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Chairperson's report



Another eventful year has passed at Gender Links, so fast that we have hardly had time to reflect on whether we are coming or going. One thing we know for sure: gender and the media is definitely on the Southern African agenda. GL is proud to have had some small hand in making it so.

Never before have gender disparities in the Southern African media come under such public glare, nor so many practical solutions sought for how to balance the scales. With the many elections taking place in the region, Gender Links has situated its work in the broader context of gender and governance, showing that giving women equal voice in issues that affect their daily lives is part of the broader "project democracy" that all our countries are grappling with.

The fact that the mainstream media is being held accountable for its role in perpetuating gender inequality is perhaps one of the most positive developments to have taken place in the ten years since the Fourth World Conference on Women in Beijing.

Although the Beijing Platform for Action designated the media as the tenth strategic "area of concern", this has proved one of the most elusive areas to change. The media may regard itself as the watchdog of the interests of ordinary citizens, but it does not take kindly to being watched by them!

Gender inequalities in the institutional make up of the media and in editorial content remain among the most glaring of all areas of governance. But for a long time gender activists and the media either talked past each other, or did not talk at all. As an organization comprising individuals who have spent their professional careers trying to bridge the divide between gender activists and the media, GL has sought to help break this deadlock.

Broadly, we have approached the issue from two perspectives:

- Gender training, advocacy and awareness raising in the mainstream media and
- Communications and media training for gender activists and women decision-makers.

Breakthroughs

The Gender and Media Baseline Study (GMBS) undertaken by GL with its strategic partner the Media Institute of Southern Africa (MISA) in 2002 laid bare the gender disparities that exist in the media. Few research studies in Southern Africa have been publicized and canvassed with such vigour, giving rise to a video, mounds of media coverage, and national action plans in twelve countries that will be reported on at the GEM Summit being organised by GL and MISA in September 2004.

At the centre of the summit are the awards affirming good practice in gender and media coverage as well as a host of best practices in crafting gender policies; mainstreaming gender into media training and NGO advocacy projects that have resulted in greater quantity and quality of gender coverage.

GL's work on gender and the media has led us into the broader area of gender and governance. Positioning itself to take advantage of the nine elections in the region in 2004 and 2005, GL last year launched its ground breaking study: *Ringing up the Changes: Gender in Southern African Politics.* This first qualitative study on the impact of women in decision-making in Southern Africa has been launched in nine African countries as well as at the United Nations and the World Bank.

GL is using the study in training workshops in all SADC countries holding elections, both for the media as well as for aspiring women candidates. We have no doubt that the vastly increased coverage of the gender dimensions of elections in these countries contributed to the recent announcement by heads of state that as the deadline for thirty percent women in decision-making draws to a close in 2005, the stakes must be raised to fifty-fifty. GL will continue to be part of this campaign, as well as the longer term goal of ensuring that gender is integrated into all aspects of governance.

> "Gender Links plays a vital role as a catalyst for change in the media and society in general . . . via its research, workshops and seminars . . . in the challenging task of ensuring that women and men are perceived and depicted across the fullest range of their potential and power – not through narrow stereotypical blinkers."
>
> **Judy Sandison**
> *Editor: New Media: SABC News South Africa*

To date, we have concentrated largely on the people who make the news; the news they make and the people who are in a position to shape the news, like activists and decision-makers. The audience research project launched by GL in early 2004 takes us into an important new area of work: those who consume the news. Being critical consumers of news is a key tenet of citizenship. Media literacy will form an important new area of work for GL and its partners in gender and media networks, who provide a critical "mirror on the media".

Partnerships

To avoid duplication, create synergies and multiplier effects, GL played a key role in the launch of the African Gender and Media Initiative (GEM) and is an active participant in this network that includes Inter Press Service, a global development news network, and the Nairobi-based African Women and Child Feature Service.

In its first three years, GL has worked closely with all the MISA offices in the region; gender activist networks and media training institutions. GL has also helped to establish gender and media networks in six Southern African countries and played a key role in the launch of the Southern African Gender and Media Network.

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GL is also a member of the executive committee of the Southern African Media Trainer's Network (SAMTRAN) and has undertaken joint training and study materials development with the Institute for the Advancement of Journalism (Johannesburg), the Media Studies Department of the University of Natal (Durban), Peninsula Technikon (Cape Town), the Polytechnic of Namibia, Zambian Institute of Mass Communication (ZAMCOM), Malawi Institute of Journalism, Media Trust, Mauritius, the Tanzania Media Women's Association (TAMWA), Rhodes University etc. GL has also developed a training manual with, and worked closely with the Southern African Media Services Organisation (SAMSO) on the critical issue of gender and images.

GL works closely with many gender-related NGOs, including Women's Net, Women's Media Watch, Women in Law Southern Africa, and the Network on Violence Against Women. At a regional level, GL works closely with the SADC Gender Unit, the SADC Parliamentary Forum and with MISA.

In 2002, GL was selected by the UN Secretary-General to form part of an expert group that advises the UN Commission on the Status of Women on gender and the media. GL maintains close contact with this team of global experts who have played an important advisory role in our Programme of Action.

Institutional matters

At an institutional level, GL has grown in leaps and bounds. A hands-on board, strengthened staff and management team have ensured a hard working and purposeful organization with a reputation for high quality outputs. With the formation of a regional gender and media network at the summit, GL's role will become, even more so than before, that of a catalytic support and information exchange service, with our Electronic Gender and Media (E-GEM) project coming into its own.

Challenges

At its annual planning meeting and later Board meeting in 2004, Gender Links identified a number of key challenges, strengths and opportunities.

Almost all of GL's internal challenges are linked to the project nature of most of our funding which mean that:

- Staff can only be hired short term.
- Staff work under high pressure.
- It is difficult to plan long term.
- It is difficult to make strategic changes in direction or respond to developments that might not have been planned for.
- There are limited resources and time for investing in human resource development, as well as important institutional processes.

