Gender and Media Progress Study

Southern Africa





By Colleen Lowe Morna,
Thabani Mpofu and Danny Glenwright

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.

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Pictures by Mercedes Sayagues
Back picture: Tarisai Nyamweda, a GL intern from the Zimbabwe National University of Science and Technology (NUST), monitors the media for the GMPS.
Picture by Sikhonzile Ndlovu
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The *Gender and Media Progress Study* (GMPS) is a follow-up to the *Gender and Media Baseline Study* (GMBS) conducted by Gender Links (GL) and partner organisations in 2003. The GMPS also builds on the *HIV and AIDS and Gender Baseline Study* conducted as part of the Media Action Plan (MAP) on HIV and AIDS and Gender in 2006 as well as the 2008 *Francophone Gender, HIV and AIDS and Media Study* that drew on elements of both these studies.

GL worked with the Gender and Media Southern Africa (GEMSA) Network and the Media Institute of Southern Africa (MISA) on this study. The partners conceptualised the research; selected and trained team leaders; and conducted consultative meetings on the findings in all 14 participating countries from August to September 2010, before the launch of the report at the Fourth Gender and Media Summit in October 2010.

Keabonye Ntsabane (GL Botswana); Anna Maimona Ng'emba (GEMSA DRC); Sophia Tlali (GEMSA Lesotho); Ialfine Tracoult (GL Madagascar); Pushpa Jamieson (GL policy facilitator Malawi); Marie-Annick Savripene (GL Mauritius); Eduardo Namburete (GL Board, Mozambique); Sarry Xoagus-Eises (GL Namibia); Sharon Thelemaque (GEM Plus Seychelles); Glenda Muzenda (GEMSA South Africa); Maxwell Mthembu (University of Swaziland); Gladness Munuo (GEMSA Tanzania); Perpetual Sichikwenkwe (GEMSA Zambia); and Nhlanhla Ngwenya (MISA Zimbabwe) led the research at country level. A full list of countries, team leaders and monitors (including students, gender and media activists) is attached at **Annex A**.

GL Executive Director Colleen Lowe Morna, Deputy Director Kubi Rama and Media Policy and Research Manager Dumisani Gandhi (who left soon after completion of the monitoring) oversaw the research, data analysis, report-writing and country consultations. Thabani Mpofu (GL Media Programme Manager); Sikhonzile Ndlovu (GL Media Training Manager) Saeanna Chingamuka (Gender and Media Diversity Centre - GMDC coordinator) and Shehnaaz Bulbulia (an independent researcher and trainer) edited the case studies. GL interns Albert Ngosa Emsie Erastus from the Polytechnic of Namibia (PON), Tarisai Nyamweda from the Zimbabwe's National University of Science and Technology (NUST) and Shervan Rama assisted with the monitoring, exporting and linking of the regional data. Lukhanyo Nyati of Ukhanyo Research and Consulting undertook the data analysis.

Colleen Lowe Morna, Thabani Mpofu and Danny Glenwright (GL editor) wrote this report.

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ACRONYMS

AIDS	Acquired Immunodeficiency Syndrome
ARV	Anti-retroviral
CADRE	Centre for AIDS Development, Research and Evaluation
DRC	Democratic Republic of the Congo
FES	Friedrich Ebert Stiftung
GEMSA	Gender and Media Southern African Network
GL	Gender Links
GMAS	Gender and Media Audience Study
GMBS	Gender and Media Baseline Study
GMMP	Global Media Monitoring Project
GMPS	Gender and Media Progress Study
HIV	Human Immunodeficiency Virus
IFJ	International Federation of Journalists
ILO	International Labour Organisation
IWMF	International Women's Media Foundation
MAP	Media Action Plan
MISA	Media Institute of Southern Africa
MMP	Media Monitoring Project
MWO	Media Watch Organisation
NGOs	Non-governmental organisations
SADC	Southern African Development Community
SAEF	Southern African Editors Forum
SAfAIDS	Southern Africa HIV and AIDS Information Dissemination Service
SAGEM	South African Gender and Media Network
SAPA	South African Press Association
UNAIDS	Joint United Nations Programme on HIV/AIDS
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNGASS	United Nations General Assembly Special Session on HIV/AIDS
ZAMCOM	Zambia Institute of Mass Communication



By Pat Made*

I remember when teams of men and women in 12 Southern African countries enthusiastically applied their new-found media monitoring and content analysis skills to monitoring the media, analysing the data and writing up the first Gender and Media Baseline Study (2003) for Southern Africa.

The GMBS was inspired by the Global Media Monitoring Project (GMMP) first conducted at the time of the Fourth World Conference of Women in 1995 and repeated every five years since then. The global study is based on one day's worth of monitoring about 16 000 news items in over 100 countries. The 2000 GMMP prompted a group of gender and media activists in Southern Africa to design a far more comprehensive regional study, taking place over one month, and covering some 25 000 news items in 12 countries.

The GMBS put gender and media research and activism on the global map at the time, because nowhere else in the world had a region taken the ball and run with it in this way. The study provided quantitative, sex-disaggregated data on "who speaks", "who speaks on what", "who creates the news", and "who reports on what".

The qualitative analysis gave ample examples to illustrate how the media perpetuates subtle and blatant stereotypes, and reinforces the roles prescribed by society for men and women. But we also found illuminating examples of how the media was beginning to pay attention to Section J on Media as a Critical Area of Concern in the 1995 Beijing Platform for Action (BPA). Stories of women breaking down walls in fields dominated by men, and a human rights approach to reporting on gender and women could also be found.

The shocking statistic that emerged from the GMBS was that women's views and voices at 17% of known sources were grossly under-represented in the media; older women were invisible in the media; women politicians were not heard relative to their strength in Parliament (they were 18% of the Members of Parliament at that time but only 8% of the sources in the politician category). At 2% of total coverage, gender equality as a topic barely featured.

When the results of the GMBS were carried country-by-country to media owners, managers, editors, journalists and other stakeholders, the data confirmed what people read, listened to and viewed in the media daily. A few media managers got a fright when the data within country put them at the bottom of the pile. One manager of a radio station in Malawi, summoned his editors, asked if the findings were true, and when they truthfully said "yes", he ordered them from that point onwards to ensure that the voices of women were included in every story. This radio station later became one of the region's "Best Practices" in transforming its media practices through gender policies, guidelines and practices.

The last chapter of the 2003 report was entitled 'Into the Future' and it recommended a host of actions - advocacy, national action plans, in-house gender policies, training, capacity building and networking, among others.



Photo: Colleen Lowe Morna

As the training began and other actions were rolled out, it became clear that more research was needed to put together all the pieces of the media puzzle - audience research, advertising, tabloids, to name a few. The GMBS was followed with the 2005 *Gender and Media Audience Study (GMAS), My Views On the News!* Other key studies included the 2006 baseline study on media coverage on HIV and AIDS and Gender; and in 2009, another first, a Southern African study on the *Glass Ceilings in the Media*.

Along the way, regulatory bodies came on board to develop gender guidelines and codes to hold the media accountable to practices based on the principles of fairness, accuracy, balance, and representation of a diversity of voices and views. Gender and media literacy designed by NGOs and media education institutions as part of the creation of the Gender and Media Diversity Centre (GMDC)

worked to build a cadre of active media consumers who would talk back about stigma, harm and sexism in media content.

The Gender and Media Southern Africa Network (GEMSA) raised alerts and helped to mount campaigns like the SADC Gender Protocol (adopted in August 2008) and the 16 Days of Activism, now extended in many countries to the 365 Days of Peace Campaign. Media development NGOs and knowledge institutions worked together in continuous training for journalists and editors on how to mainstream gender into the coverage of elections, business, economics, finance, HIV and AIDS.

Now, we have come to a period of stock taking. We are seven years on into the future and we shall see if all of the intense efforts to transform the media have borne fruit. But is that really the most realistic way of looking at transformation, which is in essence, a process and a journey?

This study, which monitored more than 33 000 news items, went further than the first one to tell us more about what needs to be done. It surveys general media practice looking specifically at whether journalists gather news and information from a diversity of sources and includes an analysis of two topics that are timely, relevant and affect a large majority of women and men - gender violence and HIV and AIDS. The media in Southern Africa is telling a skewed version of the news. Singled-sourced stories are the order of the day, and experts and spokespersons are the dominant voices in the news.

Women's access to freedom of expression, according to the GMPS' findings has marginally improved from 17% in the 2003 GMBS to 19% in the 2010 GMPS. Gender equality and gender violence (1% each) still receive far less coverage compared to politics, sports and economics; HIV and AIDS also seems to be dropping off the media's radar, even though the region can hardly boast a victory in reducing the prevalence rates. Everyone is still at risk, particularly women and young girls, because of their vulnerability to sexual and other forms of violence.

As the media continues to evolve in Southern Africa, opening up space to private and community media and as new journalists come out of school and swell the newsroom ranks, the GMPS offers insights into where the gender division in the newsrooms is beginning to crack, where women reporters are gaining a foothold and into the professional challenges that need more attention.

We need more champions for media professionalism along with the continuous fight for a free and independent media and the newsrooms must be the sites of future training initiatives so that a wider number of journalists and editors are reached.

Media education and journalism training institutions must transform their curriculum to equip journalists with the knowledge, critical thinking and the practical journalistic skills needed to make sense of a wide-range of issues that are newsworthy, critical for countries' development and which may not fit neatly into the events-oriented paradigm of finding news in press releases and at press conferences. The newsworthiness of issues like gender-based violence and HIV and AIDS and the links between the two are hidden behind doors which journalists must open with more rigour in the use of information gathering, research and interviewing skills. Policy and training are two keys that can unlock the door to better professionalism and a different type of coverage by the media.



Beating the drum for gender equality.
Photo: Colleen Lowe Morna

The GMPS shows us that the keys are in the door. If we are consistent in the strategies and interventions, the doors will open and swing towards a media making steady progress on the road to gender equality in media structures, media practices and in media content.

*(*Pat Made is an independent media consultant and board member of Gender Links. She previously served as the Director General of Inter Press Service and co-authored the regional Glass Ceiling report. Ms Made has worked extensively across the SADC region promoting gender equality in and through the media.)*

EXECUTIVE SUMMARY



The power to change attitudes: Media @ work during the Tanzania Gender Festival. *Photo:Colleen Lowe Morna*

"Journalists have the power to change the cultural and attitudinal beliefs that men are the head of the family and hence have the authority to speak for women. Journalists have the power to change society but they are not positively using that power. Women shy away from speaking to the press because the media have a bad reputation. The starting point is for the media to be ethical in its reporting in order to gain trust of women sources."

~ Rosemary Nyondo, lecturer at the University of Zambia, during the consultative workshop on the findings of the GMPS.

Table one: Summary of key data for the GMPS 2010

CATEGORY	2003 GMBS REGIONAL	2008 FRANCOPHONE	2010 GMPS REGIONAL	2010 GMPS COUNTRY RESULTS														2010 GMMP GLOBAL
				BOTSWANA	DRC	LESOTHO	MADACASCAR	MALAWI	MAURITIUS	MOZAMBIQUE	NAMIBIA	SEYCHELLES	SOUTH AFRICA	SWAZILAND	TANZANIA	ZAMBIA	ZIMBABWE	
GENERAL MEDIA PRACTICE																		
Topics	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Economics	N/A	11	12	17	10	7	11	9	12	5	15	13	15	9	13	14	15	17
Gender equality	N/A	1	1	1	1	1	1	2	1	4	0	0	0	0	0	1	1	N/A
Gender violence	N/A	1	1	2	1	3	2	1	1	0	1	1	1	1	1	2	1	N/A
Politics	N/A	19	19	20	23	12	26	11	12	33	21	15	13	7	19	23	22	28
Sports	N/A	9	18	14	8	9	11	18	27	13	16	17	29	25	13	18	20	N/A
Geographic scope of stories	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
International	N/A	22	22	27	17	20	20	18	28	0	29	48	29	27	27	24	17	26
SADC	N/A	3	8	9	8	7	3	5	5	25	10	5	3	11	11	4	11	N/A
National	N/A	54	42	44	37	52	33	45	40	3	49	46	53	53	53	59	42	N/A
Provincial	N/A	N/A	10	0	24	2	3	0	0	48	3	1	7	3	3	5	6	N/A
Local/community	N/A	N/A	18	20	14	18	41	32	27	24	8	1	8	6	6	7	23	N/A
Type of sources	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Primary sources	N/A	61	69	87	25	90	43	85	59	57	81	60	78	88	85	86	92	N/A
Anonymity	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Anonymous sources	N/A	N/A	18	3	9	13	33	51	31	17	7	9	12	6	15	8	11	N/A
Diversity of sources	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Single source	N/A	73	67	53	61	77	79	50	75	73	58	67	62	82	71	64	70	N/A
GENDER IN MEDIA CONTENT																		
Who speaks	% W	%W	% W	% W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W
Overall	17	18	19	20	19	32	23	20	19	14	20	31	20	19	21	14	16	24[1]
Private media	N/A	N/A	19	18	18	28	22	20	18	14	20	20	20	19	23	14	14	N/A
Public media	N/A	N/A	20	25	25	39	29	21	28	14	21	36	21	18	19	14	16	N/A
Community	N/A	N/A	22	0	20	N/A	26	23	17	4	23	0	22	N/A	18	0	0	N/A
Who speaks on what topic	% W	%W	% W	% W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W
Economics	10	12	15	17	16	22	17	12	13	11	12	23	16	18	14	12	10	21
Education	N/A	23	24	43	19	32	32	29	24	9	18	55	33	28	29	22	13	N/A
Gender equality	46	54	43	25	34	N/A	60	51	86	26	82	0	38	20	67	40	66	N/A
Gender violence	39	31	41	32	44	45	38	45	46	33	60	67	28	23	71	40	50	N/A
Political stories	9	13	13	13	14	23	14	8	9	11	18	24	19	17	18	9	10	18
Sports	8	12	12	7	13	7	16	16	14	3	11	33	10	17	13	12	10	N/A
Sex of sources by medium	% W	%W	% W	% W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W
Print	N/A	16	18	20	12	26	19	20	18	12	20	21	19	19	22	13	15	24
Radio	N/A	20	20	15	25	39	18	21	22	10	16	37	23	18	13	12	17	19
Television	N/A	22	25	30	28	46	18	24	28	20	22	40	21	18	21	22	20	26
Who is seen	% W	%W	% W	% W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W
Images in newspapers	N/A	29	27	26	17	28	31	32	33	15	26	32	25	29	29	26	23	N/A
Ages sources	% W	%W	% W	% W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W	%W
35 - 49 years	N/A	23	37	13	36	54	46	20	24	46	36	29	33	45	36	36	34	N/A

CATEGORY	2003 GMBS REGIONAL	2008 FRANCOPHONE	2010 GMPS REGIONAL	2010 GMPS COUNTRY RESULTS														2010 GMMP GLOBAL
				BOTSWANA	DRC	LESOTHO	MADAGASCAR	MALAWI	MAURITIUS	MOZAMBIQUE	NAMIBIA	SEYCHELLES	SOUTH AFRICA	SWAZILAND	TANZANIA	ZAMBIA	ZIMBABWE	
50 - 64 years	N/A	10	20	4	13	23	18	13	14	18	13	17	31	15	26	26	36	N/A
65 years or older	N/A	12	0	0	0	0	0	0	11	0	0	0	0	3	0	0	0	N/A
Ages - images	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
35 - 49 years	N/A	30	28	0	25	0	26	9	19	8	19	14	28	47	28	18	23	N/A
50 - 64 years	N/A	14	14	0	18	0	7	27	8	8	5	11	23	15	25	10	10	N/A
65 years or older	N/A	12	4	0	5	0	1	9	31	19	10	11	6	4	0	6	1	N/A
Occupation	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
Beauty contestant	88	39	73	77	100	20	100	100	92	50	100	0	67	30	67	100	80	N/A
Business person	11	20	15	18	21	0	18	20	14	14	14	0	14	23	13	11	10	14
Government official	28	N/A	14	19	7	37	10	18	12	11	14	25	23	19	15	10	11	17
Health worker	61	25	27	38	17	60	38	35	13	18	44	100	31	25	24	17	54	31
Home makers	61	64	63	64	59	0	63	70	100	13	36	100	78	43	67	75	93	72
Politicians	8	10	11	10	8	43	5	12	8	7	12	20	15	20	13	8	10	17
Sex worker	91	44	62	100	100	20	100	100	100	80	100	0	60	38	100	0	100	39
Sportsperson	8	14	8	5	5	9	17	13	13	2	12	45	5	8	4	9	8	11
Personal identity	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
Women	11	3	10	8	2	4	10	9	20	5	6	5	9	16	6	5	6	N/A
Men	2	1	5	5	1	3	5	2	16	1	3	3	3	18	4	1	1	N/A
GENDER IN NEWSROOMS																		
Who does what	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
All reporters	N/A	27	29	24	20	41	34	21	36	18	42	61	36	36	28	35	16	N/A
TV reporters	38	N/A	42	28	31	63	66	20	51	31	58	61	49	36	45	49	33	44
TV presenters	45	46	58	84	70	59	39	44	64	58	62	95	55	33	42	45	53	52
Radio reporters	34	N/A	30	0	19	57	49	23	46	10	75	68	54	33	38	32	24	37
Print reporters	22	N/A	25	23	7	35	25	20	30	16	32	10	33	25	25	34	11	33
Who reports on what	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
Economics	20	23	28	17	14	23	35	27	35	22	33	72	40	29	22	33	8	40
Gender equality	30	42	32	33	9	N/A	100	25	60	22	50	0	67	25	20	67	31	N/A
Gender violence	19	28	38	38	27	60	32	14	21	60	25	60	69	15	0	63	9	N/A
Political stories	16	15	24	21	18	28	28	12	33	16	48	58	29	23	29	20	19	33
Sports	7	21	18	13	8	19	14	15	11	18	39	50	13	30	29	30	7	N/A
Sources and sex of reporter	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
Female sources/women reporters	N/A	46	31	28	36	46	37	24	28	26	41	38	29	22	43	34	23	28
Female sources/male reporters	N/A	54	15	19	12	27	17	19	16	14	9	38	16	19	14	7	14	22
GENDER VIOLENCE AND THE MEDIA																		
Stories	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
GBV stories compared to total	N/A	N/A	4	5	5	14	7	3	2	2	4	3	3	7	3	2	3	N/A
Advocacy and protest stories	N/A	N/A	11	15	24	8	7	11	4	3	0	11	5	11	20	22	3	N/A
Who speaks on GBV	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
% women in stories on and mention GBV	N/A	N/A	27	26	27	42	25	34	37	22	27	52	24	21	29	26	28	N/A

CATEGORY	2003 GMBS REGIONAL	2008 FRANCOPHONE	2010 GMPS REGIONAL	2010 GMPS COUNTRY RESULTS														2010 GMMP GLOBAL
				BOTSWANA	DRC	LESOTHO	MADACASCAR	MALAWI	MAURITIUS	MOZAMBIQUE	NAMIBIA	SEYCHELLES	SOUTH AFRICA	SWAZILAND	TANZANIA	ZAMBIA	ZIMBABWE	
Function of GBV sources	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
Victim/survivor	N/A	N/A	19	29	9	22	36	26	26	6	24	60	15	33	30	15	22	N/A
Alleged perpetrator/perpetrator	N/A	N/A	11	37	4	17	9	13	22	2	18	0	10	16	0	25	11	N/A
Who reports on GBV	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
Percentage women reporters	N/A	N/A	35	21	20	67	30	23	44	13	46	67	50	31	24	67	10	N/A
GENDER, HIV AND AIDS AND THE MEDIA																		
Stories	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	%
HIV and AIDS compared to total	3	2	2	4	2	12	1	3	2	2	3	1	2	4	3	2	2	N/A
Sub topics	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	%
Prevention	42	80	26	16	43	15	60	35	24	18	17	0	13	23	47	47	25	N/A
General	27	9	37	39	29	37	20	39	38	50	45	100	43	43	19	19	40	N/A
Treatment	37	1	12	8	5	4	0	4	21	11	12	0	28	3	13	13	18	N/A
Care, support and rights	52	5	14	11	12	43	10	12	7	8	12	0	7	12	13	13	5	N/A
Impact	35	4	12	26	11	1	10	10	10	13	14	0	9	18	9	9	13	
Geographical scope	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
International	13	12	12	35	7	14	13	14	14	0	2	55	9	8	24	15	11	N/A
Regional	8	3	8	10	1	3	9	6	13	20	11	36	5	6	13	6	13	N/A
National	54	63	56	53	48	63	57	51	60	0	83	0	76	73	56	63	37	N/A
Local	9	N/A	15	2	19	20	22	29	13	35	2	9	7	14	3	10	30	N/A
Function of sources	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
Official and UN Agencies	42	N/A	19	34	23	43	36	7	7	13	0	0	21	25	12	19	4	N/A
Civil society and NGOs	28	N/A	18	20	23	28	0	14	12	55	23	0	10	19	15	12	12	N/A
Experts	12	34	17	4	11	10	9	19	8	11	10	100	34	36	11	22	23	N/A
Traditional and religious leaders	5	N/A	2	2	2	0	0	6	0	13	0	0	0	2	5	4	0	N/A
Person living with HIV and AIDS	4	N/A	7	36	5	3	0	3	10	3	3	0	29	4	7	2	4	N/A
Person affected	4	N/A	36	4	36	18	55	51	63	5	63	0	6	15	51	41	58	
Sources	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
Who speaks on HIV and AIDS	39	30	20	19	26	27	15	21	17	18	26	56	17	15	21	15	18	N/A
Reporters	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
Who reports on HIV and AIDS	45	55	37	23	23	56	45	23	44	10	64	60	50	39	44	44	36	N/A

[1] GMMP statistics for 'people in the news' cover all those who speak, are heard, interviewed or quoted, but also contain persons whom the news is about but are not quoted. The GMMP findings are more or less indicative of news sources (as defined in the GMPS) but do not correspond exactly to GMPS findings (World Association of Christian Communicators, E Mail correspondence).



Antoinette Vunda and Rose Masala at a GL media monitoring training course in the DRC. *Photo: Loga Virahsawmy*

There has been a marginal improvement in the proportion of women sources in the news in the region from 17% in the 2003 Gender and Media Baseline Study (GMBS) to 19% in the 2010 Gender and Media Progress Study (GMPS).

This is lower than the 24% figure for women sources in the 2010 Global Media Monitoring Project (GMMP), but the same as the figure for the rest of Africa in the global "spot monitoring" study that involved one day of monitoring in November 2009 at the same time as the regional study took place.

The GMPS revealed wide differences across countries. Lesotho has the highest proportion of women sources at 32% followed by Seychelles (31%). Mozambique and Zambia, the only countries to have regressed since 2003, have the lowest proportions of women sources (14% each).

The volume of HIV and AIDS coverage has remained constant at 2 to 3% of the total compared to earlier studies, but the proportion of those affected being quoted has increased substantially from 4% to 34% and of people living with HIV and AIDS from 4% to 7%. The proportion of women as news sources on HIV and AIDS has gone down from 39% in the 2006 HIV and AIDS and Gender Baseline Study, and 30% in the 2008 Francophone Gender, HIV and AIDS and Media Study, to 20% in the GMPS. These statistics underscore the current importance of efforts underway to complement HIV policies adopted as part of the Media Action Plan on HIV and AIDS and Gender, with gender policies.

Gender-based violence (GBV) stories and stories that mention GBV constitute only 4% of all coverage in the SADC region despite the high levels of gender-based violence. Men still dominate as sources across all sub-topics on GBV in the region. But at 19%, victim/survivors now speak more than alleged perpetrator (11%).

An innovation of the GMPS is a chapter on general media practice that reveals a high proportion of single source, secondary source and anonymous source stories. These findings show the close relationship between improving gender sensitivity and responsiveness of reporting to improving media practice in the region generally.

The GMPS media monitoring took place in 14 countries in the SADC region (with the exception of Angola where the researcher failed to deliver on time) from 19 October to the 16 November 2009 covering 157 media houses and 33 431 news items. A full list of monitors is attached at **Annex A**; a list of media houses monitored according to type of media at **Annex B**; a list of consultative workshops is at **Annex C**; a technical note on the monitoring at **Annex D**; and a matrix showing research and policy work per media house at **Annex E**.

In addition to the GMBS, the GMPS is a follow up to the *HIV and AIDS and Gender Baseline Study (2006)* and the *Francophone Gender, HIV and AIDS and Media Study (2008)*. Comparisons are also made where relevant with the GMMP that has been conducted every five years since the Fourth World Conference on Women in Beijing in 1995, with the fourth such study conducted parallel to this regional study in 2010.

Although the study concerns media content, it also examines the underlying gender dynamics within the institutional structures of the media, for example, if women tend to cover certain kinds of news more frequently than men and vice versa. In this respect, parallels are drawn where relevant with the *Glass Ceilings in Southern Africa Media Study* (2009) that looked at women and men working in the media. Another relevant study is the Gender in Media Education (GIME) study that ran parallel to the GMPS, and sought to establish how gender considerations are reflected and integrated in media training.

Reference is also made to the *Gender and Media Audience Study (2006)* that sought to understand if there are differences in the way that women and men access and engage with the news, and

what implications these have for coverage and marketing.



The GMPS took place against the backdrop of the SADC Protocol on Gender and Development in August 2008 which set 28 targets to be achieved by 2015, including 50% representation of women in all areas of decision-making. The Protocol also encourages the media to ensure that women and men have equal voice and that gender stereotypes are challenged. It specifically calls for gender sensitivity in the coverage of gender violence recognised as a particularly challenging area of coverage.

The GMPS sought to:

- Obtain data on coverage of gender, gender-based violence, HIV and AIDS in the media in 14 SADC countries.
- Compare the performance of media in these countries against their performance in the GMBS; the *HIV and AIDS and Gender Baseline Studies* and the *Mirror on the Media* series.
- Use the data generated as an overall assessment of the impact of the policy, advocacy and training work on HIV and AIDS and gender.
- Use this data as the basis for the roll out of gender policies and backstopping for gender, HIV and AIDS policies.

Gender Links (GL), Gender and Media Southern Africa Network (GEMSA) and the Media Institute of Southern Africa (MISA) conceptualised, managed and coordinated the research and the in-country consultations that followed. MISA information officers participated in the training; formed part of the monitoring teams at country level as well as provided venues and equipment for meetings and training.

Compared to the original GMBS, the GMPS incorporates several new features including:

- A survey of general media practice, such as the extent to which journalists rely on single versus multiple sources; primary versus secondary sources and the proportion of anonymous sources in the news. This arises from the realisation in earlier studies that news is not created in a vacuum, and that some of the deficiencies in diversity are embedded in weak journalistic practice. This strengthens the argument that more gender-aware coverage is not only good for democracy but also good for media practice.
- New parameters, such as whether there are differences between state, private and community media; also between print, radio and television are incorporated. The function of sources (e.g. spokesperson, eye witness, subject) is also a new dimension.
- More in-depth interrogation of people behind the news, for example whether or not women journalists are more likely than men to consult female sources.
- Entire chapters on coverage of two topics that have posed particular challenges: gender violence, HIV and AIDS.
- Case studies from the monitoring that give texture to the quantitative findings are incorporated into the reports at appropriate points.
- Case studies of media houses that have adopted progressive policies and are changing, especially where these kinds of changes are not adequately reflected in quantitative findings.

The key findings are as follows:

Media practice

Gender equality is not given top priority in the region constituting only 1% of all topics covered during the monitoring period. Politics was given the most coverage at 19% followed by sport (18%) and economics (12%).

The proportion of primary sources is high in the region: Primary sources make up 69% of all sources. Zimbabwe has the highest proportion at 92% followed by Lesotho (90%) while DRC and Madagascar have the lowest proportions at 25% and 43% respectively. This means that there is room for improvement from other countries whose media environment is more conducive than in Zimbabwe.

Anonymous sources make up 18% of sources: The highest proportion of anonymous sources is in Malawi with 51% while Botswana has the lowest at 3%.

At 67%, the proportion of single source stories is a reason for concern: Single source stories in the region constitute 67% of the total. Swaziland (82%) has the highest proportion of single source stories and Botswana has the lowest (47%). This finding is linked to the low proportion of women sources since if there

is only one source the chances in our male-dominated society that this will be a man are high.

The voices of spokespersons and experts, in which men are better represented than women, dominate news: Women are proportionally better represented in the "ordinary people" categories which include personal experience, popular opinion and eyewitness, which together account for one quarter of all sources.

Gender in media content



There has been a marginal increase in the proportion of women sources from 17% in the 2003 GMBS to 19% in this study. This is slightly lower than the GMMP global average of 24% but at par with the GMMP finding for Africa of 19%.

There are differences in the way that print, television and radio access women sources: At 25%, television has the highest proportion of women sources followed by radio at 20% and print at 18%.

Women are more likely to be seen than heard: Women constitute 27% of all images in newspapers in the region compared to 18% of news sources in the print media.

There are differences across countries: Lesotho (32%) has the highest proportion of women sources followed by Seychelles (31%). Mozambique and Zambia are the lowest with only 14% women sources each.

Women's voices are most likely to be heard in the "soft" areas: These include gender equality (43%), gender violence (41%), children (39%) and sex and sexuality (41%). Women's voices are least heard in topics such as sports (12%), politics (13%), economics (15%) and mining (15%).

The voices of women disappear when they reach the age of 65: The majority of women sources are in the 35-49 age category; after the age of 65, women virtually disappear from the news.

Gender biases in occupational categories are pronounced: Women predominate as beauty contestants, health workers, home-makers and sex workers. The proportion of women sportspersons and politicians interviewed in the region is as low as 8% and 11% respectively.

Women are more likely to be identified by a personal tag than men: 8% of women sources are identified by personal tags such as mother, wife or daughter as compared to 4% of men being identified as father, son or husband.

Gender in newsrooms

There are more women presenters than women reporters: Women constitute 29% of all reporters but 58% of TV presenters (compared to 52% globally in the GMMP). Women only constitute 25% of print reporters (compared to 33% globally in the GMMP). This suggests that women are more valued for their physical than mental attributes.

But women predominate as radio reporters: In Namibia (75%), Lesotho (57%) and Mauritius (51%) women predominate as radio reporters compared to the regional average of 30% and the comparative global figure in the GMMP of 37%.

There are interesting gender benders in beats: While there is still a gender division of labour in newsrooms with men predominating in "hard" and women in "soft" beats, the proportion of women reporters has increased across all topics. Comparing the GMPS to the GMBS the proportion of women covering sport has increased from 7% to 18%; in politics from 16% to 24%, disaster/war/conflict (from 15% to 30%) and gender violence (19% to 38%). Overall, this means that the gender division of labour in newsrooms is beginning to crack.

Having more women in top and senior management positions does not necessarily result in more women sources. Across the region women constitute 27% of decision-makers but only 19% of women sources. Seychelles has no women in top or senior management positions but still has the second highest proportion of women sources in the region.

But having women journalists does make a difference: The difference between the extent to which women and men reporters access women sources is marked in the region. Women constitute 31% of sources in stories written by women journalists

in the region, compared to 15% in stories written by men.

Gender-based violence

Gender based violence and stories that mentioned GBV accounted for 4% of the topics covered, despite the high levels of gender-based violence in the SADC region.

Women make up only 27% of sources in stories about or that mention GBV: Men speak for women even on issues that affect them most intimately.

Survivors constitute almost a fifth (19%) of all sources on GBV: This is higher than the proportion of perpetrator sources (11%). This suggests that GBV in the region is beginning to be covered more from the perspective of survivors and that the training on covering GBV from a human rights perspective offered by GL and other partners over the last seven years has made a difference.

Male reporters still dominate coverage of GBV, with women reporters accounting for 37% of those who cover the topic.

HIV and AIDS

The proportion of HIV and AIDS coverage has remained constant at 3% for the eleven countries in the region surveyed as part of the 2006 *HIV and AIDS, Gender and the Media Study* and 2% for the three Francophone countries surveyed in the 2008 *Francophone Gender, HIV and AIDS and Media Study*.

There has been dramatic increase in the proportion of those affected by, and some increase in the proportion of people living with HIV and AIDS quoted in the media: Affected people's voices increased from 4% in the 2006 study to 36% in the GMPS. The proportion of people living with HIV and AIDS heard in the media increased from 4% in the 2006 study to 7% in the GMPS.

The proportion of women sources on HIV and AIDS has dropped from 39% in the 2006 study and 30% in the 2008 Francophone study to 20% in the GMPS.

Key recommendations and next steps

- The findings of the *Gender in Media Education* (GIME); *Glass Ceilings* (gender within the media) and GMPS (gender in media content) reports are being used to give added impetus to the drive for gender policies in newsrooms with an initial target of one hundred gender and media policies across the region by mid-2011.
- GL is engaging with media regulatory authorities at country level to use their influence to convince media houses to draft and implement gender-aware HIV and AIDS and gender policies.
- GL and UNESCO, working with media training partners in the Gender and Media Diversity Centre (GMDC), have mounted a concerted campaign to mainstream gender in media education.

Process and structure of the report

Unlike the GMBS, which was launched in each country, GL, MISA and GEMSA canvassed draft reports of the GMPS and GIME at country workshops in August/September 2010 before launching these at the Fourth Gender and Media Summit in October 2010 held under the banner *"Taking Stock: Gender, Media, Diversity and Change."*

Comments and discussion on key findings are integrated at relevant points in the report. The report also draws heavily on the qualitative findings of the monitoring to provide examples of observations made. The full set of case studies, ordered according to GL's Gender and Media (GEM) classification, is found on the CD ROM that accompanies this report. Chapter eight of the report contains case studies of change in newsrooms that also gives texture to the raw data in this report. Conclusions and recommendations are drawn against the provisions of the SADC Protocol on Gender and Development whose 2015 targets are a constant reminder of the challenges still faced in building societies in which women and men are able to claim their rightful place.



Engaging with the findings of the GMPS in Swaziland.
Photo: Sikhonzile Ndlovu

1 50/50 by 2015 INTRODUCTION



GL Executive Director Colleen Lowe Morna answers questions about the SADC Protocol on Gender and Development in an interview with Lesotho TV.
Photo: Mukayi Makaya

"It is important to understand how gender and freedom of expression are linked together. Journalists find it hard to make the connection. Journalism is everybody having a right to speak, men and women. That is not showing in the media right now."

~ Sphiwe Selodi (Freedom of Expression Institute).

This chapter provides the context and background to the research. It covers the geopolitics of the region; key gender issues; the media context and its gendered dimensions; background to the project; a description of the methodology as well as the limitations to the research.

Regional context

Southern Africa must confront a myriad of challenges as it attempts to address effectively the needs and aspirations of its 100 million people, 40% of whom live in extreme poverty with per capita incomes ranging from $256 per annum in Zimbabwe to $5099 in Mauritius. The greatest challenge of the Southern Africa Development Community (SADC) continues to be the need to build a life for its people free from poverty, disease, human rights abuses, gender inequality and environmental degradation.

The status of women is closely linked to the political context within each country. In Southern Africa, this context includes colonisation, decolonisation, the switch from one-party to multi-party politics, liberation struggles from white minority rule and occupation, as well as the ideological inclinations of dominant parties.



Globalisation hits Malawi. *Photo: Frank Windeck*

Table two: Political mapping of Southern African countries

Category	New liberation	Older liberation	Older liberation and civil war	Old democracies	One-party - multi-party	Monarchy	Conflict
SADC countries	South Africa Namibia	Zimbabwe	Angola Mozambique	Botswana Mauritius	Tanzania Seychelles Zambia Malawi	Swaziland Lesotho	DRC Madagascar
Features of each category	Constitutions crafted around the time of the Beijing conference	Gender tangential to liberation war	Women emerged strongly in second wave struggles	Socially conservative Democratic traditions	Progressive tendencies over-shadowed by social conservatism except Tanzania and Seychelles	Socially conservative	Flux
Women in parliament	High (30% and more)	Low (15% and less)	High (30% and above)	Low (20% and below)	High only in Tanzania and Seychelles	Low (15% and below)	Low (15% and below)

Table two places the 15 SADC countries into six categories - from those that have been newly liberated, to those in conflict - and links these to women's representation in parliament. Although the political representation of women is just one indicator of gender equality, it is a useful reflection of how enabling the environment is in any given country for the advancement of women.

The table shows that the most progressive provisions for gender equality are in the "new liberation" countries that emerged just before or after the Fourth

World Conference on Women in Beijing in 1995. Both South Africa and Namibia have close to or higher than 30% women in parliament and local government.

The older liberation countries are divided into two that experienced further civil war (Mozambique and Angola), in which women have found their voice in the second generation struggles, and Zimbabwe, in which women's rights have receded as political repression has mounted. South Africa, Mozambique and Angola currently have the highest proportion of women in parliament in SADC (44%, 36% and 34% respectively).

The other countries, ranging from the two established democracies, to single-party turned multi-party states, to monarchies and countries in conflict, all have one common feature: relatively low levels (15% or less) women in parliament. The dominant factor here is conservative social and cultural forces that constantly claw back gains made by women.

Tanzania, whose ruling party is rooted in strong social democratic traditions, is a notable exception. Tanzania is the only SADC country that has a constitutional quota of at least one third women in political decision-making. Seychelles, the Indian Ocean Island of just 80 000 people of mixed race origin, with many men living as migrants abroad and a strong matriarchal tradition, is the other exception. Women have consistently had a strong showing in decision-making positions in Seychelles without resorting to quotas or special measures.

The SADC Protocol on Gender and Development

In August 2008, Heads of State of the Southern African Development Community (SADC) signed the SADC Protocol on Gender and Development, the only sub-regional instrument that brings together all the existing targets for achieving gender equality and enhances these through concrete targets and time frames. NGOs that campaigned for this instrument formed the Southern African Gender Protocol Alliance that continues to advocate ratification and implementation of this instrument.

The SADC Gender Protocol Baseline Barometer, coordinated by GL and launched at the 2009 SADC Heads of State Summit[2], showed that while there have been impressive strides in education and some areas of decision-making, there are still huge gender gaps in several areas:



Women on the margins of the formal economy in Greytown, South Africa.
Photo: Susan Tolmay

- With regard to women's rights, despite numerous commitments to gender equality in Southern Africa, women remain under-represented in all areas of decision-making and constitute the majority of the poor, the voiceless and the dispossessed. Under the customary law that continues to govern the daily lives of most women (contrary to the provisions of modern laws), women remain minors all their lives, unable to own or inherit property

- Economically, countries in Southern Africa continue to struggle with the challenges of economic development and most will not meet the 2015 targets set by the Millennium Declaration. External and internal policies have combined to generate unsustainable debt burdens for some of the southern African countries, undermining their capacity and their ownership of strategies for development. Poverty remains a major challenge for the region, especially among women and children.

[2] This annual publication was updated in 2010. As the main tracking tool of the Southern African Gender Alliance, the Barometer will be published annually until the 28 targets of the SADC Protocol on Gender and Development have been met.

- On the health front, the HIV and AIDS pandemic has become one of the major obstacles to sustainable development. This includes erosion of productivity in the work place, food insecurity and the livelihood asset base, decreased access to education and other productive assets thereby exacerbating poverty. Women constitute the majority of those infected by the virus, as well as those whose time and effort is now called on, with no compensation or remuneration, to provide care for those living with HIV and AIDS.

- At a social level, migration has become an important and divisive issue in the region. The major economy in the SADC region, South Africa, was host to nearly two million asylum seekers in 2008. The ongoing crisis in Zimbabwe continues to generate mass movements of people within the region, while thousands of southern Africans seek other opportunities in the UK, US and elsewhere.

- Women also lack a voice in the affairs that affect their lives. The Gender and Media Baseline Study (GMBS), conducted by GL and the Media Institute of Southern Africa (MISA) in 2003, showed that women comprise a mere 17% of news sources in the region and are portrayed in a limited range of roles, most often as sexual objects or victims of violence. Despite commitments to freedom of expression, women's views and voices are systematically excluded from debates and decisions that affect their lives.

As GL's 2004 study, *"Ringing up the Changes: Gender and Politics in Southern Africa"* shows, this exclusion undermines accountability, transparency, responsiveness and good governance. Gender equality is both a fundamental right as well as a pre-requisite for more effective governance.

The media in Southern Africa

The media in Southern Africa has evolved in the last 20 years from a concentration of public - or state - controlled media, to some degree of opening up of space to the private and community media. Even with this liberalisation, radio has remained the leading medium reaching even the most remote parts of the continent. Community newspapers are also fast gaining popularity.



South Africa has grown to become one of Africa's major media centres with publications and media outlets that reflect the country's diversity and language plurality. The country has the highest number of community radio stations in the region, with over 100 registered stations. Most of these fall under the National Community Radio Forum.

Other countries with a huge media sector are Mozambique with Portuguese being the main language of communication. In Francophone Africa, the Democratic Republic of Congo (DRC) and Madagascar also enjoy media plurality.

The Zimbabwe media has had mixed fortunes in the last decade with state-controlled media maintaining its monopoly over the airwaves especially. The state has put restrictive legislation in place that has made it virtually impossible for the private press to operate. For example, the country's most popular private daily, the *Daily News,* was shut down in 2005 under the draconian Access to Information and Protection of Privacy Act (AIPPA). However the signing of the Global Political Agreement (GPA) has ushered in hope for the media.

Recently, the Media Council of Zimbabwe (MCZ) replaced the state-controlled media and information commission. Four private dailies have since been registered by the commission bringing back Zimbabwe's once popular *Daily News*. It is hoped that these latest developments will see the Zimbabwe Broadcasting Corporation (ZBC) monopoly ending.

While the press has significantly opened up to private players, television has lagged behind in most countries. State broadcasters dominate in countries such as Botswana, Lesotho, Namibia, Zimbabwe, Mauritius and Seychelles. South Africa and Mozambique have both private and community television stations. Zambia also has a private TV station called Mobi TV. Channel Swaziland TV is owned by South African gospel singer Sipho Makhabane.

Gender and the media

The media - the twelfth critical area of concern in the Beijing Platform for Action - is one of the most important yet challenging areas of work for advancing gender equality. As "formal" or legislated discrimination against women falls away, the key challenge confronting us is how to change mindsets hardened by centuries of socialisation and cemented by custom, culture and religion.

Potentially having a huge role to play in this "liberation of the mind", the media has more often than not been part of the problem rather than of the solution. And, while the media has set itself up as the watchdog of the rest of society, it does not always take kindly to being "watched". The result has been an unfortunate antagonistic relationship between gender activists and the mainstream media.

At the Fourth World Conference on Women in Beijing, the mid-term Beijing Plus Five Review, and at other major gender gatherings, the difficulty of persuading the media to take up issues of gender equality has arisen as a major frustration.

Unlike governments that can be made to sign international conventions and then made to account, activists have felt frustrated with the media because they feel a sense of powerlessness over the media.

At best, when confronted with all the arguments above, male media-decision makers have taken the simple route out, by creating a page or a programme for women's issues. At worst, they have been antagonistic. The private and even the public media claim their independence (at least when it comes to gender!) and hide behind the bottom line. Often, sexist advertising and reporting are seen to be integral to this bottom line, though there is precious little research to back this.



Consumer activism: Media literacy class at Gender Links.
Photo: Rochelle Davidson

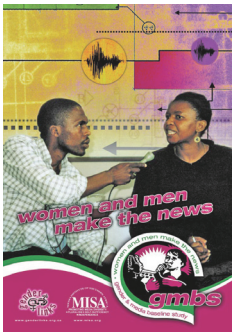
There have been several different approaches to the issue of gender and the media. These include:

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

The last decade has witnessed a groundswell of gender and media activism in Southern Africa. Table three summarises seminal pieces of research that have been undertaken by GL and partner organisations to better understand gender in, and through, the media, as well as audience responses to media content.

Table three: Summary of gender and media research by GMPS partners			
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	Audit of gender in media development NGOs supported by SIDA globally, with several of these including MISA in Southern Africa.	GL, SIDA
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			
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.	GL, MISA, Media Monitoring 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 more than 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

Source: 2010 SADC Gender Protocol Barometer



In 2003, GL and MISA, with technical assistance from the Media Monitoring Project (MMP), undertook the **Gender and Media Baseline Study** (GMBS), the largest study on gender in the editorial content of the media ever undertaken anywhere in the world. Covering 12 Southern African countries over a period of one month, the GMBS found that women constitute a mere 17% of news sources across all countries in the region and that they are portrayed in a limited range of roles, most often as sex objects or as victims of violence. The findings of the GMBS were canvassed with media houses in all countries where the research took place, and featured at the first Gender and Media Summit in September 2004

that led to the launch of the Gender and Media Southern African (GEMSA) Network.

In February 2005, GEMSA chapters in 13 countries participated in the one day **Global Media Monitoring Project** (GMMP) that coincided with the tenth anniversary of the Fourth World Conference on Women in Beijing. Although this monitoring only took place on one day, it introduced some new parameters for monitoring (such as whether women journalists are more likely to consult women sources) and yielded useful data for benchmarking progress against the GMBS. Compared to 1995 when the study was first undertaken, women globally were found to comprise 21% of news sources globally, up from 17%.

The study showed that on average women sources in the region had only increased by 2% to 19% in the two years since the GMBS. But countries with strong gender and media networks such as South Africa, Mauritius, Zimbabwe, Swaziland and Namibia showed a more marked improvement. For example in South Africa women averaged 26% of sources, higher than the global average, and a considerable improvement on the 19% in the GMBS. Still women were far from being heard in proportion to their strength in the population.

Large research projects of this kind prompted the **Mirror on the Media** series that sought to monitor coverage of specific events as well as genres. GL collaborated with GEMSA chapters in various countries to conduct studies on gender and radio talk shows; advertising and tabloids among others.

One of the challenges posed in consultations on the GMBS concerned whether audiences perceive or care about gender disparities in the news, and whether the issues raised have a bearing on the bottom line for media. This prompted the **Gender and Media Audience Study, My Views on the News**, in 2005. The study found that both women and men would be more interested in the "soft" news that gets the least coverage in the media, such as education, health, HIV and AIDS; that women have a particular interest in giving feedback (through letters, radio talk shows etc), even though they are under-represented in these genres; and that women and men are affronted by the commoditisation of women in the news.

Other than gender, another major cross-cutting concern for the media in the region is the HIV and AIDS pandemic. Internally this has had devastating consequences for many media houses whose staff have been directly and indirectly affected. The media also has a major role to play in educating the public on HIV and AIDS as well as its gender dimensions. This prompted a consortium of NGOs, including GL, GEMSA, MISA, the Media Monitoring Project (MMP), Panos Southern Africa and SAFAIDS to join forces with the Southern Africa Editor's Forum (SAEF) in launching the Media Action Plan (MAP) on HIV and AIDS. MAP consisted of five arms: research and monitoring; policy; ethics; training and information.

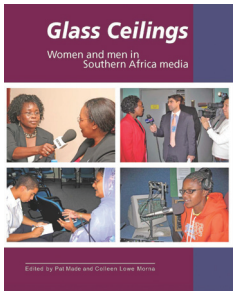


To kick-start the policy process, GL collaborated with the MMP in an **HIV and AIDS and Gender Baseline Study** in October 2005 that took place in 11 Southern African countries. The study found that overall only 3% of stories in media in the region mention or are about HIV and AIDS. It also found that by and large the story of the pandemic is being told by experts and officials. People living with HIV and AIDS only constituted 4% of news sources. The study also found that the gender dimensions of the HIV and AIDS pandemic, such as the inability of many women to negotiate safe sex, and the unpaid care work provided by women are not well understood or covered.

In 2007, following Seychelles rejoining, as well as Madagascar and DRC joining, SADC, GL collaborated with Congolaise des Femmes des Medias (UCOFEM) and Panos Paris in the Democratic Republic of the Congo (DRC); the Federation for the Promotion of Women and Children (FPFE) in Madagascar, and GEM PLUS in Seychelles, to conduct the Francophone HIV and AIDS and Gender Baseline Study in the three countries. Similar to the rest of the SADC region, the study found that women sources constituted 18% of the total (a percentage higher than that registered in the GMBS, but a percentage lower than the GMMP average of 19%). The study also found that only 2.1% of all stories mentioned or were about HIV and AIDS (less than the 3% in the ten-country HIV and AIDS and Gender Baseline Study conducted at the inception of MAP). The study also showed that people living

with HIV and AIDS only constituted 4.7% of sources (higher than the 4% for the larger regional study).

Since 2006 GL has been using this data to work with 204 newsrooms in 14 Southern African countries in developing in-house gender-aware HIV and AIDS policies that cover work place, editorial and marketing concerns. By mid 2010, GL had reached 90% of this target.



While media houses readily accepted the need for HIV and AIDS policies, it became apparent during the MAP process that a greater effort and case needed to be made on gender within the media and in media content. While the GMBS offered some reflection on gender within the media in that it recorded if stories were reported by women or men, this did not tell the full story about the gender division of labour within the media as it did not cover management and the many backroom functions of media production (like technical and administrative functions) that are not evident in what the public sees, reads and hears. This prompted the **Glass Ceilings in Southern African Media study** in 2008/2009.

The study found that women constitute 41% of media workers in Southern Africa (32% if South Africa, which has the highest media density in the region, is excluded from the sample). The study found that women constitute less than a quarter of senior managers and a fraction of top managers; also that women reporters tend to be concentrated in the "soft" beats while men cover sports, economics, politics and the kinds of beats that get the most play in the media.

Through the Gender and Media Diversity Centre (GMDC) GL collaborated with the International Women's Media Foundation (IWMF) in conducting a global Glass Ceiling study and contributed the Southern African data to this study. The global analysis is due to be launched in March 2010.

Every five years since the Fourth World Conference on Women in Beijing in 1995, the World Association of Christian Communicators (WACC) has mounted a one day Global Media Monitoring Project (GMMP) conducted voluntarily by civic groups around the world. GL worked closely with WACC in the design of the 2010 study and GEMSA conducted the one day monitoring in Southern Africa on 10 November (which, by design, fell within the GMPS monitoring period). Because the monitoring was only for one day, the sample is too small to disaggregate meaningfully at country level. In this sense the GMPS provides much more reliable data at country level. However, some of the larger aggregate global figures (for example percentage of women sources overall) are quoted in this analysis as they provide a useful and fairly accurate benchmark for country GMPS versus regional GMPS versus global GMMP.

Coming seven years after the original baseline study, the **Gender and Media Progress Study** (GMPS) seeks to compare and benchmark the performance of media in SADC countries against their performance in the GMBS as well as the two MAP HIV and AIDS and Gender Baseline Studies. It also draw parallels with the Glass Ceiling study where appropriate. The data from this research is also being used as an overall assessment of the impact of the policy, advocacy and training work on HIV and AIDS and Gender done as part of the MAP initiative from 2006 - 2008.

The 2008 SADC Protocol on Gender and Development also provides a key impetus to the findings of this report. 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 (see full provisions in the inside front cover of the report).

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.
- Touch on both policy and training.
- 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).
- 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.

Process

The GMPS consisted of the following components:

- ***Desktop research and project design and reference group:*** This phase involved a review of existing studies of this nature, especially the GMBS, HIV and AIDS Baseline Study and GMBS, to determine the most effective methodologies. Design questions included: the time period over which the monitoring would take place, and the range of media to include (private, public, print, electronic, etc) and the key questions to be answered.



