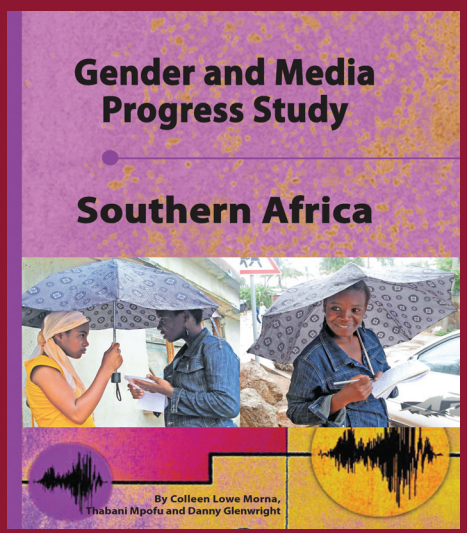
gender links

GEMSA
Gender and Media Southern Africa

FRIEDRICH EBERT STIFTUNG
Botswana Office









www.genderlinks.org.za