The external challenges concern our main focus area; funding and the need to constantly ensure that we play a catalytic as follows:

- There is a natural tension between much of GL's work and the immediate and or vested interests of the mainstream media. The notion of the media being scrutinized so closely is new to most countries; even those that have well established media such as Mauritius. While there has been a certain politeness in acknowledging the problems raised through research, the deeper one delves into solutions such as adopting policies that could mean far-reaching change, the more these are resisted. There are also perceived threats to commercial interests, although, as the desk top findings for the audience research show, these are not backed by empirical evidence.
- The other major challenge that GL faces is sustaining financial support for its work. The area we work in does not lend itself to quick fix solutions. Persistence is key. Project funding is, on the other hand, geared towards immediate, visible solutions. There needs to be a balance between outputs and outcomes, as well a recognition of the need for core support to sustain our efforts thus far.
- GL also has to constantly scrutinise its work to ensure that, through working through existing institutions, strengthening networks, developing tools and providing support services, our focus remains catalytic.

Strengths

GL has a number of strengths to draw on in overcoming these challenges including:

A number of strategic breakthroughs and resources that have a wholly Southern African origin and are being used extensively.

Internally, GL has a strong and credible board; strong networks and partnerships; good external and internal communication; committed and experienced staff and consultants; strong team work and an integrated approach.

The kind of organisation we want

Staff and board members committed themselves to building GL into an organisation that:

- Is dynamic;
- Has clear goals;
- Has focused objectives;
- Is accountable and efficient;
- Encourages personal growth and development;
- Is open and interactive;
- Is service oriented;
- Networked and
- Is a key resource to others.

GL has also built a solid reputation with its sponsors for delivery, accountability and impeccable financial reporting on all its commitments.

On behalf of the board, I would like to extend my sincere gratitude to all those who have had faith in, and supported GL's work. We hope we can continue to count on your support, not just to run projects, but to build a solid institution that we in Southern Africa can be proud of. Be assured that we will not disappoint you.

Thenjiwe Mtintso

Chairperson, Gender Links Board

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Linking the issues and the region

By Justice Athalia Molokomme

Deputy Chairperson, Gender Links.



The name "Gender Links" was deliberately chosen. The "links" in the name refers to the networks that GL creates between the people, organisations and countries of Southern Africa, and those between gender, media and other aspects of social, political and economic life. The environment in which GL operates is dynamic, presenting exciting opportunities and challenges, some of which have been alluded to in the Chairperson's introduction.

The past decade has seen increased collaboration between the governments of region under the banner of SADC, and attempts to integrate the economies of the region into a single economic space, to better deal with the challenges of globalization.

The field of gender equality has not been an exception to these dynamics, as reflected in the adoption by SADC of the Gender and Development Declaration, and a policy and institutional framework for gender in 1997. At national level, most SADC countries have adopted national and sectoral gender policies, and put institutional frameworks in place with a view to enhancing gender mainstreaming.

Legal reforms continue to be adopted in various countries aimed at repealing discriminatory laws, and equalizing the status of women and men. Civil society organizations have stepped up their lobbying and advocacy campaigns at both national and regional level, and community-based organisations continue to implement empowerment programmes. Yet progress towards gender equality remains slow. Some of the reasons for this include lack of implementation, resistance to change and shrinking resources.

By the end of 2004, five countries in the region will have held parliamentary elections. This presents opportunities to address gender parity in politics and decision-making positions. As GL's recently published work, *Ringing up the Changes* showed, commendable progress has been recorded in some countries. The study also showed that the participation of women in politics makes a qualitative difference. However, it is also clear that many SADC countries will not achieve the 30 percent target set by Heads of State in the 1997 Declaration on Gender and Development by 2005.

It is in this environment that Gender Links operates, focusing primarily on the transformation of gender relations in and through the media, a field which until recently has not received adequate attention. Gender Links uses its comparative advantage by providing research and advisory services, building strategic partnerships and networks, and serving as a catalyst for gender transformation by working through existing structures.

At the risk of blowing our own trumpet, the relevance of Gender Link's work cannot be over-emphasised. The 2004 action plan shows that Gender Links operates more than twenty projects in the broad areas of gender policy and research, training, advocacy, communication and governance. The outputs of our projects are there for all to see: publications including research reports, training manuals and the Amalungelo newsletter; empowered trainers around the region, and a strong network of collaborating organizations at national and regional level. I have personally attended some of the regional activities and have been greatly inspired by the commitment, energy and solidarity displayed by the participants. I earnestly believe that together with our partners, we are making some headway in pursuit of our vision of a Southern Africa in which women and men are able to realize their full potential and participate equally in all aspects of public and private life.



Judging the 2004 Gender and Media Awards.

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Executive Director's report

This report covers the activities of Gender Links, a Southern African NGO that specialises in gender, media and governance, during the financial year March 2003 to February 2004: the third year of GL's existence.

The period witnessed a 50 percent growth in expenditure from R3.8 million in 2002/2003, to 5.7 million in 2003/2004. During this period, GL ran 30 capacity building and research workshops, attended by 759 people from 12 Southern African countries, 36 percent of these men (see list of workshops at *Annex A*).

Some 54 percent of expenditure went directly into programmes, with a large portion of this accounted for by materials development and publications, compared to 34 percent for human resource costs; ten percent for operational expenses and 1.8 percent in capital expenditure (see financial report). GL full time staff increased from four to six, with one part time accountant and several associates contracted on an ad hoc basis to provide specialist research and training support. This team has shouldered an enormous programme load with enthusiasm and professionalism.

As mentioned in the Chairperson's report, we are beginning to see the fruits of these efforts. But we are also painfully aware that unless these efforts are increased even more in the coming years, the fragile gains could be easily lost. In short, we are like the proverbial climber who, after reaching the first peak stops for a moment to survey the panorama, but is quickly reminded that the summit has not yet been reached.

Background

Ten years after the Beijing conference, gender disparities in the media remain among the most glaring of all. Empirical studies show that the overwhelming majority of news sources are men. Women invariably feature either as sex objects or as victims of violence in the media.