In-country monitoring: Zimbabwe TV monitor Hlengiwe Dube.
Photo: Nhlanhla Ngwenya

- ***Selection of team leaders and approval of proposals for in-country research:*** Gender Links partnered with the Gender and Media Southern Africa (GEMSA) Network country facilitators to lead the research in country. In other instances GL partnered with NGOs working in the media and gender fields, training institutions or media women's associations.
- ***Training of trainers:*** GL, MISA and GEMSA convened a workshop of team leaders from each of the 15 Southern African countries where the research would take place. The training took place from 3-5 October 2009.
- ***In-country training:*** Team leaders went on to conduct in country training of their monitoring teams.
- ***In-country monitoring:*** Each of the monitors returned to their country and conducted the research according to the agreed guidelines. Monitoring was conducted from 19 October to 16 November 2009.
- ***In-country consultations and presentation of preliminary findings:*** Before the launch, the findings were canvassed with media stakeholders in the participating countries (see **Annex C**).
- ***Report launch at the fourth Gender and Media Summit*** from the 13-15 October 2010.

Methodology

Research questions

The study sought to answer the research questions outlined below.

Topics

- What topics are given the most and least coverage?
- How do countries compare in the region?
- What proportion of coverage is devoted to gender specific topics?
- Of this, what proportion is on gender violence?
- What proportion of coverage is specifically on HIV and AIDS?
- What proportion of coverage mentions HIV and AIDS?
- What proportion of coverage is specifically on gender-based violence (GBV)?
- What proportion of coverage mentioned GBV?
- How do media houses within each country compare to each other with regard to coverage of HIV and AIDS?

- How do media houses within each country compare to each other with regard to coverage of GBV?
- Of the coverage on HIV and AIDS, what proportion is on prevention, treatment, care, impact, general or other?
- Of the coverage on GBV, what proportion is on prevention, the effects on victim and others, support and response?
- How do the HIV and AIDS topics further break down into sub topics (listed in the monitoring guide)?
- How do the GBV topics further break down into sub-topics.

Genre
- What is the overall breakdown of genres (news and briefs; cartoons, images and graphics; editorial and opinion; features and analysis; feedback; interview, profile and human interest).
- How does gender specific coverage break down with regard to these genres?
- How does HIV and AIDS coverage break down with regard to these genres?
- How does GBV coverage break down with regard to these genres?

Origin
- Where do the stories come from (international, regional, national, provincial, local)?
- How does gender-specific coverage break down with regard to origin of stories?
- How does HIV and AIDS coverage break down with regard to origin of stories?
- How does GBV coverage break down with regard to origin of stories?

Sources - who speaks on what?
- What proportion of primary as opposed to secondary sources are stories based on?
- On average, how many primary sources are there per story?
- On average, how many sources per story are there in gender specific stories; stories on HIV and AIDS or that mention HIV and AIDS and in GBV stories?
- On average, how many sources per story are there on GBV stories?
- On average how many stories indicate the connection between GBV and HIV and AIDS?
- How do these averages differ, if at all, from the overall average?
- Overall, what is the proportion of women and men sources?
- How do individual media houses in each country compare with regard to male and female sources?
- Are there differences in the proportion of women and men sources in radio, TV and print media?
- What age groups have most/least voice and are there differences between women and men?
- In what occupational roles are women and men reflected?
- To what extent are male and female sources identified according to a personal relationship?
- What proportion of women and men speak in each topic category?
- What is the breakdown of women and men sources in the gender-specific category?
- What is the breakdown of women and men sources in the stories about, and that mention, HIV and AIDS?
- What is the breakdown of women and men sources in the stories about, and that mention, GBV?
- What is the breakdown of women and men sources in the further breakdown of the HIV and AIDS topic category into prevention, treatment, care, impact and general?
- What is the breakdown of women and men sources in the further breakdown of the GBV topic category into prevalence, effects, support and response?
- What is the function of the source (ordinary person; expert; official; etc) and are there differences between women and men?
- In the case of HIV and AIDS sources, what proportion are persons living with HIV and AIDS; persons affected by HIV and AIDS; traditional or religious figures; experts; civil society; official and UN agencies or other?
- In the case of GBV sources, what proportion are victims or survivors of GBV; experts; alleged perpetrator or perpetrator; police, judge or legal expert; NGO staff; or relative?

Research tools

The research combined both quantitative and qualitative research methods. Monitors gathered quantitative data on the media's coverage of gender, HIV and AIDS and gender-based violence. Team leaders in each country selected articles for further analysis to give more in-depth analysis to the quantitative findings.

Quantitative research



Media monitoring in Tanzania.
Photo: Colleen Lowe Morna

The quantitative monitoring consisted of capturing data on the media's coverage of gender and HIV and AIDS using a coding instrument. Data was captured into a database pre-designed for this research. Monitors had to capture a specified set of data from each item. This included information about the item, who generated or presented the story (presenter, anchor, reporter, and writer) and who featured in the item.

The process included:

- Filling in standard forms each day for each item monitored with the assistance of a user guide prepared by Gender Links;
- Submitting forms for checking to the team leader who generally monitored at least one medium to better understand any difficulties that the monitors encountered;
- Entering of data into a database;
- Quality control by Gender Links;
- Delivery of the database by Email to Gender Links to be synthesised into one central data-base that has made possible this regional overview report, as well as country comparisons with regional averages;
- Data analysis and generation of graphs by Independent data analyst Lukhanyo Nyati.

Qualitative research

After the quantitative monitoring, articles were selected for further analysis to give more in-depth analysis of the quantitative findings. These case studies highlight best practices in the coverage of gender, HIV and AIDS, gender-based violence as well as areas that need to be improved on.

The case studies serve to further elaborate and support many of the observations made in the quantitative analysis.

Qualitative analysis also helps to build gender and media literacy within the public (media consumers), media advocates and among those who work within the media.

- How are women and men labelled as sourced in the media?
- Is there a good balance of men and women sources? Do women and men speak on the same topics, or does the media reserve specific topics for only men and specific topics for women?
- Does the language promote stereotypes of men and women?
- Are physical attributes used to describe women more than men?
- How are women portrayed in the story? How are men portrayed in the story?
- Are all men and women in a society represented and given a voice in the media?
- What are the missing voices, perspectives in the story?
- What are the missing stories?

Monitors used the following framework to help them assess stories:

Table four: Checklist for the qualitative monitoring

Gender aware reporting	Gender blind/gender biased reporting
Gender balance of sources (voices)	Lack of gender balance in sources (voices)
Gender neutral language	Gender biased language
Awareness of differential impact	Lack of awareness of gender dynamics
Fairness in approach to issue • No double standards • No moralising • No open prejudice • No ridicule • No placing of blame	Biased coverage of issue • Double standards • Moralising e.g. being judgemental • Open prejudice e.g. women are less intelligent than men etc • Ridicule e.g. women in certain situations • Placing blame e.g. on rape survivors for their dress etc
Challenges stereotypes	Perpetuates stereotypes
Simple accessible gender-sensitive language	Full of jargon and stereotypical gender-biased language
Gender disaggregated data	Aggregated data

Each day, monitors alerted team leaders to positive and negative examples, including headlines, graphics, cartoons and pictures. The reports provide an overview and examples of qualitative findings ranging from blatantly sexist pieces, to more subtle examples of gender stereotyping, to examples of best practice in ensuring that the voices of women and men, in all their diversity, are heard.

This qualitative analysis section is divided into four parts:

- Gender-blind reporting or stories that are the poorer for not exploring the gender dynamics that underpin them.
- Subtle stereotypes that reinforce the roles expected of women and men in society.
- Blatant stereotypes that concern objectification of women and men in the media.
- Gender-aware reporting.

Case studies from the media monitoring are cited throughout the report as these help to illuminate the quantitative findings. Also included are pertinent observations made during the consultative workshops and debates that took place to comment on the draft reports. GL also undertook in-depth case studies of several media houses as part of its follow-up on the MAP policy process. Insights gained from these case studies are cited at relevant points in the report.

Table five: GMPS sample

DENSITY COUNTRY	TOTAL NUMBER OF MEDIA	TARGET SAMPLE PER COUNTRY	ACTUAL NUMBER OF MEDIA HOUSES IN STUDY	TOTAL NUMBER OF NEWS ITEMS MONITORED GMPS	TOTAL NUMBER OF NEWS ITEMS MONITORED GMBS AND FRANCOPHONE STUDY
High					
DRC	311	15	16	3910	2077
Madagascar	229	15	15	2541	2935
Mozambique	64	15	15	2789	1564
South Africa	145	15	19	5957	8642
Tanzania	73	15	12	2335	2784
Medium					
Mauritius	22	9	11	3918	3003
Malawi	20	9	12	1597	1528
Zambia	35	9	11	2080	756
Zimbabwe	34	9	11	2988	2107
Namibia	24	10	10	1604	1939
Low					
Lesotho	19	9	7	645	745
Botswana	17	6	7	879	434
Swaziland	11	6	5	1365	1403
Seychelles	10	6	6	823	706
TOTAL	**1014**	**148**	**157**	**33 431**	**30 623**

Sample

GL and partners drew up the research sample to get a fair reflection of the media in each country based on media density; ownership and participation in MAP.

Table five shows the number of media in each country and the target figures calculated as follows:

- High media density: all countries with more than 50 individual media houses (DRC, Madagascar, Mozambique, South Africa and Tanzania).
- Medium density: all countries with between 20-50 media houses (Mauritius, Malawi, Zambia, Zimbabwe and Namibia).
- Low density: countries with less than 20 individual media houses (Lesotho, Botswana, Swaziland and Seychelles).

The third column, recording the actual number of media monitored in each country, shows that the study covered 157 media houses out of a regional total of 1014. Researchers analysed 33 431 news items, compared to a combined total of 30 623 for the 2003 GMBS study and the 2008 Francophone study.



The MAP policy process yielded several policies and insights in Namibia.
Photo: Colleen Lowe Morna

Table six: Analysis of media monitored by type of media										
	Print			Radio			TV			Total
	Public	Private	Community	Public	Private	Community	Public	Private	Community	
Botswana	1	3		1	1		1			7
DRC	1	5		1	3	2	1	3		16
Lesotho	1	2		1	2		1			7
Madagascar		8	1	1		2	1	2		15
Malawi		5		1	3	2	1			12
Mauritius		3	4	1	2		1			11
Mozambique	2	6		1	2	1	1	2		15
Namibia	1	4		1	1	1	1	1		10
Seychelles	1	3		1			1			6
South Africa		11		2	2	1	2	1		19
Swaziland		2		1			1	1		5
Tanzania	2	5		1	2	1	1			12
Zambia	2	2		1	4		1	1		11
Zimbabwe	4	4		2			1			11
Grand total	15	63	5	16	22	10	15	11		**157**
	83			**48**			**26**			**157**

Table six shows the mix of different types of media (83 print, 48 radio and 26 television). The sample also included a mix of public/state (46); private (96) and community (15). The full list of media monitored is at **Annex B** of this report.

An additional criterion for selecting specific media houses in this study was whether the same media houses were monitored in the GMBS; the HIV and AIDS and Gender Baseline Study and the Francophone HIV and AIDS and Gender Baseline Study. This is in view of the fact that the outcomes of this study will be used to evaluate media performance - including specific media houses - after the policy and backstopping interventions undertaken by GL since the last baseline studies. Table seven shows that MAP media houses constituted a little more than half the sample. The sample also consisted of approximately equal numbers of GMBS and new media houses. While it would have been desirable to have as comparable a sample as possible, it is important to bear in mind that the media in the region is fast changing. New entrants must also come under scrutiny.

What was monitored?

- Newspapers: whole newspaper except for classifieds; advertisements; advertorials and supplements.

Table seven: Comparative analysis of media monitored					
COUNTRY	MAP	NON-MAP	GMBS	NEW	TOTAL
Botswana	1	6	5	2	**7**
DRC	12	4	0	16	**16**
Lesotho	5	2	4	3	**7**
Madagascar	10	5	0	15	**15**
Malawi	10	2	7	5	**12**
Mauritius	7	4	8	3	**11**
Mozambique	14	1	*		**15**
Namibia	6	4	7	3	**10**
Seychelles	6	0	5	1	**6**
South Africa	1	18	13	6	**19**
Swaziland	5	0	4	1	**5**
Tanzania	4	8	5	7	**12**
Zambia	2	9	7	4	**11**
Zimbabwe	0	11	7	4	**11**
TOTAL	**83**	**74**	**72**	**70**	**157**

** Breakdown of Mozambique media houses for GMBS unavailable.*

- Radio: A major half hour or one hour news and news analysis programme at prime time (either in the morning or evening).
- Television: A major half hour or one hour news and news analysis programme at prime time (either in the morning or evening).

Timeframe

The monitoring period comprised a constructed monitoring fortnight of 14 days over a month's period. The monitoring started on Monday 19 October and ended on Thursday 16 November 2009. The Global Media Monitoring (GMMP) fell within this period with its research being conducted on 10 November 2009.

Table eight summarises monitoring dates for the different mediums.

- Television and radio media were monitored on the same day, and were monitored on every alternate day.
- Print media was monitored on the same day and on every alternating day with the exception of weeklies that were monitored on whatever day of the week they come out (shown in red).

Table eight: Monitoring dates

DAY	MEDIUM		
Monday 19 October		TV	Radio
Tuesday 20 October	Print		
Wednesday 21 October		TV	Radio
Thursday 22 October	Print		
Friday 23 October		TV	Radio
Saturday 24 October	Print		
Sunday 25 October		TV	Radio
Monday 26 October	Print		
Tuesday 27 October		TV	Radio
Wednesday 28 October	Print		
Thursday 29 October		TV	Radio
Friday 30 October	Print		
Saturday 31 October		TV	Radio
Sunday 1 November	Print		
Monday 2 November		TV	Radio
Tuesday 3 November	Print		
Wednesday 4 November		TV	Radio
Thursday 5 November	Print		
Friday 6 November		TV	Radio
Saturday 7 November	Print		
Sunday 8 November		TV	Radio
Monday 9 November	Print		
Tuesday 10 November	GMMP DAY: NO MONITORING		
Wednesday 11 November	Print		
Thursday 12 November		TV	Radio
Friday 13 November	Print		
Saturday 14 November		TV	Radio
Sunday 15 November	Print		
Monday 16 November		TV	Radio

- In the case of weeklies, only two newspapers were monitored since the monitoring period covered only two weeks.
- For newspapers, radio or TV news programmes that did not feature seven days a week (e.g. they may feature only on weekdays) monitors were required to monitor five sets over the ten weekdays of the monitoring period or equivalent so that, at the end, they had one constructed week's worth of that publication or programme monitored.

Key events during the monitoring period

GL and partners chose the month of October and November for the study because it represented a relatively "neutral" period. By contrast, November - December would have coincided with the Sixteen Days of Activism campaign from 25 November to 10 December. Traditionally this period has shown a considerable increase in the coverage of gender issues and gender-based violence in particular. December would have skewed the findings by giving a higher number of stories on HIV and AIDS because of World AIDS Day on the first. HIV and AIDS is of significant interest to this research. In Botswana and Namibia, the monitoring coincided with post- or pre-election coverage. Events of national significance are highlighted in the country reports.

Limitations

Focus on news: As a follow-up to the GMBS, the 2006 HIV and AIDS, Gender and the Media Study and the 2008 Francophone study, the research focused on news, the dominating genre of the media. It should be emphasised, however, that there are many other kinds of programming, like current affairs, that are not reflected in these statistics. The issue is commented on in more detail in the gender violence, HIV and AIDS chapters, as media practitioners and experts felt that the statistics did not tell the full story of progress made in these areas. For example, there are now several programmes on living positively with HIV and AIDS that are helping to de-stigmatise the pandemic, but are not part of prime time news. The qualitative analysis in the chapter on HIV and AIDS, including reflections from the consultative workshops, as well as case studies of media innovation, helps to provide a more balanced picture.

Comparability of the different studies: Because each study builds on the last one, the parameters are slightly different and not always directly comparable. The GMBS and GMPS have drawn on the Global Media Monitoring Project (GMMP) but also added many dimensions. The comparable and additional features of the Southern African gender and media studies managed by GL are summarised in Table nine. This shows how the GMPS is a summation of the many different areas examined over the seven years, as well as how (with the exception of GBV) the Francophone study served as a dry run for this major monitoring exercise. When making comparisons it is important to bear in mind the different time frames of each study. Going forward, the GMPS will serve as a useful baseline for all these variables.

Table nine: Countries and areas covered by gender and media studies managed by GL

STUDY	YEAR	COUNTRIES														WHAT THE STUDIES COVER					
		ANGOLA	BOTSWANA	LESOTHO	DRC	MALAWI	MADAGASCAR	MAURITIUS	MOZAMBIQUE	NAMIBIA	SEYCHELLES	SWAZILAND	SOUTH AFRICA	TANZANIA	ZAMBIA	ZIMBABWE	TOTAL	GENERAL MEDIA PRACTICE	GENDER IN MEDIA CONTENT	GENDER WITHIN THE MEDIA	HIV AND AIDS	GBV
GMBS	2002/ 2003	x	x	x		x		x	x	x	x	x	x	x	x	x	13		x	x		
HIV and AIDS	2006		x	x		x		x	x	x	x	x	x	x	x	x	12				x	
HIV and AIDS Franco	2007				x		x				x						3	x	x	x		
Glass Ceiling	2009		x	x	x	x	x	x	x	x	x	x	x	x	x	x	14			x		
GMPS	2010		x	x	x	x	x	x	x	x	x	x	x	x	x	x	14	x	x	x	x	x



Swaziland monitors reviewing their draft GMPS country report.
Photo: Saeanna Chingamuka

Different countries in the samples: A closely related issue is the different countries in each of the studies, as summarised in Table nine. What this shows is that the GMPS provides composite figures for 14 countries, not all of which participated in the GMBS. Unfortunately, even in this study, one SADC country (Angola) is missing.[3] The fact that the countries in the GMPS are not directly comparable to the GMBS poses challenges with regard to comparing regional averages in the GMPS to regional averages in the GMBS. GL's data analyst undertook tests to determine if this is statistically significant (see technical note at **Annex D**). Where relevant, the GMPS regional figure is broken down into GMBS and non-GMBS countries

[3] GL, MISA and GEMSA made strenuous efforts to ensure Angola's inclusion, but were let down by the team leader appointed who failed to deliver the monitoring results.

and commented on in the text of the regional report. While in statistical terms this may be significant, in advocacy terms a few percentage points makes little difference to the overall findings and the messages they convey: that change in the media is too slow. Going forward, the GMPS provides one comprehensive set of data for virtually all SADC countries against which progress in attaining the targets set in the SADC Protocol on Gender and Development by 2015 can be measured.

Time taken to complete the analysis: The enormity of this research project; challenges in obtaining and cleaning data as a result of sometimes unreliable or inexperienced team leaders/monitors; as well as working in three different languages across 14 countries, resulted in the analysis taking longer than initially anticipated. Based on past experience, the partners also decided to canvass the results in consultative workshops before finalising the reports. This assisted in identifying errors. More importantly, the reflections from these meetings form an important part of the qualitative findings of the country and regional reports. GL firmly believes that research is only as useful as it is critically engaged with. This is not just a set of intersting data but a benchmarking exercise aimed at increasing the momentum for change.

2 — ARMCHAIR JOURNALISM? GENERAL MEDIA PRACTICE



Press conference during the food riots in Maputo, 2 September 2010. *Photo: Mercedes Sayagues*

"One of the reasons why stories in the media are boring is that journalists prefer to get their news from officials and sources in authority even in issues happening in communities. The stories have gaps, (and) missing information because those affected (often women) have not have been accessed as sources."

~ Madube Pasi-Siyanya, GEMSA Zambia chairperson.

Media practice is a new addition to gender and media monitoring studies. This line of inquiry seeks to contextualise missing voices within the broader context of media practice. For example, if the majority of stories are based on secondary sources, or if there is only one primary source, the chances of this being a male view or voice is high. Contextualising diversity within the broader framework of media practice strengthens the argument that promoting multiple sources within media content also strengthens media practice.

This chapter examines media practice through examples from across the region. Issues covered include what topics are covered by the media; the break-down of coverage with regard to genres; origin; geographic scope; primary and secondary sources; anonymity; single versus multiple sources.

Topic

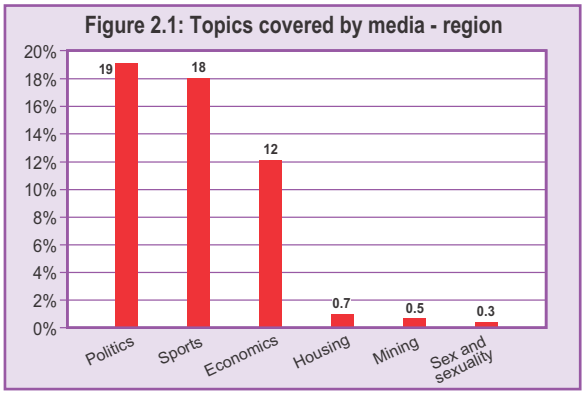


Figure 2.1 shows that out of the 20 topic codes monitored in the GMPS, politics (19%); sports (18%) and economics (12%) dominate coverage in Southern Africa. These figures are fairly consistent across the region, with some variations. For example at 33% Mozambique had the highest proportion of political coverage. At 7% Swaziland had the lowest proportion of political coverage. South Africa had the highest proportion of sports coverage (29%) and DRC the lowest (8%). At 17% Botswana topped the chart for economic coverage, while Lesotho had the lowest at 7%. Housing, mining, sex and sexuality ranked as the least covered topics. Coverage of gender equality and gender violence are commented on in the following chapters.



Voices of authority sought in times of crisis. *Photo: Mercedes Sayagues*

Genre

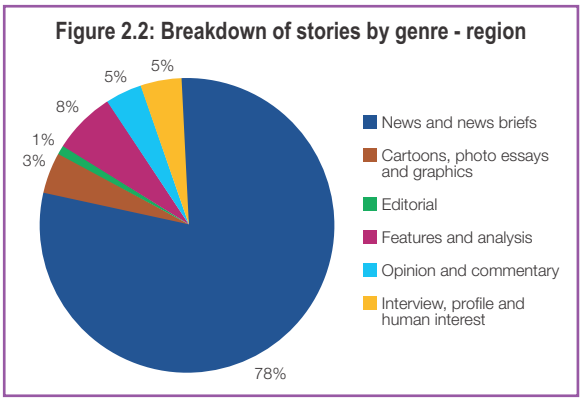


Figure 2.2 shows that at 78%, news and news briefs accounted for more than three quarters of coverage. Features and analysis made up a mere 8% of the total. Opinion and commentary, cartoons, interviews and human interest made up the rest.

During the consultative meeting on the GMPS in Tanzania, Eva Somolon, a lecturer at the School of Journalism and Mass Communication, University of Dar es Salaam, commented: "Experience has shown that features and analysis are likely to give a better perspective to an issue and influence thinking of policy makers compared to news and news briefs."

In Botswana, participants noted that specialised reporting and in-depth coverage need experienced journalists, which the country lacks. Most journalists are young, as the experienced have left the newsrooms for better-paying and less-demanding jobs. The juniorisation of newsrooms is a problem facing many Southern African countries.

Origin

Figure 2.3: Origin of stories - region

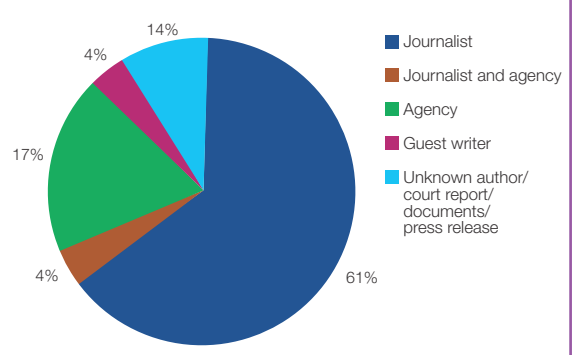


Figure 2.3 shows that 61% of stories in the region are originated by media practitioners on the ground, compared to 17% from news agencies; 4% from journalists and agencies; 4% from guest writers and 14% unknown.

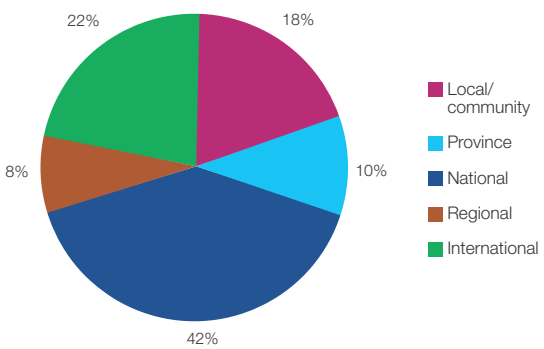
During the consultative workshop in Lesotho, one of the monitors, Thabang Matjama, noted that some media houses find themselves relying more on news agencies and secondary sources due to financial constraints. Mothiba Magara Mpota, an independent communications consultant, said that journalists in Lesotho make an effort to go out in the field and look for stories, with stories from agencies only used to support what journalists have gathered from the communities. Across the region, it is heartening that agencies are not the primary source of news.



Getting the story: Lesotho TV interviews Women in Law Southern Africa Lesotho head Libakiso Mathlo. *Photo: Colleen Lowe Morna*

Geographic scope

Figure 2.4 Geographic scope of stories - region



As reflected in figure 2.4, across the region national coverage accounted for 42% of the total, with international (22%) accounting for more than local coverage (18%). In Tanzania, participants could not understand why areas experiencing a myriad of problems received the least coverage. Shukuru Senkondo of Upendo FM blamed media houses for not facilitating rural reporting. "The few times we write stories on community issues is when NGOs or sometimes government agencies take us there. There is need for media houses to invest in this area," she said.

Participants lamented the high number of international stories compared to local news. They called for international news to be related to the local

context. They cited the example of the floods in Pakistan being given more coverage by local media than other disasters happening in Africa.

Primary and secondary sources

A primary source is one in which a subject is interviewed whereas a secondary source is a report. Over-reliance on the latter is usually a symptom of weak journalistic practice. Indeed, even if a secondary source is used, this should be accompanied by interviews. Except in the case of headline news in radio and TV and very short news briefs in print, a rule of thumb is that no news item should be based solely on secondary sources.

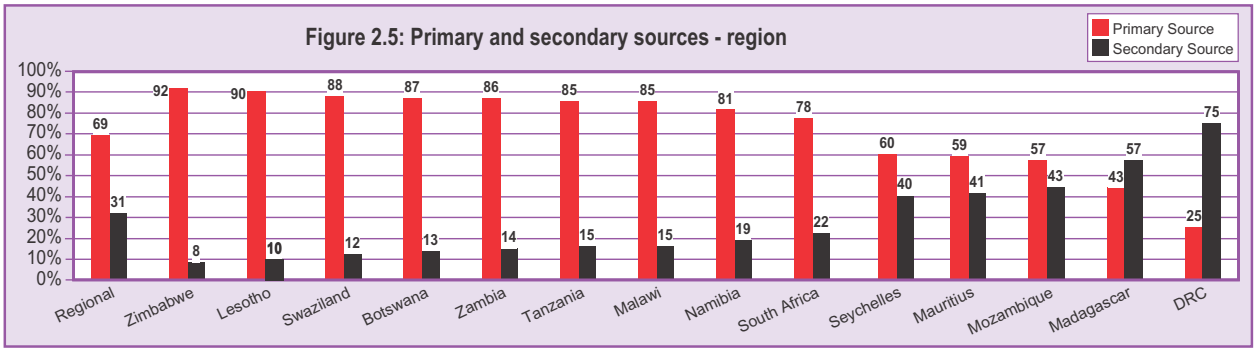
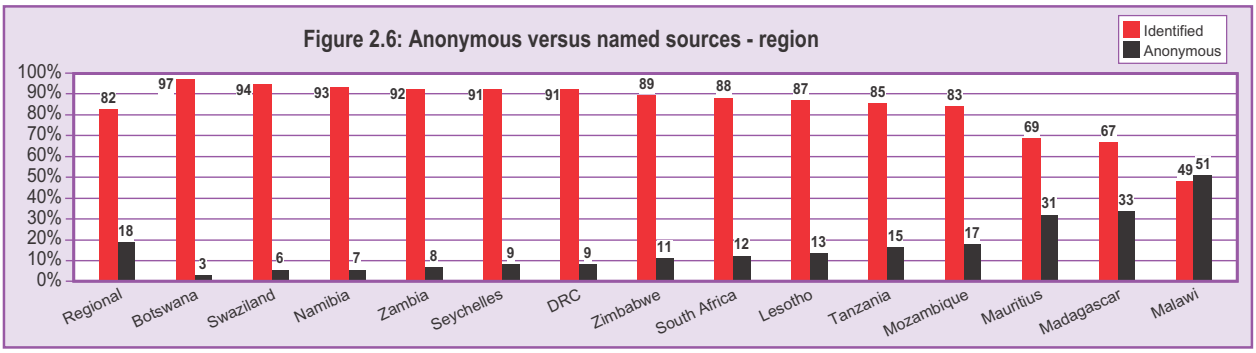


Figure 2.5 shows that across the region almost one third (31%) of stories during the monitoring period were based on secondary sources. This is high, and is a source of concern. There were, however, wide variations across countries, from 92% primary sources in Zimbabwe (the best) to only 25% in the case of DRC. Madagascar (57%) and DRC (75%) were the only two countries in the study in which stories based on secondary sources exceeded those based on primary sources.

Anonymity

Although there are instances in which journalists may have to rely on unnamed sources in order to protect them, this should be the exception. Stories based on anonymous sources must be extensively verified. All too often, anonymity is a cover-up for lazy journalism. The proportion of stories based on anonymous versus named sources is therefore another important indicator of journalistic practice.



As shown in Figure 2.6, across the region stories based on anonymous sources accounted for 18% of the total. This is relatively high and raises concerns about the quality of journalism generally. With only 3% stories based on anonymous sources, Botswana scored best. Anonymous sources accounted for more than one quarter of all stories in Mauritius, Madagascar and Malawi during the monitoring.

Malawi (51%) had the highest proportion of anonymous sources. During the consultative workshops, Malawian journalists argued that the habit of anonymous sources dates back to the Kamuzu Banda dictatorship. But media analysts questioned why this habit persists under the more democratic dispensation in Malawi. They pointed out that this "habit" is often a mask for poor journalism.

Single versus multiple source stories

Reliance on single sources is another weak media practice that often has gender dimensions. It is common in news reporting to only hear the views of the person in authority, for example the minister. Good journalism demands that all perspectives be sought and fairly reflected: those who make policies and those who are affected by policies. In our male-dominated society, if only one source is consulted there is a strong likelihood that this will be a man. This not only results in male hegemony of the news; it weakens journalistic practice.



Community news is missing in the Namibian media. *Photo: Trevor Davies*

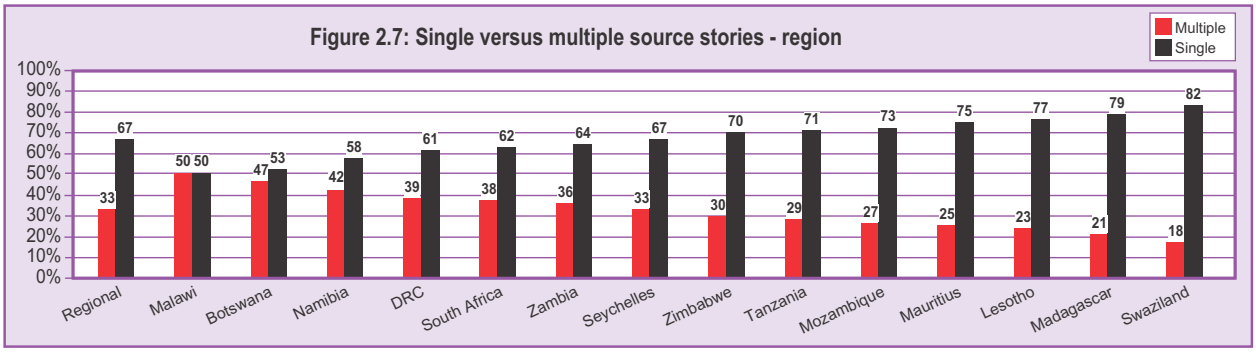


Figure 2.7 shows that during the monitoring period a staggering two thirds of stories in the Southern African media were based on single sources. This proportion rose to as high as 82% in Swaziland. Only Malawi and Botswana had roughly equal numbers of single and multiple source stories.

The monitoring yielded many examples of single source stories based on male figures of authority. For example, in its lead news item on 20 October 2010 Radio Lesotho reported on the Netherlands Ambassador presenting credentials to King Letsie III. The report covered Letsie's speech, in which he described the fraternal relationship between the two countries. It is a single-source report - the King's comments are covered verbatim. There is no analysis or commentary on the official statement. The King describes the relationship between the two kingdoms as excellent and a source of pride. This entire piece is dedicated to ensuring that the King's voice prevails. There are no other perspectives or voices that compliment or differ.

In the DRC, Digital Radio carried a report on 27 October about doctors in Kinshasa cancelling their strike. The only person quoted is a male doctor and spokesperson of the group. A strike in a hospital can be catastrophic to patients especially those who need urgent medical attention and urgent operations. Yet the journalist does not interview the superintendent of the hospital, the patients or the nurses. The article does not probe what measures are in place to protect the interests of the sick as well as prospects for the doctors.

During the consultative workshops, the issue of single source stories raised considerable comment and debate. In Zambia, Edward Musonda, a reporter with *Palisah News Agency* (private) argued that "journalists are too lazy to balance their sources. The responsibility lies with editors who should reject unbalanced stories. The problem with Zambian editors is that they are not experienced. Some journalists have been in the field for less than two years and then are promoted to editors. Their stories are shallow. I agree with these findings, they are a true reflection of the Zambian media. We must also understand the Zambian media environment. Mainstream media are operating with an agenda and only look for sources to support their agenda. All media houses in the country are biased by source selection and story placement."

George Chomba, news editor at *Daily Mail* maintained that over the years that he has worked with journalism students who work as interns in his newsroom and he has observed that they study to pass examinations and not to make a mark in the field: "They do not know the job. They do not know the basics of journalism which include balancing sources. As a news editor, it becomes difficult to enforce those basics in view of the close deadlines."

In Namibia, newly appointed *Republikein* Editor Estelle de Bruyn said that there is no excuse for not striving for diversity news sourcing. She said there is a new breed of journalists in Namibia who rely on secondary sources as well as news agencies for stories. She noted that some journalists do not even take down notes at press briefings but instead ask for speeches from speakers. Participants questioned why editors allow sub-standard stories to be printed.

Base FM Station Manager Sandra Williams highlighted that her station constantly urges journalists to give balanced views on news. She said that if journalists bring single source stories, they are usually sent back to look for more views. She further highlighted that as a community radio station, Base FM always ensures that community voices are well represented in news. Journalists are discouraged from relying on press briefings for stories.



Base FM reporter, Jehoiackim Kateve, seeks out community voices.
Photo: Colleen Lowe Morna

Function

A large proportion of those whose voices are heard are "powerful people" because of their knowledge (experts); because they have been appointed spokespersons or they are the main subject of the story. Again, these are categories in which men are likely to predominate.

Figure 2.8: Function news sources - region

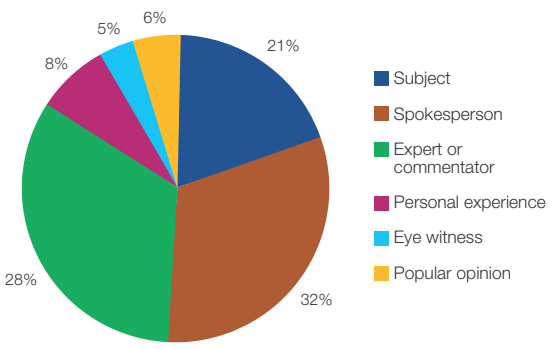


Figure 2.8 shows that 71% of all sources in the survey consisted of either expert commentator (28%); spokesperson (32%) or subject (21%). Ordinary people are the rarity with personal experience (8%); eye witness (5%) and popular opinion (6%) making up just 19% of the total.



An article in the *Post* (Zambia, 12 November 2009) entitled "Constitutionalise right to food, NGO urges African governments" illustrates how issues of everyday concern are often told exclusively from the perspective of those in authority. The article calls on African governments to include the right to food in Constitutions demands made at a workshop of peasant farmers to educate them about this right. Ironically the story does not include the voices of small-scale farmers, let alone of women. The article refers to "vulnerable" groups, but these are not defined or disaggregated by gender.



12 • HOME/BUSINESS NEWS

Constitutionalise right to fo

By Kabanda Chulu

RAPDA coordinator Hugguetie Dossa has challenged Zambia and other African governments to include the right to food in their national constitutions.

During the regional training of trainers' workshop for peasant farmers on the right to food in Lusaka, Dossa said providing for the right to adequate food and the fundamental right to protect vulnerable groups from hunger is a question of international law that should be respected by all countries.

"The right to enough food in a community have physically and economically access at all times to quality food in a sufficient amount to means of getting it, said Dossa. "Unfortunately, though signatories to food agriculture and organisation voluntary guidelines, most African countries have not seen to it that the right to food is included in their constituencies."

RAPDA is a continental organisation that coordinates the African Network on the right to food.

And RAPDA deputy coordinator Sheikh Lewis yesterday challenged African governments to create enabling environments for civil society organisations to work with peasant farmers in attaining the right to food.

Lewis said there was need to to food availability and best methods of farming.

"African civil society organisations have therefore an important responsibility of spreading, popularising and promoting the right to food, particularly among the most vulnerable groups hence governments should provide for an enabling environment for the civil society to work with peasant farmers in attaining the right to food," Lewis said.

He said the organisation was established in 33 African countries covering all regions and that plans were under way to include all countries by 2012.

Lewis said the aim of the Lusaka workshop was to prepare national focal leaders whose training would in turn fil-

In Mauritius, an article entitled "Supply of Water: the CWA (Central Water Authority) is careful" in the 25 October 2009 edition of *Week End* gives details of what can happen during dry periods on the island. The main source is the Chief Executive of the Central Water Authority (CWA). A weather expert notes that the "weather can cause severe discomfort to vulnerable groups" but none are interviewed.



Social L'EXPRESS DE MADAGASCAR DU LUNDI 26 OCTOBRE 2

IMPACT DE LA CRISE

Plus de 200 000 emplois perdus

Une enquête menée par les organismes onusiens révèle que 228 000 emplois ont été perdus, après la crise. Un salon de l'emploi s'annoncera bientôt pour la relance.

C'ÉTAIT prévisible. La dernière statistique de la perte d'emploi dans tout Madagascar s'élève à 228 000. Un chiffre qui risque d'augmenter jusqu'à 300 000 si la suspension de l'AGOA est effective. La déclaration émane de Nisay Christian, représentant du bureau international du travail à Madagascar, suite à l'enquête réalisée par les organismes onusiens à Madagascar sur les impacts socio-économiques de la crise.

Selon Bodo Andrianarisoa du club Développement éthique, à la tête d'une autre étude sur la question, cette perte d'emploi a été favorisée par la déclaration de chômage technique de 514 entreprises, reçue auprès de la Fonction publique au mois d'octobre 2009, contre 210 en 2008 et 47 en 2007.

Limiter les dégâts

sévère avec une diminution des revenus dans les ménages », souligne Bodo Andria-

Pour y faire face, un grand salon de l'emploi sera organisé par le BIT au mois de

pour que la perte ne s'aggrave davantage », souligne Nisay Christian.

plan de relance économique », affirme José Andrianarisoa, de la confédération des

Des milliers d'employés de la zone franche ont perdu leur gagne-pain depuis la crise.

An article entitled "Impact de la crise, plus de 200 emplois perdus" which appeared in *Express de Madagascar* on 26 October 2009 concerns 228 000 jobs lost as a result of the financial crisis in Madagascar. The Director of the International Labour Organisation in Madagascar provides the statistical information and also comments that this number may increase to 300 000. None of the men or women who lost their jobs are interviewed. It is a well known fact that in Madagascar, there are more women than men who work as cleaners in companies. Indeed, while the picture shows women factory workers, their voices are not heard. The article does not make any mention of measures that could be taken or measures that are being taken to address this situation.

In South Africa, eTV reported on 5 November 2009 about the suspension of Athletics Association of South Africa (ASA) Boss Leonard Chuene over the handling of Caster Semenya's "gender" tests. The focus of the story is on the power struggles between ASA and South Africa's Olympic Board. The story gave little attention to the gender and discrimination issues around the case. Only men sources spoke. Although Caster Semenya may not have been talking to the media, the report failed to canvass the views of the family, gender activist groups and others who empathised with her plight. The impression created is that there are no women who can speak authoritatively on the issue. The video clip shows file images of the ASA boss addressing a press conference as well as an interview over his suspension. There is also a file image of Caster Semenya but in the clip she does not say anything. The images reinforce the stereotype that men speak on behalf of women.

Conclusions

During the consultative workshops, participants grappled with the causes of poor media practice. They all concluded that while there are many constraints, these is no excuse for not diversifying sources.

In Zimbabwe, participants noted that political instability led to the high proportion of political stories. The period leading to the formation of the unity government was characterised by political violence which may have intimidated women from speaking to the media. The economic recession led to the media focusing more on economic developments. Sports reporting took centre stage because of the 2010 FIFA Soccer World Cup coming to neighbouring South Africa.

Participants also noted that the country has lost a number of experienced journalists due to the harsh economic and unstable political environment. Due to the closure of media organisations there is no competition to raise the standards of journalism in the country. However, the establishment of the Zimbabwe Media Commission has seen five more newspapers being granted licences.

Reporters in Malawi similarly cited the difficult financial situation as a constraint. Reporters at one time used to use their own money to chase up a story, but now it's the opposite. Some reporters wait to be given money in order to report. The result is the erosion of ethical standards. Gender stories also suffer.

In Lesotho, Keketso Lawrence, *Public Eye* Training Manager said there is a need to uphold and understand the basic principles of journalism, media ethics and newsroom policy. He said basic principles of journalism hinge on balance in news stories as well as maintaining credibility. He said this principle is what separates journalism from advocacy. As such, editors should always strive to ensure that all sides of a story are covered; including gender-related stories.

Editors and journalists in Botswana concurred that there is a need to "go back to the basics" of journalism. A journalist from *Mmegi* noted that experts and spokespersons dominate news content because they "are easy to get [hold of] and give credible information". He noted that lack of resources prohibit the media from pursuing more in-depth coverage. Participants pointed out that the media in Botswana are driven by audiences who want the news "quick and short".



Real journalism is hard work; *Savana* reporters in Mozambique.
Photo: Mercedes Sayagues

Nadia Berger, a radio and communication advisor from the University of Botswana, highlighted the "missing link" between newsrooms and training institutions. She believes training institutions must keep abreast of developments in the industry. Sending students to newsrooms as interns is not enough, Berger noted. A participant in Madagascar commented that "journalism must become a professional job as people learn on-the-job with academic or professional training."

In Zimbabwe, participants agreed that none of the "environmental factors" are an excuse for the Zimbabwean media failing to diversify news sources. The keynote speaker at the consultative workshop, also the Dean of Faculty of Communication and Information at the National University of Science and Technology (NUST), Lawton Hikwa, cited armchair journalism more than the unfriendly media environment as the reason for poor quality journalism. He urged journalists to get off their laurels and start reporting as required by their profession.

3 — SINS OF OMMISSION AND SINS OF COMMISSION: GENDER IN MEDIA CONTENT



Picture our lives: GL field officer Priscilla Maphosa shows women timber workers in Chimanimani, Zimbabwe, photos taken of them for a publication on gender and local government. *Photo: Colleen Lowe Morna*

"The media continues to ruthlessly operate in favour of men, leaving out women consumers who are its consumers and key stakeholders in this country,"

~ Florence Hamisi, former employee of *Tanzania Communications Regulatory Authority*

The 2003 Gender and Media Baseline Study (GMBS) revealed that women comprised 17% of news sources in Southern Africa. The study found that the media portrays women in a limited range of roles, most often as sex objects or as victims of violence. Women were more likely to be seen than heard. A similar pattern emerged in the 2008 Francophone study that encompassed the new entrants into the Southern African Development Community (SADC) - DRC, Seychelles and Madagascar. Women comprised a mere 18% of sources.

Various benchmarking exercises in the intervening period suggested slow progress on this front. In 2005, 13 Southern African countries participated in the third Global Media Monitoring Project (GMMP). Although this is just one day's worth of monitoring, it yielded useful aggregate data putting women sources in the region at 19%.

This chapter will explore how much progress has been made since the GMBS. The chapter analyses whether women and men are equitably represented in the news. It looks at the sex; topics; age; function and occupation of sources and images in news stories. A further question of enquiry is the proportion of women and men sources who are identified by a personal tag (i.e. mother; father; wife; husband; etc.).

The chapter is divided into the sins of omission and the sins of commission. Omission concerns the exclusion of gender as a topic and of women voices in all areas that affect their lives (gender blind coverage). The sins of commission concern portrayal, or what is communicated about women in the media. This section is divided into subtle and more blatant stereotypes. Comments by media analysts and practitioners made during the consultative workshops shed light on the challenges that newsrooms are grappling with.

Sins of omission: Gender as a topic is missing

As reflected in Table ten, showing the percentage of coverage given to each of 20 topics, 1% each of the total, gender equality and gender violence featured as among the least covered topics.

These figures are exactly the same as in the GMBS, suggesting that there has been little progress on this front. Chapter seven will discuss what is meant by gender-aware coverage as *gender-specific* coverage is a just one dimension of this. Ensuring that the voices of women are reflected or mainstreamed in all topics is equally important. However, considering that the struggle for gender equality is one of the greatest social challenges of our time (especially after the demise of settler colonialism and apartheid in Southern Africa), it is disappointing that gender as a topic still barely flickers on the screens of the media.

Table ten: Topics covered by the media

	%
Politics	19
Sports	18
Economics	12
Crime	8
Disaster/war/conflict/protest	6
Media and entertainment	5
Health	5
Education	4
Sustainable development	4
Land and agriculture	3
Culture/tradition	3
Human rights	2
Labour	2
Religion	1
HIV and AIDS	1
Gender violence	1
Children	1
Gender equality	1
Housing	1
Mining	1

During the consultative workshops on this research, participants offered various explanations. In the DRC, one analyst lamented the lack of journalists specialising in gender equality and GBV. In Lesotho, an editor said that gender stories have to compete with other stories for space. Newsrooms generally prioritise stories that sell. If gender is not an issue in the media house then it will not be given top priority, the editor said.



Making gender topical in Mauritius: GL director Loga Virahsawmy being interviewed by the Mauritius Broadcasting Corporation.
Photo: Colleen Lowe Morna

Marie-Noëlle Elissac-Foy, former Editor of the magazine *Essentielle* and gender activist with Women

in Networking (WIN) in Mauritius, said that male and female journalists look for information that is newsworthy. The question for activists, she suggested, is how to make gender newsworthy.

Thulang Kuleile, a producer for Radio Lesotho, highlighted the numerous possibilities for gender programming that her station offers. She said that one of the limitations of the study is that it focused on news, hence the impression that gender as a topic is not prioritised. She said that she has been actively involved in producing health programmes that have gender dimensions. But generally participants agreed that gender as a topic is under-covered, and that women continue to be invisible in the media.

Gender blindness

Gender gaps in the editorial content of the media concern what is and what is not included in the news and as news. The sins of omission or "gender blindness" are reflected in multiple ways in which women's views are ignored.

Sources by sex overall

The proportion of women sources in the news is the single most important measure with regard to gender and the media as well as the extent to which society gives voice to women.

Figure 3.1: Women and men as news sources - region

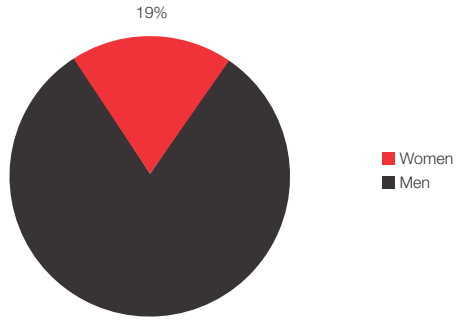


Figure 3.2 Women and men as news sources - country comparison

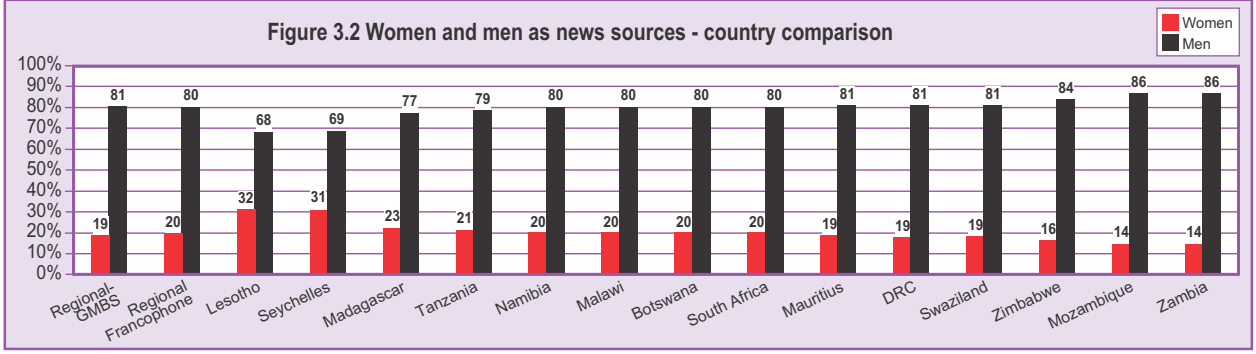
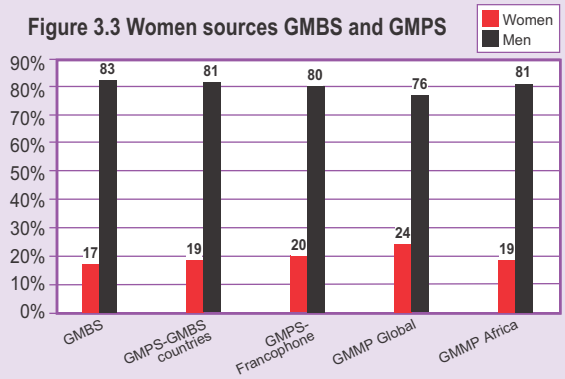


Figure 3.1 shows that across the 14 countries monitored in this study, women constituted a mere 19% of news sources. Figure 3.2 shows, however, that there is considerable variation across countries, from 14% in Mozambique and Zambia to 31% in Seychelles and 32% in Lesotho. Nine countries have between 19% and 23% women sources.

As reflected in Figure 3.3, there has been a mere 2% increase in women sources in the GMBS countries from 17% in 2003 to 19% in the GMPS. At 20% the average figure is slightly higher for the three Francophone GMPS countries (DRC, Madagascar and

Figure 3.3 Women sources GMBS and GMPS



Seychelles). This is encouraging, given that gender and media activism in these countries is still relatively new. However, the increase in these countries since the 2008 Francophone Gender, HIV and AIDS and the Media study is also only 2% (from 18% to 20%). Southern Africa is at par with the rest of Africa (19% women subjects) in the 2010 GMMP but below the global average of 24% women subjects[4].