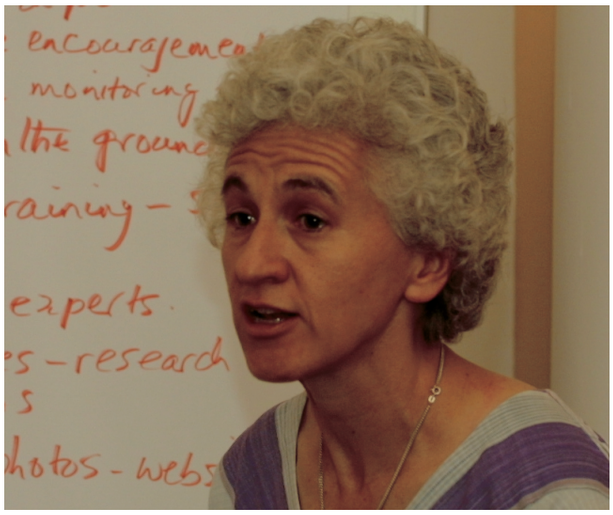
Ironically, although women constitute the majority of media consumers, little attention is paid to what they would be interested in knowing. Assumptions may also have been made about the closed mindedness of men to progressive coverage on gender issues. Indeed, the burden of masculinity is also one that is coming in increasingly for discussion and scrutiny. It needs to feature more in media debates.

While much has been said and written on mainstreaming gender in government, the private sector and NGOs, little work has been done on mainstreaming gender in the media. Ironically, the media is one of the most powerful forces on earth for influencing societal attitudes and perspectives.

Approaches

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

- Empowering women journalists;
- Creating alternative media for women's voices to be heard;
- Consumer boycotts and activism and
- Seeking to bring about gender balance in the institution of the media as well as in its editorial content.



None of these approaches is mutually exclusive. Each has an important role to play in ensuring a fair representation and portrayal of women in the media. GL has, however, specifically chosen to focus on the latter because:

- In the long term there is no alternative to ensuring that the mainstream media reflects and promotes gender equality;
- We believe that male and female journalists need gender training;
- Several organisations - such as the various media women's associations in Southern Africa - are focusing on the first two of these approaches. We welcome these as important and complementary initiatives. But we believe our niche is to engage with the mainstream media as well as seek to bridge the gap between gender activists and media practitioners.

Strategy

GL has situated its work firmly in the context of the efforts in the region to guard and strengthen the

> "No holds barred, tenacious, hard working, agenda setting and goal focused – and that's just the director of Gender Links! Gender Links has produced some incredibly valuable research and resources and their connection with and focus on Southern Africa has ensured not only that gender and media is on the map but that gender and media are properly contextualised as an international and African issue. I look forward with both ease and excitement to the future. With ease; knowing Gender Links is out there trying to change the world and with excitement; to see how we are going to continue to work together in doing so."
>
> **William Bird, Director**
> *Media Monitoring Project South Africa*

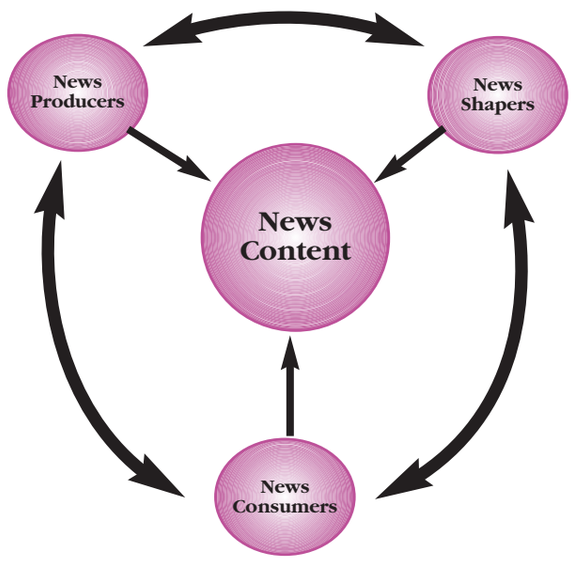
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fragile freedom of expression that has resulted from the ending of apartheid and emergence of multiparty democracies in a number of countries. GL's work began with the presentation of a *Gender and Media Handbook* to editors in the region on the tenth anniversary of the Windhoek Declaration on Press Freedom. It became apparent in a room with of over 100 media decision-makers, only three of whom were women, that the notion that gender biases in newsrooms might constitute an insidious form of self-censorship had not entered the editor's minds.

Since then, the baseline study has provided overwhelming quantitative and qualitative evidence that women are both under-represented and portrayed in a narrow range of roles in the media. This has been an essential awakening that has led to many innovative ideas on how the obvious discrepancies might be overcome.

GL recognizes that news is a product of supply and demand. Thus we have focused on those who create the news, as well as those who could potentially shape the news towards a more gender aware product, such as gender activists and women in decision-making.

What has also become increasingly apparent is that there is an important third factor: those who consume the news. They of course have the power to shape the news if not directly as sources of news then through their purchasing power. A focus on news consumers leads us into the broader area of media literacy, an area still in its infancy in Southern Africa, but one critical to the deepening of democracy and recognition that the media, like



all other structures in a democracy, needs to be watched.

Priorities

Key considerations for the future include:

- Building on previous research and remaining at the cutting edge of gender and media research in the region to strengthen the case for gender equality in the media. Major projects include completing the audience research in the six countries not covered in the first phase and canvassing this research in all countries, as well as a new research project on "Gender in Southern African newsrooms" that will draw on the research methodology developed for "Ringing up the Changes."
- Replicating pilot projects, and ensuring a more sustained approach to transformation, through assisting media houses in devising and adopting gender policies and media education institutions in mainstreaming gender in their work.
- Broadening the scope of work with potential news shapers through an integrated approach to empowering women in decision-making, with a special focus on local government.
- Broadening targets to include consumers of news, and engaging in a new area of work on media literacy.
- Ensuring ongoing monitoring and feedback to the media through innovative projects like *Mirror on the Media* that provide constant feedback to the media in between major research projects.
- Producing useful tools and services, such as the Virtual Resource Centre, which provide an ongoing source of engagement around the issues.
- Creating linkages in all our work, for example the monitoring project feeds directly into the VCR that is an important part of the E-GEM project.
- Building institutional strength and capacity for organizations at country level to engage in gender and media training and advocacy through training of trainer workshops as well as the local and regional Gender and Media (GEM) Network.
- Maximising use of new technologies, to reduce costs, maximize synergies, and empower those who may not have had access to these technologies.
- Documenting and replicating good practice; focusing on what works; sharing experiences and ideas.

> "I am continually awe-struck at both the quantity and the quality of the work done by Gender Links, especially in the area of gender and the media. I particularly appreciate its professional approach to intervening in the media and its focus on creating practical tools that both media professionals and gender activists can use to improve the situation. I also think there is much to learn from GL's success in forging strategic partnerships and generating both information and awareness on gender/media issues across southern Africa."
>
> **Ammu Joseph**
> *Network of Media Women, India*

We believe that with this persistent and catalytic focus, the difference that we are beginning to see in gender balance and sensitivity in the media will translate into more progressive, more professional approaches.

Colleen Lowe Morna
Executive Director

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On reflection

By Kubi Rama

Deputy director, Gender Links



Over the last six months I have heard from many sources about the level of productivity at Gender Links. Often I get asked the question: "Why do you people work so hard?"

It is fortunate that I am writing this piece for the annual report because I had to stop and think about that question.

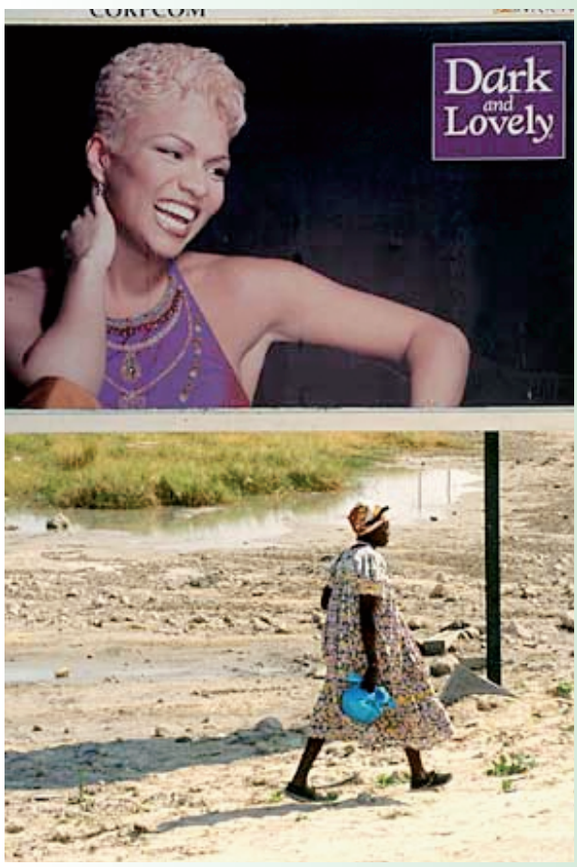
We are in a particularly 'hectic' phase even for Gender Links. There are so many projects that are reaching a critical point in their development. The audience research and the Gender and Media (GEM) Summit are just two of those. There are 22 projects we are involved in. In the midst of the "madness" it is easy to lose sight of why our work is important.

Recently someone very close to me lost her estranged husband. He had not been part of her life for 15 years. She has been bringing up their three children alone without any support, financial or otherwise, from him during this period. Even the loss of their 18 year old daughter was one she had to sustain alone. However, on his death she was expected to perform all the traditional rites of a wife. She was expected to contribute financially to the costs of his burial and is now wearing the mourning attire for the period of a year.

I was incensed by the demands that were being placed on her and was extremely annoyed by her calm acceptance of the demands. I asked: "Why are doing these things?" Her answer was one that caused to me to reflect on my behaviour. She replied that she was afraid not to do the rituals that were expected of her because it could affect her children's futures and that she could not risk that. My assumption that she was performing these rituals because she felt obliged was completely wrong. She truly resented doing them but felt that she had to protect her children.

Back to the work of Gender Links, the very specific example above is at the heart of what we do. We have to change the way women and men interact, think about, shape and engage with the world. It as simple and as complex as that.

Gender Links therefore has to be involved in 22 projects because the change that is required is huge and multi-faceted. It is also critical that ultimately all our work should make a difference to ordinary citizens' daily lives. So between erratic e-mail, reconstructing websites, operating by remote, writing funding reports and proposals and generally just wishing the day was 48 hours long, I feel the satisfaction of knowing that I am part of an organisation that works very hard to make a real difference.



Two worlds. Photo: Trevor Davies

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Gender and media (GEM) research and policy

> "Gender Links has provided us with sound and useful research on the status of women and the media in southern Africa. And we congratulate it on its efforts to move the findings forward through its continued collaboration with women's development communications and media organisations across the continent."
>
> **L. Muthoni Wanyeki**
> *Executive Director*
> *African Women's Development and Communications Network (FEMNET), Kenya*

Until recently, there was hardly any research on gender and the media in Southern Africa. GL began its work in 2001 by bringing together gender activists and media practitioners in Southern Africa to talk about gender biases in the media.

Gender and media handbook

This led to the production of *Whose News, Whose Views, a Southern African Gender and Media Handbook* that included anecdotal evidence of gender disparities in the media, as well as a gender policy checklist for the media. In 2002, in partnership with Women's Net, GL undertook research on engendering broadcast legislation in South Africa.

The GMBS

GL went on to forge a strategic alliance with the Media Institute of Southern Africa (MISA) to conduct the first *Gender and Media Baseline Study* of the region with technical support from the Media Monitoring Project (MMP) and UK-based gender and media consultant Margaret Gallagher.

The study, one of the largest such studies ever to be conducted anywhere in the world, showed that on average women constitute 17 percent of news sources and that they are most likely to be depicted as victims of violence or sex objects.