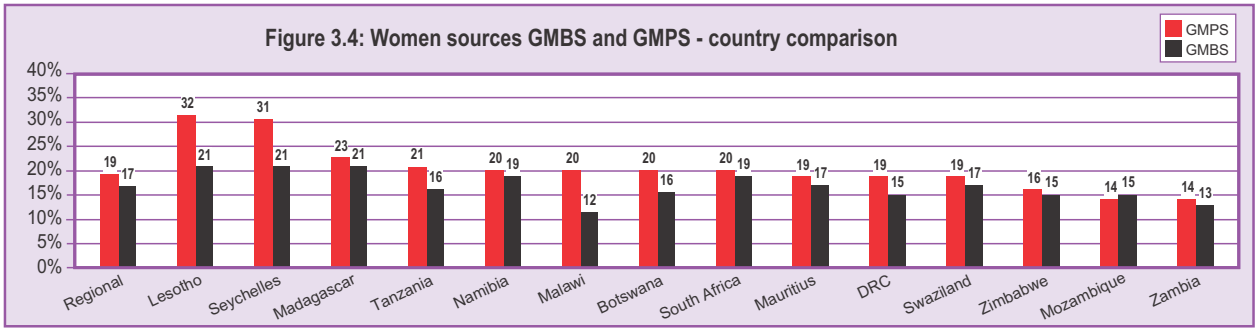


Figure 3.4 compares women sources for each country against the GMBS findings, in the case of countries that formed part of that study, and the 2008 study in the case of the Francophone countries. The variance column shows that all countries except Mozambique (where women sources registered a 1% decline from 15% to 14%) have registered an increase in women sources.

In some countries, this increase has been marked (for example 11% in the case of Lesotho and 8% in the case of Malawi). During the consultative workshops Paul Kamanga, a journalist in Malawi, attributed this to more women breaking into the media and more female journalists in the profession. "The campaign for 50/50 and gender equality is bearing fruits, people are receiving the message," he said.

But the virtual stagnation in countries where there has been strong gender and media activism over the last decade (such as Mauritius and South Africa) is disappointing. The large number of countries sitting at one-fifth-or-below women sources five years before the target set in the SADC Protocol on Gender and Development for women and men to have equal voice in the media shows that much work remains to be done in all Southern African countries.



Women's voices missing

The qualitative monitoring yielded several examples of gender-blind reporting. An example is the article entitled "The winner's eye" published by *Escorpião* in Mozambique on 19 October 2009. The story is about João Paulo Borges Coelho who won the Euro100 000 *Leya Prize*, the highest distinction in Portuguese literature, by surprise because his wife entered him without his knowledge. Yet the article ignores the role of Coelho's wife (whose name is not even mentioned). Her voice is missing from the story.

Another example of a gender-blind story is the article "Elderly widow jailed for not vacating farm" published by *The Standard* newspaper in Zimbabwe, 8-14 November 2009. The story is based on a court report about a 79-year-old woman being given a wholly suspended three month jail term for refusing to vacate her farm. Only

[4] Subjects as defined in the GMMP is slightly different from sources, as defined in the GMBS and GMMP in that it encompasses those who talk, and those who are talked about. In practice most of those who are talked about are also quoted.

male sources express their opinions. The widow's status, mentioned in the headline, also carries a gender bias. The farmer's sex, her marital status and age have no particular bearing on the story except to convey her as a victim (underscored in the caption "Distressed").



Elderly widow jailed for not vacating farm

BY SANDRA MANDIMEDZA

HESTER Theron, the elderly mother of the Commercial Farmers' Union (CFU) president, Deon Theron, was on Friday given a wholly suspended three-month jail term for refusing to vacate her farm.

Harare magistrate Archie Wochiunga told the tearful 72-year-old grandmother that she had 30 days to vacate her dairy farm, on which she has lived since 1957.

Her lawyers Scanlen & Holderness, represented by Godfrey Mamvura, who have tried to save Theron's Friedanthel Farm in Beatrice, also brought the court's attention to the plight of 17 workers who stand to lose their livelihood should the eviction go ahead.

Theron's lawyers said the state had made no plans to compensate the elderly widow in the event that she agreed to hand over her farm.

"Prosecution is pursued along racial lines as it is primarily targeted against white farmers. She is a victim of state-organised racism," said Theron's lawyers in their four-page submission.

Magistrate Wochiunga was unmoved and threatened to put the distressed elderly Theron behind bars if she insisted on staying on the farm. Mamvura said he was appealing against Theron's conviction and sentence.

Her son, CFU president, Deon Theron, who was present in court when sentence was passed, said afterwards all was lost.

Deon said his mother would have to slaughter all her cows numbering about 400 before she vacates the farm. "Although we are going to appeal, my mother would have to get out of Friedanthel Farm.

"What is happening in the land issue is for the benefit of individuals, not the nation," said Deon whose farm was also invaded last year.

"We have tried many times to talk to the Minister of Lands and Land Resettlement, Herbert Murerwa, but we never got the chance."

DISTRESSED — Hester Theron at court

The news feature "Body building is an expensive sport" on Lesotho TV on 1 November 2009, about an upcoming body building competition, Mr Muscle Man concerns the challenges facing body builders - women and men - in Lesotho. But there is no gender disaggregated data and all sources in the news feature are men who mention women body builders and a competition targeted at them. Women do not have the opportunity to speak for themselves. Instead of celebrating women in their diverse roles, particularly in a male-dominated sport, the report creates the impression that women have no agency of their own.

"Ship Out," an article published by *The Voice* on 23 October 2009 is a news report about members of the Botswana National Front calling for party president Otsweletse Moupo to resign after the elections as a result of the party's poor performance. The article quotes only men party members. The image of all male supporters in their political party regalia makes the story even more gender blind. In most cases, women are the majority members of political parties but their voices are not heard.



Bid to tap city's 'sweet waters'

Old springs could supply new wealth

MURRAY WILLIAMS
Staff Writer

THIRTEEN fresh-water springs which first attracted man to Cape Town are to be uncovered – thousands of years after they were covered by the foot of Table Mountain.

Without the springs, which bubble from the mountain, Cape Town is unlikely to have been established.

The springs have been accurately researched by environmental planner Carole von Zyl, who is working with the Cape Town Partnership, and in turn set to be re-opened, and possibly tapped, after centuries of supplying Cape Town.

The project has been dubbed "sweet water" by Von Zyl, who is also a Capetonian.

Von Zyl investigated the use of the springs in early colonial times. Be aware of the springs was merely swamps, so the Dutch visualised the water – a resource which could be used to supply ships and water.

Von Zyl's research has also revealed that the Castle, built in the Gardens, and deemed water around the Cape of Good Hope Castle for a moat. So you can see that the first conflict between indigenous inhabitants and settlement," explained Andrew Burnine, head of the Cape Town Partnership.

"For thousands of years people have been bringing their livestock to Cape Town to water them during the summer months, as there was rarely any water anywhere else.

"These springs are the 'reason' why Cape Town is here."

The 13 springs bubble forth from where the sandstone of Table Mountain meets shale, which is Bokkeveld (City Formation), near St Cyprian's School in Oranjezicht.

Burnine explained the use of the springs in early colonial times: the source of the springs was marshy swamps, so the Dutch visualised the water – a resource which could be used to supply ships and water.

Von Zyl's research has also revealed that the Castle, built in the Gardens, and deemed water around the Cape of Good Hope Castle for a moat. So you can see that the first conflict between indigenous inhabitants and settlers was over water.

"Later on (in the early 18th century) Victorian engineers arrived, and put the canals in several canals, including one that ran down Adderley Street and the Heerengracht – today all major streets.

"Later on (in the early 18th century) Victorian engineers arrived, and put the canals culvert on the original springs and streams, which have always flown into the sea somewhere and into Table Bay.

Now that is about to change, Burnine reported.

"We are reversing this whole process, and bringing the water back to the surface in urban parks.

"Cape Town doesn't know yet, and that's what we're investigating. Other cities have rediscovered their historic water supplies, by digging the water back to the surface. And also how the waters had formed

WELL WELL: Researcher Carole von Zyl investigates one of the natural fresh-water springs which bubble out of the foot of Table Mountain – which determined the origins of Cape Town.

PICTURE: ALAN DE KRAKKER

View pics – gallery at www.iol.co.za/capetimes

Voices of women are similarly missing in the article "Bid to tap city's 'sweet waters'" published by *The Argus* (South Africa, 3 November 2009). This is the tale of 13 fresh water springs that attracted early humans to settle in Cape Town over a thousand years ago. This treasure is re-discovered by a woman environmental planner but she is not given a platform at all to tell the story. The reader is only able to tell that a woman is behind the research by reading the third paragraph and/or glancing at the images. Sourcing a male authority even when a woman made the discovery heightens the bias and the blindness in this article.

Ownership

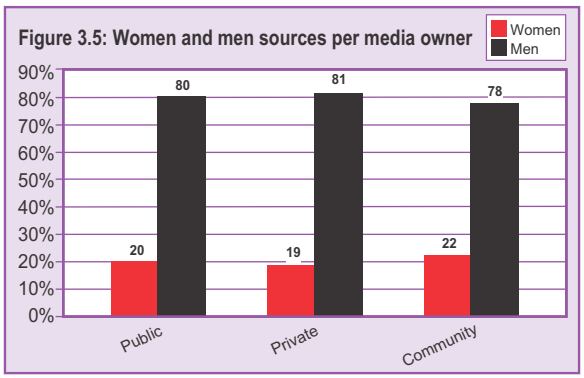


Figure 3.5, which disaggregates women sources according to ownership in the GMPS study, highlights the fact that while there are differences, these are minor. Contrary to the expectation that public media might have a higher proportion of women sources as it is theoretically more driven by equity than market considerations, women sources in the public media accounted for 20% of the total compared to 19% in the private media. As the media closest to the ground, community media, with 22% women sources, fares only marginally better.

As Busi Mkhize (Highway Radio, South Africa) put it: "The findings also impact on us as community media.

The gaps are huge and we need to speed up the process and ensure that we serve the voiceless, for example women. To achieve this, we need to partner with media NGOs and equip our journalists with skills that can enhance female representation in all media content."

Kaombana Kanani, a journalist with *Echo* newspaper in Namibia, challenged women to be proactive instead of "blaming men for the wrong reasons". He noted that very few women are willing to comment on stories, thus the small proportion of women as news sources. He suggested that women's organisations should supply media houses with a list of female commentators and experts.

Mothiba Magara Mpota, a panellist in Lesotho also argued that women must play a part in ensuring that they are fairly represented. She said that most women prefer to refer issues to their male counterparts due to their socialisation. She pointed out that the broadcasting industry in Lesotho has afforded women a platform to discuss gender issues, yet very few are taking up these platforms.

A journalist in Malawi recounted an experience: "I was doing a story. I wanted to balance my story with two men and two women, but the women I approached were not willing to speak. This happens a lot. Many women forward us as journalists towards men. Other women who are commonly used as sources get sick of us asking them questions and say we should ask new people."

A member of the audience during the debate in Malawi on whether or not the media has failed women noted that "female sources in office also often defer to their bosses or seek quotes from their bosses; especially in business stories. This takes us back to speaking to the usual people we usually speak with."

"The media is there to record what is happening," another participant said. "Women are their worst enemies. For example, the president tried to appoint a female inspector general but women MPs protested and the media was there to report that."

Former chair of the Southern African Editor's Forum (SAEF) and Malawian media consultant Rob Jamieson accused the media of "going with the flow, perpetuating a situation that is totally unacceptable."

"It has to start with the journalists," Penelope Kamanga, Gender and Media Malawi (GEMMA) chair and freelance journalist agreed. "When you're writing a story you have to look at it, balance your sources; breaking down of barriers; breaking down of stereotyping." She added that "Editors need to spend more time making sure stories have more sources. Stories shouldn't pass with only one source."



Making women's voices count in Lesotho: Minister of Gender 'Mathabiso Lepono being interviewed by LTV. *Photo: Colleen Lowe Morna*

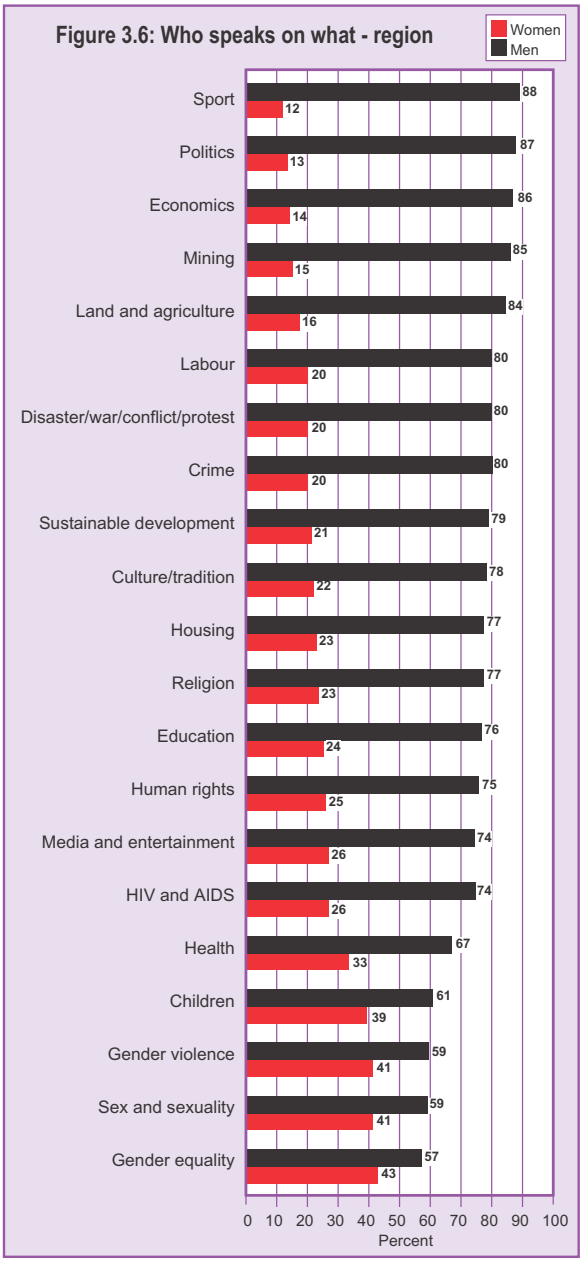


Figure 3.6 shows that across the region, men's voices dominate in all topic categories including gender violence (59%) and gender equality (57%). Women's voices were least heard in sports (12%); politics (13%); economics (14%) and mining (15%). Women's voices were most heard on children (39%); gender violence (41%); sex and sexuality (41%) and gender equality (43%).

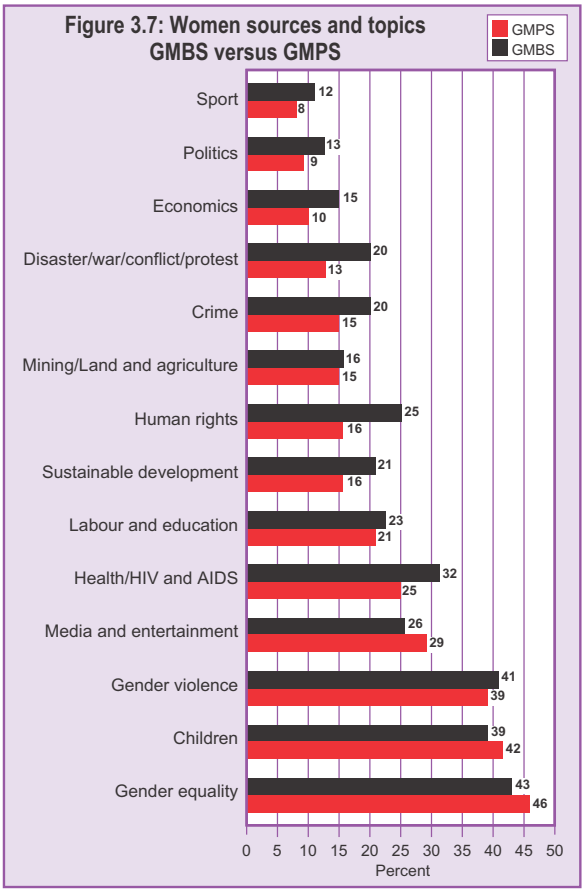


Figure 3.7 shows that compared to the GMBS in 2003, there has been some progress. Women sources in sports have increased from 8% to 12%; in politics from 9% to 13%; economics from 10% to 15% and crime from 15% to 20%.

Table 11: Women's representation in parliament versus women sources in politics			
Country	% women in parliament	% women sources in politics	Variance
Mozambique	39	11	28
South Africa	43	19	24
Malawi	21	8	13
Tanzania	31	18	13
Lesotho	23	13	10
Mauritius	19	9	10
Zimbabwe	18	10	8
Namibia	25	18	7
Zambia	15	9	6
Swaziland	22	17	5
Seychelles	24	24	0
Madagascar	10	14	-4
Botswana	8	13	-5
DRC	8	14	-6

Table 11, comparing women sources in the political category with women's representation in parliament, shows that with the exception of four countries (Seychelles, Madagascar, Botswana and DRC) where the proportion of women sources in politics is the same or higher than their presence in parliament, in all other countries the proportion of women's views on politics is substantially lower than the presence of women in parliament. This divergence is greatest in Mozambique (39% women in parliament compared to 11% women sources in the political category) and South Africa (43% women in parliament compared to 19% women sources in the political category). The conclusion to be drawn from this is that increasing women's representation in politics is no guarantee of increasing the extent to which women's views are heard on political issues and that men continue to speak on behalf of women even in this most public of spaces.

During the GMDC debate on the topic "The media has failed women in Botswana", a politician with the Botswana National Front, Rhoda Sekgororoane, lamented the unfair coverage women politicians receive when they lose an election. She blamed the media for "bringing down women".

In Zimbabwe, participants noted that polarisation of the media along political party lines and the political violence that prevailed during the monitoring period might have scared away potential women sources. Others felt that lack of women sources is a societal challenge, with women always "willing to be spoken for".

But in Malawi, veteran journalist Joyce Ng'oma questioned why "some people call me to comment on women's issues, but why not on all politics? Why should I only be allowed to comment on women's issues?" Participants agreed that failing to access women sources on every subject results in missed opportunities for improving the quality of coverage.



Denied a voice

An article that appeared in the 30 October 2009 issue of *The People* in Seychelles concerned a staunch supporter of the ruling party, Anna Fancourt. The article narrates how Fancourt started in life, who she married, and how she never had children of her own but adopted seven children. All are now adults with children of their own. The article also talks about her involve-ment in the community. Yet the only source in the story and photo are of her adopted son who speaks on her behalf. Even the voices of her party's women's league, where she has been active for the past 46 years, are mute.


En manman sonnyen ki'n reste senser avek son Parti ziska son lanmor

Media misses the opportunity to get women's views

The monitoring yielded several examples of missed opportunities for including women's perspectives that would have enriched reporting. An example is the story "Shot in the arm for small farmers" published by the *Windhoek Observer* (Saturday 31 October to Friday 6 November 2009). The article is about the donation of N$ 17,000 to the Guwiseb Farmers' Cooperative to set up a veterinary outlet in Hoachanas. The chairman of the Agra Board, Ryno van der Merwe, is quoted and there is background research provided on the challenges farmers face and how the donation will assist them. The recipients, including two senior women, are photographed but not interviewed. From a journalistic point of view the article reads like a public relations piece as it is based on an interview with one senior male figure. But from a gender perspective women are treated like silent recipients of a grant whose value they are not asked to reflect on. In Namibia, like other SADC countries, farming provides employment to a large number of people; most small scale farmers are women. The story misses an opportunity to explore the challenges and successes of women farmers.



Agriculture

Short in the arm for small farmers

Staff Reporter

AGRA has donated N$17,000 to the Guwiseb Farmers Cooperative to set up a veterinary outlet in Hoachanas.

The donation is a gesture of goodwill to show appreciation for the loyal support of the farming community of Mariental over the past years.

"As we invest in the farming community by expanding retail operations in Mariental, we equally are committed to invest in communities from which we derive our business," said Ryno van der Merwe, the chairman of the Board of Agra, at the handover of the sponsorship during the celebration of the re-opening of Agra's branch in Mariental on Monday.

The Guwiseb Farmers Cooperative, established in 1994 and based in Hoachanas, has 33 active members. It organises regular livestock auctions at their own auction facilities and is engaged in various other regional development programmes in liaison with national and international organisations.

Poor livestock health and high livestock mortality is one of the challenges faced by farmers. The establishment of a veterinary outlet will effectively address the problem as Agra will provide funding for the acquisition of required equipment, drugs and to train community animal health advisers.

Juliana Kamure of the Guwiseb Farmers' Cooperative and Pentile Davids, President of the NNFU, receives the grant from Birgit Hoffmann, Senior Manager Corporate Affairs.

Another example of missed opportunities is the article "Supply of Water: the CWA is careful" published by the *Week End* (Mauritius, 25 October 2009). The article gives details of what can happen during the dry period in Mauritius. But it missed the opportunity to get the views of homemakers, who are mostly women. The writer chose to rely on the authorities at the Central Water Authority and weather experts even though homemakers are the most affected. This story could have had depth had the writer interviewed diverse sources.

The article "Tupopila Security in financial trouble" in *The Namibian Sun* (22 October 2009) is about security guards protesting because they were not paid for four months. It quotes two men, a security guard and senior union official. Women employed in this industry are missing despite the fact that they participated in the strike. The picture shows male and female striking staff but the author fails to get their views. Women have broken new ground by entering into this field regarded as risky and male-dominated. The gender dimension could have brought new insight into the plight, challenges and opportunities of working in the security industry.

Subtle stereotypes

Stereotypes are expressed in both subtle and more blatant ways. Subtle forms include the numerous stories that emphasise the domestic and traditional roles of women in a way that makes these roles seem normal.





Who speaks where?

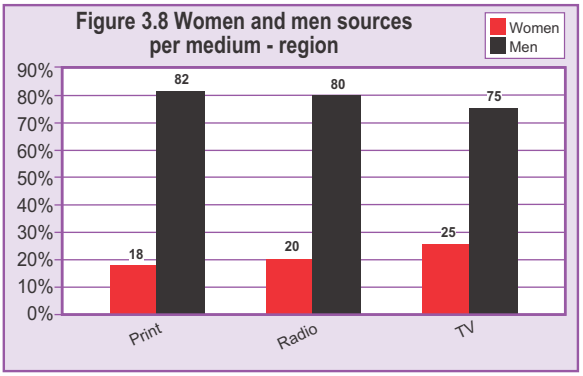
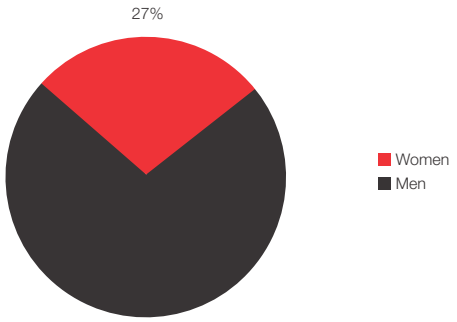


Figure 3.8, disaggregating women sources according to medium, shows that women are best represented in TV (25%) and least well represented in print (18%) with radio (20%) in between the two. Comparative global figures from the GMMP 2010 are 26% women sources on TV; 24% in print and 19% on radio. The tendency for women to be better represented in visual rather than print or audio media is a regional and global phenomenon that underscores the fact that women are more valued for their physical than mental attributes in the media.

Seen but not heard?

Figure 3.9 shows that while women comprised 19% of all sources in the print media monitored for the GMPS, they accounted for a much higher 27% of all images in these same publications. The conclusion to be drawn is that women are more likely to be seen than heard.

Figure 3.9 Images of women and men in newspapers - region





Women treated as wallpaper

The moni-toring revealed several examples of women being seen but not heard in the Southern African media. An example is the story "Nomads' Chuma weds" published by Malawi's *The Nation* newspaper (20 October 2009). This sports news item focuses on a high-flying sports celebrity and businessman who ties the knot. The whole story focuses on the bridegroom and he makes comments while the bride in the photo says nothing. There is no information relating to her except her name. On the other hand readers are made aware of the strong business tycoon as a leader in the boardroom and in the field.



The newly-wedded Chumas

PHOTO/GRAPH: GOMEZGANI ZAKAZAKA

Nomads' Chuma weds

MTL Wanderers chairperson James Chuma on Saturday walked down the aisle with his long-time sweetheart Patience Scott-Chisale at Saint Pauls CCAP Church in Chiwembe. The wedding ceremony was followed by a colourful reception at Country Club Limbe attended by thousands of people including Wanderers players, officials and supporters. The Nomads presented a gift to the couple who looked exquisite in cream attire. Prominent figures who included parliamentarians, ministers and business gurus were also in attendance. The police band led the new couple to the reception venue at the club's football pitch where tents were mounted for guests. The couple comes from William Village, T/A Bvumbwe in Thyolo. Chuma said he was excited to wed the woman that is dearest to his heart. "I am very excited. It marks the beginning of a new chapter in my life," said the Wanderers boss and business tycoon.—GARRY CHIRWA, SENIOR NEWS ANALYST.—Picture credit: GOMEZGANI ZAKAZAKA

A report about the Information and Communication Authority South Africa (ICASA) rejecting an offer by MTN and Vodacom to lower interconnection rates by 19% on eTV (28 October 2009) carried footage of a woman holding a cell phone but saying nothing. The other image is a male source commenting on the development. The third image is that of people in a business meeting, but the camera focuses only on men. These images reinforce the stereotype that only men speak authoritatively about business issues. They stereotype women as passive consumers.



Shoprite staff down

CAROLINE SOMANJE
STAFF REPORTER

Business came to a halt at Shoprite Stores at the Chichiri Shoping Mall in Blantyre yesterday after members of staff staged a sit-in to protest against management's decision to put casual employees on a 'part time' status, a change, they said, would compromise the number of years they have worked for the company.

They also demanded an 85 percent pay hike and the removal of general manager Jaco Dellemin, whom they accused of ill-treating them.

Staff members gathered at one place within the premises of the mall waiting for the intervention of Minister of Labour Yunus Mussa, whom they alerted.

Mussa learnt from Shoprite Workers Union chairperson Lawrence Drumasi and his seven member team that the bone of contention was a letter written by personnel officer Matthews Mwase, directing casual employees to report for duties at 7 am on October 14 2009 on a new contract as 'permanent part time' recruits.

"If the new contract is not signed by you, then it will be regarded to have been refused and, therefore, you will not be working for Shoprite Trading," wrote Mwase.

Mussa told both management and employees that it is illegal to employ someone on temporary basis for over a year and

The workers showin for the removal

The story "Shoprite staff down tools" in *The Nation* news-paper in Malawi on 20 October 2009 shows images of women partici-pating in a strike action but their voices are missing in the story. The article describes the reasons compelling workers to stage a sit-in at Shoprite stores. The workers protested against management's decision to place casual employees on a part-time status, a change that compromises the number of years they worked for the company. Workers also demanded a pay hike and called for the removal of their general manager. There are five sources in the story: including an expert, government official, eyewitness and a representative of management - all men. No female sources were interviewed despite images which reveal the majority of the striking workers to be women.

Older women disappear

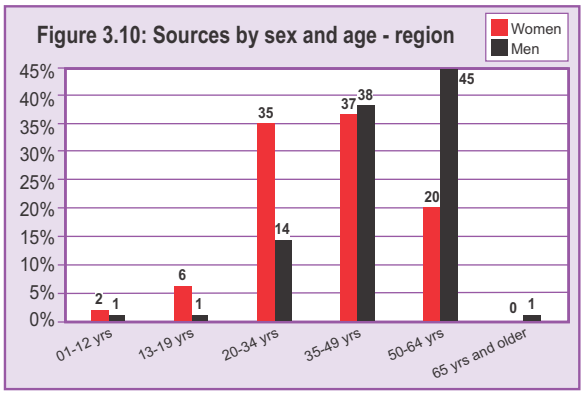
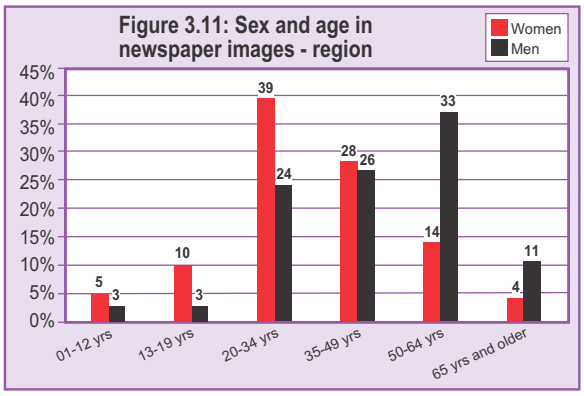
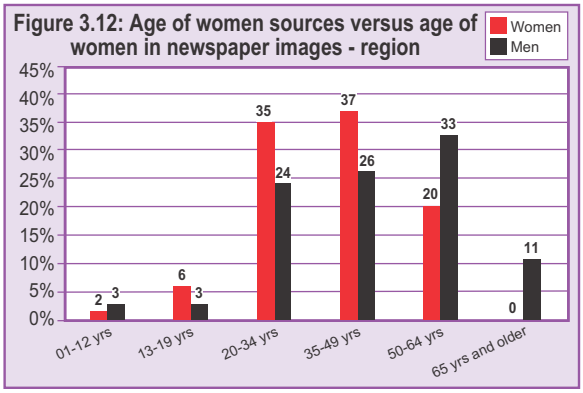


Figure 3.10 disaggregates women sources according to sex and age. It shows that while men dominate in the 50 to 64 year old category, women dominate in the 20 to 34 year old category. The inference is that women reach their sell-by date much earlier than the men in the media.



Older men are also far more likely to be seen in images than older women, as reflected in Figure 3.11. While older men constituted 33% of all men in the 50-64 year old category, women in this category only constituted 14% of all female images in the study. On the other hand, women in the 20-34 year old category constituted 39% of all women in the study, compared to 24% men in this age band.



Comparing the proportion of women as sources and as images across different age groups (see figure 3.12), young women are more likely to appear as images than to be heard and that older women are more likely to be sources than they are images. This again underscores the tendency of the media to make older women invisible.



Older women disappear in the media. *Photo: Colleen Lowe Morna*

During the consultative workshop in Malawi, one participant suggested that this is because older women are not active in current affairs - mostly concentrating on family issues. Maybe, another participant said, this age group is not as open to the media and to having their views published. Others suggested that the media do not approach this age group as sources. Also, illiteracy rates are high amongst women in this age group.

In Tanzania, participants bemoaned the tendency to feature young women primarily through demeaning images. "The majority of these images show these young women as sex objects, people without morals, and those out to please men. The images are not positive at all," said Gaudencia Mngumi, a media practitioner.

Function

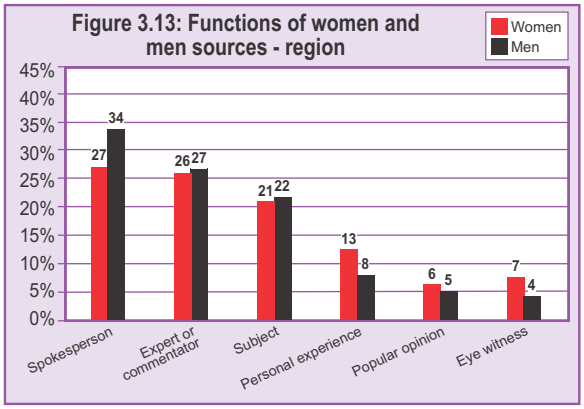
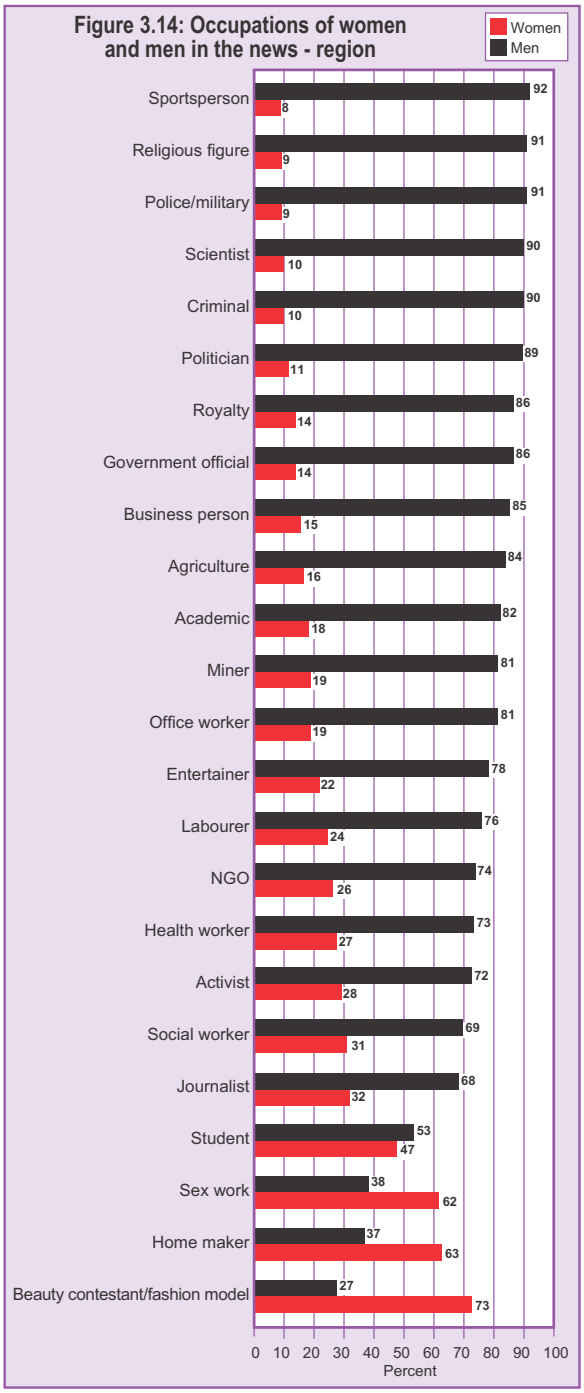


Figure 3.13 divides all women sources and all male sources into functional categories (each adding up to 100) and then compares these. The results are revealing. They show that the majority of women and men sources are spokespersons, experts or subjects, but that the proportion of men is higher in these categories. On the other hand, women are proportionally better represented in the "ordinary people" categories of personal experience, popular opinion and eye witness, which together account for about one-quarter of all sources. On one hand, this constitutes a subtle stereotype in that it places women within the "soft category" of news sources.

On the other hand, the finding shows that if the media made a paradigm shift away from the obsession with power and voices of authority and started to reflect "ordinary people" more effectively, there would be a rapid increase in women's sources. *Increasing the voices of women in the media is inextricably linked to a more responsive media.*

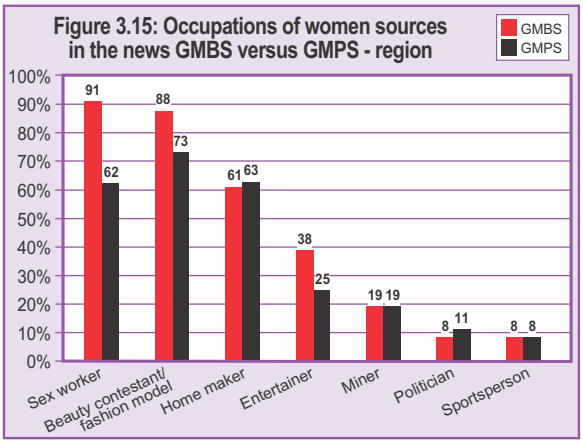
Occupation



There is a clear gender division of labour in the way that various occupational categories are portrayed in the media. Figure 3.14 shows that men predominate in every category except as sex workers, home makers, beauty contestants and fashion models. The categories in which women are least well represented are as sportspersons (8%), religious figures (9%), in the police and military (9%). The areas in which there is some semblance of male hegemony being challenged through women edging towards one third or higher are: NGO (26%); health worker (27%); activist (28%); social worker (31%); journalist (32%) and student (47%).

Progress over time

Figure 3.15 shows there has been an improvement in the types of occupations that women are portrayed in news since the 2003 GMBS. Women are now being portrayed in diverse and non traditional roles. While women dominated as sex workers in the GMBS, making up 91% of those in this category, this has gone down to 62% in the GMPS. Likewise their proportion as beauty contestant/fashion model has gone down from 88% to 73%. Their representation as politicians has increased from 8% to 11%. Their proportion in the sports category has however remained stagnant at 8%. They however, now make up 63% of home makers in GMPS compared to the GMBS.



Refusing to get out of the box?

The monitoring yielded examples of the way that the media perpetuates subtle stereotypes by pigeon-holing women in various ways like emphasising women's physical appearances rather than their professional attributes. An example is the SAFM report "Co-owner of Diamond Face Couture, Uyanda Mbuli describes herself as someone who loves life and also works hard" (South Africa, 8 November 2009). This is a profile on Uyanda Mbuli, who broke barriers in a male-dominated business sector. On the face of it the story appears to be gender-aware as it embraces her achievements. But the interview focuses more on her beauty and presents her as a model rather than successful entrepreneur. It does not delve into her business nor the number of people she employs and it fails to connect small businesses' contribution to economic growth and social welfare. Only at the tail end of the interview is Mbuli given the opportunity to speak about her business and even this is scant. The headline presents her as a socialite rather than entrepreneur. The profile underplays her academic, writing and business skills and achievements. No attempt is made to speak to her business associates in the male-dominated business; instead the profile gives the impression that she has made it in a male-dominated industry because she is a model.


L'exploitation des femmes et des jeunes filles dan
par les musiciens : une nouvelle forme d'esclava
une humiliation de la femme congolaise

The article in *L'Observateur* "A new form of slavery in DRC" (19 October 2009) featured the exploitation of women, including young women dancers, by musicians. This can be perceived as a new form of slavery. However, the story is told from the point of view of the journalist while the "exploited women" are silent. Instead, the writer quotes US President Barak Obama (out of context) saying that "life is made of audacity and hope". The exploited women are portrayed as objects who have to be spoken for. The article ends with the further stereotype: "do not let yourself be bewitched by the shaking of hips and the craze of prostitution". The picture that accompanies the article emphasises the physical attributes of the women.

The article "Dead *gogos* are still getting grants: MPs" published by the *Times of Swaziland* (3 November 2009) is another example of subtle stereotypes as it portrays old women as helpless and in need of government grants. The article highlights a ministry's Portfolio Committee debate about dead people who are still being considered for government grants. Women political leaders in the ministry's portfolio committee participated in the debate and highlighted corruption by officials who administer government funds. However, the language used in the article denotes subtle stereotypes. There is an unstated assumption that old women are the only ones who receive government grants. *Gogos* (grandmothers) is a word used to refer to old women. However, the story is about men and women. The headline creates the impression that only older women are on welfare, helpless and need government assistance.

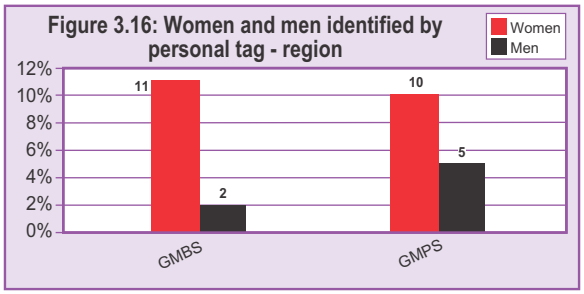


Figure 3.16 concerns the extent to which women and men sources are identified by personal tags such as whether or not they are wives, husbands, mothers, fathers, daughters and sons. This shows that there has been a slight decline in the proportion of women identified according to a personal tag from 11% of women sources in the GMBS to 10% in the GMPS. On the other hand there has been an increase in the proportion of male sources identified according to a personal tag from 2% in the GMBS to 5% in the GMPS.

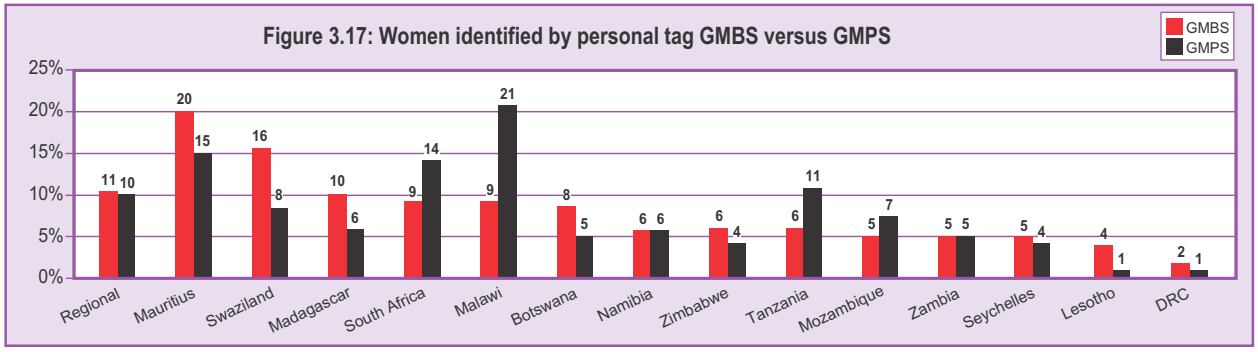


Figure 3.17 shows that in some countries there has been a dramatic decline in the proportion of women sources referred to by personal tag between the GMBS and GMPS. A case in point is Malawi, where the proportion of women sources referred to by personal tag has declined from 21% in the 2003 GMBS to 9% in the 2010 GMPS. The corresponding figures for Tanzania are 11% to 6% and South Africa 14% to 9%. But in some countries the proportion of women sources referred to by a personal tag has increased: for example from 15% to 20% in Mauritius, 6% to 10% in Madagascar, 5% to 8% in Botswana and 1% to 4% in Lesotho.



For women, the political is personal

mainstream political coverage in Southern Africa is the story "Umkhokheli' Hlobsile congratulated in Parly" published by the *Swazi Observer* (22 October 2009). The story is about a congratulatory message passed in the House of Assembly following the engagement of a female politician to a pastor and the comments it drew. A male parliamentarian commented that her marrying was an "achievement," especially



'Umkhokheli' Hlobsile congratulated in Parly

By Njabulo Dlamini
Lobamba

MINISTER of Sports, Culture and Youth Affairs Hlobsile Ndlovu has been congratulated for his recent engagement to SA Pastor Sam Fidelis.

Minister of Labour and Social Security Magobetane Patrick Mamba passed the congratulatory message to his colleague in the House of Assembly yesterday.

He said it was laudable that the Minister would soon assume an additional title of being a pastor's wife (*Umkhokheli*).

"We congratulate the Minister on her achievement; it is really not an easy task getting the love of your life, especially one who is a pastor. We wish the minister all the best in her endeavours," said the labour and social security minister when standpassing words of congratulation to his colleague, he should do so privately rather than in Parliament.

Motshane MP Robert Magongo also con-

demned the minister, noting he was abusing Standing Order 58 – a motion of privilege by a member of the august chambers.

"I feel the Standing Order is being abused, Mr Speaker and in any event this won't last long (*batsunyphindze behlukane mosi*), he said, to the bewilderment of the house.

His utterances also did not go down well with the Sports Minister who reacted with scorn at this.

But Speaker Prince Guduza said the MPs who condemned the labour and social security minister were out of order.

"In passing a congratulatory message to his colleague, the labour minister was very much in order because in these chambers we either approve of something or frown upon it; this is how business of the house is conducted. As for those who hold a differing view, it's their

"getting the love of your life... one that is a pastor." All four male parliamentarians spoke as if "being a wife" was an achievement. One went on to say Hlobsile and the pastor would split up in the not so distant future anyway, implying that she is not capable of sustaining the relationship. There is no questioning why a government minister's engagement should be a subject for discussion in parliament and the media. The story uses an image of Hlobsile holding a microphone and a bible, subtly underscoring the two roles ascribed to her in the article, as a political figure and a pastor's wife. This reminds readers of her dual role in the eyes of society and the media.

Blatant stereotypes

The monitoring yielded several examples of even more blatant stereotypes. Unlike subtle stereotypes, these examples project openly sexist interpretations of the roles of women and men in society. The messages are conveyed in a variety of ways, as illustrated in the sub-themes of this section of the report.

Women as sex objects

An example of how women are often treated as mere sex objects is the article "Hotties for this Week" published by Botswana's *The Voice* newspaper (13 Friday 2009). This is a regular full-page photo dedicated to one woman considered to be beautiful and sexy. In this picture, the woman, dressed in black lingerie, poses suggestively. A brief caption, bearing a basic profile of the woman accompanies the picture. This section appears to be cast in the editorial template of this newspaper and its popularity suggests a readership that accepts its insertion, as well as blatant acceptance of the portrayal of women as commodities. Pictures like these are used to lure readers, and women are presented in a way that perpetuates beauty being valued over intellect and opinion. The very brief bio of the individual is no more than a one-sentence side-bar with bite-size information on the "candidate". The subject says nothing. The lack of information, apart from a one-liner on the subject's "vital statistics", reinforces the editorial message which is clearly aimed at advocating beauty rather than brains. The news-paper claims to advertise women in this manner to increase sales.



MOLEPOLOLE beauty, Joyce Nompe is our hottie for this week.

Aged in her early twenties, she is looking forward to completing her certificate in International Tourism at the Vocational and Creativity Institute.

The single student enjoys reading, modelling and working out. She encourages everyone to adopt a healthy lifestyle and keep fit through jogging and yoga.

Photography: David Clift
Make-Up: Noleen @ Urban Space
Outfit: Calendar Girls Lingerie



Saturday - Sunday October 31 - November 1, 2009 3

MEET VARSITY'S SEXIEST BABE

By Bonolo Dlamini

LAE talks to varsity's sexiest babe, this is a student who is always "misunderstood" talks about her dreams, her background and how she remains grounded... a "booty" with brains indeed...

1. Who is Siviwe Motsa?
Siviwe is a simple girl who loves the simplicities of life. I consider myself the average girl from next door. I live in Manzini, but my family is from Dvokolwako. I grew up in Big Bend though, where my mum was a teacher.

2. Tell us about your varsity life, what are you studying?
I'm studying commerce doing my 3rd year, will major in accounting. My varsity life is both fun and hectic, I study hard and party just as much and it works for me.

3. Your dreams?
Varsity days are finance has always been my dream, I am an aspiring CEO of a large corporation. I ab - dream of owning a club, a different 'out of club, one with no screaming teenagers (ha, ha, I know). I'm also planning on investing in property.

4. Do you have a best friend?
My best friend is so-soo as people in my life all play their special roles in my life and I'm close to all of them. Of course, there are those I trust more than others.

5. Are you interested in any other local pageants, would you consider taking part in Miss SD?
I've been tipped off by so many people but I'm really not interested. I've entered beauty pageants in high school and I know they're just not for me; I'm not a romp person let alone beauty pageant romp. I find nothing cool about it anyways.

Describe Siviwe in five words.
Siviwe is determined, confident, unique (in every way), modest, beautiful (inside and out) - oh and also multotalented.

EMACAWUGAWU TO INVADE EASTERN CAPE

"Meet Mvasi's Sexiest Babe" published by Swaziland's *The Weekend Observer* (31 October-01 November 2009) is an interview with Siviwe Motsa, a Bachelor of Commerce student at the University of Swaziland. She is described as the "varsity's sexiest babe". The stereotypical headline emphasises Motsa's physical attributes over her intellectual capabilities. This is in sharp contrast to the question and answer interview in which Motsa portrays herself as a hardworking young woman with ambitions and aspirations. In fact, Motsa does not even believe in beauty contests. Yet the article describes her as "bootylicious;

booty with a brain" etc. The language is denigrating and the author's perspective overshadows that of the interviewee.



Women weak, obsessed by money

The cartoon published by Mozambique's *O País* newspaper (30 October 2009) sends out the message that women cry for money, in particular dollars. The caption in the cartoon reads "When the dollar is too expensive." In this cartoon, the woman dropped her purse and is crying to reach the money being held by a wealthy man. This is blatant stereotype that portrays women as weak, poor and obsessed by money.

Women as "slaves to fashion"

Several articles in the monitoring portrayed women as "slaves to fashion". The article "Stilettos: women's ultimate fashion accessory" published by Botswana's *Sunday Standard* (15 November 2009) is one such example. It is about how stilettos have apparently become women's ultimate fashion accessory. It is described as a trend that every woman who is "informed" on global fashion should reflect in her wardrobe. Research is said to have revealed that men are generally attracted to women in high heels. A woman is quoted as saying stilettos make her "breasts look a bit larger". This article is an example of a blatant stereotype. At face value, it appears to be an analysis of a fashion item, but it heavily stereotypes women. They are portrayed as obsessed with their outward appearance and the choice to look "sexy" at the expense of their health in order to please men. The article says this type of shoe is damaging to the foot, yet women continue to wear them. This again portrays women as vain pursuing beauty at all costs and willingly jeopardising their well-being. According to the article, women are partial to the stiletto because they feel it enhances their sex appeal. This, in itself, generalises and stereotypes women. In the article women are even referred to as "slaves to fashion".



Stilettos: women's ultimate fashion accessory

NGONI DZIMIRI

High heels have become the ultimate fashion accessory for every woman in the global fashion environment. It has become a trend that every lady who is informed about global fashion trends has to have one or two pairs of heels in her wardrobe.

Is it that our women have become slaves of fashion, or is there another driving force behind their love for high heels? Stilettos have become the ultimate symbol for the urban, independent, extremely fashionable and unquestionably sexy woman. Past global fashion and film icons like Marilyn Monroe and Pamela Anderson all wore stilettos, because of the status that has been accorded the stiletto. query 21st century woman who is well versed in fashion trends has to have a pair or two in her wardrobe...

Research suggests that women wear stilettos because it has been discovered that men are generally attracted to women in high heels, as they find them more attractive.

Stilettos make my breasts look a bit larger, my legs longer and my bum sexier," said a workmate, who, obviously refused to be named.

The belief that stilettos give an optical illusion of longer, slimmer legs and that they alter the wearers' posture and gait, making the bust and buttocks more prominent, has actually encouraged more women to purchase stilettos and wear them frequently.

The stiletto remains sophisticated, smart and elegant. Women feel that stilettos make them feel more feminine and, let's face it, they are much more elegant than a pair of tennis shoes.

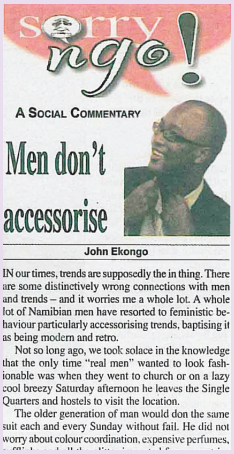
Women find the shoe itself more erotic and seductive. That the stiletto has over the years dominated women fashion, especially foot wear, has convinced many that there is something peculiar, and extremely special, about the shoe.