The study yielded 12 country reports and an overall regional report that have been key to advocacy on gender and the media in Southern Africa. National Action Planning Workshops have been held in each country, leading to country strategies for improving gender balance in the news. The study also forms the basis of GL's video, *Making Every Voice Count*, about the growing gender and media movement in Southern Africa.

Gender policies

One of the key strategies identified is for media organiSations to develop gender policies and targets. MISA led the way with the adoption of a far-reaching gender policy, devised at a workshop facilitated by Gender Links. The policy places advocating greater gender balance and sensitivity in the media within the broader debates on of press freedom.

GL has worked with a number of media houses in the region to develop gender policies. These include the Mauritius Broadcasting Corporation (MBC), a public broadcaster; the Times of Zambia (a state owned newspaper) and Kaya FM, a commercial radio station in South Africa.

Audience research

With technical support from the MMP, consultants from the Rhodes University Media Studies Department and Margaret Gallagher, GL embarked in 2004 on an audience research project to assess the responses of audiences to the news they consume from a gender perspective. The first phase covers six countries: South Africa, Botswana, Namibia, Zambia, Namibia and Swaziland.

> "We in TAMWA appreciate your work on gender and media. We believe it has added value to the regional move to promote gender equality. We specifically refer media baseline study. This study has become our reference whenever we have discussion on the role of media in social transformation. Please keep it up."
>
> **Ananilea Nkya**
> *Executive director*
> *TAMWA*
> *Tanzania*



Future directions:

- √ Writing up and disseminating the best practices on gender and the media that emerge from the GEM summit and ensuring that these are widely disseminated.
- √ Conducting audience research in six other countries; publicizing audience research. Using this to begin a media literacy project (see Media Watch).
- √ Using the methodology developed in Ringing up the Changes to measure the impact of women in the media and make the case for gender balance in newsrooms.
- √ Participating in the Global Gender and Media Monitoring (GMMP) and using this as a benchmark for the GMBS.
- √ Working with media houses to develop gender policies; tracking progress.

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Toys for trainers

By Patricia A. Made

GL board member and independent trainer



Put more than 20 journalists, academics and media trainers in a room together, give them a computer loaded with more than 100 stories from the media that have been classified and structured for training, and watch them play.

"We can use this with our graduate and post-graduate students; This is great for conducting awareness-training with the media on gender; Journalists can use this resource to see how to infuse gender aspects into their own stories; Women can be empowered to read the newspaper differently," were just some of the ideas and remarks that came from the group as they navigated through the Virtual Resource Training (VRT) site.

The VRT is one of Gender Link's (GL) most innovative training projects, which illustrates how research, training and the new media (Internet-based technology) can be brought together in one lively and inter-active product.

A direct output of the 2003 Gender and Media Baseline Study (GMBS), the VRT is based on all the print media case studies gathered as part of the GMBS, which are now categorized according to subject and the gender-specific issues that the articles raise, and put into a format for media trainers.

A walk through the VRT provides the trainer with the actual case study (media article), several exercises that examine the gender dimensions of it, a link to training tools that can be used with the case study, and notes to guide the trainer through the key points and issues.

Besides drawing on the case studies from the GMBS, the VRT also pulls together a wealth of training material from Gender Link's training manuals on Gender Violence, Gender, HIV and AIDS, Gender, Religion and Culture, and Gender Imaging. The articles are classified according to countries, themes (or the 'beats' covered by the media daily such as politics, economics, sports, religion, agriculture, etc), issues (portrayal of women and men, gender stereotypes, gender-blind or gender- aware reporting, etc) and media skills (angle of the story, newsgathering skills, missing data, editing techniques, etc). Images and cartoons also are in the VRT making it almost a multi-media training shop.

A two-day training workshop for media trainers and journalists from Eastern and Southern Africa held in March 2004 at Gender Links also showed that the VRT is user-friendly and easily adaptable for training.

After jumping right into the site and moving through it with pens and notebooks in hand, the participants then took copies of South African newspapers, chose articles and developed their own training sessions, using the methodology implored in the VRT. Drawing on information and tools in the training resource, the participants immediately created more than 20 new case studies for the site, which has a facility for regular updating and sharing of case study material through Gender Links E-GEM.

Internet-based training material is a reality that allows many people to learn from their own desks without having to worry about the lack of time to sit in structured classes. The VRT meets this need for practicing journalists, editors, copy editors, cartoonists and photographers who may need accessible and quick information on how to incorporate gender into their work while on the job already.

But, as the trainers and journalists themselves pointed out in their own assessment on how the VRT can be used (see below), this new GL resource also opens up for trainers, media networks, academic institutions, among others, room for many different kinds of activities which empower women and men, girls and boys to understand gender in and through the media.

Try it out! The VRT can be found at www.genderlinks.org.za



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Gender and media training

Training is a critical entry point for mainstreaming gender in the media. In 2001 GL undertook a media training needs assessment of the SADC region for the NSJ Trust, with the support of the Netherlands Institute of Southern Africa (NIZA). GL also became actively involved in helping to form a Southern African Media Trainers Network (SAMTRAN). This gave GL critical insight into, and links with, mainstream media training institutions.



Newsroom training in Botswana. Photo: Trevor Davies

Training tools

GL has since worked with the Institute for the Advancement of Journalism (IAJ), the AIDS Law Project, and Southern African Media Services Organisation (SAMSO) in developing a number of gender and media training tools. These include: *Gender in Media Education, a Southern African Tool Kit; a Gender, Culture and the Media training Manual; Gender and HIV AIDS, a Manual for Southern African Media and Communicators, and Picture our Lives: Gender and Images*.

Each of the tools has been developed through hands-on workshops; testing materials in actual training; engaging local experts and organizations and through thorough peer reviews involving media trainers in the region.

GL has also launched an innovative Virtual Resource Centre for trainers that includes case materials from the GMBS and will be continually updated with new examples. The GMBS comes with a database-driven search engine that enables trainers to locate case material by country, theme and according to what aspect of media training this demonstrates (for example, an ethical point, a sub editing point etc). All these tools have been tested and shared with trainers at Training of Trainers workshops.

> “Congratulations to Gender Links for the excellent work they are doing in terms of gender and the media in our region. One hears so often of how we should try and make a difference in the lives of ordinary people: you are one of those institutions making that difference. Thank you for your hard work, for bringing about that change, for giving equality and equity meaning in a world and a living in which the majority of our population would otherwise just not exist.”
>
> **Lizette Rabe**
> *Professor and Head: Department of Journalism University of Stellenbosch*

Mainstreaming gender in media education

At the time that GL began a pilot project with the IAJ that led to the development of a manual called *Gender in Media Education, a Southern African Tool Kit* geared towards in-service training, it had also started on a three year project with the Polytechnic of Namibia (PON) focusing on mainstreaming gender into entry-level journalism. The project is a landmark both because it gave us the opportunity to start on the ground floor with a new media programme, and because of its sustained nature

This project involved integrating gender into all key areas of the curriculum including community journalism, broadcasting, photo-journalism and sub-editing. The project culminates in a student-run wire service for the 2004 Namibian elections. The entire process is being documented in a primer that will be shared at the Gender and Media Summit.

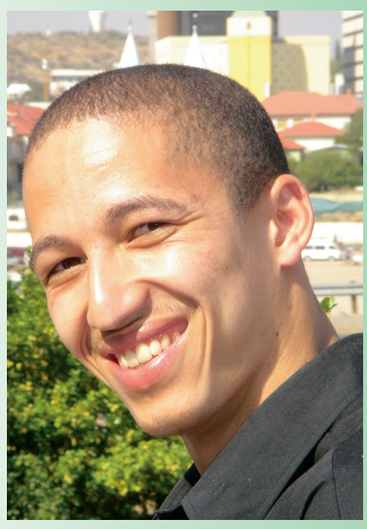


A PON student at work.

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Reflections of an "engendered" media student

By: Denver Isaacs*



Since I started the National Diploma in Journalism course in 2003, gender balance has been one of the most frequently touched subjects in lectures.

Whether we were in an "Information Gathering and Writing for the Media" lecture, or on a field trip in Okakarara, we were constantly being reminded to have a balance between male and female sources.

I think that the training has been useful, as it has helped me get much more information than I probably would have gotten otherwise. Without it, I might have been content with similar comments from various men in leading positions, while missing out on more diverse opinions from those who are generally more desolate.

Although I still find that some women do not want to talk to journalists, and would rather send you to speak to a man nearby, I have found that generally, women have different ways of looking at an issue from men.

An example of this can be found in the vendor profile I did on Oscar Locke in the July 2004 issue of the Big Issue Namibia. While Locke was more concerned about making an income, his mother's primary concern was his safety, and through talking about this, she allowed me to see the dangers in the area in which they live.

The training has not only had the direct effect of making me more aware of the different views that men and women might have on the same topic, but also forced me to look at other forms of diversity.

For example, while planning for a story, I look at interviewing people from all walks of life, something that has been prompted by my gender awareness training.

I have also been able to move away from stereotyping, which I have realized through the training, creeps into writing easily and unnoticeably.

For example, in the April 2004 issue of the Big Issue Namibia, I had written a news story on the Women's Action for Development (WAD)'s new training centre in Okakarara.

I interviewed a young man there who wanted to start a hair salon, and would have probably missed his story had I walked in there with preconceived ideas about a man's place, and about this being a "women only function." I think I might also have opened the eyes of many other men, who probably also thought that this was only a women's thing, who might still benefit from the training offered at that training centre.

However, as the gender training stretched across our first year and a half of the diploma, some of the students in my class were becoming a bit irritated, and a debate started to arise on whether or not it is necessary to have so much of the same topic discussed.

Some believed that since we now know the basics, it becomes an issue of attitude, and is no longer an educational thing. Others said that they were employing the knowledge being taught, but were still forced to spend time in class being told the same thing. They thought that the time would be better spent teaching shorthand courses, or workshops on software we were using for video production and layout design.

At the end of the day, I think that we are the better for the training, and have been adequately prepared mentally for the industry, by what we have learnt in the workshops and lectures on gender awareness. Although it is now up to us to apply this knowledge, I think that regular reaffirming is needed to ensure that we stay on guard.

*(*Denver Isaacs is a student at the Polytechnic of Namibia who is coming to the end of his three year training. His reflections on the gender and media component of the training are part of the forthcoming primer on mainstreaming gender into entry level media training being developed by PON and GL)*

Gender, human rights and the media

GL, in collaboration with media training institutions across the region and in South Africa's nine provinces, has run several workshops on reporting from a human rights perspective with a special emphasis on gender violence and HIV/AIDS. Each of these workshops produces a special supplement as part of the training under GL's Our Writes/Rights logo, carried by the mainstream media. The major focus over the last year has been on Gender, HIV/AIDS and the Media, using a training manual that GL has developed and shared with trainers in the region through a training of trainer workshop.

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Gender, HIV AIDS and the media

By Mothibi Mohomane

GL Gender justice programme officer



It is still an eye opener and a growth period for me to be shuttling around conducting Gender, HIV and AIDS and the Media training workshops. From Limpopo to Lesotho, North West to Free State, reactions and learning differ vastly.

In Limpopo, media practitioners, journalists, civil society organizations, and students from the University of the North (our partner), came in droves to be part of the training, not knowing what was at stake.

Once we started, participants listened, argued, laughed, and were startled. What startled them most was when persons living with HIV/AIDS spoke about themselves, and openly disclosed their statuses. This was a revelation, as some participants had not had or spoken to people living with the virus.

As the first speaker recounted how she had contracted the virus, how she is surviving, the stigma and discrimination she faces from day to day, the extent of the hardship faced became clear. As the second speaker took the podium, I began to examine my own biases.

My mother assists at an AIDS Hospice in Kensington. That's where I had first greeted people living with the virus. But I had not heard them speak about the hardships they face day to day. The training workshops brought me face to face with the realities that face our families and communities as the infected and the affected.