While women's legs have been one of the most attractive features and attention-getters for men, stilettos have enhanced the allure of women's legs and made every woman who wears high heels somewhat seductive. The high heel has changed the way

Continued on page 26

"Men don't accessorise"

In contrast, an article in Namibia's *New Era* (Friday 30 October 2009) claimed that "Men don't accessorise". A columnist opines over what he terms the "feminisation of men who accessorise and call it modern and retro." The article is meant to be a light piece on fashion trends. But the headline sets the tone. The writer is not pleased with the way men dress, and indicates men are beginning to dress like women which is "un-cool". Apart from criticising men and arguing against the feminisation of male fashion, the author advises men what to wear and how to retain their "masculinity." He argues that even women don't like this change in "sexual" identity. The writer notes in one instance that too many accessories can create the impression that men are trying to de-throne females from their positions as fashion and accessory goddesses. This, rather than serve as a qualification, continues to promote a single-minded focus. The message is that men who accessorise and are fashion-conscious are not "real men". The parting comment is about a colleague described as a gender expert in the newsroom who agreed with his sentiments, but "all that remains now is to get her to put on skirts to work instead of her pants."



sorry ngo!

A Social Commentary

Men don't accessorise

John Ekongo

IN our times, trends are supposedly the in thing. There are some distinctively wrong connections with men and trends – and it worries me a whole lot. A whole lot of Namibian men have resorted to feministic behaviour particularly accessorising trends, baptising it as being modern and retro.

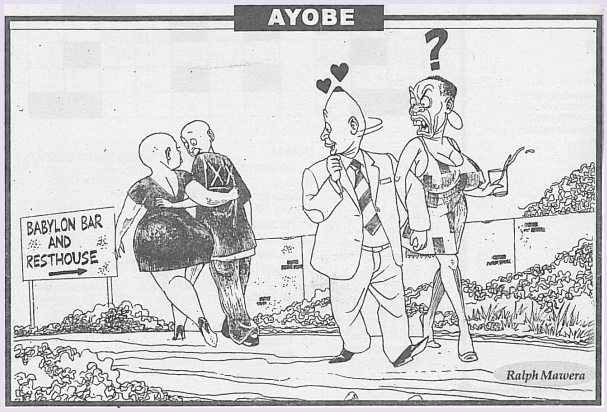
Not so long ago, we took solace in the knowledge that the only time "real men" wanted to look fashionable was when they went to church or on a lazy cool breezy Saturday afternoon he leaves the Single Quarters and hostels to visit the location.

The older generation of man would don the same suit each and every Sunday without fail. He did not worry about colour coordination, expensive perfumes,

Women as objects for the pleasure of men

Another common theme that emerged in the articles classified as blatant stereotypes (for example the cartoon "Ayobe" published by Malawi's *The Nation* newspaper on 3 November 2009) is that women dress scantily to please their men. The cartoon shows two couples walking in opposite directions. One couple is walking arm-in-arm towards the direction signposted "Babylon Bar and Resthouse". The woman is wearing a mini-skirt and

high heels with the man looking at her. The second couple is walking away from the same bar. But the man is clad in a suit with his head turned back to look at the other woman. He is evidently admiring her, as shown by the hearts drawn above his head. Meanwhile, the woman he is with is also wearing a very short dress and high heels with her cleavage showing but that does not seem to "quench his man's appetite". She is clearly upset and asks him why he is looking at the other woman who has just passed by. The message is that women are so desperate to keep their relationships that they dress up to please men.



Competence of women professionals

Another form of blatant stereotyping appears in articles questioning the competence of women professionals. An example is a news brief in *Le Defi Plus* (7 November 2009) entitled "Chassé-croisé" on two female Permanent Secretaries changing ministries. The article questions how long these two Permanent Secretaries will remain in their new positions. The title "Chassé-croisé" has several meanings. It could mean "a mutual and simultaneous exchange of places and of situations between people" or "of movements which change direction constantly without giving much result". If it is the second meaning the journalist insinuates that the two high female officials are incompetent.

Women buying into stereotypes

The monitoring revealed that women sometimes buy into this blatant stereotyping. An example is the report "Women parade in bikinis for breast cancer" broadcast by eTV of South Africa (7 November 2009). In the news report women stage a bikini-parade to raise awareness on breast cancer, one of the biggest killer diseases. The story, which contains a serious message on breast cancer, is diluted as the event is reduced to a fanfare of half-naked women. The headline, "Bikini Parade", hides the message, as anyone watching the clip will mistake it for a modelling or beauty contest. This is an example of women buying into blatant stereotype presenting the media with an opportunity to stereotype them. The reporter uses words such as "raising eyebrows", "fun loving women of all ages, shapes and sizes", and "sunglasses and smiles" to describe the women. All these words remove the seriousness of the message as the reporter focuses on the physical attributes of the women rather than the breast cancer message.

Conclusions

During the consultative workshops on this research, Base FM station manager Sandra Williams (Namibia) highlighted the importance of conducting periodic audience research to remind media houses of what their target audience wants to read about or hear in the news. She felt that media seem to have forgotten that audiences come first. She also felt that citizens should be empowered to engage more with media so as to ensure that media is held accountable.

The Namibia workshop also suggested that media houses monitor their audience trends over a given period to determine whether audience figures go down or increase when gender is integrated into all news. The Gender and Media Audience Study (2005) found that audiences in Namibia and across the region would welcome a greater diversity of view points and stories in the news.

Shukuru Senkondo of Upendo FM in Tanzania said there is need for media houses to have gender specialists the same way they have political or business specialists who report and guide the editorial team on the coverage of these issues. "A reporter who is a gender specialist will assist in giving visibility to gender issues as well as monitoring their coverage and raising a red flag when women voices start disappearing."

Raziah Mwawanga, a Program Officer at *Tanzania Media Fund* felt that media houses need to have gender reporters who are linked to civil society organisations working around gender issues. "Such close collaboration between media houses and organisations working around gender issues is likely to benefit editorial practices on coverage of gender."

Mwawanga and other participants proposed the circulation of a directory with contacts of women experts in various fields to avoid scenarios where journalists source only the views of male experts.

In South Africa, Thabang Pasoyabone (Radio Riverside) added: "We should develop a directory of sources for women in communities. This is a simple exercise: attend community gatherings and workshops and document the names of women who speak on a certain issues. This information can then be compiled into a directory that can always be referred to for news."

Elias Mhegera of *The Express* newspaper in Tanzania proposed that media houses put in place internal monitoring mechanisms that will give monthly reports on the coverage of gender issues in that particular media. "We need to also train women on how to access media, while at the same time training journalists on gender-sensitive reporting," he added.

Agnes Shija, a Tutorial Assistant at Tumaini University said media training institutes should take greater interest in understanding what goes on in the newsrooms in order to mould journalists who are responsive to societal needs. "Content analysis studies done by students of journalism are rarely disseminated to the media houses whose newspapers or TV or radio stations which these studies are about. Yet this would help the media to improve coverage in areas they are doing badly."

In Zimbabwe, the editor of *Sunday News*, Paul Mambo said a "newspaper takes the character of its editor". He strongly believes that gender issues are misunderstood, "they are not about women but people regardless of sex". He saw no need for his paper to focus on gender issues. Mambo, who is also the chairperson of the Zimbabwe Editor's Forum, said that gender issues are not the best seller in news because they are viewed as women issues.

A freelance reporter and academic, Jealous Mawarire, challenged gender activists to desist from radical approaches that harden the "people we are targeting" to convince. He also noted that journalism practice in Zimbabwe must change from event-based to in-depth coverage.

The Editor-in-Chief of the *Zimbabwe Independent*, *Standard* and new established private daily newspaper, *News Day*, Vincent Kahiya, said although they do not have a gender policy for the group, individual newspapers were doing their best to prioritise gender issues. He noted that women are not always willing to talk on political issues, hence the few voices in content.

"The only way we can hold media accountable to gender in the content and within its structures is by ensuring they have a gender policy, on whose basis we shall monitor how gender matters are being treated in the media in question," said Eva Solomon, a lecturer at the *School of Journalism and Mass Communication*, University of Dar es Salaam.

Florence Hamisi, a media consultant and former employee of *Tanzania Communications Regulatory Authority (TACRA)*, said besides individual media houses having gender policies, the regulators in each country should also have such policies, which all media houses ascribe to. Such policies should indicate in clear terms that if the media fails to adhere to it, its licence shall be withheld.

Participants agreed that media houses that have shown progress in coverage of gender issues need to be motivated through awards or recognition of their good work. They were also in agreement with the suggestion that the single most important intervention need to improve coverage of gender in the media is the development gender policy to guide editorial practice. Once that is done, they said, the next step is to put in place measures to ensure media houses with gender policies do implement them.

4 OLD BOYS NETWORK? GENDER IN NEWSROOMS



Sub-editors at the *Zambia Daily Mail* design pages in the newsroom in Lusaka, Zambia. Women are still mostly found in production departments and are largely missing as reporters in regional newsrooms. *Photo: Thabani Mpofu*

"In my home, my daughter will give you water as opposed to my son - this construction carries forward into the newsroom."
~ Rodrick Mulonya, Director HBI Services, Malawi.



Ngonidzashe Dzimiri is an intern at the *Sunday Standard* newspaper in Botswana. She is the only female reporter in the newsroom.

Photo: Thabani Mpofu

The *Glass Ceilings* Study (2009), which explored the institutional composition of media houses in Southern Africa, revealed that in the region, women make up only 23% of those in top management and 28% of those in senior management. The study also found that women are more likely to be assigned "soft" beats.

Glass Ceilings also revealed that men dominate in the editorial, production and technical departments, while women are in the majority in support departments, including finance and administration (54%), advertising/marketing (57%) and human resources (44%).

None of the media houses in the study had targets for ensuring gender equality in decision-making positions in line with the SADC Protocol on Gender and Development 2015 parity target. Some media houses in Namibia, Lesotho and South Africa had 50% or more women, but many of them were located in support positions as opposed to key decision-making posts.

A large percentage of the media houses (81%) were committed to maternity leave, but not paternity leave (only 33%), thereby reinforcing the belief that child-rearing is a female responsibility. In terms of earnings, they varied drastically and were generally lower, on average, for women than for men.

This chapter takes a critical look at who is behind the news and content we access, including an analysis of whether women journalists access more women sources, and whether having more women in management and as reporters makes a difference.

Reporters

Figure 4.1 Who reports in the media in Southern Africa

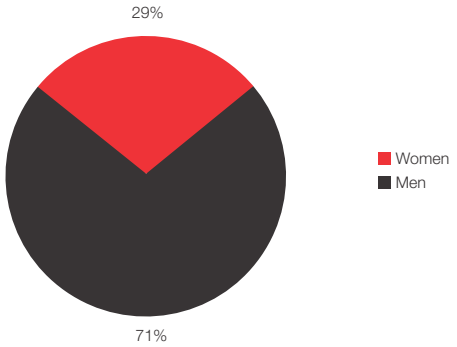
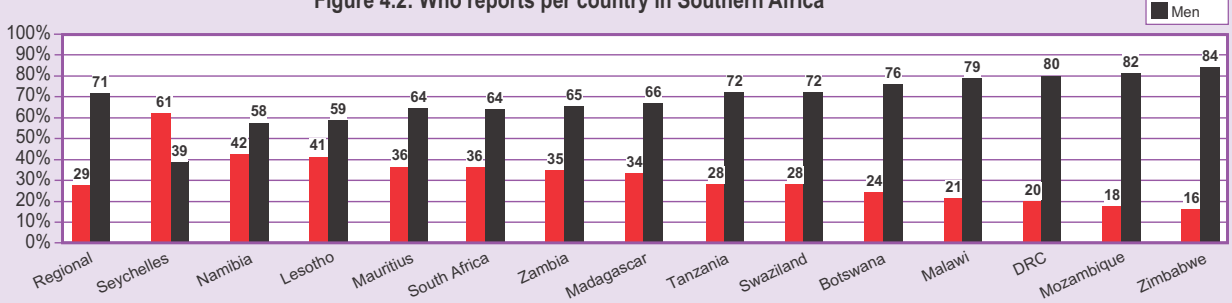


Figure 4.2: Who reports per country in Southern Africa



The *Glass Ceilings* study, which included all media employees, found that women constituted 41% of the total. Figure 4.1 shows that in the GMPS, which only reflects journalists, women constitute 29% of those who report and present the news across the region. Figure 4.2 shows that Seychelles has the highest proportion of women journalists at 61%, followed by Namibia (42%) and Lesotho (41%). Zimbabwe (16%) has the lowest proportion.

During the consultative workshops in Zimbabwe, participants in both Bulawayo and Harare pointed out the missing link between newsrooms and training institutions as the main reason why there are few women in media houses. It was noted that while there are many female students in journalism training institutions they do not stay for long in newsrooms. Some participants said that newsrooms were not women-friendly, while others blamed female journalists for giving up easily. The editor of the Sunday News cited the stress factor as one of the reasons why there are few women journalists in newsrooms and added that journalism was a "scavenging job."

Indeed, Friday Phiri, a news editor with Zambia's Yatsani Radio observed that there are few women journalists in newsrooms because the profession does not pay well. He noted that at his radio station there are more female reporters because they are working as volunteers and once they gain experience they leave. Robert Jamieson, of Malawi's *The Chronicle,* noted that the trend was the same with mainstream media as most women leave newsrooms for public relations work.

In Tanzania, *Business Times Limited* reporter Upendo Mwichande said the frustrations women journalists face in the newsroom force them to opt out. She narrated how, while six months pregnant, she was transferred to a station 200km away from Dar es Salaam. At the new station she was frustrated and decided to leave journalism soon after delivering her baby. Raziah Mwawanga, of Tanzania Media Fund, has also suffered frustration over the years. As a camerawoman, her male colleagues often told her she had joined the wrong profession until one day she had the opportunity to cover an event in the presence of a media owner who gave her a standing ovation. Since then she has never looked back.

Radio Lesotho's Thulang Kuleile also believes women have shown they have the skills to produce quality content as well as deliver in other decision-making positions in newsrooms, yet men continue to dominate. She said most of the skilled women are not given the opportunity to show what they can do. She cited the example of international reporting, which is often given to male reporters while women reporters focus on local news.

Figure 4.3: Who reports on what - region

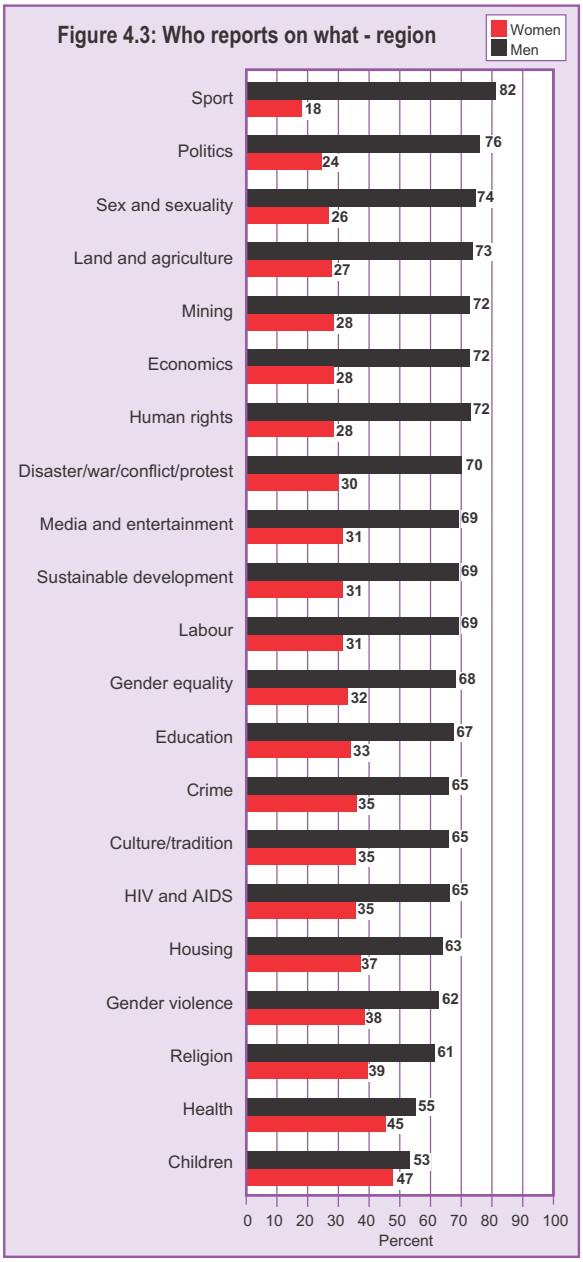


Figure 4.3 illustrates the stories covered by women and men in the region according to various thematic areas. It shows that there has been a shift in the types of stories covered by women and men. For example, men in the region are now covering topics traditionally seen as women's or "soft" beats. These include gender violence, health, children and housing. Men reporters also more often cover sex and sexuality. Women reporters have also made inroads in covering topics traditionally regarded as "hard" beats, such as politics, mining and economics. The GMMP also found that a significant proportion of women report on economics (40%) and sport (33%). However, the GMPS study reveals that, across the region, men are in the majority of those reporting on all topics, and women are still mostly covering "soft" beats.

Beats over time



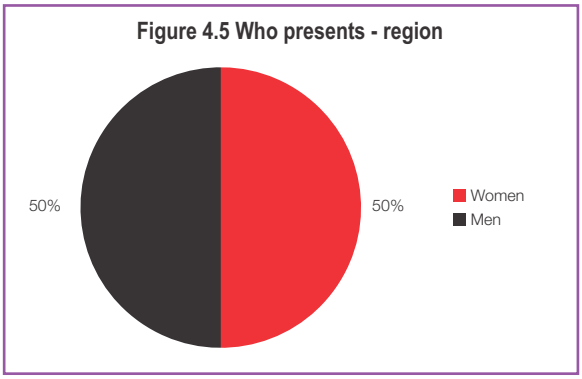


Women reporters are discovering new beats: Business Unusual training in Malawi. *Photo: Frank Windeck*

Figure 4.4 shows that there has been a marked regional shift in the type of beats covered by women since the GMBS. The proportion of women reporters has increased across all topics. In particular, the proportion of women covering sport has increased from seven to 18% and politics from 16 to 24%. Also worth noting are the increases in the proportion of women covering disaster/war/conflict (from 15 to 30%) and gender violence (19 to 38%). Overall, the findings reveal that the traditional gender division of labour in newsrooms is beginning to change.

During the consultative meeting in Tanzania, a participant from *Business Times Limited* noted that increasingly editors were assigning stories to reporters based on their capabilities and not gender, and said: "I have seen in our media house women covering the so-called 'hard' beats because they are able to do so."

Who presents



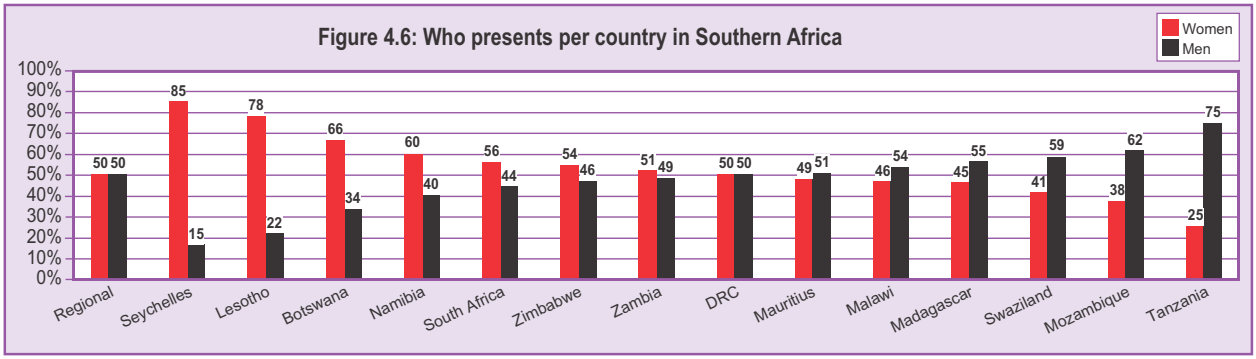
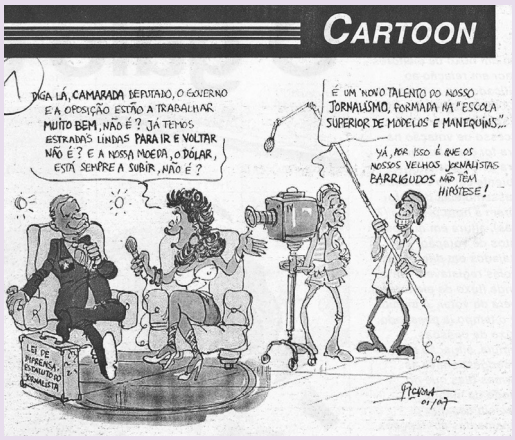


Figure 4.5 shows that there are equal proportions of women and men presenters in the SADC region, similar to the GMMP, which found that women constitute 52%. Figure 4.6 shows that DRC is the only country with an equal proportion of women and men presenters. In Zambia (51%) and Mauritius (49%) women presenters are closer to gender parity. Seychelles (85%) has the highest proportion of women presenters and Lesotho (78%) comes second. Tanzania (25%) has the lowest proportions of women presenters. Half of the countries have more women presenters than men.

Considering that women account for 25% of print reporters in the GMPS and 33% in the GMMP, the findings support the observation that within regional media women are still valued more for their physical than intellectual attributes. Participants across countries noted that the recruitment of journalists should be based on competence rather than physical attributes. Qualitative monitoring revealed blatant stereotypes on the part of some editors who still believe a woman's physical appearance is more important than her intellectual attributes, as illustrated in the cartoon below.



The cartoon from Mozambique's *Savana* newspaper (30 October 2009) is an example of a blatant stereotype and is demeaning to women journalists. While it is a fact that women journalists are sometimes abused by their sources, this does not mean that women journalists use their physical attributes to get stories.



This cartoon displays an example of language that is demeaning to women in general and women journalists in particular. The image portrays female reporters as sex objects. It conveys a message that for a female reporter to get an interview with a government officer she needs to wear revealing outfits. The first caption in the cartoon reads: *"Tell me comrade MP, the government is doing well, isn't it? Now we have beautiful roads to drive on, isn't it? The dollar, our currency, is always on the rise, isn't it?"* The second reads: *"Is a new talent of our journalism, trained at the Higher School of Models and Mannequins…"* and the third one reads: *"Yes, that is why our old journalists with their big tummies have no chance."*

This cartoon is blatantly stereotypical towards young female journalists, inferring that they are ignorant. It also sends the message that older journalists have no chance to access government officers because they would prefer to be interviewed by sexy young journalists. This is demeaning to women journalists because it suggests that they use their bodies to get good stories.

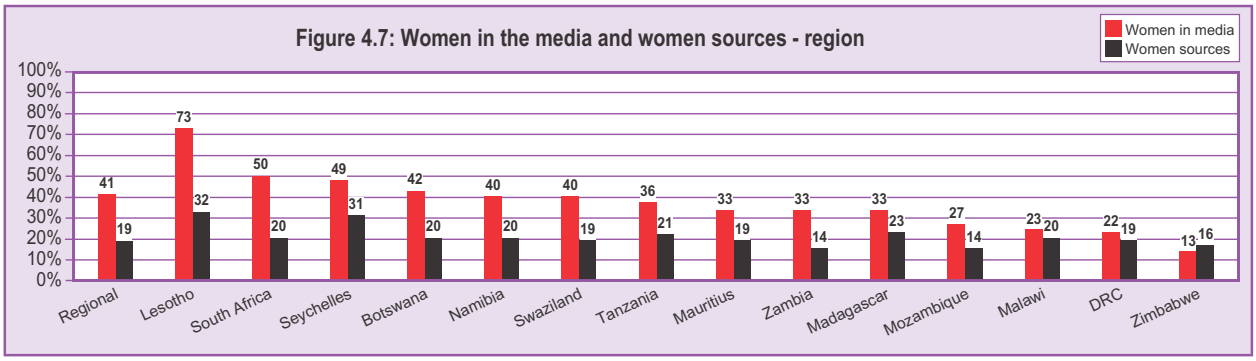
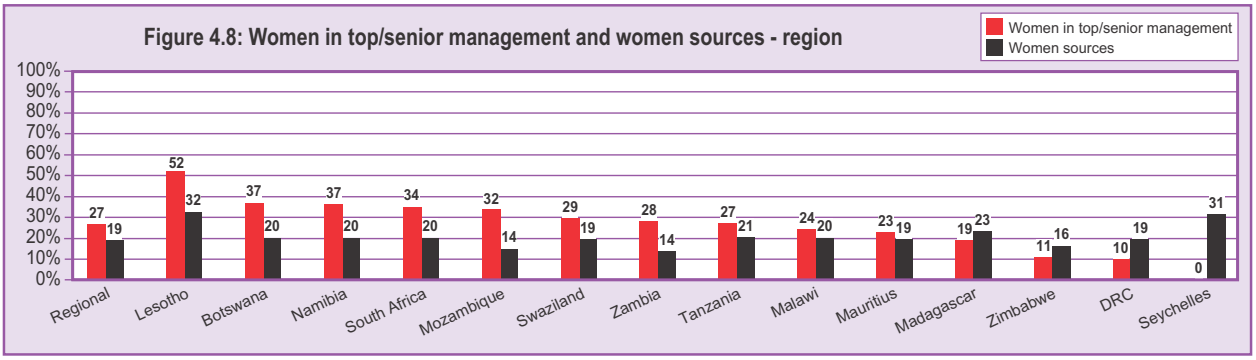


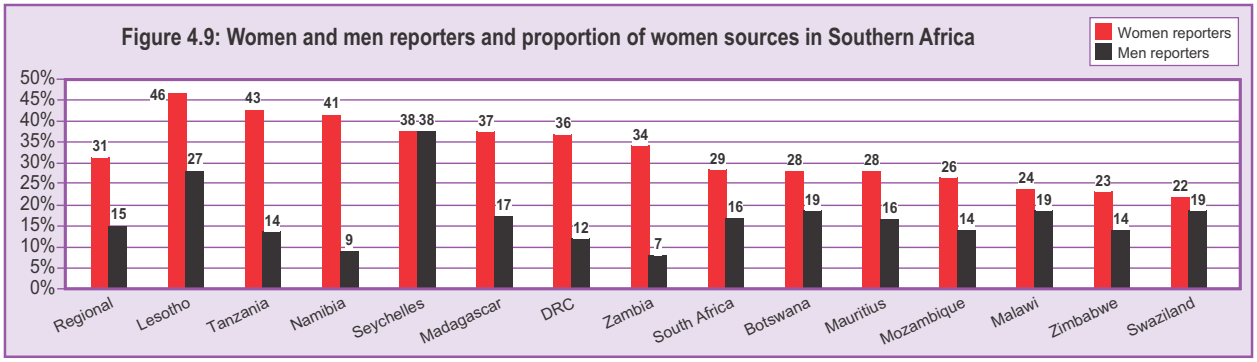
Figure 4.7 compares the data in the *Glass Ceilings* to the overall presence of women in media houses with the proportion of women sources for each country. It shows that having more women in the media does not necessarily result in a higher proportion of women sources. While the proportion of women in media in the region is 41%, women constitute just 19% of news sources. At 73%, Lesotho has the highest proportion of women in media, but still only had 32% women sources in its stories. This means that the presence of women in media is not an end in itself, although it does usually result in a higher proportion of women sources. There is a need to raise gender awareness and change the mindsets of both the women and men who work in southern African media.





Namibian student journalist, Treasure Kauzuu. *Photo: Danny Glenwright*

Figure 4.8 compares the proportion of women in top and senior management positions in the *Glass Ceilings* to the proportion of women sources and also finds that there is no direct relationship. Across the region women constitute 27% of media decision-makers but only 19% of sources. Seychelles has no women in top and senior management positions but still has the second highest proportion of women sources in the region.



In one of the most important revelations of this study, however, figure 4.9 shows that women reporters are more likely to access women sources than men. A measure designed by the global GMMP and used in the regional study for the first time, the research found that across the region women sources in the GMPS account for 31% of the total in stories reported by women, as opposed to 15% in the case of men. The GMMP figures are 28% for women and 22% for men. The contrast is even stronger in the case of Namibia, Zambia and DRC. The findings suggest that while increasing the proportion of women managers specifically makes little difference to gender responsiveness of news content, increasing the presence of women journalists in the media does make a difference.

During the consultative workshop in Bulawayo, Lifaqane Nare, from the Zimbabwe Union of Journalists, noted that while having more women in the newsrooms does not translate to more women sources, it helps to challenge gender stereotypes in media content. In Zimbabwe, there are very few women editors and executive producers in TV and radio.

However, a sub-editor from the Namibia Press Agency (Nampa) made the point that men are just as capable of mainstreaming gender in their coverage. He said that women alone cannot change the masculine nature of news as men also have a role to play. The Editor of Namibia's *Republikein* Estelle de Bruyn highlighted that being a woman in a senior position comes with its own challenges. There is always a conscious effort not to portray oneself as overly supportive of the gender cause. She highlighted that she would not want people to think she got the position because she is a woman. She stressed the need to move away from "tokenism", or women being appointed to certain positions just to balance the numbers. De Bruyn said she holds her positions because she deserves it and has worked hard for it. However, she said her newspaper always strives to represent all sections of society.



Estelle de Bruyn, Editor of Namibia's Republikein.

Photo: Sikhonzile Ndlovu

Conclusions

During the consultative workshops participants noted various possible reasons behind some of the results, and also suggested solutions to the low representation of women in newsrooms. One of the comments which was often repeated was the need for women to own media in order to increase the proportion of women journalists in the newsrooms.

Elias Mhengera of Tanzania's *Express* newspaper blamed the low numbers of women reporters in some media houses on employer attitudes. He gave an example of his media house, where four women journalists were fired at the same time he and another male journalist were employed: "The employer argued that we two male journalists were able to cover the work done by four women journalists, who the employer said spent three-quarters of their time beautifying themselves. How do you realise gender parity with such employers?"

Mhengera further observed that the majority of women working in the media are either freelancers or correspondents, which makes it easy for employers to fire them, and also difficult for them to be promoted to influential positions. Gaudencia Mngumi, a participant from Tanzania, concurred, noting that the nature of employment for women reporters also makes them vulnerable to sexual abuse: "Since payment for correspondents or freelancers is pegged on the stories published, some editors will ask for sexual favours in order for them to publish your stories," she said.

In Botswana, for example, participants noted that most newsrooms were dominated by men, with the exception of *The Voice*, which was owned by a woman, Beata Kasale. The editor and news editor of *The Voice* are also women. In contrast, the *Sunday Standard*, which is co-owned by three men, does not have a single female reporter, and only one female intern. This shows that if women own media, the likelihood that there will be more women journalists in the newsroom and senior management is higher.



Beata Kasale, owner of *The Voice* newspaper in Botswana.
Photo: Gender Links

Participants in the consultative workshops observed that women are keen to venture into the media industry. Yet Miriam Madziwa-Sibanda, a member of the Zimbabwe Media Commission and a gender activist, observed that although the Commission had started issuing licences to media organisations it had not received a single application from women. She challenged women to become owners of media.

5 — PART OF THE PROBLEM OR PART OF THE SOLUTION?

COVERAGE OF GENDER VIOLENCE



Susan Tolmay, Gender Links Monitoring and Evaluation Manager displays the banner "Taking back the night" during the International Day of No Violence Against Women and Children in November 2009. *Photo: Colleen Lowe Morna*

"Do women in Malawi (and the SADC region) expect to be battered and abused? Is it a culturally acceptable practice? Should battery and abuse cause death before it is newsworthy? Do we wait until a woman is bleeding and dying before we report on it? At the end of the day, if politics is more important than the life of a person, then there are problems."

~ Robert Jamieson, media consultant, during the consultative meeting in Blantyre, Malawi

The prevalence of Gender-Based Violence (GBV) in Southern Africa is very high. Countries such as South Africa have amongst the highest levels of sexual violence in the world. The media has a critical role to play in reducing the levels of GBV by covering stories that promote prevention, thus ensuring that people who experience violence receive effective care and support. More often than not the media is part of the problem rather than of the solution. Yet the media potentially has a huge 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 16 Days of Activism campaign that extends from International Day of the Elimination of Violence Against Women on 25 November to Human Rights Day on 10 December.



Coverage of gender violence has been monitored in regional and global studies. GL has also worked with GEMSA chapters in conducting periodic monitoring of the 16 Days of Activism Campaign. Key findings emerging from these studies found:

- 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 minor compared to other crimes.
- Certain types of gender violence get much higher coverage, e.g. sexual assault.
- There is very little coverage about where those affected can get help.
- There is very little coverage of those who protest against gender violence.
- Most of the information is sourced from courtrooms, which have 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 and naming victims without their permission - which leads to secondary victimisation.
- Women are often portrayed as victims rather than survivors.
- Women are often portrayed as temptresses.
- 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 or court reporters.

This chapter examines media coverage of GBV compared to other topics. It also looks at the GBV sub-topics; who speaks on them; their function and who reports on these topics.

Topic

Figure 5.1 Proportion of GBV stories compared to other stories - region

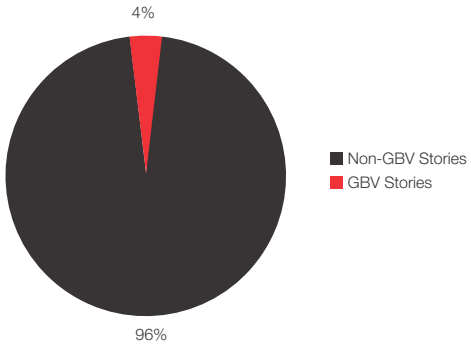


Figure 5.1 shows that GBV stories and stories that mention GBV constitute only 4% of all coverage in SADC media, despite the high levels of GBV. The SADC Protocol on Gender and Development calls on SADC member states to halve the current levels of GBV by 2015.

During the consultative meetings across countries, participants debated the low coverage of GBV. In Malawi, Pilirani Tambala of Zodiak media noted that GBV stories are not newsworthy because they do not

sell compared to politics and business stories. "It's only when they are scandalous that you'll find GBV stories coming out and appearing on the front page," he said.

Tambala also observed that gathering GBV news was a challenge as they take more resources and sources are often not willing to speak. However, in Malawi, *The Chronicle*'s Robert Jamieson argued that journalists do not take GBV seriously: "As journalists we think of diarised functions, we don't think of going to the office with story ideas and that is a problem. We find politics diarised, but GBV is not." He said GBV is only covered in extreme cases, such as when someone has been "maimed by her husband. Editors won't think it's a big story unless someone has been seriously hurt. If it bleeds it leads."

In Tanzania, Pili Mtambalike of the Media Council of Tanzania was particularly frustrated because members of the media had not acquainted themselves with research showing the magnitude of gender-based violence in the country: "This is a very serious problem in our country, and research confirmed that. Our Gender Code of Ethics calls on media houses to look into these issues, but nothing seems to change. The biggest problem is media people do not go out to search for information around GBV."

Qualitative monitoring yielded several examples of stories that were trivialising GBV, showing that the media does not consider it a serious issue.


Rising star a sore loser

By DELTA NDOU

TRACY Nyerere

SIBONGILE Nyerere

For example, the story "Rising star a sore loser" in Zimbabwe's *The Sunday News* (15-21 November 2009). The story is about a Quelaton Football team player, Proud Zereni, who is accused of terrorising his ex-girlfriend and her family following her decision to end their relationship. Zereni went about destroying his ex-girlfriend's family's property and that of neighbours without being arrested by the police. The writer attempts to be creative in highlighting the violence by using a soccer metaphor, which was a grave error in judgment. The article deals with gender-based violence in a paradoxical manner - highlighting the game and the abuse simultaneously. The soccer metaphor dilutes the brutality of gender-based violence. The writer equates the girl's ending of the affair to issuing a red card to the player. This makes her decision look questionable and unfair, as is the case with some red cards in a football match, which often attract nasty reactions from the recipient. In a way the story justifies the reaction of the player since it's a "game." The soccer metaphor is derogatory. It not only condones the player's behaviour, but puts forward a perception that the act is between two consenting individuals playing a game. GBV is not a sport. The headline "Rising star a sore loser" downplays the gravity of the footballer's criminal conduct. Instead of focusing on the violence, it equates the abuse to a game where the abuser is the "loser." The headline plays on the fact that he is a sportsman and proposes that he should take defeat gracefully - again, this diminishes the gravity of abuse.

Sub-topics

Figure 5.2 GBV topic breakdowns - region

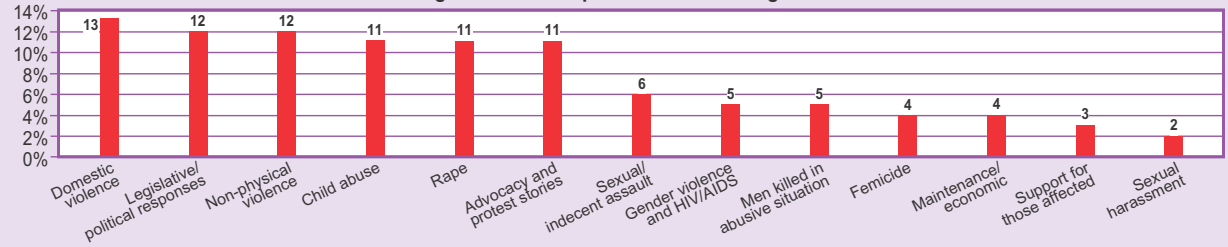


Figure 5.2 shows that domestic violence (13%) receives the most coverage in the regional media followed by legislation/political responses and non-physical violence. The findings are in line with research on GBV, which have found that most gender-based violence takes place in the confines of the home. Sexual harassment (2%) received the least coverage. Support for affected people is also marginal at 3%.

Participants during the consultative meeting in Mauritius observed that GBV is a very complex subject. As such, they suggested that journalists be equipped with more information on the different aspects of GBV, for example verbal and psychological abuses and other subtle forms of GBV. This means that coverage of GBV should be less event-driven and dig deeper.



Coverage of GBV should go beyond events and probe causes in order to curb this social problem. An example of a story that investigates causes of GBV is the article "Reflection about rape of minors" published by Mozambique's *Zambeze* newspaper (12 November 2009). The commentary attempts to analyse why so many rapes are occurring in Mozambique, especially among young girls. It was published after it came to light that a well-known singer had raped a young girl. The author presents various possible causes of the increase in rape in simple language. The story differs from others in that it does not put the blame on the victims or the clothes they choose to wear, but considers other causes. It mentions cases of men breaking into the homes of single women, the lack of security, poverty, and lack of sensitisation initiatives to curb rapes. The language used is gender-sensitive and balanced. The article calls on all men and women to become aware of the problem and take action to denounce and protect those affected.

Who speaks on GBV?

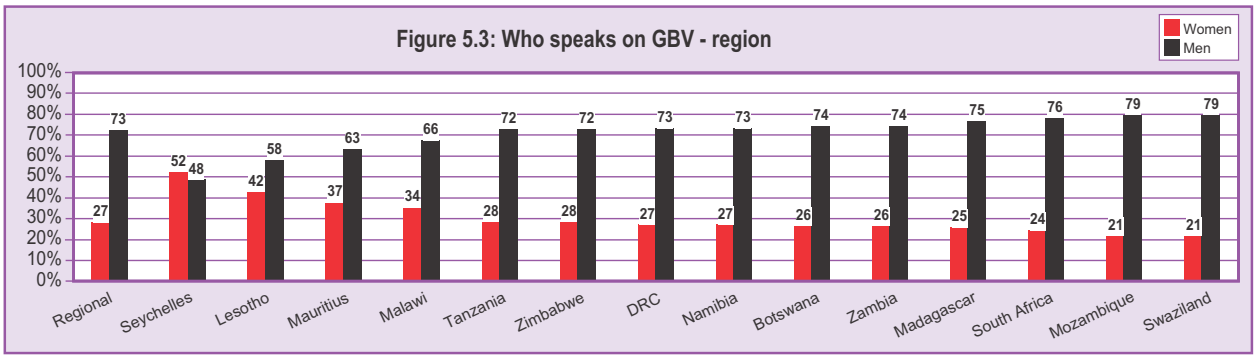


Figure 5.3 shows that men dominate as news sources in GBV stories in the region. The regional percentage of women sources is 27%. Seychelles (52%) has the highest percentage followed by Lesotho, and Swaziland (21%) has the lowest percentage of women sources in GBV stories.



Who speaks on what?

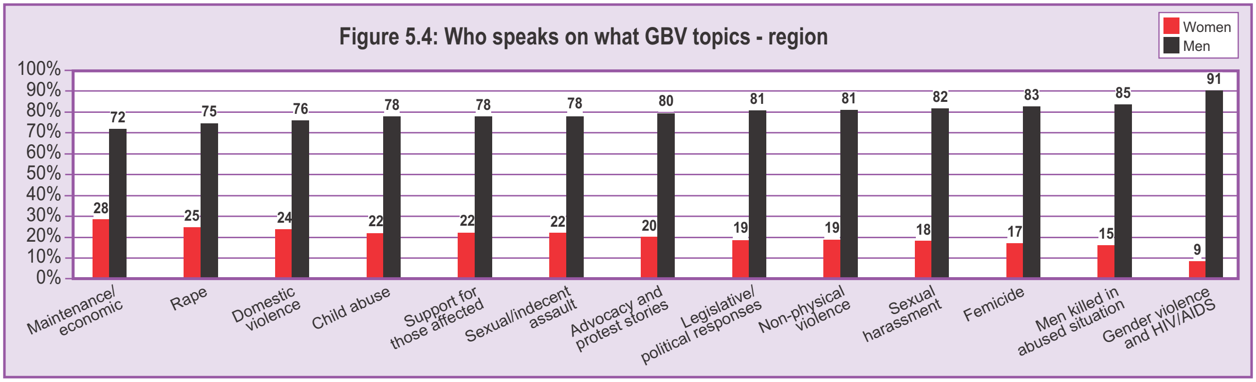


Figure 5.4 shows that male sources dominate across all sub-topics in the region. Women are better represented as sources on maintenance and economic stories (28%) followed by rape (25%). Women speak much less on gender violence and HIV and AIDS despite the high levels of women as victims and survivors in this category.

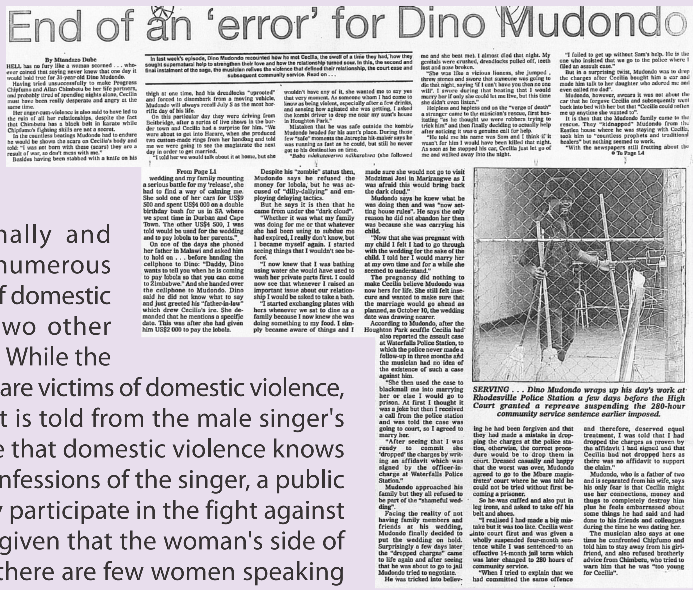
John Moerane, from South Africa's Lethabong Legal Advice Centre, said the media should try harder to speak to women on the ground and in rural areas:

"They have very important stories to tell. The media ignores them and so no one, not even government, knows about their hardships."

Participants in Mauritius cited stigmatisation as a big problem, and noted that the media often blame women, hence their silence. However, monitoring revealed several male-biased stories which help to explain why there are few women as news sources on GBV and across sub-topics.



An example of such a story appeared in Zimbabwe's *The Sunday Mail* (1-7 November 2009) titled "End of 'error' for Dino Mudondo". The story is about a male musician opening up about being abused by his girlfriend. It is a one-sided story based on the experiences of the singer, who recounts how he was physically, emotionally and psychologically abused by his girlfriend on numerous occasions. The accused woman, who is a victim of domestic violence from previous relationships with two other musicians, is not given an opportunity to speak. While the story challenges the stereotype that only women are victims of domestic violence, it is gender blind and biased towards men as it is told from the male singer's point of view. This weakens the story's message that domestic violence knows no sex or status - all people are affected. The confessions of the singer, a public figure, should have encouraged men to actively participate in the fight against this, but the credibility of the story is in doubt given that the woman's side of the story is missing. This helps to explain why there are few women speaking on GBV.



End of an 'error' for Dino Mudondo

By Mtandazo Dube

HELL has no fury like a woman scorned . . . whoever coined that saying never knew that one day it would hold true for 31-year-old Dino Mudondo.

Having tried unsuccessfully to make Progress Chipfumo and Allan Chimbetu be her life partners, and probably tired of spending nights alone, Cecilia must have been really desperate and angry at the same time.

Her anger-cum-violence is also said to have led to the ruin of all her relationships, despite the fact that Chimbetu has a black belt in karate while Chipfumo's fighting skills are not a secret.

In the countless beatings Mudondo had to endure he would be shown the scars on Cecilia's body and told: "I was not born with these (scars) they are a result of war, so don't mess with me."

Besides having been stabbed with a knife on his thigh at one time, had his dreadlocks "uprooted" and forced to disembark from a moving vehicle, Mudondo will always recall July 5 as the most horrific day of his life.

In last week's episode, Dino Mudondo recounted how he met Cecilia, the swell of a time they had, how they sought supernatural help to strengthen their love and how the relationship turned sour. In this, the second and final instalment of the saga, the musician relives the violence that defined their relationship, the court case and subsequent community service. Read on . . .

On this particular day they were driving from Beitbridge, after a series of live shows in the border town and Cecilia had a surprise for him. "We were about to get into Harare, when she produced two custom-made rings from her handbag and told me we were going to see the magistrate the next day in order to get married.

"I told her we would talk about it at home, but she wouldn't have any of it, she wanted me to say yes that very moment. As someone whom I had come to know as being violent, especially after a few drinks, and sensing how agitated she was getting, I asked the kombi driver to drop me near my aunt's house in Houghton Park."

Mistaken that he was safe outside the kombi, Mudondo headed for his aunt's place. During those few "safe" moments the Jatropha hit-maker says he was running as fast as he could, but still he never got to his destination on time.

"*Baba ndakateverwa ndikarohwa* (she followed me and she beat me). I almost died that night. My genitals were crushed, dreadlocks pulled off, teeth lost and nose broken.

"She was like a vicious lioness, she jumped, threw stones and swore that someone was going to die that night, saying 'if I can't have you then no one will'. I swore during that beating that I would marry her if only she could let me live, but this time she didn't even listen."

Helpless and hapless and on the "verge of death" a stranger came to the musician's rescue, first hesitating "as he thought we were robbers trying to trick him" and then finally deciding to actually help after noticing it was a genuine call for help.

"He told me his name was Sam and I think if it wasn't for him I would have been killed that night. As soon as he stopped his car, Cecilia just let go of me and walked away into the night.

"I failed to get up without Sam's help. He is the one who insisted that we go to the police where I filed an assault case."

But in a surprising twist, Mudondo was to drop the charges after Cecilia bought him a car and made him talk to her daughter who adored me and even called me dad".

Mudondo, however, swears it was not about the car that he forgave Cecilia and subsequently went back into bed with her but that "Cecilia could soften me up anytime she wanted to".

It is then that the Mudondo family came to the rescue. They "kidnapped" Mudondo from the Eastlea house where he was staying with Cecilia, took him to "countless prophets and traditional healers" but nothing seemed to work.

"With the newspapers still fretting about the

To Page L4

From Page L1

wedding and my family mounting a serious battle for my 'release', she had to find a way of calming me. She sold one of her cars for US$9 500 and spent US$4 000 on a double birthday bash for us in SA where we spent time in Durban and Cape Town. The other US$4 500, I was told would be used for the wedding and to pay lobola to her parents."

On one of the days she phoned her father in Malawi and asked him to hold on . . . before handing the cellphone to Dino: "Daddy, Dino wants to tell you when he is coming to pay lobola so that you can come to Zimbabwe." And she handed over the cellphone to Mudondo. Dino said he did not know what to say and just greeted his "father-in-law" which drew Cecilia's ire. She demanded that he mentions a specific date. This was after she had given him US$2 000 to pay the lobola.

Despite his "zombie" status then, Mudondo says he refused the money for lobola, but he was accused of "dilly-dallying" and employing delaying tactics.

But he says it is then that he came from under the "dark cloud".

"Whether it was what my family was doing for me or that whatever she had been using to subdue me had expired, I really don't know, but I became myself again. I started seeing things that I wouldn't see before.

"I now knew that I was bathing using water she would have used to wash her private parts first. I could now see that whenever I raised an important issue about our relationship I would be asked to take a bath.

"I started exchanging plates with hers whenever we sat to dine as a family because I now knew she was doing something to my food. I simply became aware of things and I made sure she would not go to visit Madzimai Josi in Marirangwe as I was afraid this would bring back the dark cloud."

Mudondo says he knew what he was doing then and was "now setting house rules". He says the only reason he did not abandon her then was because she was carrying his child.

"Now that she was pregnant with my child I felt I had to go through with the wedding for the sake of the child. I told her I would marry her at my own time and for a while she seemed to understand."

The pregnancy did nothing to make Cecilia believe Mudondo was now hers for life. She still felt insecure and wanted to make sure that the marriage would go ahead as planned, as October 10, the wedding date was drawing nearer.

According to Mudondo, after the Houghton Park scuffle Cecilia had also reported the assault case at Waterfalls Police Station, to which the police never made a follow-up in three months and the musician had no idea of the existence of such a case against him.

"She then used the case to blackmail me into marrying her or else I would go to prison. At first I thought it was a joke but then I received a call from the police station and was told the case was going to court, so I agreed to marry her.

"After seeing that I was ready to commit she 'dropped' the charges by writing an affidavit which was signed by the officer-in-charge at Waterfalls Police Station."

Mudondo approached his family but they all refused to be part of the "shameful wedding".

Facing the reality of not having family members and friends at his wedding, Mudondo finally decided to put the wedding on hold. Surprisingly a few days later the "dropped charges" came to life again and after seeing that he was about to go to jail Mudondo tried to negotiate.

He was tricked into believing he had been forgiven and that they had made a mistake in dropping the charges at the police station, otherwise, the correct procedure would be to drop them in court. Dressed casually and happy that the worst was over, Mudondo agreed to go to the Mbare magistrates' court where he was told he could not be tried without first becoming a prisoner.

So he was cuffed and also put in leg irons, and asked to take off his belt and shoes.

"I realised I had made a big mistake but it was too late. Cecilia went into court first and was given a wholly suspended four-month sentence while I was sentenced to an effective 14-month jail term which was later changed to 280 hours of community service.

"When I tried to explain that we had committed the same offence and therefore, deserved equal treatment, I was told that I had dropped the charges as proven by the affidavit I had signed and that Cecilia had not dropped hers as there was no affidavit to support the claim."

Mudondo, who is a father of two and is separated from his wife, says his only fear is that Cecilia might use her connections, money and thugs to completely destroy him plus he feels embarrassed about some things he had said and had done to his friends and colleagues during the time he was dating her.

The musician also says at one time he confronted Chipfumo and told him to stay away from his girlfriend, and also refused brotherly advice from Chimbetu, who tried to warn him that he was "too young for Cecilia".

SERVING . . . Dino Mudondo wraps up his day's work at Rhodesville Police Station a few days before the High Court granted a repreave suspending the 280-hour community service sentence earlier imposed.