In the midst of it all, a close friend died of an AIDS - related illnesses. When he started to show signs of sickness, and lost a lot of weight, I could not handle it. When he began to be disoriented, and could not remember my child I felt like crying.

A couple of weeks later, my mother called me. I knew from her tone that the worst had happened. She told me about the passing away of my friend whom I grew up with.

Then came the Free State workshop. As in all these one week workshops, we started out with first hand-accounts. The speaker told us how she contracted the virus: through a blood transfusion after a car accident. It dawned on me that there are other ways the virus can be contracted. She spoke about her positive outlook, despite this enormous casualty in her life.

I noticed a different mood amongst the participants. A man raised his hand, and said he wanted to say something. I let him speak. He introduced himself, and said words I will not forget, but I that by now I had heard a number of times.

"I am HIV positive, and have been for some time". The room became emotional, as he told his story. After telling his story, an elderly lady, a health worker, raised her hand and told us about her cousin who had passed on because of an AIDS- related illnesses. She had not been able to offer assistance. When she broke down, another woman raised her hand and said: "I too, lost my mother and father, and cousin, and I could not deal with the events that happened then, until today".

A workshop about communicating on gender and HIV/AIDS turned into a safe space for participants to bare their hearts on the situations that they had found themselves in.

The workshops have been a way of reaching out to civil society organisations, media practitioners, journalists, government officials, on issues, language, and sensitivity. The ongoing relevance of this king of work cannot be over estimated.

Electronic media

Following the development of *Picture our Lives* with SAMSO, and of the video *Making Every Voice Count* that includes a training video, GL has been placing much greater emphasis on visuals and the electronic media in its work. GL has also made use of online training as a way of providing continuous learning and networking.

Newsroom training

In response to concerns by media houses that they cannot always release staff for week- long workshops, and from participants that they go back to newsrooms with little appreciation for what they have learned, GL has conducted a number of on-site or newsroom media training workshops. This has been the primary method used in the latest round of human rights training workshops that focus on gender, elections ad the media, as part of GL's gender and governance programme.

Future directions

- √ Managing and growing the Virtual Resource Centre.
- √ Using the PON primer to work with other entry level training institutions.
- √ Engaging with universities on gender in media curricula.
- √ Helping media to grapple with gender in daily coverage through newsroom training.

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Media watch



One of the main functions of the GEM Networks (see next section) is to raise alerts about gender injustices and sexist coverage in the media. These Networks also issue report cards on media performance. Information is shared through E-Talk and a monthly newsletter.

In early 2004, GL embarked on a pilot project in three Southern African countries (Swaziland, South Africa and Mauritius) to develop a system for continuous media monitoring, comment and feedback. This involves issuing quarterly reports that track progress as well as focus on coverage of specific events.

For example in July 2004 the South African Gender and Media Network (SAGEM) monitored ten media houses in South Africa for a month and then monitored these same media houses on 9 August (Women's Day). The study, entitled "Can every day be women's day?" showed that women are more likely to be heard and portrayed in diverse roles on this one day of the year.

Case studies from the monitoring are fed into the Virtual Resource Centre, thus providing long term outputs from the monitoring.

The Media Watch project is expected to receive a boost from the GEM summit in September. It will have a close link to GL's media literacy projects in the future, as the intention is to get media consumers to become the main "media watch." As the E-GEM project takes shape, the impact of media alerts will also be more keenly felt.

Future directions

- ✓ Extending the "Mirror on the Media" pilot project.
- ✓ Developing media literacy programmes.

"GL does a lot of good work. You are always coming up with new projects to embark on and the greatest aspect is involving other stakeholders in these initiatives. It has been lovely nurturing a working relationship with you. Nisaa commends you for the great work in the past year and wishes you a better year of bearing more fruits!"

Pontsho Segwai
Nisaa, and member of the Mirror on the Media project.

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No missing links

By Loga Virahsawmy

GL board member and President of Media Watch Organisation

In her mind, six year old Anastasia is a member of Gender Links. She hears and she sees Gender Links and Media Watch all the time. "Why don't I get a t-shirt like all the rest of you if I am a member of Gender Links?" she asked.

Now that that she has her t-shirt she is telling all her friends that the executive director of GL Colleen Lowe Morna is her best friend and I am her grandma. Her best friend and her grandmother were in all the Mauritian electronic and print media for nearly a whole week during the month of May. She tells her friends that she is a star being so close to these two persons.

Gender Links is more than building up links in the Indian Ocean. The Indian Ocean chapters of GL, Media Watch Organisation in Mauritius and GEM Plus in Seychelles, are full of formidable talents striving to build a fair and diverse media.



Mauritian Prime Minister Paul Berenger with Loga Virahsawmy and Colleen Lowe-Morna.

Looking back at the official launch of Media Watch by Vice-President of the Republic of Mauritius, Raouf Bundhun in March 2003, little did I realise that in just over a year we would have a such a strong voice in Mauritius. Gender Links had a great vision when it planted some seed money into the bank accounts of the chapters. The seeds are being watered everyday and flourishing into healthy GEM Chapters breeding new types of Indian Ocean flowers. MWO and GEM Plus are brand names now.

In May, Prime Minister Paul Berenger launched *Ringing up the Changes* in Mauritius (see photo above) vowing that Mauritius could not continue to be lowest on the SADC list of women in politics and decision-making.

Ringing up the Changes rang very loud in Seychelles as well. Minister of Health Patrick Pillay, who has a high profile in the book, and is patron of GEM Plus, made a humorous and heart warming speech about what it means to be a man and to be a feminist. We could also see the pride on the face of those who features in the book.

On 3 May 2004, World Press freedom Day, we launched the first ever Gender Sensitive Advertisement award with the Mauritian Ministry of Women's Rights, Family Welfare and Child Development and the Association of Advertising Agencies.

The Indian Ocean Chapters may be young but they are changing mindsets. Advertising Agencies are now on their guards. In an interview on 5 June 2004 carried out by a member of Media Watch in the mainstream newspaper L'Express, the two most popular pundits of the biggest advertising agencies said: "There is no point in making advertisements that CAN shock even a minority. At the Association of Advertising Agencies we all agree on that". Another one said, "Those who use women for products that do not concern them show that they are short of ideas."