Function of GBV sources

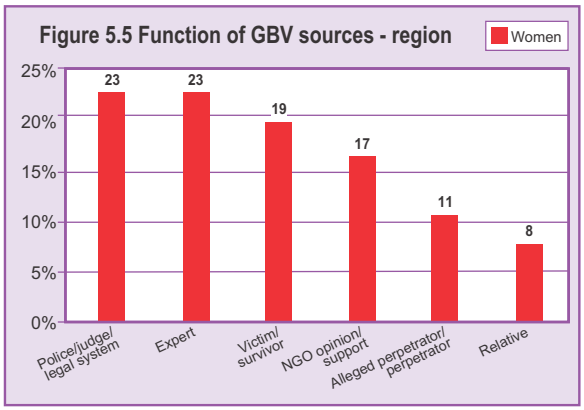


Figure 5.5 shows that regionally, the voices of the police, judiciary and other experts dominate in the coverage of GBV, each accounting for 23% of those who speak on the issue. Most importantly, the findings note that victims and survivors (19%) now speak more than alleged perpetrators (11%). This means that the work of GL and other partners on advocacy and training around GBV is beginning to bear fruit.

Participants in Madagascar noted that survivors are still afraid of being stigmatised when they speak out, yet the higher numbers in the victim/survivor category brings hope that they are beginning to appreciate that it is the only weapon they have at their disposal. Participants in DRC urged the media to approach survivors of GBV and encourage them to talk. Qualitative monitoring revealed that most stories were either event-based or from court papers with little or no effort to elaborate on the information received, which might help to explain why victims and survivors are not speaking out. Participants called for in-depth rather than event-based coverage of GBV.




Alleged double murderer Dausab in court today

NDHOEK – Otji- represented Dausab in who used to live with cording to police

An example of a court-sourced story is an article entitled "Alleged double murderer Dausab in court today" published by Nambia's *New Era* (5 November 2009). The article discussed an upcoming court appearance by alleged murderer Julius Dausab, charged for killing his former girlfriend and her mother. This story is about Dausab's first appearance at the high court after he went on a rampage and killed the two women. Like most GBV stories, this emanates from a court case and is told from the perspective of a perpetrator. Court records are used to map the story and a public prosecutor, Felicita Sikerete, is quoted.

The article highlights the violence against the two women, but does not quote anyone directly affected by the story; for example their relatives. Although the reader is left in no doubt about the brutality of the act, there is a degree of sympathy for the perpetrator in the way the story is told (he was jilted, is taking revenge, etc). The human rights dimensions of this act are not explored. No representatives from women's rights groups are interviewed. The story does not provide any context, for example, an explanation of femicide, how frequently this occurs in Namibia, and what kind of sentence might be expected. The regional target of halving gender violence by 2015 is not mentioned. This, like many GBV stories, is a cold, factual court case of another two women murdered that does little to lead us to redress, recourse or the societal outrage so important to ending such senseless human rights abuses.

Another example of a court-based GBV story is the article "5 years IHL for defiling boss's daughter" by Malawi's *The Nation* (22 October 2009). It is a court report about a worker who is sentenced to five years with hard labour for defiling his boss's four-year-old daughter in the parent's absence. The story highlights a key element common in sexual assault cases which serves as a red-flag to others. In the majority of rape and or sexual assault cases the attack is committed by someone within the inner circle of the victim; be it family, friend or worker. In this instance, the alleged attacker is a member of the household staff. However, by relying on court documents, the reporter misses an opportunity to interrogate this social ill through talking to family members, friends and workers. By relying on the court sources, the media does not fully play its part in curbing GBV. Court records should serve as the foundation of the story and the reporter should use them to source other comments from those directly affected by the story.

Reporters - GBV topic

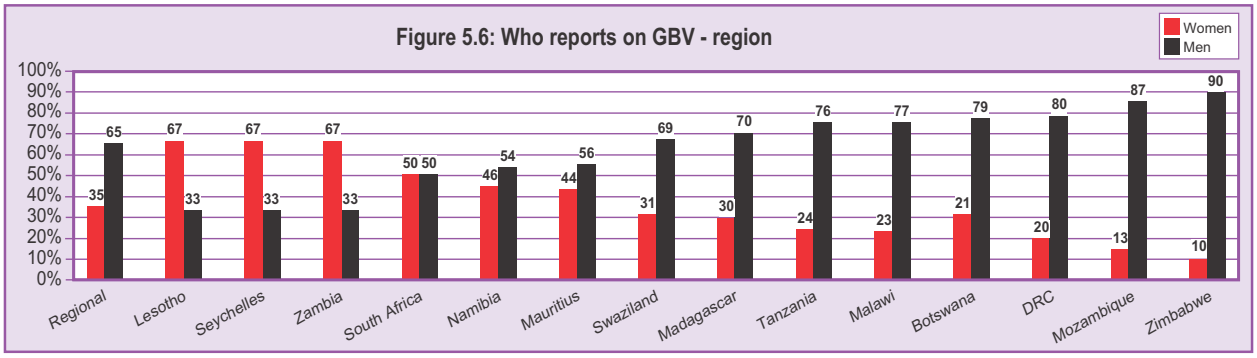


Figure 5.6 shows that men report on GBV in the SADC region 65% of the time. Lesotho, Seychelles and Zambia have the highest proportions of men reporting on GBV, with each accounting for 67%. Only South Africa has equal proportions of women and men reporting on GBV. Zimbabwe and Mozambique have the lowest proportions of women reporters on GBV at 10% and 13% respectively. These figures are consistent with a low overall proportion of women reporters in these countries.

Tanzania Broadcasting Corporation-TV's Bestina Magutu said she thinks that GMPS findings showing that the majority of those who speak to women on GBV are male reporters are disturbing: "We might be losing certain opportunities, especially in cases where a sexually violated woman is comfortable speaking to a female reporter. In cases where the media is dominated by male reporters, these will be lost opportunities."

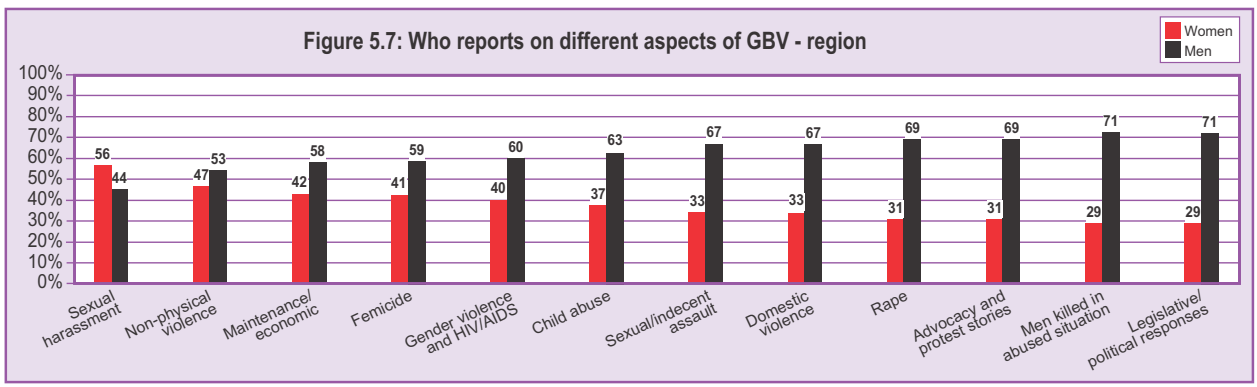


Figure 5.7 illustrates which aspects of GBV are most reported on by women and men. It shows that generally men dominate reporting on all aspects except sexual harassment, where women constitute 56%. The danger of men dominating coverage is that there may be biased reportage and more frequent portrayal of women as victims.





Mr Mulongoti said after undertaking a democratic selection process, Mr Chifita was found to have been the most suitable candidate who would be easy to sell to the electorate.

He said during the process by the lower organs of the

Zambian Airways application tossed out

By Times Reporter

THE Lusaka High Court has granted National Airports Corporation (NAC) an interim order of attachment to restrict Zambian Airways from accessing, interfering with or disposing of its specified assets.

THERE GOES MY SON...Zambia's songbird Angela stands outside the Kitwe local courtroom after the case was dismissed yesterday.

Angela Nyirenda sobs as she watches son being 'abducted'

By Times Reporter

dismissed the case, saying the matter be heard in Lusaka where the defendant (Angela) was residing.

Banda had taken Angela to court after she failed to release the boy, who had gone to visit her for holidays in Lusaka.

However, justice Kasoka, who was sitting with justices Ignatius Masupelo and Alice Obe, said in dismissing the case

He said the court had considered the case carefully and resolved that since the mother and child in question were Lusaka residents, the matter be heard in Lusaka.

In his testimony, Banda told the court that he was in fact keeping the child in Kitwe and that the boy had merely travelled to Lusaka to see his mother who he alleged failed to release him.

of the case or sue afresh in Lusaka.

But shortly after coming out of court, Banda got the boy amid protestations from the child and drove off in his Honda CVR registration number ACK 7406.

The boy, who was crying, tried to jump out of the vehicle through the window.

Banda stopped the car, closed the windows while a

For example, the story "Angela Nyirenda sobs as she watches son being 'abducted'" by *The Times* of Zambia (27 October 2009). The story is about a celebrity female musician whose child was taken by his father in the midst of a custody battle. The father of the child sued the mother, Nyirenda, for custody of the boy, but the local court dismissed the case on the grounds that the case should be heard in Lusaka and not the Copperbelt because the mother and child lived there. Throughout the story the mother is never quoted and it portrays her and the child as helpless victims. The language used by the reporter portrays a helpless woman, desperate with no solution to the problem. The helpless victim portrayal is reinforced by the accompanying image of the woman sobbing as her son is taken away. The photographer missed the real drama of the father taking the crying child and chose to focus on the woman, thereby stereotyping her as a powerless mother.

Speaking out

An example of a story of women speaking out is the article "Police open docket against Chief Simamba" in *The Times of Zambia* (19 October 2009). The story is about a woman who was allegedly tied to a tree and caned several times on her buttocks by a traditional leader for buying charcoal in the village. She was left tied on a tree while carrying her baby for four hours. This story is a first-hand account of the assault. The narrative allows the reader insight into the daily life of the woman. It is a story common to many women who labour under difficult conditions and are subject, or vulnerable, to abuse but do not have the opportunity to tell their story, or are silenced by the media. This story presents the woman as courageous and helps to encourage other abused women to speak out.

Multiple sources

Using multiple sources in a story is a basic requirement of journalism and there were a few stories with relevant multiple sources. For example, the story "Girl (17) in forced Kutekwa (marriage)" published by the *Weekend Observer* (14 November 2009) in Swaziland is about the forced marriage of a 17-year-old girl, Phephisile Dlamini. The teenager allegedly did not consent to being married. The article highlights gender rights and multiple sources are used to address the specific rights which have been violated. The story gives voice to various sources, ranging from the victim, her father, the person who married her, an expert from an organisation that deals with abuse (Swaziland Action Group Against Abuse). It also quotes the constitution as a secondary source. Two female and two male sources air their views and both primary and secondary sources are used.



Girl (17) in forced *kutekwa*

...held hostage for five days after 'marriage' whilst dad says it's OK.

Stories by Sisho Magagula

A 17-year old girl is caught in a forced marriage saga at Mzaceni, Madlangemphisi in the Hhohho region.

Phephisile Dlamini says she has been *tekaed* against her consent by a 28 year-old man of Ndzingeni.

The man is Mlungisi Mncina.

Now the two families are at loggerheads following the supposedly forced marriage between the two.

The girl was *tekaed* two weeks ago by the Mncina's whilst she had paid a visit to Mlungisi, her lover of two weeks.

So serious is the situation such that the two families were on Monday summoned to the Mliba Police Station to answer questions on the said 'marriage'.

Narrating events leading to her forced marriage, Phephisile informed the *Weekend Observer* that she was called by her lover two weeks ago who requested her to come visit him at his parental home at Ndzingeni.

"When he made the call, he told me that he wanted to buy me a gift since my birthday fell on that weekend. When I arrived at his home on Saturday, he spoilt me with gifts and said I must remain in the house as he went to a funeral at a nearby homestead. I told him I had to go home but he refused and locked me inside the house. At night, a bunch of women came to the house and told me I had just been *tekaed*. I told them I was against it but they proceeded with all the rituals and ignored my protests," she said.

The girl explained that the following Monday, she ran away and went to her parental home at Mzaceni and informed her parents of what had happened.

She said her father, Ndziweni Dlamini, was furious and told her to return to the Mncina home.

"He called the Mncinas to come and collect me. I was stunned that my father could betray me like that. I clearly explained to him that I had not consented to the marriage but he said I was a wife and I should go to my so-called marital home," she said.

The young woman explained how her brothers, acting on an order from her father, bungled her into a sedan belonging to the Mcina's on Monday, November 2, 2009.

This was after her father had called the Mncinas to 'come and collect their wife'.

During the scuffle, one of her brothers punched her with a fist on the left eye whilst forcing her to get into the car.

During the interview on Tuesday, her left eye was still swollen.

After successfully putting her in the car, the Mncina's drove off to their home at Ndzingeni where she was locked into the 'groom's' house.

She said she remained locked inside the house until she was able to escape on Friday, November 6. This means she remained locked for five solid days!

"I had a chance and got out of the house at around 7pm. I ran into the road where I hitch-hiked until a certain vehicle stopped for me. I requested the driver to take me to Mliba Police Station," she stated.

She reported the matter to the police who took statements and later drove her home, Mzaceni.

The police summoned both families to the Mliba Police Station on Monday where the issue was deliberated at length.

Seventeen year-old Phephisile Dlamini during an interview. (Pic: Sisho Magagula)

She must just go – Dad

Ndziweni Dlamini, father to Phephisile (17) says she does not want anything to do with her daughter.

"I even told the police on Monday that I want this child gone from this home before I do something I might regret for the rest of my life," said a furious Ndziweni during an interview at his home at Mzaceni on Tuesday.

Dlamini says his daughter is 'very naughty' and has been causing problems for him since she reached puberty.

"*Lihlongandlebe nje*. She has caused so much pain and stress for my family. I don't know what is wrong with her. I was happy when I heard that she had been *tekaed* and now she turns around to say *ngiyamendzisa*. I wasn't there when she fell in love with this man who subsequently *tekaed* her. I'm very angry right now because she lied to the police and said I'm the one who's forcing her into the marriage. She must just go and leave all of us in peace," said Dlamini, seething with rage.

He denied that her daughter was assaulted by his sons during a scuffle where Phephisile was forcefully bungled into a vehicle.

"It's true that I called the Mncina's to come and fetch her but there was no scuffle. No one assaulted her. She boarded the car on her own volition," he said.

Ndziweni Dlamini, Phephisile's father.

She's my wife – 'hubby'

Mlungisi Mncina, 27, the man who has allegedly *tekaed* a 17 year-old against her consent, says the girl is his 'wife'.

Mncina, in an interview with Weekend Observer reporters this week, denied that he *tekaed* Phephsile against her consent.

"She's my lawfully wedded wife now and we discussed this before I *tekaed* her. She agreed and I made the necessary preparations. It's not true that I took her by surprise," he said.

Mncina further denied 'kidnapping' Phephsile for five days.

"I never kidnapped her. How can I kidnap my own wife? *Inkinga kutsi* I don't know what happened with her after the marriage. She has been acting strange and has been running around. She was fine before we married and even consented to it but after the marriage, she just changed completely," said Mlungisi.

He also confirmed that his 'father-in-law' Ndziweni called him to collect his 'wife'.

"Dlamini called me and said I should come and fetch my 'thing'. *Watsi angite ngitotsatsa lentfo yami*. Apparently, she's troublesome at her parental home, which confirms my assertion that she has changed since we married."

During the interview, it was evident that Mncina is not aware that the marriage age in Swaziland is 18 years.

It's a violation of her rights – SWAGAA

The Swaziland Action Group Against Abuse (SWAGAA) has cried foul over the forced marriage of a 17-year-old girl and her subsequent 'kidnapping'.

Director of SWAGAA Cebile Manzini-Henwood says Phephsile Dlamini's rights have been grossly violated.

"Her rights have been infringed by this man who purportedly married her against her consent. The law is clear that parties intending to marry should both consent to it. In any event, in this case, issues of consent don't even apply because the girl is under-age. The age of majority in Swaziland is 18 years and she did not even need to consent to this so-called marriage," she explained.

Manzini-Henwood stated that Phephsile had been abused and humiliated by the whole episode owing to the allegation that she was locked inside a room for five days.

"Her rights to free will and freedom of movement have been gravely trampled upon. She has been thoroughly abused and made to do things she doesn't want."

The director says time has come for society to understand that this kind of treatment against women and minors is unacceptable.

"These things will continue to happen if we don't take them seriously. We really need the Sexual Offences and Domestic Violence Act to curb such things. I hope parliamentarians will support the enactment of the Bill," she disclosed

THE CONSITUTION SAYS:

Chapter III, under section 279 deals with the rights and protection of the family.

Section.279 (1) Men and women of marriageable age have a right to marry and found a family

(2) Marriage shall be entered into only with the free and full consent of the intending spouses

Section 28 addresses the rights and freedoms of women.

Section. 28(3) says: "A woman shall not be compelled to undergo or uphold any custom to which she is in conscience opposed."

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Courts sending out strong messages

The legal system plays a major role in curbing GBV, but the media rarely highlight this role. But an example of a story that questions the role of the legal system in curbing GBV is the article "MRA staff convicted of domestic violence" in Malawi's *The Nation* newspaper (22 October 2009). This story relates to the conviction of a high-ranking official found guilty of

abusing his ex-wife. The court gave the abuser a year's jail term, which was then downgraded to a two year suspension out of prison. The magistrate issued a protection order barring the attacker from getting close to his former partner and ordered him to pay K100 000 (USD$660) financial compensation. The article describes the period and nature of abuse as well as the magistrate's condemnation of the brutality. The article leaves the reader in no doubt of the brutality of the acts of ongoing violence. It maps a pattern which leaves the reader clear about the trauma. The suspended sentence is lenient considering the suffering the woman underwent. The writer informs readers of the terms of a suspended sentence, and juxtaposes the acts of violence against this background. It implies that the writer is gender-aware and the story is penned in a way in which one questions whether the legal system is too lenient (even though a protection order and financial compensation were issued). This article is gender-aware and a good example of a journalist making sense of court records to highlight gender-based violence.

Government leading from the front

Governments have to lead from the front in fighting GBV and in line with the SADC Protocol on Gender and Development target of halving gender-based violence by 2015. An example of a story that shows government leading from the front is "Government committed to eradicating gender-based violence" by Zimbabwe Television (15 November 2009). The story is about Deputy Minister of Women's Affairs and Community Development Evelyn Masaiti, who says the government is committed to eradicating gender-based violence. She was interviewed at a resource mobilisation meeting for programming against gender violence training workshop. The Minister said the newly-established Anti-Domestic Violence Council which will operate countrywide with structures situated at grassroots level, showed the government's commitment to the issue. The story focused on Zimbabwe's efforts to curb gender-based violence. The report highlighted ways to control gender-based violence. It presented gender-based violence as a serious matter that warrants government intervention. It also exposed donors' pre-disposition for funding humanitarian projects which, at times, are a cost to those programmes which address gender-based violence.

GBV campaigns

The monitoring yielded examples of gender-aware reporting of GBV with a focus on campaigns. For example one story: "Awareness campaign on child abuse" in *Lesotho Today* (12-18 November 2009). The article focuses on an awareness campaign about child abuse in Matsatseng, Lesotho. The community of Matsatseng has organised a campaign intended to encourage different groups of the community to come together to prevent and report cases of child abuse. This article highlighted the importance of educating society about child abuse prevention and the role society can play in it. The story is gender-aware and uses two sources, one female and one male to support the need to strengthen campaigning around child abuse. The article, which was published a week before the kick-off of the 16 Days of Activism, gives statistics of cases of child abuse in Lesotho.

Analysis debate

There is a need for more in-depth coverage of GBV. This could be done through analytical articles similar to "Zanzibar needs to boost fight on child abuse" published by *Sunday Citizen* (1 November 2009). This article shines a light on rampant child abuse in Zanzibar, which is said to have eroded the morals of Islam. It notes that the society is still too closed to



Zanzibar needs to boost fight on child abuse

By Salma Said, Zanzibar

Child abuse is now a rampant occurrence in Zanzibar, permeating a close knit society and eroding the morals of Islam as the Isle's predominant culture.

A recent research captures the magnitude of the problem, with a journalist and activist on children and women affairs Ms Shifaa Said warning the society was still closed to admit and tackle consequences.

"A research three years ago by Tanzania Media Women Association (Tamwa) established that out of 800 cases of child abuse that had been reported, only one had been settled in court.

But Ms Shifaa believes many more cases went unreported. She says the problem would grow into monstrous proportions if concerted efforts are not made.

Children as young as three years as well as mentally retarded ones have all been victims.

What concerns people most is lack of a deliberate push by the authorities to act on those suspected of carrying out the heinous crimes.

The trend has thus led to a situation where Zanzibaris are not willing or even afraid to come forward when their children were raped. "There is general lack of trust and faith in the legal and medical systems.

Beliefs

The police and doctors have usually been singled out for blame on how they handled the reported cases.

There is also a deep rooted belief that rape offenders are offered protection by the Police because of their positions or monetary influence. Critics argue that most of the cases do not even

But Zanzibar Urban Police Commander Bakari Khatib Shaaban whose jurisdiction handles many of such rape cases agrees there was a problem even though he differs on whose blame it is.

"I cannot totally deny that we do not have bribery problem in our force because we have dishonest members in our ranks and even those who do not hold high moral values," Bakari asserted.

"We have been under pressure many a times to conclude such matters out of court not because we like it but some parents and relatives feel ashamed that such issues went public and there is little we can do as we are part of the same society."

Abuse

In instances where close relatives were the offenders such instances are solved in what is know as family matter and interestingly no ill feelings is harboured because there is no severance of relations.

Ms Bibi Fatma Jeshi, a gynaecologist with Mnazi Mmoja, the main hospital in Zanzibar, is tasked with the inspection of victims of sexual abuse. The hospital has allocated a day for a clinic on cases of abuse even though emergency cases are welcome any time.

"There is a misconception that we attend to victims of child abuse on that particular day only. Such belief is wrong since delayed tests could interfere with critical evidence in matters of rape," she explained. She said normally such cases are handled by a doctor on call.

"I would like to tell members of the public that they should not accept victims to be turned away and instead demand full inspection on the fateful

Tamwa executive secretary

reasons on why such incidents are on the increase in Zanzibar.

Some of the reasons include that of highly valuing family honour. It is near an abomination in the Isles for one to expose anything that would discredit the family's image or expose it to ridicule.

Human right campaigners say this means victims of abuse grieve and suffer secretly. The Tamwa research found that in every seven cases, three were not reported. Most of such cases have been revealed by teachers who notice behavioural change among their pupils. But even so, confronted families prefer to recoil into their own shell.

"We get a lot of problems in trying to convince a family to take action against an uncle, a brother or any close or even distant male relative...they find it a taboo even to talk," says Jamila Mahmoud, an activist with Zanzibar Female Lawyers Society (ZAFELA).

"This is a very negative culture and one that encourages abuses against children in our homes," says Ms Mahmoud.

She said the public needed to be sensitised on the long term psychological effects of abuse because most believed young victims would

defilement by a man of kids near
she has become disillusioned w
system that has taken more than
settle the case while the suspect
scot-free.

State Attorney Ali Ali Hassan t
even though not perfect, is str
punish and deter culprits.

"The problem is not the la
change the mindsets. We need to t
through the justice system to mak
the magnitude of this problem
damage to the society," he said.

Sheikh Ahmed Salim says re
play a big role to fight the vice. "I
best approach in dealing with chi
considered not only innocent bu
God. Violating their minds and bo
heinous crime is absolutely un-Go
Sheikh Salim.

He believes if concerted effo
raise the issue openly through sem
the media, the people will change t

Statistics

To begin with, the state agencies
data and other crucial statistics
interventions. At the momen
absolutely no statistics with gover
abuse. Even the office of the Dir
Prosecution revealed only a few k
no information on the status of th

There is no list of convicted or
offenders to monitor their
movement.

The level of public educatio
lowest. Parents take their issues to
Labour, Youth, Women and Childre
and rarely the police.

An officer at the Ministry Sai
Ali however believes this is an en
"The fact that they are reporting
changing of mindsets. Next we sh
up and encourage parents of abu
forego their cultural taboos for th
children."

Ms Mahmoud calls for th
agencies to join hands with the
enhance public education. "We st
ignorant society...ignorant of the
this is a process. We cannot exp
overnight but we should deepen
push for change."

For starters Mr Bakari says t
started to train women members

admit the magnitude of the problem, as well as tackle the consequences. Children as young as three, as well as those with special needs, have all been victims. This article is an example of gender-aware reporting as it captures the magnitude of the problem of GBV noting how it affects children. Through analysis, the writer is able to discuss issues such as sexual abuse, which are rarely or never discussed in some societies, thereby making it hard for the authorities to address them. The article has multiple sources who express different opinions on why the problem is so widespread in the community. This is different from some GBV stories which are mostly told from the point of view of official sources. This story sources comment from social workers, gender activists, the police, medical personnel, the judiciary, as government officials. There is also a balance between male and female sources.

Violence against men

The media tend to portray men as the only perpetrators of GBV, yet women may also abuse men. An example of violence against men is the article "Knife Games: Women stabs lover on buttocks" published by Botswana's *The Voice* (30 October 2009). It is a news piece about a man who was stabbed by his girlfriend. He is reported as living in fear of his attacker after the police released her from custody. Traditionally, GBV reports discuss women who are attacked, but in this case the role is reversed. In this article the woman admits that she attacked her partner. She describes the nature of their relationship, in which her partner allegedly attacked her in earlier incidents. This story is different in that most reporting highlights women as victims.



KNIFE GAMES

Woman stabs lover on buttocks

STABBED: Wazha Molapisi

By CHENJELANI BARAEDI

francinah@thevoicebw.com

A MONARCH man, who narrowly escaped death after his long-time girlfriend stabbed him, is living in fear after the police released the woman shortly after he was discharged from hospital.

Wazha Molapisi, 30, narrated how his girlfriend of five years, Otsogile Lekgetlho, followed him to work and stabbed him with a knife on the buttocks on Wednesday last week.

"I was at work when Otsogile showed up armed with a table knife. Without saying any-

Molapisi who is nursing an injured buttock, claims that had it been a man, Lekgetlho could have rotted behind bars awaiting trial. "Just because she is a woman she was just left to go scot free regardless of the crime she committed," said the man expressing fear that the cruel woman might strike again.

Contacted for a comment, Lekgetlho admit-

Conclusion

During the consultative workshops, participants across countries noted that incidences of GBV are on the increase despite the low proportion of coverage this issue receives from regional media. For example, in Zimbabwe, Permanent Secretary in the Ministry of Gender and Woman's Affairs Silvia Utete-Masango told participants that gender-based violence cases in the country were increasing yet the media chooses to ignore such stories. She noted that in most cases coverage was sensationalised in order to boost newspaper sales. She welcomed the formation of the Zimbabwe Media Commission and urged the regulatory authority to put in place codes of ethics for the media in order to improve the quality of coverage.

In Namibia, participants linked inadequate coverage of GBV with the need to improve community journalism. The suggestion came after the realisation that most news stories were national, international and region. There were few local, community stories. The innovative "I" Stories project, that has women tell their own stories for publication in the mainstream media, is one concrete way of ensuring that more stories are told from the perspective of survivors. Participants expressed doubt about the SADC member states' ability to meet the target of halving GBV by 2015 and called on the government to take the lead in fighting this social ill.

While there is evidence of more progressive coverage emerging, participants agreed that there is need for the media to stop being part of the problem and become a greater part of the solution. They also agreed that continuous and ongoing training of the media on issues around covering GBV is required.

6 COVERAGE OF HIV AND AIDS



Media taking up the campaign against HIV and AIDS and gender violence. *Photo: Colleen Lowe Morna*

"The adoption of the policies developed through the MAP process is revolutionary. For the first time, media houses have a tool to guide them on how best to report on the pandemic unlike in the past when they did it just for the sake of writing. The policies are also going to change the mindset of journalists who have, for a long time, treated HIV something affecting other people and not them."

~ Arthur Okwemba, MAP facilitator, Tanzania



In addition to gender, the other major cross-cutting concern for the media in Southern Africa is HIV and AIDS. Internally, this has had devastating consequences for many media houses whose staff have been directly and indirectly affected. The media also has a major role to play in educating the public on HIV and AIDS as well as its gender dimensions.

In 2006, Gender Links (GL) and the Media Monitoring Project (MMP) undertook the *HIV and AIDS, Gender and Media Baseline Study* as part of the Media Action Plan (MAP) on HIV and AIDS and Gender led by the Southern African Editors' Forum (SAEF). The study included 132 media houses in 11 Southern African countries: Botswana, Lesotho, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe.

Key findings included low coverage (3% of stories mentioned or were about HIV and AIDS); gender not being well reflected; male voices dominating; voices of people living with HIV and AIDS constituting 4% of all sources; and the bulk of coverage about prevention. The study advocated policies, training and access to information as key to improving the quantity and quality of coverage.

As part of the MAP extension to the Francophone countries entering SADC in the latter half of the decade, GL coordinated a similar study in DRC, Madagascar and Seychelles in 2008. The findings revealed similar trends with the coverage of HIV and AIDS as low as 2% of the total and women sources constituting 30% compared to 39% in the 2006 study.

Over the last five years, GL as lead agency on policy within the MAP alliance, has worked with 148 newsrooms on developing gender-aware HIV and AIDS policies. This constitutes 72% of the 204 media houses in the region mapped out at the start of the project which aimed to ensure that at least 80% of these adopted policies. This work is recognised as a global first, as there is no precedent to an NGO working with media houses on improving institutional practices on diversity in this way.

The MAP process always envisaged a follow up to the baseline study after the policy roll out, training, ethics and other components of MAP to assess if these had made a difference. Partners agreed that the monitoring would form part of the GMPS to create synergies and cut costs.

This chapter forms an important part of the MAP project in that it benchmarks progress against the original indicators. This includes topics; genres; origin; geographic scope; sources; function of sources and who reports on HIV and AIDS. The topics are broken down into different sub-topics to give insight into the most reported categories.

Where relevant, GMPS findings are broken down into the GMPS countries in the 2006 study covering 11 countries and the 2008 Francophone study covering three countries. As 83 of the media houses monitored were MAP participants and 74 were not (see Chapter two) there is also some disaggregation of the findings into MAP and non-MAP media houses.

Examples from the monitoring, observations by MAP facilitators, and comments made during the consultative workshops give texture to the findings. The chapter should be read in tandem with Chapter eight showcasing five case studies from media houses that have adopted policies and progressive practices and are improving coverage. These practices may not yet be reflected in quantitative monitoring, but are important to understanding the changes slowly taking root within the media in Southern Africa.

The MAP policy process

When MAP started in 2005 the structure consisted of SAEF as overall coordinator; GL leading policy; Panos training; the Media Institute of Southern Africa (MISA) ethics; SAFAIDS information and support and the Gender and Media Southern Africa (GEMSA) Network advocacy.

Malawian media consultant and former editor of The Chronicle newspaper Rob Jamieson, who chaired SAEF during the early days of MAP, recalled that: "While I was chair of SAEF, we realised the media was not doing enough around policies on HIV and AIDS. Part of this was to train editors, because editors, as gate-keepers, needed training. We would always recom-

mend that editors be a focal point of training. When you are an editor, you need to understand the issues in order to guide coverage."



Rob Jamieson. *Photo: Trevor Davies*

The policy cluster aimed to ensure that 80% of the identified 204 media houses in the SADC region had HIV and AIDS and gender policies and programmes by the end of 2010. The objective was to improve coverage of HIV and AIDS and gender; promote diversity and the equitable and fair treatment of all within media workplaces; mitigate the effects of HIV and AIDS on the media industry; identify and recognise progressive newsroom leadership; the development and implementation of HIV and AIDS and gender policies which are making a difference in the workplace and in the coverage of these issues by media houses.

MAP faced numerous challenges, not least the lack of effective coordination and institutional capacity of SAEF. This has meant that the policy arm had to initiate its own contacts with the training, ethics, research and advocacy arms led by other NGOs, without central coordination from the lead organisation. As a result the policy work, envisaged as just one component, did not get the systematic supplementary support needed from the other arms to be effective.

In addition, working in-house with institutions is unpredictable; often dependent on personalities and has been adversely affected by the economic down turn in many countries resulting in the media becoming defensive and inward looking. But a team of dedicated facilitators based in countries around the region worked over the years to gain the confidence of media gate keepers and cajole them into joining the five stage process consisting of management buy-in; situation analysis; inception workshop; drafting of the policy; adoption and launching of the policy. As part of documenting MAP, GL asked the facilitators to record in their own words the high and low points of their work. The following are excerpts from these diaries:

Getting past go in media houses: Diaries of MAP facilitators



Pushpa Jamieson. *Photo: Saeanna Chingamuka*

Pushpa Jamieson, Malawi: "I wonder how many facilitators have had the joy of holding a workshop in the open, under the trees in the sweltering heat?

Well, we had a fantastic workshop in Monkey Bay when the accommodation that Dzimwe Community Radio Station has in the offices of the National Parks and Wild Life did not have enough space to sit all the staff and the Board. We just moved the whole workshop outside and enjoyed the open air while we did the work. I had a personal lesson in innovation.

My family thought it very interesting when I had to dress more appropriately, I had to ditch my normal dress code of trousers and bare shouldered tops in order to address the board at Radio Islam. Still it was worth the little discomfort when the results are as positive as a launch of a policy that address HIV and AIDS and women's issues in the programming and workplace of Radio Islam. (Yes! I did it).

The media is an unpredictable profession, with only one certain: news deadlines must be met. This meant that on many occasions, meetings with members of media houses had to be cancelled at the last minute. Often,

meetings were cancelled when I arrived at the media house after I had travelled over 400 km from my base in Lilongwe to Blantyre.

Promises from the task teams were usually not met. These resulted in delays of completion of the policies (and of my payments as facilitator!). To overcome the challenges, I would make numerous telephone calls to confirm meetings before the day. Days spent in Blantyre were often extended in order to accommodate the possibility of the meetings being held the following day. Still, nothing ever worked as planned. MAP was a labour of love; I still marvel at the headway I managed to make."


Emily Brown (left). *Photo: Colleen Lowe Morna*

Emily Brown, Namibia: "At one of the media houses the date for the workshop became a bit like a game of musical chairs. We decided on a Saturday morning at first, so that all those who needed to attend would be available. This proved not to be the case - people were not prepared to offer up one precious morning of their weekend.

Then, it was scheduled for a Friday afternoon because another workshop actually took place on a Friday afternoon at the media house concerned. As the facilitator, I was sceptical of the Friday afternoon, but we nevertheless set about half-a-dozen dates for a Friday afternoon. When this became a wee bit embarrassing, we shifted our sights to a Wednesday morning. We - the MAP Manager in tow on a few occasions - rocked up a couple of times with PC projector, files, attendance registers and even snacks, only to find no one there who had to be there. 'No problem,' I would say, 'but just please ensure that the people know of the date and time for next time.'

Deep down I thought, 'if this wasn't so sad, I would laugh'. Eventually it happened one week-day morning, and the participants couldn't believe that the facilitator had provided snacks as well - they thought it was organised by the employer! I'm not sure whether I was the cause of a problem for the employer or not!"

Bheki Maseko, Swaziland: "The whole process involved working closely with media managers and executives who had to give buy-in as policy decisions are made at the highest level of any organisation and role out to other relevant departments and professionals who also have to be engaged.

There was need to brief management about the concept of MAP and make them understand the importance of developing policies to respond to HIV and AIDS in the workplace and through editorial outputs. Management then identified focal persons in each media house who acted as heads of committees set up to develop policies. Some media houses already had wellness committees which made easy to tap in them and get them on board as they would also make inputs based on existing programs in the workplace to fit in the policy.

Some media houses that did not have wellness committees set these up as part of MAP. They comprised representatives


Bheki Maseko and son. *Photo: Trevor Davies*

from the newsrooms (journalists), editors, marketing departments and human resources departments. The committees received a high level of support from chief executives and directors of media houses committed to the process.

The committees worked hard to come up with comprehensive policies meeting the needs of employees and also assisting them to execute their duties effectively and efficiently in all departments. It was gratifying to note the high level of commitment and team work displayed by the committees and good working relationships between junior staff members and senior staff members. It was humbling to note some Chief Executive Officers displaying trust and confidence to staff members and giving them the independence to work on such a prominent document to influence the direction and operations of the institutions they head.

It was also a fulfilling moment to see some policies implemented before they were even adopted by the Board. This shows that media houses are hungry for policies to assist them in conducting their business."

Eduardo Namburete, Mozambique: "The in-house workshops were the most fulfilling moments for me, because that was the moment we all engaged in an open discussion and some intimate revelations were made.

I remember the discussion at the weekly *Zambeze* where journalists and administrative staff all pointed fingers at each other about how badly they behaved when they became aware that one of their colleagues was HIV Positive. They blamed themselves for not helping their colleague to cope with the situation. After this workshop all the participants acknowledged that there is a need to be supportive to each other in such situations and the management understood the need for a comprehensive mechanism to deal with HIV and AIDS in the workplace."



Listen up! Eduardo Namburete (right) *Photo: Colleen Lowe Morna*



Arthur Okwemba, left, with the director of the African Women and Child Feature Service, Rosemary Okello. *Photo: Colleen Lowe Morna*

Arthur Okwemba, Tanzania: "One of the most fulfilling moments was when the management of nine media houses decided to adopt their policies that their employees had painstakingly put together.

The other one is when I paid a visit to Business Times Limited and found they had put in place a structure for the implementation of the policy. They have six Peer Educators distributed in all departments and who report to the champion, updating her with the progress made with the implementation of the policy with their respective departments. The fact that the company had developed a budget on the implementation of the policy was equally refreshing."

The MAP policy process encouraged media houses to develop both a gender-aware HIV and AIDS policy and a gender policy, but most media houses opted for HIV and AIDS policies only.

Table 12: HIV and AIDS policy roll out							
Country	**Media House targets**	**Stage 1**	**Stage 2**	**Stage 3**	**Stage 4**	**Media houses that have adopted policies**	**Newsrooms that have adopted policies**
Botswana	1	-	-	-	-	1	1
DRC	17	-	-	-	-	17	17
Lesotho	13	-	-	-	-	13	13
Madagascar	17	-	-	-	2	8	8
Malawi	24	-	3	-	-	21	21
Mauritius	11	-	-	-	-	9	36
Mozambique	26	1	2	-	-	19	19
Namibia	13	2	1	-	-	6	11
Seychelles	7	2	-	-	-	2	-
South Africa	7	-	5	-	-	2	2
Swaziland	6	-	-	-	-	6	6
Tanzania	30	-	-	-	-	30	45
Zambia	20	1	2	-	1	14	14
Zimbabwe	12	-	-	-	1	-	-
Total	**204**	**6**	**13**	**0**	**4**	**148**	**193**

NB: MAP consists of a five stage process: 1) consultation; 2) situation analysis; 3) inception workshop; 4) drafting and 5) adoption.

Table 12 shows that by the time the MAP policy project (funded by Sida) closed in February 2010, 148 media houses and 193 newsrooms (some newsrooms belong to the same company) had adopted HIV and AIDS policies. This is 72% of the media houses identified at the start of the project, not too far short of the MAP target of 80%. If the four draft policies are added, the total comes to 152, or 74% of the target. A further 19 media houses had started but not finished the policy process; GL will continue to support these processes as it revisits media houses to encourage them to develop gender policies (see concluding section of this chapter).

Overall coverage

Figure 6.1: HIV and AIDS regional coverage compared to total

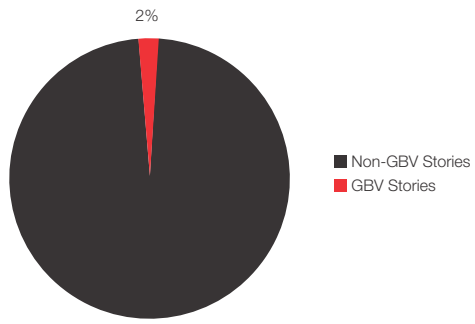


Figure 6.1 shows that stories that focus on or mention HIV and AIDS make up 2% of all topics covered by the media in the region. This is below the 3% figure in the 2006 *HIV and AIDS, Gender and the Media Baseline Study* but is the same as in the 2008 *Gender, HIV and AIDS Francophone Study*.



Rose Thamae, head of Let's Grow, South Africa. *Photo: Gender Links*

Overall coverage

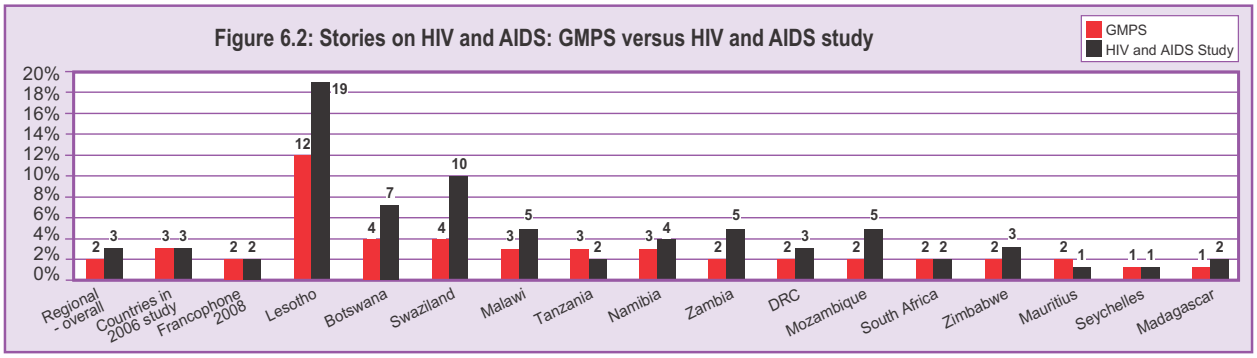


Figure 6.2 compares performance by country between the 2006 and 2008 HIV and AIDS studies and the 2010 GMPS. It shows that when the original eleven baseline countries are combined with the Francophone countries, the proportion of HIV and AIDS stories drops from 3% to 2%. However, if the data for the 11 GMPS countries studied in 2006 is taken alone, the figure of 3% remains constant. Similarly the proportion of coverage for the Francophone countries also remains constant at 2%. Tanzania and Mauritius are the only countries that registered increases in the proportion of coverage; in the case of Mauritius from 1% to 2%.

At the Mauritius consultative workshop participants found it worrying that HIV and AIDS is not news-worthy despite the increase of HIV and AIDS cases in Mauritius. In the monitoring, the proportion of coverage varied from MBC TV at 6% to MBC Radio, *Le Matinal* and *La Voix Creole* at 0%. MBC radio pointed out that it has regular programmes on HIV and AIDS as well as the different sub-topics of HIV and AIDS outside of its news programming.

Progress in Tanzania has been largely due to the media being receptive to HIV and AIDS gender-aware policies (30 media houses with 45 newsrooms had completed the policy process at the time of writing this report).

The relatively high proportion of coverage in Botswana (4%) should be understood in the context of the proactive approach the government has taken to fighting the pandemic in a country with the highest HIV and AIDS prevalence rate in the region. The Bill Gates Foundation sponsored a concerted campaign to increase the quantity and quality of coverage on HIV and AIDS which was coordinated by the local MISA office, and styled as a localised version of MAP. The project made use of GL training and materials but was not coordinated under the regional MAP project.

Lesotho, Swaziland and Botswana recorded the highest drop with regard to quantity of coverage. Lesotho dropped from 19% to 12%. The low percentages in Zimbabwe (2%) and Madagascar (1%) are partly attributed to the unstable political situations which, in the case of Zimbabwe, has not only forced the media to focus more on political stories but also made working in that country difficult. The formation of a unity government, establishment of an independent regulatory authority and licensing of more newspapers are some of the positive indicators that there may be progress in the near future in Zimbabwe.



Launch of MAP policies in Namibia. *Photo: Colleen Lowe Morna*

In South Africa, elections in 2009 and the Soccer 2010 World Cup build-up appear to have diverted the attention from HIV and AIDS coverage, which remained at 2% of the total. The fact that in Namibia coverage dropped from 3% to 2% despite the monitoring taking place in the run-up to elections suggested that the issue is not given the coverage it deserves.

Comparing newsroom performance

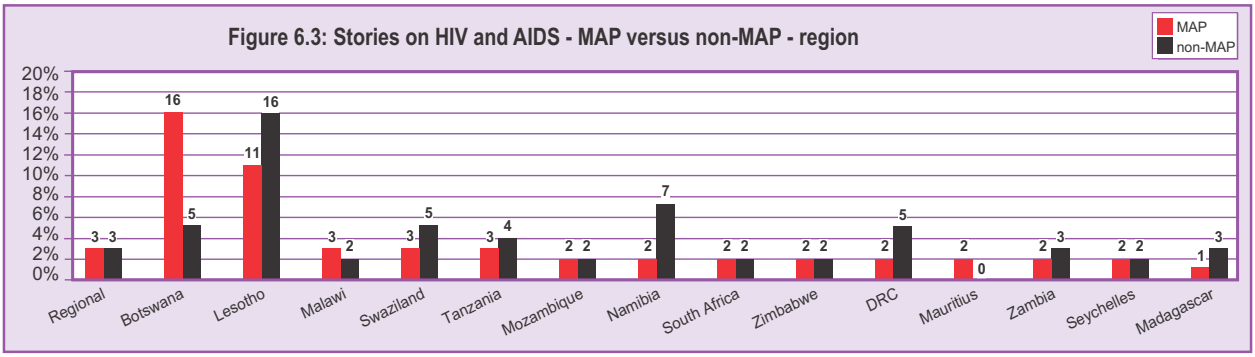


Figure 6.3 shows that overall, the proportion of coverage in both MAP and non-MAP media houses stood at 3%. However, the graph shows an increase in coverage of HIV and AIDS by newsrooms that worked with MAP in Malawi, where it increased from 2% to 3%, and Mauritius from 0% to 2%. The high performance of Botswana media houses associated with MAP (from 5% to 16%) is explained by the additional resources made available to these media houses through the local Bill Gates Foundation programme.

The lack of improvement of coverage in other MAP newsrooms points to the need for backstopping as well as creative solutions to the fatigue around HIV and AIDS coverage that many editors have complained about since the start of MAP.

Fighting fatigue

Across the region, participants at the GMPS consultative workshops expressed disappointment at the low proportion of coverage devoted to HIV and AIDS in the Southern African media. But they also highlighted many practical constraints and cautioned against relying only on quantitative measures.

In the DRC, participants observed that topics like HIV and AIDS do not sell. In Botswana, participants cited "fatigue" as the main reason for the low coverage. Others said that the drying-up of donor resources to support coverage has affected output. In Malawi, participants criticised donor-driven coverage that is not owned and internalised by media houses.

In Zimbabwe, some participants felt that HIV and AIDS coverage could boost sales if stories are better packaged and given fresh angles. Participants suggested more personal "I" stories and in-depth coverage which would give readers more information on what to do as opposed to depressing news and news briefs. Journalists were also encouraged to gather news from communities rather than chasing events and waiting for official announcements.

Programmes outside the mainstream news

A significant criticism of the GMPS that needs to be incorporated into future monitoring is that it only covered news. Feedback that GL receives from media houses (see also case studies in Chapter eight) is that some of the best coverage of HIV and AIDS is in platforms outside the mainstream news that reach out to wider audiences.

Some newspapers, radio and television stations have introduced popular weekly columns and programmes that reach out to millions of people. With the advent

of new communication technologies and the Internet, media in Southern Africa is now able to engage with its audiences on topical issues, including HIV and AIDS.

Examples of such initiatives are the South African *Sunday Times* weekly newspaper campaign "Everyone knows someone" which has proved to be popular with its readers. Although the paper publishes one article from readers every week, many more are posted on the website **www.thetimes.co.za** where audiences get the opportunity to share information.

Writing in the *Gender and Media Diversity Journal (2008: p76)*, published by GL, the manager of the campaign noted: "Our readers quickly took ownership of the campaign, sharing stories about losing loved ones to AIDS... Our readers have rescued us from thinking in terms of statistics and demographics. Important as they are, statistics and demographics can never reflect the human toll that HIV takes, in terms of both physical and mental..."

Such feedback from media practitioners and case studies of improved workplace practices, which include Base FM community radio in Namibia and Capital Radio in Malawi (see Chapter eight), point to the fact that there are a number of issues that need to be considered to better understand developments in the coverage of HIV and AIDS other than simply focusing on statistics.

HIV and AIDS topics

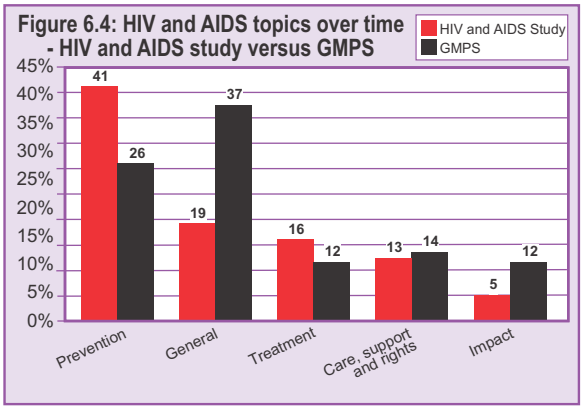


Figure 6.4 shows the coverage of HIV and AIDS topics in the region over time. It shows that the most marked shift in coverage of topics on HIV and AIDS has been an increase in general stories in the GMPS from 19% to 37% in the region.

The key detailing what sub-topics are included under "general" is on page 84. It shows that this includes people living with or affected by HIV and AIDS; as well as profiles of people affected by or working in the HIV and AIDS field. Linking the finding on the increase in general coverage with the substantial increase in the proportion of those directly and indirectly affected by HIV speaking out later in this chapter, one conclusion that can be drawn is that there is now far more coverage of the everyday reality of HIV and AIDS. This is important for de-stigmatising the pandemic. Other kinds of coverage under "general" include national and international policies and resources for addressing HIV and AIDS.



Three generations of courage: Rose Thamae (right), who contracted HIV as a result of rape and now works with her daughter and granddaughter in the Let's Grow Project at Orange Farm, South Africa, is an example of the types of stories carried by "Everyone knows Someone." *Photo: Gender Links*

HIV and AIDS Topics

Prevention
- Prevention strategies, methods, techniques to prevent HIV;
- The role of gender power relations in fuelling the pandemic;
- The intersection between gender violence and HIV and AIDS;
- Cultural practices (such as virginity testing) and HIV;
- Research into preventative methods and technologies;
- Harm reduction programmes.

Treatment
- Treatment and/or care of people affected by HIV;
- Access or roll-out of anti-retrovirals, their use, and efficacy.

Care, support and environment
- HIV and human rights-related issues;
- Legal rights of people living with HIV;
- Care work and its gendered dimension;
- Orphans and vulnerable children affected by HIV.

Impact of the pandemic
- Macro-economic impact of HIV;
- Micro-economic impact of HIV on the workplace or the community;
- Impact of HIV on different sectors, for example, the media, agriculture, mining, the environment, civil society;
- Impact of HIV on an individual level.

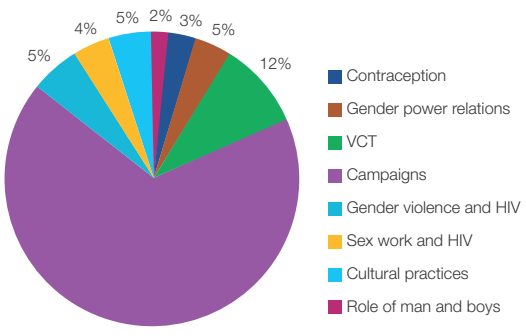
General
- People living with or affected by HIV;
- Profiles of people in the HIV field or people affected by HIV;
- Government policies on HIV;
- The role of regional and international bodies in HIV and AIDS;
- Research and statistical findings on HIV, the impact of the pandemic, mortality rates, infection rates, etc.
- HIV and AIDS and the economy, poverty;
- Drugs and needle exchange.

An example of a story that raises critical policy issues is the article "Punishing success in tackling AIDS" by Tanzania's *The Express* (12-18 November 2009). This article is about how a retreat from international funding commitments threatens to undermine the dramatic gains made in reducing AIDS-related illness and death in recent years. The article highlights how expanding access to HIV treatment has not only saved the lives of people living with AIDS but has also been central to reducing overall mortality in a number of high HIV burden countries in Southern Africa. It is an example of the links between HIV and AIDS and poverty.


Punishing success in tackling AIDS

Prevention

Figure 6.5: Prevention sub-topics - region



The overall graph shows that there has been a decline in stories on prevention from 41% to 26% while impact increased from 5% to 12%. This is to be expected as the pandemic progresses, although the declining coverage on prevention is a cause for concern as this should remain a major thrust.

Figure 6.5 breaks down stories on prevention by sub-topic. Campaigns account for 65% and VCT (Voluntary Counselling and Testing) 12% of prevention stories. Stories on prevention pay less attention to the role of men and boys, cultural practices, sex work and HIV, gender violence and HIV, gender power relations and contraceptives.

Figure 6.6: Prevention sub-topics - HIV and AIDS study versus GMPS

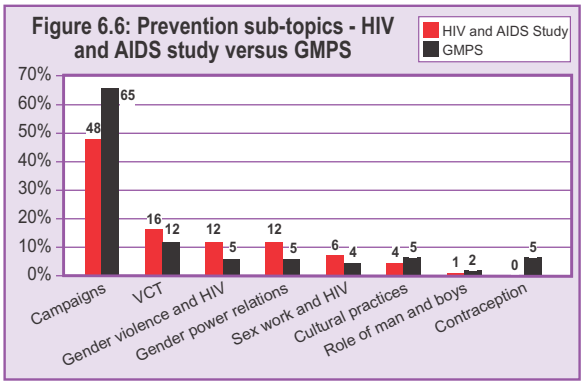


Figure 6.6 shows the coverage of prevention sub-topics over time. It shows that while campaign coverage has increased compared to the 2006 study, VCT, gender violence and HIV, gender power relations, and sex work and HIV have decreased. Cultural practices, the role of men and boys and contraception have increased slightly.

Beyond the ABC of HIV

Although the proportion of prevention coverage declined, the qualitative monitoring showed a greater variety and depth of stories on prevention which in the past tended to focus simplistically on ABC - abstain, be faithful and use a condom.

An example of a multifaceted prevention story is "Lilongwe makes strides in HIV prevention" by Malawi's *The Nation* newspaper (30 October 2009). This is an in-depth feature on the success of a grass roots approach to an HIV and AIDS educational campaign in Malawi. The report covers a rally and includes an assessment of the campaign's success in reaching men and teenagers.

Campaign challenges are also discussed. The article provides a holistic view of HIV and AIDS. It brings to the fore the challenges of implementation and reasons why a targeted focus can reach the ear-marked audience. Men are the focus of the campaign because they are identified as critical stakeholders as group research indicates that men do not undergo voluntary testing. The article is gender-aware and takes the fight against the spread to new heights. Teenagers are also targeted as a sexually active group. The mix of speakers in respect of age and gender indicates that the are mindful of seeking ways to grab and hold the attention of the audience.



Lilongwe makes strides in HIV prevention

Most men are not forthcoming when it comes to HIV testing. That is why Tingathe is taking the campaign to homes to talk to them about the benefit of having one's blood tested.

Kondo PS encourages the crowd to get tested.



OF A DEVELOPING PEOPLE

Shiselweni men endorse
'A Man Knows' campaign

STORIES BY SIHEMIHLE HLATSHWAYO

SHISELWENI- About 200 men from Mbangweni and surrounding areas defied the myth that men are not readily willing to get tested for HIV, by voluntarily testing on Saturday during the launch of 'A Man Knows' campaign at Mbangweni Inkhundla.

Some of these men tested publicly, as a public display of their role as leaders and an indication that 'A Man knows' ...that until he knows the truth, he knows nothing.

The men showed their interest in testing early in the day, as the event had been well publicised. Women of all age groups also tested but the target were men as the campaign focuses on them, with a view to encourage them to know their status and to lead healthy, productive lives.

The men joined Mbabane Swallows players, who were led by their captain Wandile 'Wowa' Mazibuko, in testing and encouraging their peers to do the same. The team tested publicly, before the around 1 000 people who attended the event and this motivated community members to take the test.

Mavibuko told the gathering that men need to know their status so that they do not live in fear of the unknown but can deal with their status, whether negative or positive. He mentioned proudly that he regularly gets tested for HIV and encouraged other Swazi men to make this a habit.

Mbabane Swallows player Stanford Ncube taking a public test.

The Deputy Prime Minister, Themba Masuku who was the event's guest speaker, encouraged men to know their status and to take the lead in the health of their families. He decried the abuse of alcohol by men, noting this as one of main drivers of HIV in the kingdom.

The DPM was represented by the Mister of Tinkhundla and Local Admin tration Prince Gcokoma. He said m men, especially the youth, have fo solace in alcohol and this leads them make poor decisions about their live

He encouraged men to put the healt their families first and be good role m els in their homes, communities an national level.

Role of men and boys

An example of a story focusing on the role of men and boys in HIV and AIDS campaigns is the article "Shiselweni men endorse 'a man knows' campaign" by the *Times of Swaziland* (28 October 2009). The article is about an HIV and AIDS campaign in Swaziland that targets men.

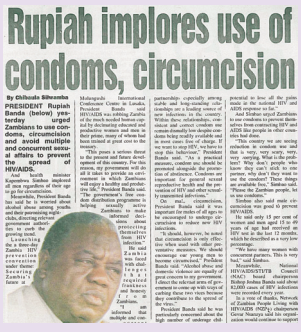
About 200 men from Mbangweni and surrounding areas got tested during the launch of the campaign which encourages men to know their HIV status. The story has highlighted a topic that most men are not willing to talk about. It raises awareness for both males and females about the importance of HIV testing. In addition, it profiles some of the initiatives being undertaken by men to contribute to reducing new infections, the role of government in supporting community initiatives and demonstrates a different angle of reporting on HIV testing in the media.

The image of a footballer carrying his child is a good example of how powerful photojournalism can be in bringing awareness to society. In a patriarchal country where men are still powerful, initiatives such as "A man knows" are welcome as they challenge men's negative attitudes to protected sex.

According to the *SADC Gender Protocol Baseline Barometer* (Gender Links: 2009), Swaziland has an HIV infection rate of 26% - the highest in Southern Africa. Publicising the campaign is thus important because it is a step towards one of the SADC Protocol targets which require that by 2015 state parties develop gender-sensitive strategies to prevent new infections. Further, this article brings a new perspective to HIV and AIDS reporting and encourages men to get tested and be responsible. Of interest is that the article highlights the use of role models such as the captain of Mbabane Swallows, a local football team, to test publicly and have him encourage other men to get tested.

Political leadership

The fight against HIV and AIDS needs government commitment and support of political leaders. An example is the article "Rupiah implores use of condoms, circumcision" by *The Post* (4 November 2009). The story is about Zambian President Rupiah Banda urging Zambians to use condoms, circumcision and avoid multiple concurrent sexual partnerships so as to prevent the spread of HIV and AIDS.



Rupiah implores use of condoms, circumcision

By Chibuda Sibamba

PRESIDENT Rupiah Banda (below) yesterday urged Zambians to use condoms, circumcision and avoid multiple and concurrent sexual affairs to prevent the spread of HIV/AIDS.

The president said he is particularly worried about alcohol abuse and irresponsible behaviour among youths. He was launching a three day Zambia HIV prevention convention under the theme: *Securing Zambia's future*. The meeting was also attended by Health Minister Kapembwa Simbao.

Treatment

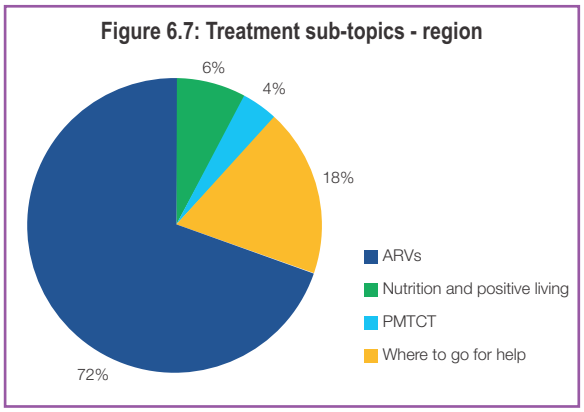


Figure 6.7 is a breakdown of stories on treatment. Most stories on treatment focus more on ARVs (72%) followed by where to go for help (18%). Nutrition and positive living and PMTCT received the lowest proportion of coverage. Over the past years, many countries and NGOs have been rolling out programmes on free ARVs, leading to high coverage.

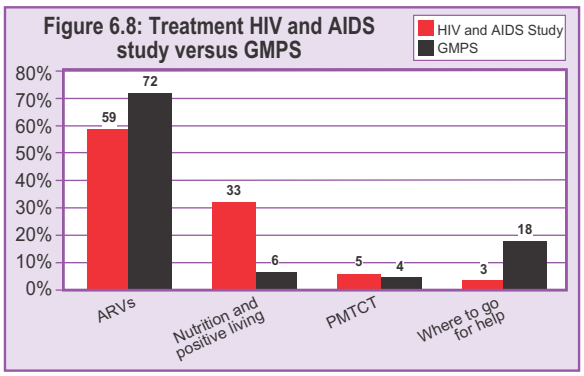


Figure 6.8 shows that the proportion of stories on ARVs has increased from 59% in the 2006 HIV and AIDS study to 72% in the GMPS. The sub topic with the highest proportionate increase is where to go for help (from 3% to 18%).

The increase in the proportion of stories on ARVs should be understood in the context of many countries and NGOs rolling out programmes for free retrovirals. The increase of stories on where to go for help is welcome as people need information to fight the pandemic. The low proportions of stories on nutrition and positive living and PMTCT demonstrate the fact that coverage is lacking depth.



An example of a story that raises critical issues on ARVs is the article "Poor ARV planning condemns patients to death" by South Africa's *City Press* (29 November 2009).



WORLD AIDS DAY

Poor ARV planning condemns patients to death

ANNA-MARIA LOMBARD

A study last year found that 33 000 died due to HIV/Aids from 2000 to 2005 because no ARV programme was implemented

Clearing up the Aids mess

Health department starting to win the

The article is about poor ARV planning in the Free State province, which has condemned thousands to death. It is made timely through being written ahead of, and making the link to World AIDS Day celebrated annually worldwide, on 1 December.

The story takes a holistic look at the health systems designed to deal with the pandemic which include the Free State health department and the Department of Health in the country. The probe incorporates information from documents and research done by such renowned institutions as Harvard University. The journalist gives the story a human face by quoting Stella Mothatha, a caregiver affected by HIV.

Care, support, and rights

Figure 6.9: Care, support and rights sub-topics - region

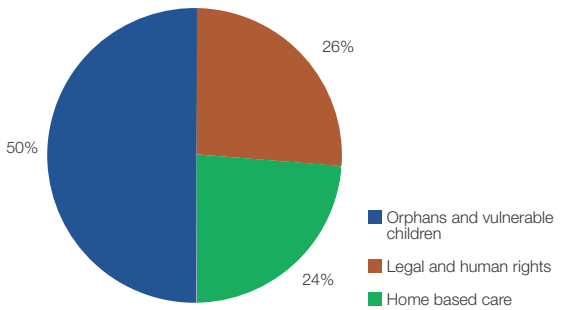


Figure 6.9 shows the breakdown of stories on care, support and rights in the region. The bulk of stories in this category are about orphans and vulnerable children (50%) followed by legal and human rights and home-based care. There were few to no stories on the role of men and boys in this category.

Figure 6.10: Care, support and rights sub-topics over time - region

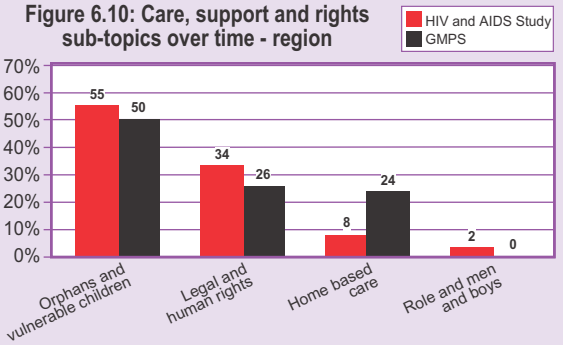


Figure 6.10 shows that the biggest shift in coverage in this category between 2006 and 2010 is the three-fold increase in coverage of home-based care (from 8% to 24%). GEMSA has been doing a lot of work with careworkers, the people most affected by the pandemic.

The finding is a positive reflection of the "making care work count campaign." During the consultative workshop in Malawi, participants noted that covering care work needed time and resources for journalists to go out into the field.

Participants during the consultative workshop in Lesotho expressed concern over the under-representation of stories on care work. They highlighted that women carry the burden of care work, yet their voices are missing from coverage. Men still dominate in this category as in other topics. Sophia Tlali, GEMSA Lesotho Country Facilitator, said a lot is expected from care workers in the country, neither their work nor their voices are valued.



L'Observateur (23 October 2009) in DRC published an article from the GL Opinion and Commentary service entitled "le travail du pourvoyeurs de soins: un apostolate" about care workers, their commitment and their dedication which is like a religion. They are the unsung heroines working in the shadows. They are not paid for the work that they do. The journalist starts the article by highlighting that the DRC has signed the SADC Protocol on Gender and Development and there is a section on care workers for HIV and AIDS patients in the Protocol. The journalist brings to light the hidden realities of the work of people caring for those with HIV. It also highlights the commitment and dedication of care workers although they are not paid.

Impact

Figure 6.11: Impact sub-topics - region

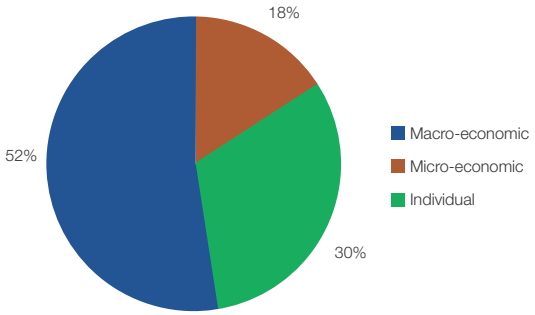


Figure 6.11 shows that most stories on impact focus on the macro-economic level (52%). Impact at the micro-economic level accounts for 18% of the total and at the individual level 30% of the total.

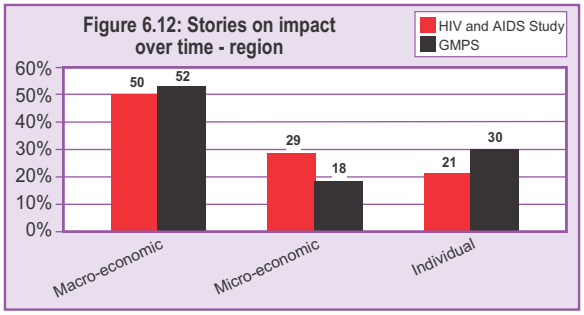


Figure 6.12 shows shifts in coverage of impact over time. Consistent with the findings on the increase in stories on those affected by HIV and AIDS, this shows that the biggest shift is the increase in the proportion of stories on individual impact from 21% to 30%.

Genre

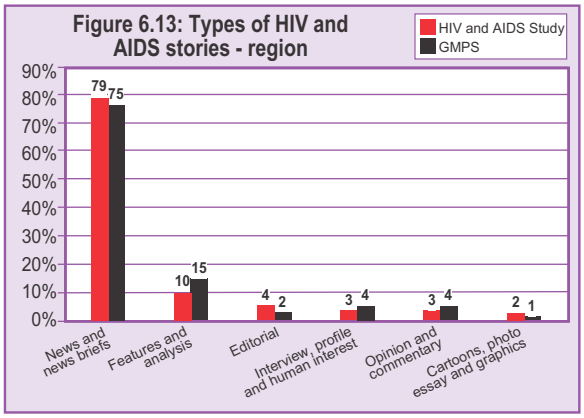


Figure 6.13 shows the types of HIV and AIDS stories produced by the media in the region over time. It shows a drop in news and news briefs from 79% to 75% and increase in features and analysis from 10% to 15%; in interview, profile and human interest from 3% to 4%, and in opinion and commentary from 3% to 4%.

These genres put more emphasis on quality than quantity. GL has an Opinion and Commentary service which has proven to be popular with many media organisations which have republished the stories. Researchers also make use of the service. A full-time editor has been appointed to run the service. The challenge lying ahead is to continue to encourage journalists to go for more in-depth coverage.

Participants during the GMPS consultative workshops noted lack of specialised health reporters as affecting in-depth coverage of HIV and AIDS. For example, in Botswana only *Mmegi* has a health desk. A Zimbabwean media consultant, Jealous Mawarire also cited lack of specialised reporting as one major reason why HIV and AIDS is a forgotten topic in the newsroom. It was noted during discussions that very few media organisations had health reporters or health columnists who could write on the pandemic. Even in radio and television, there were very few programmes on HIV and AIDS.

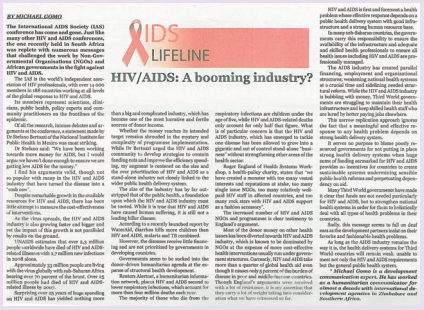
In Malawi, participants noted that like GBV, high quality HIV and AIDS coverage is time-consuming and resource-demanding. "You need more resources, going out into the field, doing research, etc. But it takes time and money and is not as easy as covering politics and business", said one participant.



Short news items

The monitoring revealed that many short news items on HIV and AIDS are more like announcements of events. For example, the story "Oicheke Campaign" (Radio Botswana, 25 October 2009) was an announcement of MISA holding an HIV and AIDS sensitisation workshop in Gaborone in conjunction with the National AIDS Coordinating Agency.

The item did not, but could have, included critical information that would have transformed it from being a mere announcement to a


BY MICHAEL GOMO

The International AIDS Society (IAS) conference has come and gone. Just like many other HIV and AIDS conferences, the 5th IAS held in Cape Town, South Africa was replete with numerous messages that challenged the work by Non-Governmental Organisations (NGOs) and African governments in the fight against HIV and AIDS.

The IAS is the world's independent association of HIV professionals, with over 13 000 members in 188 countries working at all levels of the global response to HIV and AIDS.

Its members represent scientists, clinicians, public health, policy experts and community practitioners on the frontlines of the epidemic.

Of all the research, intense debates and argument at the conference, a statement made by Dr Barbara Bertozzi of the National Institute for Public Health in Mexico stood out for me.

Dr Bertozzi said: "We have been working towards more money for AIDS, but I would argue we haven't done enough to ensure we are getting less AIDS for the money."

I find his arguments valid, though not as popular with many in the HIV and AIDS sector. We have turned the disease into a "cash cow".

Despite remarkable growth in the available resources for HIV and AIDS, there has been little attempt to measure the cost-effectiveness of the response.

As the virus spreads, the HIV and AIDS industry is also growing faster and bigger and yet the impact of this growth is not paralleled by results on the ground.

UNAIDS estimates that over 2.3 million people worldwide have died of HIV and AIDS-related illnesses with 2.7 million new infections in 2008 alone.

Approximately 33 million people are living with the virus globally with sub-Saharan Africa bearing over 67 percent of the brunt. Over 25 million lives have been lost to HIV and AIDS-related illness by 2008.

Surprising over 25 years of huge spending on HIV and AIDS has yielded nothing more than a big and complicated industry, which has become one of the most lucrative and fertile sources of donor income.

Whether the money reaches its intended target remains shrouded in the mystery and secrecy that has been a hallmark of the epidemic.

While Dr Bertozzi urged the HIV and AIDS community to develop strategies to contain funding cuts and improve the efficiency spending, my argument is centered on the size and the over prioritisation of HIV and AIDS as a stand-alone industry not closely linked to the other health and development issues.

The size of the industry has by far outstripped that of the public health, a foundation upon which the HIV and AIDS industry must be rooted. While it is true that HIV and AIDS is a serious health suffering, it is still not a leading killer disease.

According to a recently launched report by Worldrisk, diarrhea kills more children than HIV and AIDS, malaria and TB combined.

However, the diseases receive little financing and are not prioritised by governments in the developing world.

Governments seem to be sucked into the donor-driven humanitarian agenda at the expense of structural health development.

Reuters Alertnet, a humanitarian information service, says that 90 percent of deaths have respiratory infections, which account for more than four million deaths each year.

The majority of those who die from these respiratory infections are children under the age of five, while HIV and AIDS-related deaths only account for only half that figure. What is particular concern is that for HIV and AIDS industry, which has emerged to tackle the disease, has been allowed to grow into a gigantic and out of control stand-alone "business" without strengthening other areas of the health sector.

Roger England of Health Systems Workshop, a health-policy charity, states that "we have created a monster with too many vested interests in the status quo". Despite there being single issue NGOs, too many relatively well-paid HIV staff in affected countries, and too many cash rises with HIV and AIDS support as a fashion acronym".

The overwhelming number of HIV and AIDS NGOs and programmes is clear testimony to England's argument.

Most of the donor money on other health issues has been diverted towards HIV and AIDS

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The overwhelming number of HIV and AIDS NGOs and programmes is clear testimony to England's argument.

Most of the donor money on other health issues has been diverted towards HIV and AIDS industry, which is known to be dominated by NGOs at the expense of more cost-effective and sustainable investments in health care infrastructures. Currently, HIV and AIDS take more than a quarter of global health aid even though it causes only 5 percent of the burden of disease in poor and middle-income countries.

HIV and AIDS is first and foremost a health problem whose effective response depends on a public health delivery system with good infrastructure and a strong human resource base.

To many sub-Saharan countries, the governments carry this responsibility to ensure the HIV and AIDS industry is supported by adequate and skilled health professionals to ensure that health issues including HIV and AIDS are professionally managed.

The AIDS industry has created parallel financing, employment and organisational structures, weakening national health systems in the name of the fight against HIV and AIDS. Ironically, while the HIV and AIDS industry is bubbling with money, Third World governments are struggling to maintain their health infrastructure and keep skilled health staff who are the backbone of health delivery.

This narrow exploitation approach ignores the fact that a meaningful and effective response to any health problem depends on strong health delivery systems.

It serves no purpose to blame poorly resourced governments for not getting in place systems that are being starved through lack of funding earmarked for HIV and AIDS

provides no incentives for countries to create sustainable systems underwriting sensible public health reforms and perpetuating dependency.

Many Third World governments have made it clear that funds are not needed particularly for HIV and AIDS, but to strengthen national health systems in order for them to holistically deal with all types of health problems in their countries.

Sadly, this message seems to fall on deaf ears as the development partners insist on their favorite and fashionable health problems.

As long as the AIDS industry remains the way it is, the health delivery systems for Third World countries will remain in a mess and will not only the HIV and AIDS requirements but the general public health system.

Michael Gomo is a development communication expert. He has worked with various international organisations for almost a decade with investments in development agencies in Zimbabwe and Southern Africa.

report. It provided no background information including the latest HIV and AIDS statistics, which would have brought to bear the urgency of dealing with the pandemic in a holistic manner. No one was quoted in the report.

Analysis and debate

An example of an in-depth story is the article "HIV and AIDS a booming industry?" by Lesotho's *Public Eye* (30 October 2009). This is a health feature which appeared under the healthy living section of the paper.

The article is an in-depth piece on HIV and AIDS funding and reflects on interventions, funding and programmes. The article focuses on the HIV and AIDS "industry" and picks up on sentiments emerging from a workshop which critically reviews how funds are spent and notes that effectiveness on the ground does not match the money spent.

The story goes beyond event coverage, something lacking in most HIV and AIDS stories. HIV and AIDS intervention programmes are placed under the microscope as is donor-funding. It also notes that NGOs consider HIV and AIDS a booming "sexy' industry. Public health systems are critiqued and it is argued that sub-Saharan governments are let off the hook from addressing this pandemic.

The issue of NGOs, the entertainment industry and governments turning HIV and AIDS into a fashion is discussed. This article broadens the discourse to include the ethics and funding of HIV and AIDS programmes. The focus of the article and its perspective is a call to audiences to sit up, take stock and engage as active recipients.

Origin

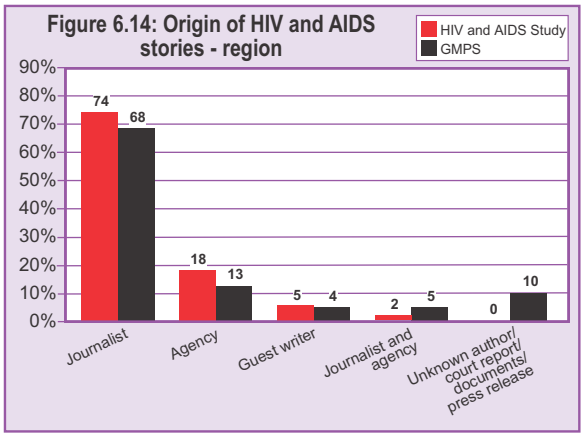


Figure 6.14 shows that as in the 2006 survey, more that two-thirds of stories originate with journalists, but this proportion declined from 74% to 68%. Stories from agency and guest writers also declined. However, there was an increase in stories from journalist and agency (2% to 5%). Stories from unknown author/court reporter/documents/press release increased from nothing to 10%.

Geographic scope

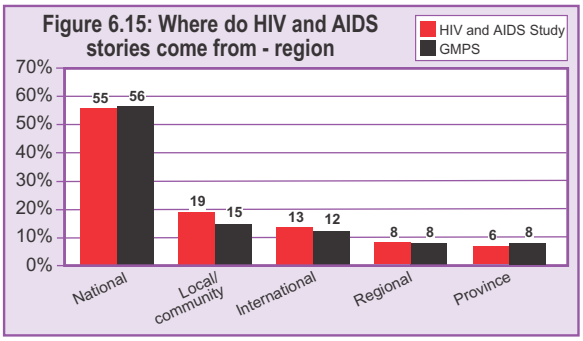


Figure 6.15 shows the geographic scope of HIV and AIDS stories. The findings of the GMPS closely mirror those of the 2006 survey. The bulk of stories (56%) originate from national level. International stories account for 13%. Local/community stories decreased from 19% to 15%. Regional coverage remained constant at 8%.

This finding points to the need for reporters to source more stories from local/community and provincial level in order to focus on issues that directly affect

communities. The growth of community radio and emergence of community newspapers in countries like South Africa could be contributing to the increase in stories from the provincial level.

Rose Haji of MISA Tanzania said the decrease in stories from communities and provinces raises serious questions about the kind of journalism being practiced in Tanzania. "Media is the voice of the voiceless, the majority of whom live in the communities, and may be HIV positive. There is an urgent need to address the pecking order of stories in our media."

Function

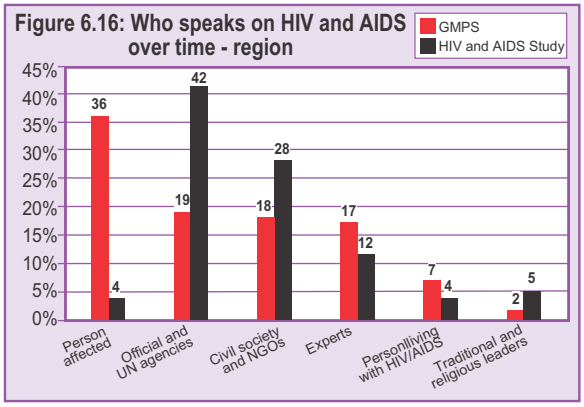


Figure 6.16 shows a big change in who speaks on HIV and AIDS. A key theme of MAP was empowering those most affected to speak out. The proportion of those living with HIV and AIDS heard in the media increased marginally from 4% to 7%.

But a significant finding of the study is that unlike in the past, where official and UN agencies, civil society and experts dominated, the proportion of people affected quoted in HIV and AIDS stories shot up from 4% to 36%. Conversely, the proportion of officials and UN agencies dropped from 42% to 19%; and civil society and NGOs from 28% to 18%.

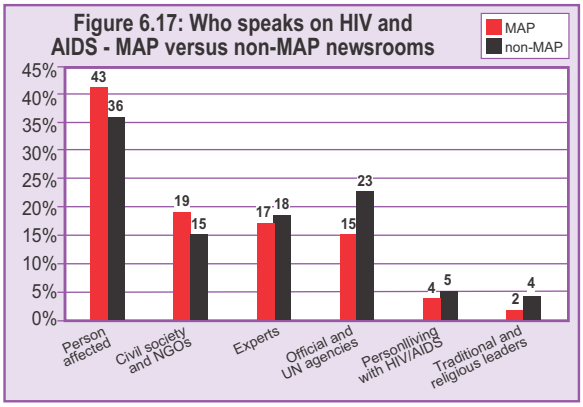


Figure 6.17 shows that in MAP newsrooms persons affected by the pandemic (43%) speak out more than in non-MAP newsrooms (36%). This can be attributed to the training and advocacy around giving people affected by the pandemic an opportunity to speak out.

MAP newsrooms work closely with civil society and NGOs who account for 19% of the voices compared to non-MAP newsrooms at 15%. This means that working with newsrooms can help increase not only the overall coverage but the quality of stories on HIV and AIDS. In MAP newsrooms, UN agencies and officials account for 15% of sources compared to 23% in non-MAP newsrooms. Although the qualitative monitoring revealed examples of people living with HIV speaking for themselves, there is still room for improvement on this front.



People living with HIV and AIDS speaking out

The story "Unwanted and homeless" by Botswana's *The Voice* newspaper (13 November 2009) is about a family that drove away a woman and her children from their home as they feared she would spread the virus.

This article highlights:

- The discrimination and violence HIV-positive people face.
- The need for HIV and AIDS care, support and shelter.

- The need for consistent and ongoing education campaigns on HIV and AIDS.
- That stereotypes, attitudes and misconceptions of HIV and AIDS remain prevalent.

The story is told with sensitivity. The survivor narrates her plight and raises the spectre of discrimination in a way that reaches others. There is no judgement of the HIV and AIDS survivor in this report. In fact, the woman is presented as being highly aware, and emotionally and mentally astute.

The story flags society's role and responsibility in combating human rights abuse. The underlying message is the need to explore and build support centres for HIV and AIDS survivors. The article calls for increased information dissemination on HIV and AIDS transmission.

It also highlights the dynamics within families and the vulnerability of care-givers. In this story the aunt cares for the HIV and AIDS survivor, but then has to close her doors to the woman as her daughter fears infection. The story presents and justifies the need for care centres for survivors left homeless.

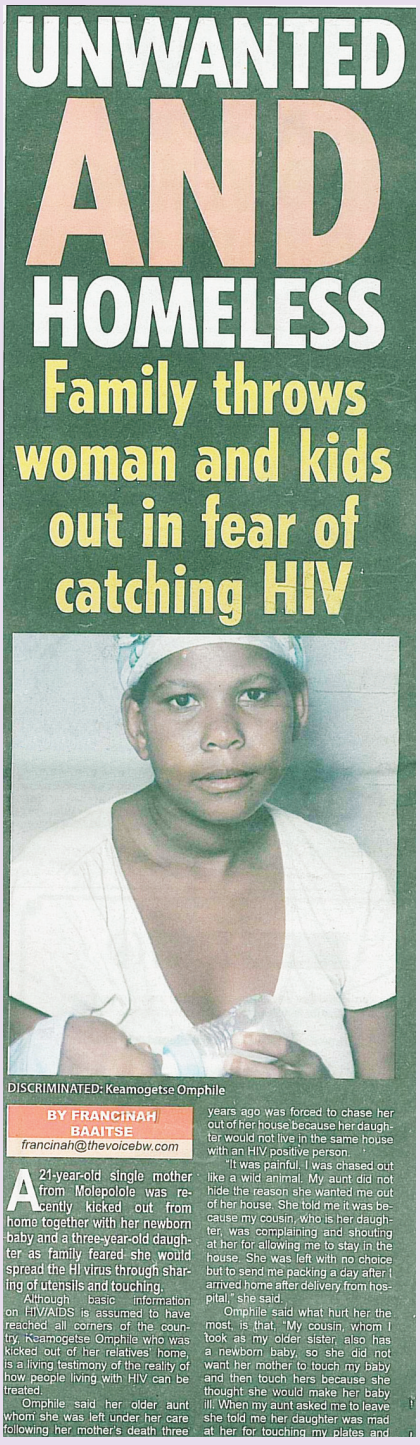
The subject narrates her journey and challenges. This is positive in that it gives her a voice. She is also able to articulate how she feels. This is different from some media reports where people living with AIDS are often spoken for. This article gives the subject of the story the opportunity to relate her experience.

The language used in the story aims to dispel the stigma associated with HIV and AIDS. The narrative bears the signature of the narrator and the author captures this in an objective and empathetic manner. The appeal is that the tone has transformative value. The issue of discrimination and stereotyping is addressed in a way that allows the reader to self-reflect in a comfortable way.

The power of the article is that the story speaks for itself. After reading it, the reader can re-evaluate him/herself and measure if he/she is party to such discriminatory and hurtful practice. The language used is not prescriptive or condescending.

The image is tasteful and balanced. The stereotypical picture of "woman in distress" is not exploited. Instead, the reader is presented with a woman bottle-feeding her baby and she appears calm rather than victimised, even though she has suffered tremendously.

The author highlights that discriminatory practice is not only illogical; it causes pain to those who bear the brunt of it. This is brought into sharp focus and highlights the role of society as well in combating prejudice.



UNWANTED AND HOMELESS

Family throws woman and kids out in fear of catching HIV

DISCRIMINATED: Keamogetse Omphile

BY FRANCINAH BAAITSE
francinah@thevoicebw.com

A 21-year-old single mother from Molepolole was recently kicked out from home together with her newborn baby and a three-year-old daughter as family feared she would spread the HI virus through sharing of utensils and touching.

Although basic information on HIV/AIDS is assumed to have reached all corners of the country, Keamogetse Omphile who was kicked out of her relatives' home, is a living testimony of the reality of how people living with HIV can be treated.

Omphile said her older aunt whom she was left under her care following her mother's death three years ago was forced to chase her out of her house because her daughter would not live in the same house with an HIV positive person.

"It was painful. I was chased out like a wild animal. My aunt did not hide the reason she wanted me out of her house. She told me it was because my cousin, who is her daughter, was complaining and shouting at her for allowing me to stay in the house. She was left with no choice but to send me packing a day after I arrived home after delivery from hospital," she said.

Omphile said what hurt her the most, is that, "My cousin, whom I took as my older sister, also has a newborn baby, so she did not want her mother to touch my baby and then touch hers because she thought she would make her baby ill. When my aunt asked me to leave she told me her daughter was mad at her for touching my plates and

Sources disaggregated by gender

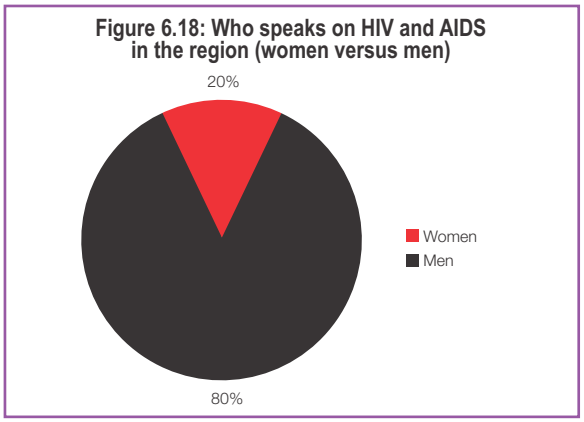
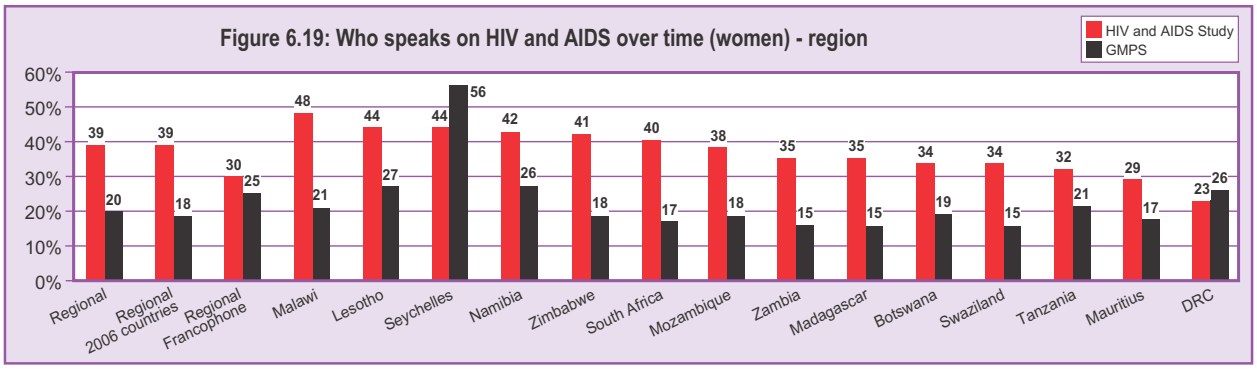


Figure 6.18 shows that women account for 20% of sources on stories about, or that mention, HIV and AIDS in the region. When the GMPS is broken down (figure 6.19) into the 11 countries that participated in the 2006 study and the three Francophone countries (2008), this shows that the proportion of women sources in the 11 countries (18%) is even lower, and well down on the 39% in the 2006 study. The proportion for the Francophone countries, at 25% is higher than the 11 countries, but lower than the 30% in the 2008 study.

Figure 6.19 also shows variations across countries. Only Seychelles and DRC have recorded increases, with Seychelles going up from 44% to 56% and DRC from 23% to 26%. The qualitative monitoring revealed several examples of gender blind HIV and AIDS reporting.



Gender blind HIV and AIDS coverage

The article "HIV and Aids curriculum devised" in the *Swazi Observer* (26 October 2009) talks about mainstreaming HIV and AIDS in the curriculum at tertiary institutions in Swaziland. The project is jointly undertaken by the University of Swaziland (UNISWA) and the United Nations Development Programme (UNDP).


Swazi Observer Monday October 26, 2009 NATIONAL NEWS

HIV/AIDS CURRICULUM DEVISED

Stories by Njabulo Dlamini
Mbabane

THE University of Swaziland (UNISWA) and the United Nations Development Programme (UNDP) are jointly working on infusing HIV and AIDS into the curriculum of the tertiary institution.

This is in a bid to ensure safe sex practices amongst the learners as well as equip them with skills in fighting the pandemic as one method of prevention.

"We are looking at strategies of taking forward the study of 2004 which found that students were having unsafe sex at the tertiary institutions. Our objective is infusing the HIV and AIDS curricula into the syllabus of UNISWA as one way of assisting the institution overcome such challenges (unsafe sex amongst students)," said UNDP Deputy Resident Coordinator Neil Boyer.

He said they had not received feedback on what has happened five years down the line from 2004 when the study was carried out.

"We would be involved in campaigns promoting prevention as the definite method of fighting the pandemic and whether there are programmes that have taken effect since 2004"

Boyer was speaking when presenting results of a research study titled 'HIV/AIDS and culture' conducted by two local consultants and the same number of foreign based ones.

The UNDP Deputy Resident Coordinator said it was important to undertake research so that whenever policies are put up they are informed by results of the study undertaken.

"Research promotes evidence based policies and this is what we're flagging to government, civil society and the private sector as well," he said.

He was in the company of one of the local researchers Rudolph Maziya.

Swaziland's report was under Special Recognition for the inclusiveness of the process in addressing responses to HIV and AIDS.

Besides Swaziland other winners were;

* Excellence in Innovation in Measurement Bosnia and Herzegovina for the report titled 'Social Inclusion in Bosnia and Herzegovina'
* Excellence in Participation and Inclusiveness in Report Preparation Colombia Sub-National HDR 2008
* Excellence in Policy Analysis Bolivia 2008
* Excellence in Influencing National Policy Debate Turkey 2008 – 'Youth in Turkey'

SIYEMBILI

Rudolph Maziya addressing members of the press during the presentation of the report. Looking on is UNDP Deputy Director Neil Boyer. (Pic: Simon Shabangu)

The story is gender blind in that it ignores the differential impact of HIV and AIDS on female and male students. The article raises an important issue that affects both men and women, but does not give women a chance to voice their views. The only source in the article is the male UNDP Deputy Resident Coordinator. Even the photo used in the story shows Rudolph Maziya and Neil Boyer, both men who are addressing the media and presenting research findings.

Another example is the article "It is time to fight the virus, not the condom" published by *The Sunday Mail* of 25-31 October 2009, in Zimbabwe. It is about how the church can actively participate in the fight against the spread

of HIV and AIDS. It is based mainly on the experiences of pastors living with HIV and AIDS who highlight the church's initial discomfort about condom use.

Four men are quoted: two male pastors; a Muslim clergyman and a male theology consultant. The writer misses the opportunity to find out how women view these sensitive issues. While it appears that the church has eventually accepted men pastors living with HIV, it does not necessarily follow that women pastors are getting the same treatment. This article falls into the same trap of portraying men as the voice of authority. The absence of women's voices could also be indicative of the place of women in the church. The reporter fails to convey that the problem of HIV and AIDS in the church affects men and women alike.

Who speaks on what HIV and AIDS topics - region (women)

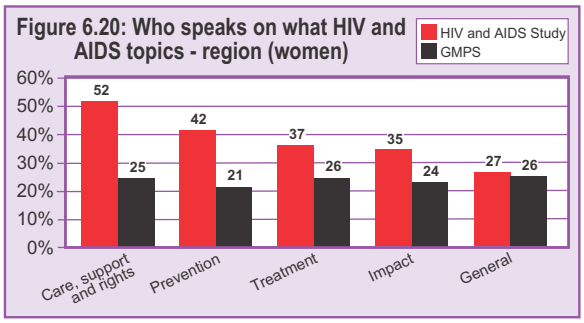


Figure 6.20 reflects the gender breakdown of HIV and AIDS sources across topics over time. It shows that women speak most about treatment and general topics despite the decrease from 52% to 25% (care, support and rights) and 37% to 26% (treatment). The relatively high percentage on care, support and rights is due to the fact that women carry the burden of caring for those living positively and dominate most caregiver organisations. The impact (24%) of the pandemic is beginning to be more topical to women than prevention (21%).



Who reports on HIV and AIDS

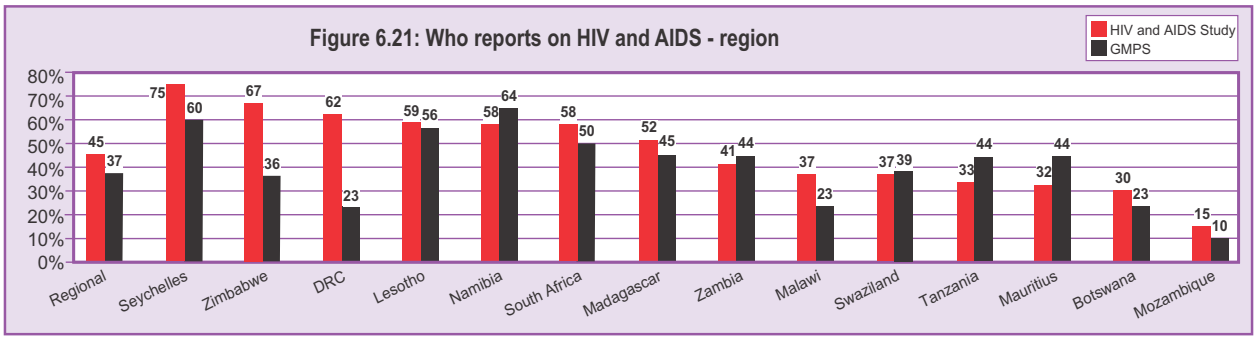
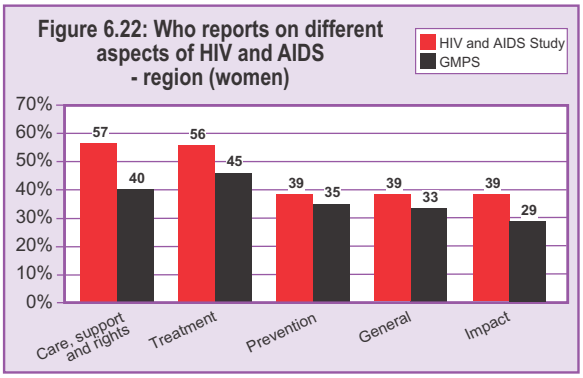


Figure 6.21 illustrates women reporters on HIV and AIDS across countries over time. It shows that in the region there has been a decline in the proportion of women reporting on HIV and AIDS from 45% in the 2006 study to 37% in GMPS. In the 2008 study women accounted for 55% of those who reported on the pandemic. Across countries there have been increases in Namibia, Zambia, Swaziland, Tanzania, and Mauritius. While Namibia (64%) has the highest proportion of women reporting on HIV and AIDS, Mozambique has the lowest proportion at 10%.

HIV and AIDS aspects that women report on regionally

Figure 6.22 illustrates HIV and AIDS topiccs that women report on regionally. Women report more on treatment (45%) followed by care, support and rights (40%). Focus is on treatment and care, support and rights: issues that affect women most in their day to day lives as they carry the burden of caring for those living with HIV and AIDS and have the added responsibility of making sure they access treatment. The qualitative monitoring revealed examples of blatant gender stereotypes in coverage of HIV and AIDS, but also of gender-aware coverage.





Blatant gender stereotypes

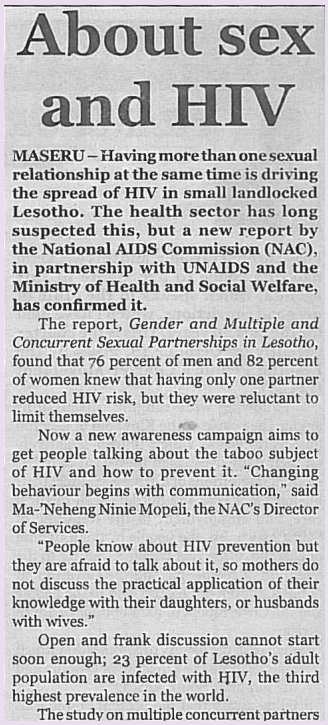
An example of a story that conveyed blatant stereotypes is "Transactional sex increase the risk of HIV and AIDS infection" published by Mozambique's *O Paris* newspaper (22 October 2009). The article addresses the increasing risk of infection in the border village of Ressano Garcia between South Africa and Mozambique due to transactional sex practiced in that area. The article reinforces the stereotype that women are responsible for propagating HIV and AIDS. The subtitle states that "women exchange sexual favours for goods or for facilitation in crossing the border." Generally when we talk about commercial sex or sex workers, it is inferred that those involved in such activity are women. The responsibility of men in transactional sex is not mentioned, leaving the entire burden on women's shoulders.

Another example of a blatant gender stereotype is found in the article "To care for their brothers: Orphans of AIDS prostitute at the border" published by Mozambique's *Savana* newspaper (30 October 2009). The headline reads: "Orphans prostitute at the border". This clearly sends the message that those engaged in the commercial sex in the area are orphans. The article presents young girls who involve themselves in sexual relations with older people. It does not present the same occurrence as older people who involve themselves in sexual relations with young girls. It goes further to consider that "truck drivers are targets of young prostitutes," and not the young girls that are the target of truck drivers.

Gender-aware HIV and AIDS coverage

The article "About sex and HIV" in Lesotho's *Public Eye* (6 November 2009) explains how multiple and concurrent sexual relationships are driving the spread of HIV in the mountain kingdom. The reporter uses the findings of research undertaken in Lesotho to substantiate arguments being made, such as devising new awareness campaigns.

The article gives details about sex and HIV and how both women and men can be involved in fighting the spread of HIV and AIDS. Two sources are used in this report. One is a woman, Ma-Neheng Ninie Mopeli, who is the National AIDS Commission Director of Services. She holds a powerful position and the reporter makes an effort to get her views around sex and HIV. The woman is knowledgeable on HIV and related issues and she bases her arguments on research.



About sex and HIV

MASERU – Having more than one sexual relationship at the same time is driving the spread of HIV in small landlocked Lesotho. The health sector has long suspected this, but a new report by the National AIDS Commission (NAC), in partnership with UNAIDS and the Ministry of Health and Social Welfare, has confirmed it.

The report, *Gender and Multiple and Concurrent Sexual Partnerships in Lesotho*, found that 76 percent of men and 82 percent of women knew that having only one partner reduced HIV risk, but they were reluctant to limit themselves.

Now a new awareness campaign aims to get people talking about the taboo subject of HIV and how to prevent it. "Changing behaviour begins with communication," said Ma-'Neheng Ninie Mopeli, the NAC's Director of Services.

"People know about HIV prevention but they are afraid to talk about it, so mothers do not discuss the practical application of their knowledge with their daughters, or husbands with wives."

Open and frank discussion cannot start soon enough; 23 percent of Lesotho's adult population are infected with HIV, the third highest prevalence in the world.

The study on multiple concurrent partners

The other source is a man, Mohau Mokoatsi, a UNAIDS programme officer in Lesotho. He also adds value to the issue as he speaks about involving chiefs and traditional figures in the fight against HIV. The article is gender-aware as it refers to both men and women. Mopeli who is directly quoted by the reporter, encourages men to speak to men to always carry condoms and women to speak with women about the issue.

Conclusions

According to Malawian MAP facilitator Pushpa Jamieson: "The policies have made the media more aware about HIV and AIDS. It is important in society that issues around the pandemic continue to be highlighted. The media can be very prone to fatigue and often only write about things if they are breaking news and event-driven."

During the consultative workshop in Tanzania, media houses advocated that substantial and informative coverage on HIV and AIDS stories be given awards and their staff offered opportunities to train in areas where they lack capacity, particularly training specialised health reporters.

This is in line with GL's drive to recognise best practices through gender and media awards. There are four categories for the 2010 MAP awards: Gender and Media Institutional Awards; Gender and Media Leadership awards; HIV and AIDS Institutional Awards and HIV and AIDS Leadership awards. Only media houses with HIV and AIDS and/or gender policies were able to enter.

Participants across countries emphasised the need for a workshop with editors and media managers so they can be taken through the findings of GMPS, and then take the lead in offering solutions on how to improve in areas were they performed poorly. This one-on-one engagement with editors and managers is also crucial in getting buy-in for developing policies.

Upendo Mwichande of *Business Times Limited* said one of the solutions for poor performance is to develop HIV and AIDS gender aware policies to guide the editorial practice and said: "Our policy was developed with the assistance of Gender Links and GEMSA. It has helped a lot in improving HIV and AIDS coverage in our media. I think other media houses can benefit if they have similar policies."

The gender policy process is being given fresh relevance by the 2009 *Glass Ceilings* study, as well as the GMPS. GL secured funding from the MDG 3 Fund of the Netherlands government to develop gender policies in 100 newsrooms across Southern Africa by June 2011.

In December 2009, GL revised the facilitation guide using experiences gained in the field during the previous three years and to incorporate elements of monitoring and evaluation that were not included in the previous one. Facilitators now use a six-step process to take media houses through the process from buy-in stage to implementation. The sixth stage includes a visit six months after the start of the process to assess progress. The process starts with the administration of a score card that is then used throughout

At the time of writing, seven media houses had adopted gender policies, 32 had started but have not finished the entire policy process with 10 of these at draft policy stage. During the consultative workshops for the GMPS, 47 media houses representing 144 newsrooms were interested in the development of gender policies.



Former Zambian president, Kenneth Kaunda, led the way in challenging the stigma associated with HIV and AIDS. *Photo: Gender Links*

7 GETTING IT RIGHT
GENDER AWARE REPORTING



New times for women? Beijing Plus Fifteen meeting in New York in March 2010. *Photo: Colleen Lowe Morna*

"Gender-aware reporting is not rocket science. It is about reporting the every day realities of women and men in all their complexity, free of bias and prejudice."

~ Thenjiwe Mtintso, Gender Links Board member

What is gender-aware reporting? With so much criticism of the way media sidelines women's views and voices, and the way it portrays women and men, it is important to take stock of how this can be done differently in a way that enhances journalistic principles and ethics. The monitoring yielded several examples of gender-aware reporting. This includes gender-specific coverage; stories in which sources are balanced and stories that challenge gender stereotypes; prompt debate and are critical of women's performance.

Being a gender-aware journalist is also about much more than interviewing women. Gender-aware reporting means a journalist must ensure they are not perpetuating stereotypes, and must give voice and space to issues affecting women. The best gender-aware coverage also addresses subjects which have traditionally been sidelined, it portrays women as having something to offer and as more than just sex objects, and it also challenges male stereotypes.

Most importantly, gender-aware reporting is more interesting and audiences across Southern Africa have noted in the 2005 *Gender and Media Audience Study* that they want to see more stories about both women and men - and about social issues related to gender.

"Once you understand how gender works you have to take it and apply it to what you do," says Brian Ligomeka, editor of Malawi's *Daily Times* newspaper. "In all my stories I make sure that I have women's voices. I always tell my colleagues in the newsroom that the voice of every woman counts, no matter her position."

As an editor of a major national newspaper, Ligomeka also saw his newspaper's circulation go up once he began championing gender-aware reporting. Because of this, he increased the number of women he had on staff and institutionalised a 50/50 policy in his own newsroom. "I use gender sensitivity in practice in my newsroom and in news stories," he says.

This chapter will look at some of the positive, gender-aware examples which were discovered during regional media monitoring. It will highlight a selection of the best articles around issues of gender and dissect why they are notable and what makes them gender-aware. It will provide examples of how ordinary news stories can be written so as to incorporate gender-sensitive reporting and point out some of the best gender reporting in the region.

Gender-specific coverage

As mentioned earlier in this chapter, gender specific coverage is relatively limited, accounting for about 2% of all coverage. Gender-specific coverage should never be a substitute for mainstreaming gender in all coverage. But as one of the most cross-cutting and pressing social issues of our time, gender as a topic deserves to be covered in its own right. This section gives some examples of how this is being done by various media houses in the region.



The story "Tanzania drops in gender equality rank" by the *Sunday Citizen* (1 November 2009) focuses on the country's performance on gender issues. Tanzania has previously been lauded for its steps towards gender equality, but had dropped dramatically in world gender rankings, from 38 in 2008 to 73 in 2009. The writer quotes the Global Gender Gap Index, which shows that the country is not making meaningful advances in gender equality and gender reform. This downward trend does not bode well for progress made in the political front, where the country has been pushing to raise the bar from 30 to 50% women in decision-making as agreed to by SADC member countries. Maternal health problems, an increase in early pregnancies, lack of education and



Tanzania drops in gender equality rank

By Paul Owere and Neela Oyuga

Tanzania's ranking in gender equality has plummeted by 35 places in this year's Global Gender Gap index, raising concern about the pace of women empowerment reforms.

The ranking by the World Economic Forum (WEF), shows that the country slipped from position 38 in 2008 to position 73 this year. The country's ranking was 34 in 2007, while in 2006 it was ranked at position 26, the highest.

The survey whose results were released by WEF in New York this week, involved 134 countries worldwide.

Uganda was ranked the best reformer in the East Africa region, while Kenya's record has also taken a knock. Rwanda, thought to have some of the best policies on women participation in development, was not among the studied countries this year.

Tanzania's downward trend means the nation is not making significant headway on gender equality. The record does not augur well for

leadership positions from 30 per cent to at least 50 per cent as bound by an agreement among South Africa Development Community (Sadc) member countries.

The drop in the rankings was mainly attributed to worsening economic participation, access to education, health and even political empowerment opportunities accorded to women.

Reacting to the findings, Tanzania Media Women Association (Tamwa) executive secretary Ms Ananilea Nkya, said while some positive steps have been recorded, women still faced many challenges that require concerted efforts to reverse.

She said maternal health problems, an increase in early pregnancies, lack of education, unfairness in the labour market and gender violence, are some major contributing factors to women's backwardness.

"It is true that despite massive campaigns and discussions we have carried out on these issues, problems are still increasing at an alarming rate," she said.

The greatest reason for this situation, she said,

that many good policies on women empowermes were not being implemented as expected.

"Cases of women being abused both physically and mentally, are very high and yet gender violence is given the least consideration when it comes to budgeting," she said

In order to empower women, she said, everyone should be involved in the process including the youth. "Gender empowerment is not only a women's issue nor something to be taken lightly. It affects the family and the community at large," she said.

In addition she said that the government should set up a fund for care economy to assist women since they play biggest role in the home

"It's a fact that women contribute the largest share in the household and therefore ought to be appreciated and assisted where necessary," she observed.

According to the WEF report, there is great inequality between men and women's income, despite the growth in country's per capita income to $ 1,141 (Sh1.5 million), women still earned less than men by an average of $360 (Sh47,000)

It further indicates the dropping levels of

positions. Tanzania's cabinet has only 12 women deputy ministers and full ministers compared to 35 male counterparts and an astonishing 83 per cent of the legislators, managers and senior officers, are all men, despite the drive for special positions for women in Parliament.

In education, whereas countries were gauged on the access to basic and higher education, there is an almost parity between boys and girls in primary school enrolment and secondary school access.

However, there is a sharp difference between women and men in tertiary institutions with a ratio of 1:2. Likewise the report shows a big gap in literacy levels between the two genders with only 65 per cent literate women compared to the 75 per cent men.

Men's continuous dominance was extended in the professional and technical skilled work force; only 38 per cent of professional and skilled labourers are women, with only a minimal 31 per cent involved in non-agriculture related labour.

The only area where women held an advantage was in life expectancy which however, still remains low with an average of 41 compared to the men's

unfairness in the labour market are cited as some of the contributory factors to women's disempowerment. It is also pointed out that many good policies on women's empowerment are not being implemented as expected.

The article highlights the economic, social and political areas in which gender reform and parity is slipping; discussed in light of the SADC Protocol on Gender and Development, which was signed in 2008 by Tanzania. The writer of this article rightfully raises the question of whether Tanzania will meet the target. The writer also goes a step further to try and explore the possible reasons for this backward slip. Reasons cited include gender-based violence, early pregnancies and unfair market practices. Also highlighted is failure by the state to allocate adequate resources to gender-based violence programmes and gender-specific issues.

An example of gender-specific coverage is the article "The drama of not being able to bear children" published by Mozambique's *Savana* newspaper (6 November 2009) on the challenges faced by childless couples in African societies. The article highlights that despite the fact technology has explained the reasons behind infertility, many women are still ostracised and rejected by society and their family when they cannot bear children. The story demystifies the notion that only women are responsible if a couple is unable to have children, and provides an example of gender-sensitive language. In simple language, the article brings the legal and medical perspective of this problem which affects 20% of the world's population.



Savana journalists at work. *Photo: Mercedes Sayague*

The article uses multiple sources, including people who faced discrimination from their own families for not having children. It also brings in the opinions of experts. A gynaecologist presents the medical perspective of infertility and gives advice to those facing difficulties having children, while a traditional healer explains infertility as a problem caused by evil spirits or demands from the couple's ancestors. A medical expert clarifies that men can also be the cause for a couple not having children and that sometimes both husband and wife can be fertile but incompatible to one another, therefore not being able to have children together. It is worth noting that both male and female sources were accessed. The article is balanced and informative.

Another example of gender-specific coverage is the article "Zimbabwe Local government association working on gender equality in decision-making" broadcast by ZTV on 15 November 2009. The story is about the association's gender desk calling for a comprehensive policy framework to address gender issues in rural and urban councils. While population figures show there are more women than men, women's participation in local government remains low - at 8.5%. The gender desk calls for 50/50 representation in all decision-making in local government by 2010 and expresses excitement about the SADC Protocol on Gender and Development, which it thinks provides the impetus to move forward. Gender Links Executive Director Colleen Lowe Morna explains that the focus is on council because her organisation believes it is the starting point to empower women.


Councillors Dhinda and Munjoma at the GL local government workshop. *Photo: Colleen Lowe Morna*

The article shows that women's numerical advantage has not led to an automatic increase in representation in local government. Men still dominate decision-making processes in councils, thereby compromising gender issues and rights.

The thrust of this well-researched feature is that under representation of women in decision-making processes contributes to their marginalisation. It highlights the fact that while local governance has a bearing on women's livelihoods, women stand to lose because they occupy a tiny fraction of positions of power. Sources used are relevant, diverse and gender-aware. The story has close-up images of both men and women attending the workshop. It also displays a file picture of a woman drawing water from a well to support some of the issues raised in the story.

Balanced sources

An important quality of gender-aware reporting is balancing sources. A simple rule of thumb is to look for the views and voices of both women and men in all topics covered.



An example of this is the story "Pupils generally positive about accounting paper" published by South Africa's *The Argus* (12 November 2009). The news story is a snap survey which solicits the views of Western Cape students on their accounting paper. The journalist interviewed two male and two female students. This is refreshing as accounting is traditionally a male-dominated profession.



MPHO MAJOKWENI: Fair paper, but not enough time.

ZINTLE MBANGENI: Great. Better than previous papers.

GIGI QONGQO: Not too complicated, not too easy.

THABANG MNYOVU: Not difficult, but lots of writing.

Pupils generally positive about accounting paper

EDUCATION WRITER

WESTERN Cape matriculants wrote the accounting paper of the 2009 National Senior Certificate exams yesterday.

The Cape Argus spoke to Cape Town High School pupils after the three-hour paper:

● Mpho Majokweni: "I think the paper was fair. I didn't have enough time but I will pass the paper."

● Zintle Mbangeni: "It was a great paper. It was better than previous papers. I had time to check my answers and make corrections where necessary."

● Gigi Qongqo: "I can't complain. The paper was not too complicated but not too easy. I think I passed."

● Thabang Mnyovu: "The paper wasn't difficult, but it required a lot of writing. I finished in time and I definitely passed."

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In its mainstream news of 19 October 2010, Seychelles Broadcasting Corporation (SBC) gave gender-balanced coverage of a road accident involving a public transport service vehicle. Contrary to the media excuse that women refuse to talk, in this coverage a number of women in their hospital beds, hands, head and feet in bandages, agreed to talk to the journalist and gave details of their traumatic experiences. This story shows that when journalists go the extra mile they can come out with gender-balanced stories that provide a more accurate picture of society.

The story "Four-year-old boy dies: accidentally locked in car" by Malawi's *The Nation* newspaper (20 October 2009) is another good example of balanced sourcing. This news-feature covers a traumatic accident which cost the life of a four-year-old boy. The child dies when he is accidentally locked inside a vehicle. His five-year-old cousin survived suffocation. The article relates the events leading to the accident from the point of the grandmother, who was the care-taker of the child. The child's grandfather is also interviewed.



Ça chauffe dans le couple Valayden

On 25 October 2009 Mauritius newspaper *Le Dimanche* put out a nice gender bender with the article: "It's heating up in the Valayden couple." While football is generally viewed as a man's

game, the journalist chose to interview Attorney General Rama Valayden and his wife Taslima Valayden about the respective teams that they supported in the English Premier League football match with Manchester United playing against Liverpool. This story is not only gender-balanced in its sourcing but it challenges stereotypes by having a well-known couple talk publicly about sports. It is not common that women are asked to give their views on sports in Mauritius. The picture is of the Valayden's supporting their teams, wearing the team T-shirts and holding a football.

Non-traditional roles

The media has a huge role to play in challenging gender stereotypes through the examples it portrays of women and men in non-traditional roles. The monitoring yielded several gender-aware stories that celebrated women breaking into roles previously regarded as the territory of men.



An example of women breaking into non-traditional roles is the story that appeared in South Africa's *Business Day* (13 November 2009) entitled "The Chief is not a man, not even a legal grown-up yet". The construction industry is regarded as a physical and demanding sector predominated by men. But after being turned away by three universities a young female entrepreneur, Mosa Moeketsi, decides to open a construction company. The headline plays on the colloquial use of chief to signify that she's the boss. This article celebrates Moeketsi's success and few can imagine that a 20-year-old woman, turned down by three universities, would successfully run a construction company. Through the eyes of the young woman, her story of challenges, opportunities and innovation is told, including the impact on women and youth. The article focuses on her management and leadership skills, including a mention of how she has been celebrated as a business leader. The angle of the story aims to change traditional perceptions about the roles women assume.



The chief is not a man, not even a legal grown-up yet

Three years after being turned away from university, a young Soweto woman is running her own company with a permanent staff and a R1m turnover, writes Sue Blaine

THE letters came addressed to "Mr Mosa", because no one imagines that a woman would run Tshimo Ya Thago Construction. Little do they know the chief is a woman, and she is only 20.

When Soweto's Mosa Moeketsi started Tshimo Ya Thago three years ago she was turned away by three universities and had joined her mother's small construction company out of frustration.

Three South African universities told her she would have to do a bridging course because she did her schooling according to the British system, and universities overseas were expensive — she needed a full scholarship but did not get one.

"I was 17. I said, 'Okay. What am I going to do?' ... I decided to join my mother's construction company and I got there their first contract," she says.

In order to win, Moeketsi spent about three weeks investigating water reticulation — about which she knew absolutely nothing — starting with a dictionary search and graduating to reading papers on reticulation online.

Then she was asked to help supervise the building site.

"It was in Soweto, so I was overwhelmed with that, but I was overwhelmed with what I knew what I would do [on site on the first day], how dirty I would get or how long I would work. I knew that in construction you work 10-hour days, not eight," Moeketsi says.

A short while later, in April 2007, Moeketsi started Tshimo Ya Thago Construction. Little do they know the chief is a woman, and she is only 20.

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"It was in Soweto, so I was overwhelmed with that, but I was overwhelmed with what I knew what I would do [on site on the first day], how dirty I would get or how long I would work. I knew that in construction you work 10-hour days, not eight," Moeketsi says.

A short while later, in April 2007, Moeketsi started Tshimo Ya Thago Construction. The Business Place Alexandra and Standard Bank to reward small business owners who had been operating for at least six months.

Three years later Moeketsi has achieved all three of her Tshimo Ya Thago goals and is already searching the horizon for the challenges.

"I have a huge attention span ... There is a three-year plan for Tshimo Ya Thago, there was one from when I started it. In five to 10 years we need to be a lucrative company, ready to be listed on the AIM, but our three-year plan was to have our own office space, permanent staff and a R1m (per annum) turnover. We have reached them all," she says.

> "The youth are not motivated and the youth is the future. If we don't motivate them, who will run the economy?

Having done this, Moeketsi is looking at actually making her deadline to start studying by 21, and for a plot of land in Soweto on which to build her next project — a restaurant and career guidance centre.

"There is no career centre in Soweto. The youth are not motivated and the youth is the future. If we don't motivate them, who will run the economy?" she says, without a trace of irony.

To earn a living, make a profit ... (Starting your own company) is a rougher road. You don't get paid at the end of the month every month, but you have more reasons to wake up every day. I am more fulfilled. I make changes in people's lives (through giving them jobs), in the economy, by adding to the economy," she says.

Moeketsi says she didn't consider that she was very young, or that she knew nothing about water reticulation when she wrote that first tender proposal. She just did it, and it was only afterwards, when Tshimo Ya Thago was up and running and she was the youngest person at every conference and presentation she attended, that she realised the sheer chutzpah of her actions.

"I'm not scared. I've always dreamed on me ... I am the youngest, but that puts immense pressure on me. I constantly have to prove myself," she says.

Proving herself has been something Moeketsi has had to do throughout the years she has run Tshimo Ya Thago.

At first construction workers "didn't even listen to me. I had to respect them first, before they would respect me. I had to show them I could actually pick up a 50kg bag of cement. I'm still a girl, I'm still young, I'm still new for me. That's my mom's age. I had to show him, 'Look, unfortunately, I am your boss and you work for me. If you don't, no work, no pay'."

She also had help from one of her employees, Rasta Mothapedi, who was closer to training Barundnas how to use brick-making machines. It's a far cry from the first contract to mostly about 120 "RDP houses" in the Vanderbijlpark area, for R30 000.

"I knew there was a place called the Vaal in SA, but I didn't know where it was. I had to look at a map. Vanderbijlpark is the only place Master Builder worked, Bophelong. We did plastering and fixed the roofs," says Moeketsi, who now has a management diploma in plumbing.

The diploma was acquired while Moeketsi was still working for her mother's company.

"They sent (me) and I went and I scored the highest points in the class. That's how I found out, okay, I think I can do this, I must have a knack for this."

Moeketsi has moved Tshimo Ya Thago with the aim of focusing on plumbing, seeing as that's what she knew, but the first contract had nothing to do with plumbing. That was okay, she learned.

Back then the company, which she started with R1 000 in her purse, had between 15 and 25 temporary staff, and the three-month RDP houses contract; now it employs nine permanent staff and 30 people in all, and Moeketsi was voted one of the Top 10 Businesswomen young entrepreneurs for last year.

She's fighting in the small contractors' corner.

"The established construction companies undermine the smaller ones. They forget they were small once too. They think, if one (company) pops up today, there will be 10 more tomorrow. We need their help and it is the quality of the work that counts, at the end of the day. That's what I told (companies such as) Group 5 the other day."

Moeketsi has no plans to sell Tshimo Ya Thago, just to hand it on to a new MD when she gets her restaurant-career centre off the ground. She wants to provide a space in which youngsters can work (at the restaurant) while planning their futures.

"It's going to be fun. Building from scratch is fun," she says.

Tshimo Ya Thago has just won a mentorship with Raizenyx, an established business "incubator" company.

"That's one of our big successes," says Moeketsi.

CHUTZPAH: Mosa Moeketsi only realised what she had done when she started speaking at conferences. Picture: MARTIN RHODES

"A Woman in a man's world" which ran in *The Swazi Observer* (24 October 2009) is about a woman who has ventured into dairy and pig-farming, a field in which men historically predominate. This story details Regina Thandi Sibandze's success in the industry. The reporter is fair and writes an accurate and balanced story using words such as: "has defied", "determination", "zeal" and "successfully", which showcase Sibandze as a talented entrepreneur. Images of Sibandze with her dairy cows and pigs complement the story and challenge stereotypes. The writer also focused only on the Sibandze and her business without including irrelevant issues about her personal life or marriage.

The story "Believing is the first step to success" by Mozambique's *Domingo* newspaper (15 November 2009) highlights the achievements of a female entrepreneur who made her way from almost nothing to become a successful businesswoman. This story relates the many difficulties faced by women in the world of business, and encourages perseverance as the key to success. The story challenges the stereotype that in business, particularly in the area of furniture, only male entrepreneurs can succeed. The images show the female entrepreneur in the workshop where the furniture is manufactured, and in the showroom where the furniture is sold.

Women claiming their space in politics

Politics is the most public of public spaces and one in which women have traditionally been excluded. The results of the monitoring in chapter three showed that even though women are better represented in politics in Southern Africa, their views and voices are not reflected in the same measure in the political category of the media. Volumes of research worldwide show that the relationship between women politicians and the media is a particularly difficult one. Women politicians have been caricatured as iron women and honorary men.

Over the period 2009 to 2010 there have, or will be, ten elections in Southern Africa. Gender Links and partner organisations have been running gender, elections and media workshops in countries preparing for elections with a view to increasing and improving the coverage of women's political participation. The monitoring period coincided with pre-election coverage in Namibia. This and other examples illustrate the key role that the media has to play in prompting awareness and debate on women's political participation.



The article "Women MP's likely to decline" published by Namibia's *New Era* (5 November 2009) is an analysis of women's representation in politics coming under threat in the 2009 Namibian elections. The article forecasts the decline of women in parliament and notes that if this happens Namibia will not reach the 2015 target set in the SADC Protocol on Gender and Development. The article maps historical discriminatory practices in the country: some social, political and economic. It also contextualises Namibia's ratification of the SADC Protocol and declining status in achieving agreed to targets. The article compares Namibia with Botswana, which had just experienced a decline in women's political representation at the very time when representation should be increasing. This article is gender-aware and explores gender in mainstream politics.

The story "Women deserve better, political parties agree" by Namibia's *Windhoek Observer* (24-30 October 2009) focuses on empowering women politicians to claim positions in political parties. The article is a feature on the role of women in politics, discussing the space open to women in Namibia. It provides brief inputs from political parties about their policy positions on gender equality. It challenges political parties to come up with policies to empower women to claim space in politics as required in the SADC Protocol on Gender and Development. The story is accompanied by images of women looking into the sky as if they are hoping the sky will soon be the limit for women politicians.



OBSERVER

2009

ECTION FOCUS

Women deserve better, political parties agree

Empowering women and girls empowers us all.

Photo © Angela Sevenster

The article "Women in politics" in Tanzania's *The Express* (12-18 November 2009) takes a holistic look at the causes of women's under representation in politics and other decision-making positions in Tanzania. Patriarchy, according to the article, remains unchallenged and is rooted in Tanzania, as in most countries in the SADC region,



WOMEN IN POLITICS

By Fonda Ginsey
Dar es Salaam

Getrude Lwilaburo

Al-Shaymaa Kwegyir

perpetuating gender inequality in all spheres of life. It looks at patriarchy as a contributory factor to the lack of women's empowerment in Tanzania and the region.

The article probes patriarchy, arguing that it perpetuates social and economic inequalities between women and men and girls and boys. Obstacles that hinder women's advancement in both the public and private sector are explored in detail. It notes that influential positions in government and the private sector are held by men who are guided by patriarchy and gender stereotypes in deciding who to appoint, promote, or grant benefits to. The article makes use of valuable data to further elaborate on the lack of progress in gender parity on the political front. For example, the number of women Members of Parliament in Tanzania has grown at a snail's pace from six in 1961 to 61 in 2000, compared to their male counterparts whose proportion increased from 74 to 219 in the same period.

The message from the story is that political power continues to be elusive to women as long as traditional practice remains alive. While numbers do not guarantee gender equality, changing the gender disconnect in politics is a first step, the article argues. The story managed to both diagnose and analyse the problem of low representation of women in politics and was well-researched, providing powerful insight into the problems faced by women in politics in Tanzania.

Another example of a positive story about women's empowerment and their struggle to claim new spaces is the story "Intraparty wrangles in MMD worry AVAP" in Zambia's *Saturday Post* (31 October 2009). The article is about intraparty fighting in Zambia's Movement for Multiparty Democracy (MMD) which resulted in the expulsion of Kasama District Chairwoman Brillian Sefuke. The story highlighted the participation of women leaders in political processes and noted how power relations play in intraparty conflicts. The story is gender-aware in that it gives agency to Sefuke, who had been expelled from the MMD. She openly challenges the national executive committee and also the MMD, calling on them to be democratic and treat all politicians (both women and men) fairly. This is a good example of women who have been empowered to occupy positions in politics, a sphere dominated by men.

An article which appeared in Madagascar newspaper *Express de Madagascar* (23 October 2009) entitled "Entraide, délaissées par leur mari, elles s'enrichessent" concerned a group of marginalised women in the Analanjorofo region. Although the women were abandoned by their husbands, they had all become empowered in positive ways. The article addressed challenges faced by the women, who lived in a rural area. Florentine Marcelle, one of the women profiled, breaks all stereotypes by discussing how she created and runs an organisation for single women. Her organisation has 30 members and helps women become self-sufficient and make money. The various activities assist to empower the local women who would normally be shunned by society because they are unmarried.



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Femmes d'aujourd'hui

Entraide Délaissées par leurs maris, elles s'enrichissent

Pour certaines femmes marginalisées dans la région d'Analanjirofo, la vie ne s'est pas arrêtée. Bien que abandonnées, elles ont évolué de manière à faire pâlir d'envie le voisinage.

Finies les lamentations et cicatrisées les blessures laissées par la séparation d'avec son conjoint. Cela fait dix ans que Florentine Marcelle a mis derrière elle l'abattement causé par l'abandon de son mari.

Depuis une année, elle est devenue le leadar d'un groupe d'une trentaine de femmes marginalisées dans son village, Fandrianomby, district de Soanierana Ivongo.

Composées essentiellement de filles-mères, de veuves, de femmes abandonnées et de seniors, elles se font actuellement désirer par leur entourage malgré leur statut. De fait, elles effectuent diverses activités génératrices de revenus.

Elles disposent d'un grand jardin potager comportant 250 plates-bandes de légumes diverses, dont de la carotte, du choux, du haricot et autres.

Moins d'une année de la création de leur association, ces femmes ont pu étendre leurs activités en s'investissant petit à petit dans d'autres projets. Ce groupement possède en ce moment une porcherie, un poulailler et pratique la rizi-culture.

Lors des récoltes, une partie des produits est écoulée sur le marché, une autre est répartie entre les membres pour la consommation personnelle, et une troisième partie est dédiée à la prochaine saison culturale en tant que semences. Depuis la création de leur association, ces femmes ne connaissent plus la faim comme ce fut le cas en période de soudure en octobre et en novembre.

Malgré l'enclavement de Fandrianomby, l'accès ne se faisant que par voyage d'une trentaine de minutes en canot à moteur, les ex-marginalisées se sentent bien vivre.

Nouvelle vie

Leur association leur a permis de se défaire d'une mauvaise habitude. « Avant, nous gaspillions le temps en commérages. Maintenant, nous ne parlons que du bien-être au sein de notre association pendant nos moments de détente », se réjouit Portine, une femme abandonnée par son mari et ayant à la charge cinq enfants. Plus, les ex-marginalisées savent organiser leur temps hebdomadaire en pratiquant l'entraide.

Toute la semaine, les trentes membres se répartissent en groupes afin de prêter main forte à celui dont l'activité commune nécessite le travail de la terre. « *Grâce à cette forme d'entraide, je dispose du temps pour surveiller les études de mes enfants en fin de journée, dans la mesure où je ne suis plus trop éreintée par le labeur dans la journée* », remarque Portine. Et de poursuivre que « *cela fait partie des leçons que j'ai à apprises en termes de gestion* ».

Cette nouvelle vie dans une société a pu démarrer grâce à l'appui de certains partenaires de CARE Madagascar, à l'instar du gouvernement britanique par l'intermédiaire de son département humanitaire DFID. Le projet a vu le jour au lendemain de la saison cyclonique 2008, au mois de mars, dont l'objectif est d'appuyer le redressement des familles vulnérables dans cette région d'Analanjirofo.

Noro Haingo Rakotoseheno

Promoting debate, holding truth to power

Gender-aware reporting, like any good reporting, should promote and provoke discussion and debate. It is only through engagement that attitudes and mindsets are likely to change. Gender-aware reporting is not about saying that women are wonderful and men are bad. It is equally critical of women and men, especially when they are in public office.



An article from South Africa's *City Press*, "Bum T-Shirts drive some a little kuku" (29 November 2009) provokes debate on fashion trends, more specifically, t-shirts that had hit the streets of Johannesburg. The story discusses a series of t-shirts depicting a woman's large behind and a man urinating in public, which had become controversial after they became a fashion hit. The t-shirts had evoked mixed responses with some stating that they were degrading to women and others arguing that controversy over the t-shirts resulted in a restriction on freedom of speech. A tempest in a tea-cup, one may ask, or blatantly negative portrayal of women? This is the underlying question.



Bum T-shirts drive some a little kuku

LESLEY MOFOKENG

FOR a moment, the world of fashion stood still and gasped at the latest T-shirt range to hit the streets of Johannesburg.

The controversial Wat Sê range features slogans such as marago (bums); kuku (cake – also used to refer to a vagina); and six-nine, which means urinate. These are accompanied by drawings that depict a woman with an oversized behind, a slice of cake and a man urinating in public.

Creator Malome Mmusi said: "We take the things that people talk about behind closed doors and bring them into the open, in a funny way. Are they offensive? Is what I am doing illegal? I'd say not illegal but maybe offensive.

"The reaction has been way bigger than I had expected! I only printed a few and the demand got me panicking. I started off with about 50 as a test and had to go back and make more."

Most of his customers were students "who get a kick out of reactions when they wear these T-shirts".

VULGAR? ... These T-shirts have been selling like hotcakes

Zoe Shabangu from Johannesburg said: "I love those T-shirts. I am scared of expressing myself in public and they say what I want to say. I've worn the kuku and the marago ones. I don't think it exploits women. If you think the slogans are abusive, have you seen the music videos where they exploit women's asses? Let's embrace our African assets."

But not everyone is lining up to order the shirts.

"It is smut. They are in bad taste and I won't be caught dead in those designs. What happened to socially conscious slogans that build communities?" asked Johannesburg receptionist Buhle Msweli.

Respected fashion commentator and trend analyst Dion Chang said messages and logos on T-shirts was nothing new. He sounded a warning though: "T-shirts like the marago one might seem funny but they just mirror the problem we have of disrespecting women and children. When it becomes a fashion item and goes mainstream the problem becomes more and more acceptable.

And if one objects then one is seen as old-fashioned or over-sensitive, which is a major problem.

"T-shirts were used to push many a point – remember designer Katharine Hamnett wore a T-shirt attacking the UK government's arms policy when she met Margaret Thatcher to make a political statement.

"Globally, the slogans on T-shirts have also moved to purposefully provocative statements. Think French Connection UK – FCUK.

"If a major brand is pushing the limits like this, then it is really no surprise that things get even more below the belt when it trickles down to fringe designers."

The author correctly navigates various arguments in highlighting an item which could be dubbed either fashion or fiasco. Multiple sources, diverse and informative, air their views. A fashion designer talks about the history of t-shirts used for protest movements and asks whether the use of t-shirts to denounce women in the name of free speech is callous or courageous. The item is thought-provoking and hits at the very core of our values. More importantly, it contextualises gender rights which are being violated and scrutinises the negative imagery and portrayal of women.



Women's ministry 'drowning'

Mmanaledi Mataboge

Six months after President Jacob Zuma announced the formation of a women's ministry led by Noluthando Mayende-Sibiya, the ministry is still struggling to find its feet.

The ministry lacks a programme of action and a proper structure. Almost invisible, it has been accused of being slow to respond to public issues that fall within its mandate.

The ministry has pleaded for help, saying it is not ready to run the 16 Days of Activism for No Violence against Women and Children campaign, which starts this month.

Three government sources close to the process of getting the ministry up and running said Mayende-Sibiya is out of her depth.

"It's a question of being new and totally lost in the maze of the public sector," said one. "She should have been paired with an experienced person who is familiar with government and how it works."

The 16 Days campaign was originally launched with former deputy minister of local and provincial government Nomatyala Hangana at the helm.

But it was expected that Mayende-Sibiya would take over to a significant degree from this year.

Qinga Vika said her ministry would pass on the responsibility for next year's campaign to the women's ministry.

Cosatu president Sdumo Dlamini defended Mayende-Sibiya, saying she needed time: "When she came in there was nothing. She has to define her strategy and she has to come up with a policy."

Dlamini said Mayende-Sibiya's detractors were envious because they had not been considered for the position.

"She does not have any experience because she has not been an MP. There are many others like her."

Spokesperson Mngadi said Mayende- Sibiya has been vocal on issues within her mandate, including the forced marriage of children to adults in the Eastern Cape.

She had also written to the International Association of Athletics Federations to express unhappiness about athlete Caster Semenya's gender test and tabled a resolution at the Cosatu congress calling for action against Athletics South Africa. However, sources said she has attended no more than two meetings of the ANC's Semenya task team.

ANC spokesperson Jackson Mthembu replied that all members of the team, including Mayende-Sibiya, "tried their best" to contribute and that the ANC would not comment to the media on the performance of individual members.

The monitoring also revealed stories which were gender-aware and at the same time critical of women's performance in politics or decision-making. For example, the article "Women's ministry drowning" in South Africa's *Mail and Guardian* (13-19 November 2009) shines a light on the women's Ministry and dissects its performance and mandate under a new minister. The author probes the Ministry's output and asks difficult questions by using background research material relevant to the issue. The author looks critically at the minister and sources appropriate voices

Tacking the tough issues: Sexual orientation and identity

No matter where governments stand on the complex and controversial gender issues, it is critical that the media tackle these with honesty and from a human rights perspective. There are many examples of difficult issues that require much more attention in the media: for example, sex work; choice of termination of pregnancy as well as customary law versus statutory law. While the monitoring did not reveal many such examples, it is heartening that it included stories on sexual orientation and identity. South Africa is the only country in the region whose constitution recognises sexual orientation. Against this background, it is notable that one of the examples is from another country: Namibia.



The article "Gays want politicians to end stigmatisation" in the *Namibian Sun* (29 October 2009) is about gays and lesbians demanding that Namibian political parties address issues affecting them. In the article, representatives of the Rainbow Association, an organisation devoted to gay issues in Namibia, challenge political parties to address gender-based problems in Namibia. They express their displeasure at being treated as second-class citizens at a workshop organised by the Women's Leadership Centre in Windhoek. The concerns of lesbian, gay, bi-sexual and trans-gender (LGBT) people are placed on the agenda. This is a good (and rare) example of a gender-aware story that explores sexual orientation and identity.



Gays want politicians to end stigmatisation

EMSIE ERASTUS

LESBIANS, gays, bisexuals and trans-gender people (LGBTs) have thrown down the gauntlet for political parties to address issues affecting them.

Speaking at a workshop which challenged different political parties to address gender-based problems in Namibia, representatives of the Rainbow Project, an association for the advancement of LGBT rights, expressed their displeasure at being treated like second-hand citizens.

The workshop was held by the Women's Leadership Centre (WLC).

The Rainbow Project says that LGBTs want to feel safe in Namibia and that can only happen if society starts seeing them as normal people. They said political parties in Namibia have the power to change the stigmatism they are faced with, but that they don't pay attention to the matter.

"We just want to feel safe in our country and we need that protection from the Government which we will vote for," said Madelene Isaacks, Interim Director of the Rainbow Project.

Congress of Democrats (CoD) President Ben Ulenga agreed that his party has not really looked at the matter and promised to start taking their problems up if re-elected to parliament next year.

"I myself will make sure that we political leaders address these issues," said Ulenga.

He said that his party promotes human rights, adding that LGBTs are welcome to join CoD any time. He went on to say that there is nothing foreign about gays and lesbians. "I have been in the army, prison and offices and gays and lesbians exist in all those places," said Ulenga.

The Rainbow Project has challenged political parties to have a dialogue session with the organisation in order to understand them better. LGBTs are also not widely represented in political parties and are mainly left out of decision making.

The WLC challenged all 13 political parties registered for the National Assembly and Presidential elections to openly explain how they will deal with the respect and dignity of all people, including LGBTs, in Namibia.

SWANU had a different point of view than CoD, saying that although they believe in human rights, homosexuality is a private matter that needs to be respected.

The Rainbow Project however silenced SWANU, saying that there is nothing private about being gay or lesbian.

"When people think of lesbians they just imagine us having sex, which is not the case. Homosexuality is a lifestyle and there is nothing private about that," said Isaacks.

The Rally for Democracy and Progess's (RDP) Linda Nakatana said that her party supports any form of human rights. "Whether right or wrong, human rights are human rights and they need to be protected," said Nakatana.

Sarry Xoagus-Eises of the Gender and Media Southern Africa (Gemsa) Network said that currently there is too much lip service in Namibia's political parties and not much is being done about real issues. Members of the Rainbow Project said they will vote for a party that promotes them as people not just during election time, but at all times.

emsie namibiansun.com

HATE IS A CRIME: Madelene Isaacks, Interim Director of the Rainbow Project Photo: EMSIE ERASTUS

Another example of gender-aware reporting focusing on sexual orientation and identity was a report on South African radio SAfm about Lindiwe Rungani, a woman who underwent the transition from male to female and briefs parliament and a sports recreation committee on inter-sex conditions (8 November 2009). She addresses parliamentarians on different inter-sex conditions and calls on government to address such issues at all levels, including at schools. The report, though short, touches on various themes, including sex and sexuality, gender equality, sports and identity. It challenges stereotypes as Rungani is an example of someone who successfully underwent a sex change. The story also challenges perceptions on sex changes, traditionally a taboo topic. The story also helped contextualise the Caster Semenya debate which was raging at the time, pointing to the complexities around sex and identity and arguing that sports administrators alone cannot address these issues, which require synergy between government departments and public institutions, players and sporting bodies.

Conclusions

These examples illustrate that there are still practitioners working in the media who live up to the title of journalist. For what is a journalist if not a conduit through which information is disseminated about the way we live and all aspects of our world. What journalists often forget is their responsibility to tackle tough issues and shine a light into dark corners.

"Sometimes as the media it is very hard to raise issues that challenge culture and religion," says Thandeka Msanie, manager of Inanda FM, a community radio station in South Africa. "Take the Shembe church, women are supposed to listen to men. But it is the media's job to challenge that thinking without disrespecting the religion."

And for the media in this region it is obvious from the finding of the GMPS that women's issues, gender and HIV and AIDS have often been relegated to those dark corners. Yet the stories in this chapter demonstrated that it's possible to flesh out these stories and tell them in a way that challenges stereotypes, encourages debate and increases media audiences.

These stories used data and statistics to raise awareness and underscore key points. They used local examples to draw readers in, and high-level gender champions to emphasise the importance of the topic. They turned stereotypes on their heads and used fashion and women's appearance in order to spark discussion rather than objectify. They tackled taboo subjects such as sex, HIV and AIDS and issues related to gays and lesbians - important stories that have historically been living in the very darkest corners. And finally, they treated women equally, relating success stories when relevant and challenging women leaders when they were wrong.

There is no recipe for the perfect gender-aware story, but the above ingredients are certainly a good place to start.

8 YES WE CAN! MEDIA FOR CHANGE



Zambian TV interviews the GMDC's Saeanna Chingamuka. *Photo: Derrick Sinjela*

"MAP has brought a lot of value in positioning the media to respond to the fight against HIV and AIDS. Newsrooms now work in collaboration with marketing departments in cross checking certain information before publishing broadcasts with regards to HIV and AIDS so that misleading and conflicting messages are avoided. Media houses have also learnt to appreciate their role and significance they have in influencing decisions from their audiences regarding the pandemic. They are now working on being gender sensitive as efforts are now made to have voices of women heard in the media."

~ Bheki Maseko, Swaziland MAP facilitator

If electronic media and modern technology have made the world a global village, then the newsroom is a village within a village. And it is at this micro level where some of the most substantial and often unnoticed changes are taking place. While this study looked at the larger picture, analysing more than 30,000 news items from 157 media houses in 14 countries, it also provided a more qualitative examination.

Some of the previous chapters noted slow progress on reporting gender and other issues such as HIV and AIDS. There also continues to be some disconnect between what the Southern African audience wants from their news and what the media provides. For instance, the 2005 Southern African Gender and Media Audience Study found that stories about HIV and AIDS are one of the preferred news topics for women in six SADC countries. However, even with this information - and as the proportion of people affected by HIV and AIDS increases - the media is reporting less than before on this important topic.

This chapter takes a closer look at some of the newsrooms in the region that are getting it right and leading the way when it comes to gender- and HIV and AIDS-sensitive reporting. These examples highlight media houses managed by editors and committed journalists who listen to their audience. These case studies are not exhaustive, but rather a sample of some of the good work being done on the ground.

This chapter includes private and community media and is also a mix of print, radio and broadcast. It looks at case studies from five media houses which are leading the way on some aspect of gender and HIV and AIDS reporting.

Namibia's Base FM is a community radio station with national reach and a regional leader in gender-sensitive reporting. In Malawi, Capital Radio, a private national radio station, has a successful HIV and AIDS policy and recently launched a new gender policy. Lesotho's People's Choice FM is another privately-owned radio station which hasn't yet institutionalised gender and HIV and AIDS policies, but recognises the importance of accessing women sources in its stories.

A case study from Mozambique looks at STV, a private television station which has implemented an HIV and AIDS policy that has buy-in from the highest levels of the organisation, leading to large-scale awareness campaigns and a newsroom where staff feel comfortable discussing the impact of HIV and AIDS in their personal lives. Finally, Tanzania's Business Times Weekly print media group has taken HIV and AIDS policies to a new level, creating a system that sees peer educators raising awareness in every department and monthly seminars on topics relevant to gender and HIV and AIDS.

In some cases these media houses have not done well in GMPS media monitoring. However, rather than ignore the findings of these reports, there are good examples here of journalists and media owners who have used their poor showing as a catalyst to bring about transformation in their newsrooms, by changing policies and mindsets.

Namibia: Base FM



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

Such is the informal atmosphere at this woman-led community radio station that if someone in the community has an issue, they are able to simply walk in and chat about it. And they are never turned away.

It is with ease and little 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 otji-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."



Stella Kavendjii. *Photo: Colleen Lowe Morna*

Namibia's Base FM did not score so well in GMPS findings although it should be noted that only 33 news items were monitored at Base FM, which was less than any other Namibian media house. During the monitoring period, 81% of these news stories had just one source and only 23% of news sources were women. In addition, Base FM featured no news stories on either gender-based violence or HIV and AIDS.

However, a closer, more qualitative inspection, found many positive signs that gender and HIV and AIDS were more mainstreamed in the newsroom than they appeared in the news. Where gender and HIV and AIDS issues are not as frequent in news stories, they are abundant in other programming and Base FM has many gender champions on staff, right up to the highest levels of management.

What the audience wants

The Base FM audience survey showed that HIV and AIDS, education, employment, crime and human rights are some of the most popular topics. These are issues which have strong gender dimensions, which means gender issues are taken seriously at the radio station. Base FM has also participated in Namibian Gender Links-run projects over several years.

In 2008, the station won the Media Action Plan (MAP) award for the best gender-aware policy and practice on HIV and AIDS in the region. Base FM, formerly Katutura Community Radio Station, is rooted in a community where, 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 fighting stigma, promoting voluntary counselling and testing, and comforting those affected.

Facing off on Facebook

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



Ricardo Joacquim has pioneered e-chats. *Photo: Colleen Lowe Morna*

"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."



Sandra Williams (right) Base FM Station Manager with Elva Gomez.
Photo: Sikhonzile Ndlovu

Of the 22 staff, ten are women, including the head of the station, Sandra Williams. Does this make a difference? "Sandra 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."

Leading from the front

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."

Base FM is the only community radio station surveyed in the Namibian GMPS study, which found that community radio stations have done marginally better than public and private stations as far as accessing women sources.

Base FM caters for younger listeners in the 16-24 age range, many in Katutura, where it is located. The findings of its 2007 in-house audience survey conducted by Research Facilitation Services (RFS) influenced the direction that it has taken. This, together with Gender Links advocacy efforts, has mainly shaped the station's view on gender issues.

According to Williams, it emerged from the audience survey that listeners in the 16-24 age group are the station's primary audience, followed by those ages 25-34. Base FM listeners are also media savvy and well informed: the kind of audience that cannot be taken for granted. They use the internet, cell phones, and have access to other forms of media. This information has helped the station to thrive as the best source of news in Katutura.

The change from the original Katutura Community Radio (KCR) was part of the station's rebranding process. Base FM assumed its new name in 2008 to reflect the spirit of its target group. Williams emphasised the importance of knowing those one is serving. While Base FM broadcasts in a diversity of languages, English mixed with street lingo is the most common. Oshivambo, Afrikaans, Otjirero and Damara/Nama are also all used on the Station.

General media practice

The diversity of the community of Katutura, Base FM's target audience, has called for the station to incorporate more diversity in its news coverage. This is one reason why most of Namibia's languages are used on air.

The growth Base FM has experienced over the years also makes it possible for reporters to go out and get their own stories. This growth has come with financial sustainability, which is a major reason for the high quality of news. Journalists at Base FM have the equipment and transport to ensure that they are covering the most relevant stories for their target audience. For example it is a Base FM requirement that all stories are balanced and that they capture a diversity of views. As such, vox-pops are common because they capture the "voices from the ground."

One of the station's major achievements has been the creation of a professional news desk. This desk has more than six dedicated reporters and the station now broadcasts news every hour with a major hour-long bulletin every afternoon.

HIV and AIDS

In 2007-2008, Base FM worked with Gender Links to develop an HIV and AIDS policy. This policy has made the station more gender-conscious. For example in 2008, the station won the HIV and AIDS institutional award at the third Gender and Media (GEM) awards. However, there is work yet to be done as the GMPS findings showed that Base FM had not covered any stories on HIV and AIDS during the monitoring period.

Williams cited the story about the forced sterilisation of HIV-positive Namibian women that has been used as a case study in this report as one story that Base FM broke just before the monitoring period. Other media picked it up. She says one of her reporters, Jehoiackim Kateve, is someone who has given massive coverage to HIV and AIDS issues in Namibia's communities.

When asked about the absence of HIV and AIDS stories during the entire monitoring period, Williams said it was shocking and a sign that the radio station still has a lot of work to do to maintain consistency. She also said that because monitoring was structured to include some days and leave out others there was a possibility that some stories could have been missed in the days that were not monitored. However, she said that the results of this study are an eye-opener as they show that the station has not done as much as she thought it had. "These results come at a good time when the station is taking stock of achievements made since the rebranding," she said.



Che Ulenga, DJ at Base FM. *Photo: Colleen Lowe Morna*

As mentioned earlier, the monitoring only covered news. Through its public service announcements, popular talk shows, outside broadcasts and in its newscasts 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 workplace 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," notes the policy. Among the innovations of the station are a "speaker's corner" in which - like in London's famous Hyde Park - members of the community can air their views on any matter of concern.

Gender in the media

Commenting on the GMPS result showing Base FM had only 23% women sources, Williams says this figure is much below what Base FM is capable of. When asked what she makes of the fact that community media has more women sources than print and television, Williams said while it is encouraging, this should not stop Base FM from striving for better results. She said with the resources Base FM now has, there is no excuse why there are still gender gaps in news coverage. Base FM is also interested in working with Gender Links in developing a gender policy, to complement the MAP HIV and AIDS policy.

Gender mainstreaming is taken seriously in the HIV policy and in 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."

As gender-based violence falls within the larger theme of human rights, it is taken seriously by the radio station. It is also one issue that troubles the community. Base FM has therefore taken the social responsibility of keeping citizens informed about the extent of the problem. This is despite the fact that there were no GBV stories aired on the Station during the monitoring period.

A media that mediates

Award-winning journalist Kateve describes how working under a woman manager in a community radio station has allowed him to be a better gender activist. It all started when a woman in the community was being followed by a man with a knife late one night and 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."

Malawi: Capital Radio



The first thing you see when you walk into Malawi's Capital Radio in Blantyre is one of the world's most recognisably powerful women: Tina Turner. The portrait is one of many artistic images of music celebrities spray-painted on walls throughout the studio.

The next thing you see is a real life powerful woman in the newsroom's most important office, Arlene Osman, Capital FM's Director. Osman is one of the members of the station's team that helped bring in both a gender and an HIV and AIDS policy for Capital Radio.

Malawi's Capital Radio scored low on almost every indicator in the GMPS. With 54 news items monitored, the station had the least stories with multiple sources (15%), the fewest stories with women as sources (9%), the lowest percentage of stories about HIV and AIDS (2%) and no stories about gender-based violence.

However, Capital Radio is profiled here because station management owned up to problems of reporting gender and HIV and AIDS issues and quickly brought in policies to ensure it would never log such poor results again. The station is now leading the way in Malawi with progressive newsroom policies supported by staff and management alike.

"When we saw the draft results of the GMPS monitoring, and we realised how bad our station was at reporting on gender and HIV and AIDS issues and using women as sources, we knew we had to do something to improve our standing," says Osman. "We used the findings as a learning experience and as a challenge to develop and get better."

Since then, Osman has helped spearhead initiatives to create gender and HIV and AIDS policies for the station, and Capital's gender policy was recently launched at the GMPS consultative meeting in Blantyre.

Taking media responsibility and audience seriously Capital Radio values civic responsibility and seeks to give the people of Malawi a new voice by providing quality broadcast news, information and entertainment programming that will assist them to speak out for better services and good governance. The radio station tries to exert positive leadership by producing news and information that is accessible by the people in order to promote an engaged and participative democracy.

Capital Radio is a privately owned commercial radio station that was launched on 29 March 1999.

The station has a wide audience covering all age groups but its main target group is 20 years and over; it also has a special provision to entertain senior members of the public and those 50 years and over.

Capital FM actively targets decision-makers in the private and public sectors, middle- to high-income earners and people in disadvantaged rural communities who do not have access to newspapers and television. Youth are also actively targeted in particular programme content.

According to a Capital FM survey, the station reaches four million Malawians and is accessed in all three regions of the country.



Capital Radio is a top radio station in Malawi. *Photo: Frank Windeck*

Capital FM staff believe the media is a vital partner in addressing HIV and AIDS issues. Information dissemination and straight talk about the pandemic has been encouraged by all stakeholders in an effort to stop further spread of HIV and mitigate the effects through the media.

"One issue during our discussions is that a lot of discourse around HIV is threatening, like 'AIDS kills' messages," says Osman. "We think the media must look at the positive, productive side of life with HIV, as well as positive gender stories and those that have come positive out of trial and trauma."

Capital Radio has been in operation for almost ten years. In those ten years Malawian society has become more open to discussion about issues related to HIV and AIDS.

The Malawi chapter of the National Media Institute of Southern Africa (NAMISA) voted Capital FM the Electronic Media House of the Year for three consecutive years - 2004, 2005 and 2006.

Capital radio's HIV and AIDS policy

The station's HIV and AIDS workplace policy was created in response to the pandemic, which continues to claim the lives of productive Malawian citizens, including journalists. It is also a response to calls from activists who work tirelessly to ensure employees who are infected with, and affected by, the virus have access to support from companies and institutions.

Capital radio has more than 40 employees; most of whom are on medical schemes. The company leaves it to employees to decide whether or not to join a medical plan and pays 50% of any medical scheme chosen by an employee.

The majority of the company's employees have been affected by the HIV and AIDS pandemic in one way or another. For example, almost all the employees have lost relatives. They frequently ask for permission from management to attend funeral ceremonies.

Request for time off work means company production is compromised. In order to protect employees, the management of Capital Radio came up with a policy to protect the company's employees from the possibility of job loss due to absenteeism.

Capital Radio's HIV and AIDS workplace policy, among other issues, addresses gender, human rights, discrimination and working conditions. The policy stresses that the company shall treat all employees equally, including any employee who is HIV-positive. It also mandates an employee who is HIV-positive to access medical care. The policy discourages employees from discriminating against any staff member who has HIV.

Mainstreaming HIV and AIDS and gender is part of the policy. In an effort to fulfil the provision, the company's editorial team has added segments on public health which deal with social issues and have a greater emphasis on HIV and AIDS and gender.

In all programmes, the station aims to ensure women's voices are captured and heard because research has shown that women are the most disadvantaged when it comes to issues of HIV and AIDS. Addressing HIV and AIDS means addressing women's issues and Capital Radio has programmes that specifically discuss both.

One such programme is known as "Breaking the Silence". The bilingual (English and Chichewa) programme targets both urban and rural citizens and is aimed at changing people's behaviour and attitude

towards HIV and AIDS. It attempts to teach people how to avoid contracting the virus and how to live positively with HIV.

The station also airs adverts encouraging people to go for HIV testing and counselling.

Ethical advertising

Advertising is a major source of income generation for any news organisation. However, Capital FM's HIV and AIDS policy discourages accepting advertisements that claim to have a cure for HIV and AIDS. Adverts for products that have not been scientifically proven to work are rejected.

The Capital Radio policy was developed by cross-referencing and referring to the Malawi National HIV/AIDS Policy, Southern African Development Community (SADC) code of conduct on HIV/AIDS, SADC Declaration on HIV/AIDS and the Southern African Editor's Forum (SAEF) principles of ethical reporting on HIV/AIDS, among others.

The policy is also developed in accordance with all National HIV and AIDS and Gender policies existing and relevant in Malawi.

Buy-in from staff and management

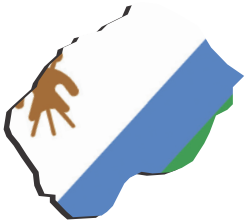
One of the most important things about Capital FM's policies on gender and HIV and AIDS is the strong support from the highest levels of the organisation. Al Osman, owner and managing director of Capital Radio, agreed that it was necessary for the station to develop a workplace policy. News Chief Tony Metha and Arlene Osman were also involved in the process.

Managing director Al and Director Arlene Osman both champion and drive the policies in the newsroom. Although no employees have yet come out in the open to declare that they are HIV-positive, management makes sure that all medical needs of staff members are taken care of.

In Malawi, however, there is a concern about the high staff turnover within the media. This sometimes means that those who champion HIV and AIDS policies in one media house may eventually move to another, leaving behind a policy but no one to ensure its implementation.

"There needs to be better and ongoing monitoring and analysis to ensure accountability," says Arlene Osman. "And this could include more training for editors and journalists."

Lesotho: PC FM



People's Choice (PC) FM is a privately-owned radio station which has been operating for 12 years. According to owner Motlasi Mjara, its programming is a mix of "business and pleasure" where serious content is delivered in an entertaining and lively manner that keeps listeners tuned in.

Majara says the station caters for a young audience, mainly in the 12-17 age range. This group listens more for the booming sound of Top 40 music than for news content. The next group is young adults from 18, who are more self-aware and make decisions for themselves, including voting. Because of this, educational programmes meant to create awareness are targeted more towards this second group of listeners.

There are also programmes for adults, including *Muloti wataba*, a programme linked to social responsibility.

The GMPS monitored 89 news items broadcast on PC FM and found the station to have the most stories about HIV and AIDS in Lesotho (27%). PC FM is also a leader in Lesotho on reporting stories about gender-based violence - coming in third place with 11%.

And with 38% of women sources in news, PC FM is closer to the 50% mark than many other regional radio stations. However, when it comes to interviewing more than one source, there is room for improvement as only 32% of PC FM stories accessed multiple sources. Despite this, the station is obviously a leader in the region when it comes to reporting HIV and AIDS.

Gender on PC FM's agenda

PC FM recognises the importance of giving audiences fair and factual news stories. This is done through ensuring that the voices of different groups in society are catered for so as to ensure credibility. Although the radio station is youth oriented, it strives to achieve diversity. Majara notes, however, that it is not always easy to achieve balance. There are numerous factors at play which sometimes hinder the station's efforts to include all voices in news and other programmes.

Yet with 38% women sources in the GMPS, PC FM is ranked fourth in the country and is above the country average of 32%. Majara says the station always makes a conscious effort to give equal voice to women and men on different issues and women speak out in hard news like business, politics and sport.



PC FM owner, Motlasi Majara. *Photo: Sikhonzile Ndlovu*

Although the station has not achieved gender equality in reporting, Majara said that gender-specific issues are highlighted in specific programmes and not always in the news. This is largely due, he thinks, to the fact that democracy is still relatively new in Lesotho and there is a fascination with political stories involving government dealings, often at the expense of more diverse issues.

PC FM's gender policy has not been put to paper, but there is a common understanding by all that language should be gender-sensitive. For example, reporters and presenters are encouraged to use inclusive language that caters for both sexes. The radio station has also indicated a willingness to work on a gender policy with GL.

The station hosts the annual Miss Vodacom PC FM in partnership with telecommunications giant Vodacom. While some think the contest sexually exploits young women, Majara maintains that it celebrates women's talent and does not seek to objectify them.

Majara says it is important for media to understand their role in society. They have to influence opinion and create debate. This is done through bringing topical issues to the fore for public discussion. One such issue that should come out is the plight of women in the workplace. PC FM is committed to creating an enabling environment for both women and men.

HIV and AIDS policy and programmes

PC FM has worked with GL on developing an HIV and AIDS and Gender policy. This policy has ensured that gender is a consideration when it comes to coverage of HIV and AIDS as well as dealing with employees affected by, and infected with, the disease.

In the GMPS, PC FM had the highest proportion of HIV and AIDS stories with 27%. This is higher than the country's average of 12%. This is a sign that this topic is covered extensively in news programmes on the station and that it strives to include the voices of people living with HIV and AIDS. For example, every Thursday PC FM broadcasts a three-hour programme hosted in collaboration with people living with HIV and AIDS. The programme "912 Street" is aired for three hours in the afternoon as part of the station's social responsibility initiative, allowing for maximum viewer participation.

HIV and AIDS is a problem that affects many in the country and because of this media has a commitment to provide awareness-raising and informative programmes to curb the spread of the virus, as well as support the affected and infected.

Mozambique: STV



STV is the leading private television station in Mozambique and it has drastically changed the media landscape in the country. The network has been in existence for six years and during these years has gained recognition as the best television station in the country. It is the station that introduced the concept of media social responsibility to Mozambique and it features several regular social responsibility programmes.

The station is managed by a young and dynamic team with previous experience in working for the national public television network; the CEO was once the finance director at the national station.

STV began by covering only Maputo and its surrounding areas but gradually expanded to other parts of the county and currently covers most provinces. Where this station's signal is available it usually has the highest ratings.

Considering 16 media houses were studied in Mozambique, it is quite an accomplishment that with 163 news items monitored, STV television station led the way in three categories. The private station had the highest number of women sources in stories (20%), the highest number of stories with multiple sources (45%) and the highest percentage of stories about gender-based violence (6%). However, just 1% of stories were about HIV and AIDS, despite the fact the station has implemented a dynamic HIV and AIDS workplace policy that is championed by top management. Nevertheless, the station is at the forefront of progressive and gender-sensitive programming in Mozambique.

STV is one of the media houses which adhered to the MAP process with commitment at highest level of management, and it has rapidly implemented several initiatives related to HIV and AIDS.

HIV and AIDS policy

STV's HIV and AIDS policy on human resources, editorial and marketing aspects, and the overall coordination of the policy, is done by the CEO. The editorial aspect is coordinated by the editorial manager, and the human resources section of the policy is implemented by the HR manager.

It is one of the only policy documents at the station and was cross-referenced with the editorial policy and the code of conduct of the station. Although STV has not formally adopted the policy, it is in the process of doing so and in the meantime has been introducing several initiatives to mitigate the impact of HIV and AIDS in the workplace and in society as a whole. Station management has noted that developing the policy was the opportunity they were waiting for in order to address issues related to HIV and AIDS and gender in a more systematic way.

Because of this, the level of buy-in and the involvement of management in the formulation and implementation process has been high. The first management meeting was attended by the CEO who gave the green light to staff and instructed the administrator of social responsibility programmes and the editorial director to coordinate the development and implementation of the policy.

For a World AIDS Day event, STV organised a musical show which was broadcast live with messages of hope and awareness-raising. The show was attended by high-profile members of government, business people and artists. Management also encourages staff to attend training, seminars or other events related to HIV and AIDS.



TV is taking Mozambique by storm. *Photo: Mercedes Sayagues*

Integrating gender

Although the policy focuses mostly on issues related to HIV and AIDS, it does touch on aspects of gender, including the issue of ensuring a gender balance in sources. It also encourages gender equality in recruitment and promotion and advocates a gender-friendly work environment.

The impact of the policy can be seen by the number of HIV and AIDS stories broadcast on the station and by the gender perspective present in the stories. Staff are also highly involved in gender and HIV and AIDS issues and the station increased these types of programmes in 2009.

In the workplace, it has been noted that journalists are more open to discussing HIV and AIDS and gender issues and have shown a steady growth in their commitment to this cause.

Tanzania: Business Times Limited



Business Times Limited (BTL) was established in 1988 to report on business issues. Over the years, it has grown and is now publishing four Tanzanian dailies: *Business Times Weekly, Majira, Dar Leo*, and *Spoti Starehe*.

The company also runs a radio station, Times FM, whose reach is Dar es Salaam and its immediate environs. The total circulation of its daily newspapers is more than 100,000 and that of its weeklies is more than 120,000. The company has offices in 17 branches across Tanzania with more than 125 employees.

At first glance, it is hard to see why *Majira* newspaper (the Business Times Limited print media house which was monitored in the GMPS) would be heralded in a case study.

The media house performed poorly in most of the quantitative findings of its 74 news items which were monitored. Just 1% of its stories were about gender-based violence and no stories discussed HIV and AIDS. At 19%, Business Times had one of the lowest percentages for women as sources.

Yet despite these findings, a more qualitative look at the newsroom found a media team in motion. The Business Times Limited media group has mainstreamed HIV and AIDS into everything it does, creating policies that address the problem in its newsrooms and educating staff in monthly seminars and via peer education.

HIV and AIDS policy and its champions

The Business Time HIV and AIDS policy has been integrated in all departments with each having one or more peer educators to train employees in each department about the policy. The peer educators report to the workplace champion, who is the overall coordinator of the policy in the company. The editorial department has three peer educators, and the circulation, advertisement and Times FM each have one.

The media house has ensured proper policy planning and cross-referenced it with other policies - both Business Times Limited as well as industry generated policies - particularly those touching on ethical issues.

The policy has received enormous support from top management at BTL throughout the process of development and adoption, underlined by the company's decision to send its Human Resource Officer and a Marketing Executive to head the team that developed the policy. HR Officer Sophie Mshangama Edward is now the policy champion tasked with coordinating its implementation. The tasks of the Champion include: providing advice to management on the implementation of the policy, seeking support for programmes provided for in the policy and coordinating the work of the peer educators.

Peer education

Since the adoption of the policy in September 2008, the company has held monthly seminars with employees, which are meant to sensitise staff about the policy. In addition, the company has six peer educators (PEs) in each department.

The responsibilities of the PEs, who report to the Champion, include talking to fellow employees within the department and sensitising them about the policy, ensuring stories on HIV and AIDS receive coverage and are treated well when it comes to allocation of space or airtime, informing employees of planned

meetings and mobilising them to attend such forums.

Plans are also underway to translate the policy into Kiswahili to make sure it is well understood and articulated by employees who don't understand English. Edward said the company has also developed a budget for policy-related activities and given it to the management for consideration alongside other budgets from other departments. "I have already talked to top management about the need of financing this policy no matter how small, as a starting point. I am positive it is going to work out because they have accepted the policy," she says.

Gender, HIV and AIDS and newsroom changes
The company partners with Costella, a Tanzania-based organisation that implements various HIV and AIDS programmes. Costella provides the company HIV and AIDS materials and training on gender issues.

In addition, almost every provision of the policy speaks to issues of gender, insisting that the views and interests of women need to be taken into consideration when every decision or action is taken by the company.

Overall, there has been an improvement in the number and quality of HIV stories published. The policy has encouraged BTL journalists to cover HIV and AIDS issues with renewed interest and sense of purpose.

For example, Daniel Semberya, a senior journalist with the newspaper and one of the peer educators, says the policy is making the staff begin to start discussing HIV and AIDS issues with renewed interest. Even those who before would not reveal information about their family members who were HIV-positive are now opening-up to share their stories. Other employees are also willing to discuss their VCT visits. This was not the case before the policy was put in place.

Conclusions

Although progress has often been slow and reporting on issues of gender and HIV and AIDS has decreased, there are hopeful signs that the pendulum may be swinging back toward a trend of more and better reporting on gender and social issues. These case studies from the region provide positive examples of how media houses can be proactive in order to mainstream issues of gender and HIV and AIDS.

As research has shown and many of these editors, journalists and media owners noted, reporting on such issues is not only about ticking the correct boxes because it's the right thing to do - these stories are also what the audience is demanding.

These case studies also illustrate that newsrooms with gender and HIV and AIDS policies are better-equipped to report with fairness and accuracy. They are more in-tune with their staff, and work environments are healthy and open. These examples demonstrate that implementing newsroom policies is the best way to raise awareness and increase coverage of gender and HIV and AIDS issues. Many of those newsrooms with institutionalised policies were also those that performed best in the GMPS.

Malawi's Capital Radio provided an illustration of how a media house can transform poor media monitoring performance into something positive. It is an example to all media houses surveyed in this report to take discouraging results and use them as a catalyst for change.

Media houses in Tanzania and Mozambique have implemented HIV and AIDS policies that not only made newsroom staff more comfortable with the topic, but also allowed them to better represent HIV and AIDS stories to their audience.

In the case of Namibia and Lesotho, Base FM and PC FM showed best practice as far as using audience research and knowledge of audience demographics in order to better target news and socially responsible programming to the correct listeners.

If the world has become a global village because of electronic media, then it is even more important that local media is in touch with its local village. This can only be achieved by ensuring the inclusion of all members of that village and embracing their diversity on air, in print and online.

9 CONCLUSIONS AND RECOMMENDATIONS



Getting the real story: Mozambican reporters lead the way. *Photo: Mercedes Sayagues*

"After seven years of working so hard to promote a more gender responsive media it is tempting to look at the results of the GMPS and give up. Fortunately or unfortunately that is not an option. The issue is not that the strategies employed are not working. It is that they require persistence. The cracks in the patriarchal fortress of the media must be prized open, inch by inch, using every tool at our disposal, most crucially now the SADC Protocol on Gender and Development".

~ Colleen Lowe Morna, GL Executive Director,
at the 2010 Gender and Media Summit



Looking to the future. *Photo: Colleen Lowe Morna*

On the face of it, the results of the GMPS are disappointing. The most glaring statistic that emerges from the study is that on average, women constitute only 19% of news sources in the region; just 2% higher than when the Gender and Media Baseline Study (GMBS) was conducted in 2003. This figure is comparable to the finding for Africa in the 2010 Global Media Monitoring Project (GMMP), and lower than the global average of 24%.

While the proportion of women sources ranges in countries of the region from under 15% to over 30%, countries in which there has been considerable gender and media activism - like South Africa, Namibia and Mauritius - have barely progressed. Women are under-represented in the media itself (especially in print media). As in the case of the *Glass Ceilings* report the GMPS found that the gender division of labour in beats is pronounced.

Despite the efforts of the Media Action Plan on HIV and AIDS and Gender, the quantity of coverage on HIV and AIDS has not increased and the proportion of women sources has decreased.

All this takes place in the context of weak media practice in many instances. This includes the reliance on anonymous and or single and secondary sources; use of wire services and the Internet or what has been referred to as armchair journalism in this report.

Yet there are positive signs. Women are being portrayed in a greater diversity of roles. The monitoring revealed many examples of gender aware reporting, including stories in which male and female sources are balanced; that challenge gender stereotypes; assert the role of women in decision-making; tackle difficult issues like sexual orientation and prompt debate.

Examples of insensitive reporting on gender violence, HIV and AIDS are balanced with many examples of reporting that challenges stigma and stereotypes; gives first hand accounts; turns victims into survivors; and gives useful information on where to go for help.

One of the most encouraging findings of the GMPS is the substantial increase in the proportion of those affected now speaking out on HIV and AIDS. As the human face of the pandemic takes centre stage, so the stigma begins to subside.

Another positive development is the increase in-depth coverage of HIV and AIDS. Although news and news briefs still dominate coverage, there are positive indicators that in-depth coverage is given attention as shown by the increase in the number of features, analysis, interviews, profiles, opinion and commentary. The increase in coverage of care work reflects well on the GEMSA "Making every voice count for care work campaign."

Important lessons have been learned during this mega research project. On the management and training side, much can be done to improve the efficiency of data collection in future projects. From a process point of view, canvassing the findings prior to publication not only improved accuracy, but also enhanced ownership and buy-in.

The opportunity to visit and engage with newsrooms has set the scene for the long term follow up that needs to follow a research project of this nature. It has also provided a more nuanced understanding of

change that is not always captured in quantitative findings.

For example, many media houses have adopted progressive practices on HIV and AIDS, including peer education and support. They have also introduced innovative programmes, like radio talk shows that encourage those affected to speak out. An important lesson for future monitoring is that this needs to extend beyond the news to other forms of programming. Radio and TV, which have possibilities for more innovative and interactive engagement with audiences, are especially disadvantaged by monitoring that focuses only on mainstream news.

Overall, to quote Pat Made in the foreword to this study, "the keys (for change) are in the door." As we start a new decade, we have the Southern African Protocol on Gender and Development that provides a roadmap for gender equality in and through the media. We do not need new strategies but rather new energy around existing strategies. These are considered below in relation to the key provisions of the Protocol.

Media regulation and training



The SADC Gender 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.

- **Government commitments:** There is need for governments to ensure that gender is mainstreamed in all information, communication and media laws. They must also ensure that statutory regulatory authorities (and encourage 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. Governments should ensure that gender will be mainstreamed in all publicly funded media training institutions, and encouraging privately funded media training institutions to follow suit.

- **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.

- **Gender in media education:** GL has been running courses for journalists on how to mainstream gender in news coverage. We have also worked with institutions of higher learning and the public to develop a critical citizenry through gender and media literacy courses so that they may hold the media accountable. As part of the long term strategy to mainstream gender in training curricular, GL undertook an audit of Gender in Media Education (GIME). Consultations on the findings of GIME were held parallel to the GMPS. GL is in the process of working with journalism training institutions to ensure that gender is mainstreamed in training curricular.

- **Strengthening the role of the Gender and Media Diversity Centre (GMDC):** The GMDC, a dynamic partnership between media development NGOs, training and education institutions, provides a platform for connecting, collaborating and collecting knowledge in this field. Seminars on topical issues like polygamy and progressive leadership; Soccer 2010 and whether or not the media is failing women take gender out of the sphere of boring and into the realm of mainstream politics and discourse. They encourage further study and engagement, especially by young people. Knowledge centres need to play an active role in owning, promoting and documenting change. IT provides an effective tool for cutting across borders and sharing good practice, especially through the Communities of Practice on gender mainstreaming being promoted by UNESCO.

Gender policies in media houses

The SADC Gender Protocol encourages 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.

- **Engaging media regulatory authorities:** There is a need for close working relations with regulatory bodies at country level to use their influence to convince media houses to draft and implement gender policies. For example, the newly established Zimbabwe Media Council is in the process of crafting various policies for media houses like codes of ethics. Media development NGOs need to establish working relations with them to be gender aware in all their operations. A start has been made with regulators such as the Media Council of Tanzania and the Advertising Standards Authority of Tanzania that will be presenting case studies at the Fourth Gender and Media Summit, with a view to growing the number of regulators who adopt gender and media policies.

- **Engaging with editors' forums or associations at country level:** Roundtable discussions with editors on coverage from a gender perspective; GBV and HIV and AIDS coverage could help to pry the door open further. Activists must give an ear to the concerns of editors and involve them in all stages of policy development.

- **Newsroom visits:** One-on-one discussions with editors, managers and journalists at their place of work is the most effective way of ensuring buy-in for policy up take. Case studies of media organisations that have HIV and AIDS and or gender policies should be shared with editors as a way of convincing them to take up policies.

- **Gender policies in newsrooms:** After the Glass Ceilings study, a number of media houses expressed interest in creating an enabling environment for women and men by developing gender policies. During the consultative workshops for GMPS, GL sought buy-in from more media houses to develop gender policies, with a target of 100 such policies by June 2011. To date (see Annex E) 12 media houses have adopted gender policies; 16 are in progress and 47 media houses with 144 newsrooms have expressed interest in gender policies.

- **Backstopping and support:** GL has identified in-country facilitators to work with the media houses in developing and implementing gender policies. The policy work should kick off at almost the same time across countries as this allows for ease of monitoring of the process as well as give media houses enough time to implement policies. A facilitators' guide with a six-step process was developed to monitor the process from the buy-in stage to implementation. GL will review the impact of policies developed and implemented after five years.

Gender parity within the media

The SADC Gender Protocol urges the media to 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.

- **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. These targets need to feature prominently in gender policies in newsrooms.

- **Mentorship, support and capacity building for women in the media:** The GIME has shown that gender parity has now been achieved in most media training institutions. Yet women are still absent from key decision-making positions in the media. This suggests that far more targeted training interventions are required to talent spot potential

managers and leaders, and support them in rising through the ranks. Institutions like the Sol Plaatjie Media Leadership Training Institute, working with gender and media NGOs, are well placed to take up this challenge.

Gender in media content

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

It 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.

- **Disseminate findings of GMPS:** Findings of the GMPS report must be disseminated as widely as possible and targeted to media houses that participated in the study.

- **Building and monitoring specific targets on media content in gender policies:** Gender policies need to contain specific targets for ensuring multiple, gender-balanced sources; gender neutral language and criteria for gender sensitivity and awareness.

- **Seminars on the quality of journalism:** A series of seminars in all SADC countries about the quality of journalism taking into account the high proportion of single source stories, anonymous source stories and stereotypical representation of women could help improve the standards of journalism in the SADC region. This would embed gender aware reporting within the broader context of advancing the quality of journalism in the region.

- **Community media involvement:** Community media is a growing area in the SADC region. Judging from the findings of the GMPS, it is an alternative platform for the voiceless, including women. For example, there were more women as news sources in community media (22%) than public and private media. GL has started working with community media in developing gender policies, which are envisaged to improve the quality of coverage in community media. This contributes to the broader objectives of diversifying media ownership to increase responsiveness - key to citizen participation in democracies.

- **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. The Mirror on the Media project - periodic monitoring of other types of genres - 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 programming.



Eye on the media in Tanzania. *Photo: Trevor Davies*

- **Recognising best practices:** GL in partnership with MISA should recognise best practices from country level first before the regional competitions at the GEM Summit and Media awards that take place every two years. Holding awards at regional level is disadvantageous to some small and under-resourced media houses and journalists from restrictive media environments. In-country awards will give all media houses and journalists an opportunity to excel. This could be done through holding in-country awards at the same time with the MISA country awards.

- **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. Media activism is key to holding the media accountable. The media literacy theme, "watching the watch dogs" should be encouraged and expanded to promote a more responsive, accountable 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.



Coordination is key: Southern Africa Gender Protocol Alliance Manager Mukayi Makaya and GEMSA Network Manager Jennifer Mufune.
Photo: Colleen Lowe Morna

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.

Coverage of gender based violence

GENDER EQUALITY IN SADC THE TIME IS NOW

The SADC Gender Protocol urges the media 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.

- **First hand accounts:** A positive development is that voices of survivors are heard more than perpetrators in the region, a testimony to the effectiveness of the training and advocacy on the coverage of GBV over the past several years. A particularly effective strategy has been NGOs working with survivors of gender violence to tell their own stories. There is need to promote "I" Stories so that women can to tell their own stories in their own words and have these published in the mainstream media.

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 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."

ANNEX A: TEAM LEADERS AND MONITORS

COUNTRY	TEAM LEADER	MONITORS
Botswana	Keabonye Ntsabane	Matshidiso Morewane; Oesi Thothe; Rosemary Gitau; Vincent O Galatlhwe
DRC	Anna Maimona Ng'emba	Antoinette Vunda; Beatrice Makaya Samba; Blandine Lusiman; Clarisse Ekoko; Elsa Indombe Evelyne Hagu; Evelyne Luyelo; Francine Umbalo; Gratien Kitambala; Lilie Mbala; Rosa Masala
Lesotho	Sophia Tlali	Justice Maqelepo; Kefuoe Namane; Mpho Mankimane
Madagascar	Ialfine Tracoulat	Be Katiuscia; Be Nicolas Ravola; Edditina Joyce Raherijaona; Elie Tokiniaina; Fanjaniaina Randriarimanana; Geogette Razafindrafara; Kapo Jean Charles; Kidja Marie Francine; Marie Gabby Razafindrakoto; Marie Yolande Celine VIA Rene Manambita; Ricardo Karl Tolojahary; Rivo
Malawi	Pushpa Jamieson	Deitrich Frederich; Frazer Potani; George Ntonya; Pilirani Chimutu; Rumbani Msiska; Talumba Mhango; Watipaso Mzungu
Mauritius	Marie-Annick Savripene	Darish Ramtohul; Deepa Bhookhun; Jan L.O'neill; Jimmy Jean Louis; Pramila Virahsawmy; Vincent Potage
Mozambique	Eduardo Namburete	Ana Otilia Charles; Armando Machai; Fernando Matico; Gilberto Guibunda; Gilberto Nhantumbo; Inusso Chuau; José P. Tembe; Teodora Martins
Namibia	Sarry Xoagus-Eises	Treasure Kauzuu; Emsie Erastus; Vimbai Karimazondo; Nomhle Kangootui; Jimmy Rukanira; Tofirei Dube; Lazarus Hipondoka Neo Mooka; Aaron Mushaukwa; Frieda Shaanika; Loteni Nakashole; Delinda Hanes; Uerikoha Tjijombo; Anne Suess Nadia Poolman; Armand Meding; Penda Hashoongo; Marianne Nghidengwa; André Maasz; Lineekela Halwoodi; Theresia Tjihenuna; Elizabeth M'ule; Florence Haifene; Grace Malumo; Albert Ngosa; Loveness Jambaya
Seychelles	Sharon Thelemaque	Janine Henriette; Marie Anette Ernesta; Molly Green Tessab Siu; Marie Anne Lepathy
South Africa	Dumisani Gandhi	Abigail Jacob Williams; Albert Ngosa; Doreen Gaura Emsie Erastus; Loveness Jambaya Nyakujara; Lucia Makamure Milllie Phiri; Ntombi Mbadlanyana; Sehalphi Sibanda; Sikhonzile Ndlovu Maphosa; Susan Mogari; Tarisai Nyamweda Zinhle Khumalo
Swaziland	Maxwel Mthembu	Ayanda Ntuli; Babhekile Mthembu; Mzamo Mdluli; Refiloe Dube
Tanzania	Gladness Munuo	Betrice Akilimali; Bestina Magutu; Emilia Francis; Lucy Myava; David Ramadhan; Shukuru Senkondo; Michael Mbwaiki; Ester Shedafa; Moses Mallanda; Samson Kamalamo; Kibibi Sadallah; Sarah Adam; Judica Losai; Rustica Haule; Theresa Kitajo
Zambia	Perpetual Sichikwenkwe	Bruce Chooma; Faides Nsofu; John Chola; Madube Pasi; Meluse Kapatamoyo; Nshamba Muzungu; Shadreck Banda Valentine Chanda
Zimbabwe	Nhlanhla Ngwenya	Chrisitina Mundodzi; Molly Chimhanda; Sibusisiwe Dube; Hlengiwe Dube; Sandra Mujokoro; Precious Zhou

Country	Print			Radio			TV		
	Public	Private	Community	Public	Private	Community	Public	Private	Community
Botswana	•Daily News	•Mmegi •The Voice •Sunday Standard		Radio Botswana	Yarona FM		BTV		
DRC	•Agence Congolaise De Presse	•Le Phare •Le Potentiel •L'Observerteur •Post •Uhuru		•RTNC	•Digital Congo •Top Congo •Okapi	•Radio Elykia •Radio Sango Malamu	•RTNC TV	•Numerica •Antennae A •RTGA	
Lesotho	•Lesotho Today	•Public Eye •Sunday Express		•Radio Lesotho	•Harvest FM •PC FM		Lesotho TV		
Madagascar		•La Gazette •La Kroani •Les Nouvelles •L'Express •Midi Mada •Madagascar Tribune • Tia Tanindrazana •L'Hebdo	•Ino Vaovao	•RNM Tana		•RDB •RFT	•TVM	•FMA •TV+	
Malawi		•Daily Times •Guardian •Malawi News •Nation •Nation on Sunday		•MBC 1	•Capital Radio •ZBS •Joy Radio	•Radio Islam •Mudziwathu Radio	TV Malawi		
Mauritius		•Le Defi Plus •L'Express •Weekend	•La Matinal •La Voix Kreol •Le Dimanche •Le Mauricien	•MBC Radio	•Radio One •Radio Plus		•MBC TV		
Mozambique	•Domingo •Noticias	•Canale De Mocambique •Diario de Mozambique •Escorpiao •O'Pais •Savana •Zambeze		Radio Mocambique	•Radio Terra Verde •Radio Miramar	•Radio Voz Coop	•TVM	•STV •TIM	

Namibia	•New Era	•Allegemeine Zeitung •The Namibian •Republikein •Windhoek Observer		•NBC Radio	•Radio 99	•Base FM	•NBC TV	•One Africa TV	
Seychelles	•Seychelles Nation	•Regar Weekly •The People Weekly •The Rising Sun		•SBC Radio			•SBC		
South Africa		•Business Day •City Press •Isolezwe •Mail and Guardian •Rapport •Sowetan •Sunday Independent •Sunday Times •The Argus •The Citizen •The Star		•SAFM •Ukhozi FM	•Kaya fm •702 fm	•Highway	•SABC 1 •SABC 3	•ETV	
Swaziland		•Times Of Swaziland •Swazi Observer		•Swaziland Radio			•Swazi TV	•Channel Swazi	
Tanzania	•Daily News •Uhuru Publications	•Guardian •Mwanachi Communications Ltd •Majira •Nipashe •The Express		•TBS	•Radio One •Radio Tumaini	•Wapo radio	•TBS		
Zambia	•Daily Mail •Times of Zambia	•The Post •The Monitor		•ZNBC Radio	•Radio Phoenix •Sky FM •Hot FM •Yatsani Radio		•ZNBC TV	•MUVI TV	
Zimbabwe	•The Chronicle •The Herald •Sunday Mail •Sunday News	•The Standard •Zimbabwe Independent •Financial Gazette •The Zimbabwean		•Spot FM •Radio Zimbabwe			•ZTV		
Grand total	**15**	**63**	**5**	**16**	**22**	**10**	**15**	**11**	**0**

ANNEX C: CONSULTATIVE WORKSHOPS ON THE GMPS

COUNTRY	DATE	FACILITATOR/S	DESIGNATION	PARTICIPANTS		
				M	F	TOTAL
Botswana	12 Aug	Colleen Lowe Morna Thabani Mpofu Saeanna Chingamuka	GL Executive Director Gender and Media Manager GMDC Co-ordinator	13	19	32
DRC	19 Aug	Loga Virahsawmy	Director GL, Mauritius and Francophone	10	27	37
Lesotho	24 Aug	Sikhonzile Ndlovu	Media Training Manager	5	7	12
Madagascar	30 Aug	Loga Virahsawmy	Director GL, Mauritius and Francophone	9	11	20
Malawi	30 Aug	Saeanna Chingamuka Danny Glenwright Pushpa Jamieson	GMDC Co-ordinator GL Editor Consultant	15	13	28
Mauritius	7 Sept	Loga Virahsawmy	Director GL, Mauritius and Francophone	6	47	53
Mozambique	30 Aug	Eduardo Namburete Colleen Lowe Morna	GL Board member GL Executive Director	8	9	17
Namibia	11 Aug	Kubi Rama Sikhonzile Ndlovu	GL Deputy Director Media Training Manager	5	8	13
Seychelles	14 Sept	Loga Virahsawmy	Director GL, Mauritius and Francophone	2	8	10
South Africa	8 Sept	Kubi Rama	GL Deputy Director	10	12	22
Swaziland	2 Sept	Sikhonzile Ndlovu Saeanna Chingamuka	Media Training Manager GMDC Co-ordinator	11	17	28
Tanzania	30 Aug	Kubi Rama Arthur Okwemba	GL Deputy Director GL Consultant	12	22	34
Zambia	26 Aug	Thabani Mpofu Saeanna Chingamuka	Gender and Media Manager GMDC Co-ordinator	21	16	37
Zimbabwe	18 Aug (Bulawayo) 19 Aug (Harare)	Thabani Mpofu Saeanna Chingamuka	Gender and Media Manager GMDC Co-ordinator	22	33	55
TOTAL				**149**	**249**	**398**

ANNEX D: TECHNICAL NOTE ON COMPARISONS BETWEEN GMBS AND NON-GMBS COUNTRIES

As outlined in the methodology, the sample for the current GMPS study included three additional countries which were not part of the previous GMBS study; namely, DRC, Madagascar and Mauritius. To assess the comparability of the GMPS regional data to the GMBS regional data, analyses were conducted to assess significant differences in proportions of key variables for GMPS between the three countries which were previously not part of GMBS (non-GMBS) and the eleven countries that were part of GMBS (GMBS).

The aim of this exercise was to assess whether the inclusion of the three countries would result in any bias in the overall outcomes. Using binomial proportions test it was hypothesised that there is no difference in the proportions (p) of the key variables between the GMBS and the non-GMBS countries. The results are presented in table 1.

Proportions of key findings in GMPS

			Data compared		Difference
		GMPS	non-GMBS	GMBS	
Number of countries		14	3	11	
Items monitored		33 436	10 392	23 044	
Female sources	n	706	2141	4926	p< 0.0001
	%(p)	19	20 (0.2008)	19 (0.1870)	
Female reporters	n	4931	1520	3411	p< 0.0001
	%(p)	29	28 (0.2760)	30 (0.2956)	
Female presenters	n	4653	1785	2976	not significant
	%(p)	50	49 (0.4884)	50 (0.5019)	
Women in images	n	4349	1529	2820	p< 0.0001
	%(p)	27	29 (0.2905)	26 (0.2590)	
HIV Stories	n	808	183	625	p< 0.0001
	%(p)	2.4	1.8 (0.0176)	2.7 (0.0272)	
GBV Stories	n	1238	448	790	p< 0.0001
	%(p)	3.7	4.3 (0.431)	3.4 (0.0343)	

The statistical results show a difference in the proportions of all but one key variable between GMB and non-GMBS countries. The inclusion of the three non-GMBS countries in the regional statistics for GMPS does therefore result in some bias. While this is significant in statistical terms, the difference in percentage terms, from an advocacy point of view, is small.

In conclusion, it should be borne in mind that the GMPS regional data for the 14 countries, including the 3 previously excluded countries, is not directly comparable to the GMBS. Where regional comparisons are made in this analysis, a distinction should be made between GMBS and non-GMBS countries in the regional aggregate of the GMPS. Going forward, the GMPS provides a baseline for 14 countries of the SADC region to benchmark progress.

ANNEX E: POLICY WORK PER MEDIA HOUSE

COUNTRY	GMBS	HIV/AIDS & GENDER	GLASS CEILING	GMPS	MAP HIV POLICY		GENDER POLICIES		Buy-in	Potential
					Adopted	In progress	Adopted	In progress		
1. Botswana										
Botswana Gazette		1								
BTV	1	1	1	1						1
Daily News	1	1		1						1
GABZ FM	1	1								1
Mass Media Info Service			1							
Mmegi	1	1	1	1					1	
Midweek Sun		1								
Radio Botswana	1	1		1						1
Sunday Standard		1		1						1
The Botswana Guardian		1			1					
The Voice	1	1	1	1					1	
Eco									1	
Yarona FM			1	1	1				1	
Sub total	**6**	**10**	**5**	**7**	**1**	**0**	**0**	**0**	**4**	**5**
2. DRC										
Agance Congolaise		1	1	1	1		1			
Antenne A		1		1	1				1	
Digital Congo		1	1	1	1					1
Forum Des As			1						1	
L'Avenir			1							
L' Observateur			1	1			1			
Le Phare		1		1	1					
Le Potentiel		1	1	1	1		1			1
RTAE			1							
La Reference Plus		1	1		1		1			
RTNC Radio		1	1	1	1		1			
RTNC TV		1	1	1	1		1			
Okapi		1		1	1		1			
Radio Ntemo			1							
Reveil FM		1			1					1
RTGA Radio					1					1
RTGA TV		1		1	1		1			
Radio Television Armee de l' Etemel										
Radio Vuvu Kieto			1							
Radio Tele Lisanga			1							
Raga			1						1	
Numerica				1					1	
Congo Web		1			1					1
Sango Malamou		1		1						
The Post		1		1	1					1
Top Congo		1	1	1	1		1			
Tropicana		1	1		1					1
Uhuru		1		1	1					1
Radio Elykia				1					1	
Sub total	**0**	**17**	**16**	**16**	**17**	**0**	**9**	**0**	**5**	**8**

COUNTRY	GMBS	HIV/AIDS & GENDER	GLASS CEILING	GMPS	MAP HIV POLICY		GENDER POLICIES		Buy-in	Potential
					Adopted	In progress	Adopted	In progress		
3. Lesotho										
Catholic Radio	1				1					
Joy FM		1			1					
Lesotho Today	1	1		1	1					1
Lesotho TV	1		1	1	1					1
Moa Afrika		1								
Moeletsi oa Basotho	1				1					1
Mopheme		1								
Public Eye	1	1	1	1	1				1	
People's Choice FM			1	1	1				1	
Radio Lesotho	1	1	1	1	1				1	
Lesotho News Agency					1					1
Mololi					1					1
Informative Newspaper					1					1
Mosotho					1					1
Thahakhube FM					1					1
The Mirror	1	1								1
The Spectator		1								
Harvest FM				1						1
Sunday Express				1					1	1
TK FM			1							
Sub total	**7**	**8**	**5**	**7**	**13**	**0**	**0**	**0**	**4**	**11**
4. Madagascar										
La Gazette		1	1	1	1					1
Lakroan'I Madagascar		1	1	1		1				1
Imango		1								
L'Express		1	1	1	1				1	
L'Hebdo de Madagascar		1		1	1				1	
Le Quotidien		1	1							
RTA Television									1	
Les Nouvelles		1	1	1				1		
Viva Radio			1							
MBS Radio		1	1			1				1
MBS Tana		1				1				1
Midi Mada		1	1	1	1					1
Radio Aceem										
Radio Antsiva			1							
Radio Magneva										
Radio Tsiry										
Radio Don Bosco			1	1				1		
Snic								1		
Radio Fanambarana			1							
RNM Tana		1		1	1					1
Taratra		1			1					1
Radio Nationale			1							
Television Nationale Malgache			1	1	1					1
Telonohorefy		1					1			
Tribune		1	1	1	1					
TVFMA		1								
RTF				1						1
TVM Tana		1		1						1
FMA				1						1
Ino Vaovao				1						1
Tia Tanindrazana				1						1

COUNTRY	GMBS	HIV/AIDS & GENDER	GLASS CEILING	GMPS	MAP HIV POLICY		GENDER POLICIES		Buy-in	Potential
					Adopted	In progress	Adopted	In progress		
Sub total	**0**	**16**	**14**	**15**	**8**	**3**	**1**	**3**	**3**	**13**
5. Malawi										
Capital Radio	1	1	1	1	1			1		
Chronicle	1	1			1					1
The Dispatch					1					1
FM 101 Radio Station					1			1		
Daily Times	1	1		1	1					1
Malawi News	1	1		1	1					1
Guardian Publications Ltd			1		1			1		
Joy Radio			1	1	1			1		
MBC 1	1		1	1	1					1
MIJ 90.3 FM	1	1								
The Nation	1	1	1	1	1					1
Radio Islam		1	1	1	1			1		
Sunday Nation					1					1
Radio Alinafe			1		1					1
Radio Maria					1					
Sunday Times (MAL)		1				1				1
TV Malawi	1	1		1		1				1
Transworld radio		1	1	1	1			1		
Weekend Nation	1			1	1					1
The Courier					1					1
Star Radio					1					1
Dzimwe Radio					1					1
Mudziawathu Radio				1						1
ZBS				1						
The Democratus						1				
Zodiak Radio Station			1		1					1
Independent newspapers					1					1
MBC Radio 2		1								
Sub total	**9**	**11**	**9**	**12**	**21**	**3**	**0**	**6**	**0**	**17**
6. Mauritius										
5 Plus	1	1			1					1
Impact News			1		1					1
La Sentinelle Ltd			1		1					1
Star					1					1
Le Defi Plus	1	1	1	1						
L'Express	1	1		1						
Le Dimanche			1	1	1					1
Le Mauricien	1	1		1						
Le Militant			1							
Le Vie Catholique			1		1					
La Voix Kreol			1	1	1		1			
Matinal		1		1						
MBC Radio	1	1	1	1						
MBC TV (3 TV channels, 8 radio stations)	1	1		1	1		1			
Radio One	1	1		1						
Radio Plus	1	1		1						
Samedi Plus			1		1					1
Week-End	1	1		1						
Weekend Scope		1								
Sub total	**9**	**11**	**9**	**11**	**9**	**0**	**2**	**0**	**0**	**6**

COUNTRY	GMBS	HIV/AIDS & GENDER	GLASS CEILING	GMPS	MAP HIV POLICY		GENDER POLICIES		Buy-in	Potential
					Adopted	In progress	Adopted	In progress		
7. Mozambique										
Savana				1		1				1
O'Paris		1		1	1					
TV Mira-Mar						1				1
Radio Miramar				1						
Radio Voz Coop				1	1					1
STV				1	1					1
9 FM			1							
TIM				1						
Domingo				1		1				1
Canale de Mocambique				1	1					1
Vertical					1					1
Coreio da Manha		1			1					1
Community Radio Voz Coop			1							1
Diario de Mozambique		1		1						1
Diario de Noticas		1			1				1	
Grupo Soico LDA			1							
Mediacoop SA			1							
Media Fax						1				
Moamba Community Radio			1		1				1	
Noticas		1		1		1			1	
Radio Capital			1		1					1
Folha de Mocambique						1				
Radio Klint		1								
Radio Maria			1							
Expresso					1					
A Tribune Fax					1					
Magazine Indipendiente					1					
Radio Mozambique		1	1	1		1				
Radio Muthiyana			1		1					1
Radio Terra Verde		1	1	1	1					1
SFM		1			1					
Wamphula					1					1
Escorpiao			1	1	1					
Televisao De Mocambique		1	1	1	1					1
Vista Comunicacao			1							
Zambezee			1	1	1					1
Sub total	**0**	**10**	**14**	**15**	**19**	**7**	**0**	**0**	**3**	**16**
8. Namibia										
Allgemeine Zeitung	1	1	1	1						
Base FM			1	1	1				1	
Cosmos		1				1				1
One Africa TV				1		1				1
Kudu Radio		1								
Live FM 90.3			1		1				1	
Namibia Economist			1			1				
NBC Radio	1	1	1	1					1	
NBC TV	1	1		1	1					1
UNAM Radio					1					1
New Era	1	1	1	1	1				1	
Republikein	1	1	1	1					1	
The Namibian	1	1	1	1					1	
Namibia FM 99			1	1						1
Namibia Press Agency			1		1				1	

COUNTRY	GMBS	HIV/AIDS & GENDER	GLASS CEILING	GMPS	MAP HIV POLICY		GENDER POLICIES		Buy-in	Potential
					Adopted	In progress	Adopted	In progress		
Namibian Sun			1							
Windhoek Observer	1	1		1						
Sub total	**7**	**9**	**11**	**10**	**6**	**3**	**0**	**0**	**7**	**5**
9. Seychelles										
Rising Sun				1	1					1
DP Weekly		1								1
Regar (SNP)	1	1	1	1	1					1
SBC Radio	1	1		1		1				1
SBC TV	1	1		1		1			1	
Seychelles Weekly	1									
Seychelles Nation	1	1	1	1					1	
The People Weekly	1	1		1						1
Sub total	**6**	**6**	**2**	**6**	**2**	**2**	**0**	**0**	**2**	**5**
10. South Africa										
Beeld	1	1	1	1						
Business Day	1			1						1
City Press	1	1	1	1						1
Cape Times	1									
Citizen	1		1	1						1
Y-FM	1	1								
Daily News	1	1	1							
Daily Sun		1								
Grocott's Mail										
Die Burger	1	1								
Dispatch Media - Avusa			1							
E-TV	1	1		1						1
Kaya FM		1	1	1	1					1
Highway				1						
Ilanga	1									
Independent on Saturday	1									
Lesedi FM	1									
Mail & Guardian		1	1	1						1
Rapport	1	1	1							1
Radio 702		1		1						1
SABC 1	1	1	1	1						1
SABC 2		1								1
SABC 3	1	1		1						1
SAFM	1	1		1						1
Saturday Star	1									
Sowetan	1	1	1	1						1
Sunday World	1									
Sunday Independent	1	1		1						1
Sunday Times	1	1	1	1						1
Sunday Tribune	1									
The Star	1	1		1						1
Ukhozi	1	1		1						
Isolezwe				1						
NCRF									90	
Weekend Argus	1			1						
Sub total	**25**	**20**	**11**	**19**	**1**	**0**	**0**	**0**	**90**	**16**
11. Swaziland										
Business Sunday			1							
Swaziland TV Authority		1								
Information Service – Radio		1	1		1					

COUNTRY					MAP HIV POLICY		GENDER POLICIES			
	GMBS	HIV/AIDS & GENDER	GLASS CEILING	GMPS	Adopted	In progress	Adopted	In progress	Buy-in	Potential
Radio Swazi	1			1					1	
Swazi TV	1			1						1
Swazi News										
Channel Swazi				1	1					1
The Swazi Observer	1	1	1	1	1				1	
Lubombo Community					1					1
Times of Swaziland	1	1		1	1				1	
Transworld Radio					1					
Times on Sunday										
Swaziland Today		1								
Weekend Observer										
Sub total	**4**	**5**	**3**	**5**	**6**	**0**	**0**	**0**	**3**	**3**
12. Tanzania										
Wapo Radio				1	2					1
Abood Media Co Ltd			1							
Africa Media Group (TV)		1	1					1		
Business Times		1			2			1		
Daily News	1	1		1						
Free Media Ltd			1					1		
IPP Media Ltd					2					1
Global Publishers Ltd			1							
ITV	1								1	
KIU	1									
Majira	1	1		1						
Mtanzania	1									
Mwananchi Communicatios Ltd			1	1	2				1	
Mzalendo		1								
New Habari Ltd			1		2					1
Nipashe	1	1		1						
Peoples Media Comm Ltd			1							
Radio One	1	1		1						
Power Praise Station					1					1
Radio Tumaini		1	1	1	2			1		
Radio Free Africa		1								
Chama cha Mapinduzi					2					1
PRT-Radio Tanzania	1	1								
Star TV/RFA		1	1							
Tanzania Daima					2					1
Tanzania STD Newspaper Ltd			1							
Times Radio FM 100.5			1		1					1
Catholic Publishers										
East African Nation Media Group			1		1					1
Dar es Salaam TV					2					1
Clouds Entertainment					2				1	
Television ya Taifa (TVT)		1								
The African	1									
The Citizen		1								
The Express		1		1	2			1		
The Guardian	1	1		1						
TUT	1				2					1
TBS TV				1						
TSN					2					1
TBS Radio				1						
Upendo FM Radio			1		1				1	

COUNTRY	GMBS	HIV/AIDS & GENDER	GLASS CEILING	GMPS	MAP HIV POLICY		GENDER POLICIES		Buy-in	Potential
					Adopted	In progress	Adopted	In progress		
Uhuru Publications Ltd		1	1	1				1		
Sub total	**11**	**16**	**14**	**12**	**30**	**0**	**0**	**6**	**4**	**11**
13. Zambia										
5FM Radio Station			1		1					
MUVU TV		1		1					1	
Daily Mail	1	1		1	1				1	
Guardian Weekly			1		1					
MOBI TV			1							1
Monitor	1		1	1					1	
Radio Mazabuka	1				1					
Radio Q-FM Ltd					1					
Radio Phoenix	1	1	1	1	1				1	
The Post	1	1	1	1		1				1
New Vision									1	
Times of Zambia	1	1		1	1					1
Mining Mirror					1					
Zambezi Times					1					
National Mirror					1					
Police News					1					
Radio Chikaya						1				
Yatsani Radio		1	1	1	1				1	
FCC Solwezi						1				
Radio Breeze					1					
Hot FM				1						
Zanis						1				
ZNBC Radio	1		1	1	1					
Sky FM				1						
ZNBC TV	1	1		1		1				
ZDML			1							
Sub total	**8**	**7**	**9**	**11**	**14**	**5**	**0**	**0**	**6**	**3**
14. Zimbabwe										
3 FM	1									
The Zimbabwean				1						1
Masvingo Star		1								
National FM		1								
Power FM		1		1						
Radio Dialogue			1						1	
Radio Zimbabwe	1	1		1						
The Daily Mirror/		1								
The Daily News	1									
Sunday News				1						1
The Chronicle	1	1		1						1
The Financial Gazette	1	1	1	1					1	
The Herald (Zimpapers)	1	1		1						1
The Independent	1	1	1	1					1	
The Sunday Mirror	1									
The Sunday Mail	1	1		1						1
Bulawayo Agenda								1		
News Day									1	
Zimbabwe Standard		1	1	1					1	
Zimbabwe Association of Community Radio Stations									8	
ZBC TV	1	1		1						1
Sub total	**10**	**12**	**4**	**11**	**0**	**0**	**0**	**1**	**13**	**6**
GRAND TOTAL	**102**	**146**	**126**	**157**	**147**	**23**	**12**	**16**	**144**	**125**

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 links
GEMSA Gender and Media Southern Africa
UKaid from the Department for International Development
MISA Media Institute of Southern Africa
Promoting Media Diversity • Pluralism • Self-Sufficiency • Independence
Sida
Hivos

www.genderlinks.org.za