Innovative ideas do work. Media Watch is the first organization in Mauritius to raise alerts on the use of women's bodies in advertisements and articles. "We are so happy that we have a Media Watch. They are our eyes and ears and remind us that we must be careful when projecting the image of women," said the editor in chief of a mainstream newspaper at a national workshop. Students who attended Media Watch's media literacy workshops are now suggesting that "gender and the media" be a subject on which they would be examined.

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Gender and governance



Pregs Govender, former MP, South Africa.

Equality is central to citizenship, democracy and governance. Yet women continue to be under - represented in all areas of decision-making and their voices among the least heard on political and economic issues.

In September 1997, Southern African Development Community (SADC) Heads of State signed a Declaration on Gender and Development in which they committed their countries to achieving at least a thirty percent representation by women I all areas of decision-making by 2005.

GL has worked closely with the SADC Gender Unit and the SADC Parliamentary Forum in tracking these changes through research on women's political participation, as well as helping to develop a Resource Kit for SADC Decision Makers.

Ringing up the changes

In 2002/2003, GL conducted the first ever qualitative research on the impact of women in politics in Southern Africa, with a particular emphasis on countries that have achieved the thirty percent target in political decision-making. Head of the new Pan African Parliament Gertrude Mongella wrote the foreword to the study, entitled *Ringing up the Changes: Gender in Southern African Politics*. This study found that where women are represented in substantial strengths, and work in politically enabling environments, they make a qualitative difference to governance. This difference is measured in institutional culture, laws, policies, services, and the empowerment of women and changing attitudes of men.

Launches

The book has been launched in seven Southern African countries: South Africa, Lesotho, Mauritius, Seychelles, Malawi, Botswana and Namibia; two East African Countries (Uganda and Kenya) as well as at the United Nations, the World Bank, and at Cornell University in the USA.

Gender Links visits Cornell University

In early 2004, the Executive Director of Gender Links, Colleen Lowe-Morna and Programme Officer Ayanda Bekwa presented the Gender Links Study: *Ringing Up the Changes: Gender in Southern African Politics*, to a Cornell audience. The presentation was sponsored by Cornell's Institute for African Development and co-sponsored by the Cornell University Department of Government, and Cornell's Gender and Global Change Programme. The presentation generated a lively and informative discussion. Many of the participants felt that Gender Links had produced an excellent report that would help to inform the debate on the participation of women in governance and decision-making. One participant remarked: "This was an excellent seminar. The presentations clarified a lot of issues and I have leant a lot from the discussions and I can use what I learnt in my work."

Professor Muna Ndulo,
Head of the Institute for African Development, Cornell University, and GL Board member.

The media link

During 2004 and 2005, the SADC target for achieving thirty percent women in all areas of decision- making, there will have been at least nine elections in SADC countries.

In each of these countries, GL is conducting training on Gender, Elections and the Media, mostly through newsroom training and the creation of a virtual Gender and Elections Resource Centre.

The training forms part of the National Action Plans to follow up on the GMBS in many countries. Because of the massive media attention that elections receive, and their emphasis on equality, fairness, "giving voice to the voiceless" and citizenship, elections lend themselves to practical initiatives to redress gender imbalance in media coverage.

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The first such training began in South Africa in February ahead of the April elections. Similar workshops were scheduled in 2004 for Malawi, Mozambique, Botswana and Namibia. A preliminary assessment shows a tremendous improvement in the quantity and quality of coverage on women as candidates and voters in elections; gender issues in campaigns; and the extent to which gender has become one of the measures of accountability in elections.

Communications for women in politics

The in-country and in-house training includes hands-on strategies for women politicians to access, build relationships with, and improve their media profile. GL, in partnership with the SADC PF, intends to build on these initial contacts and relationships to develop extended capacity building and support programmes for women in politics.

Local government

Specifically, as a result of the finding in the study that women in local government are the most disadvantaged, GL is starting a pilot project with the City of Johannesburg, with which it has co-hosted a number of high profile events on gender issues, to empower women councilors.



A Namibian student interviews a woman politician in her country.

"The advocacy programme of Gender Links illustrates the important part this group plays in encouraging the spread of knowledge and information about the development of representative politics and its significance in improving the lives of women, and therefore the community, in Southern Africa. The group's publications, such as the marathon work Ringing Up the Change, provide much-needed resource material in voicing the concerns of women."

Doris Ravenhill
Chairperson of The Women's Lobby

"Gender Links has had an impact in the SADC Region especially with regard to the inclusion on women in decision-making positions (Cabinet, Parliament etc). A case in point is Swaziland and South Africa. The role of GL in the sensitisation of media practitioners has influenced the decision-makers to think twice when appointing people into public office."

Maxwell Mthembu
University of Swaziland

Future priorities

- ✓ Advising East African partners on a study on the impact of women n politics in East Africa.
- ✓ Assessment of SADC progress at the end of 2005.
- ✓ Working with SADC GU and SADC PF on communications modules/ training for women in politics.
- ✓ Extending the local government pilot project.
- ✓ Gender, elections and media training in all countries having elections in 2004/2005.

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Ringing up the changes at home



By Ruth Ansah Ayisi

GL board member and independent writer

Gender was very much on the tip of people's tongues when I carried out research in Mozambique, as part of the regional research, on the impact of women in decision-making.

The 23 MPs and 4 members of cabinet whom I interviewed had diverse views and experiences despite the fact that all, in principle, accepted that both women and men should be in politics and had something to contribute. Indeed, with thirty percent women in parliament, Mozambique has one of the highest representations of women in parliament. The ruling Frelimo party has adopted quotas for women in politics.

I undertook the research at the time that the "Family Bill" was about to be passed through Parliament. A huge debate was raging amongst politicians, advocacy groups and in the communities on four contentious issues namely, polygamy, who should be the head of the family (could it ever possibly be a woman) and the legal age of marriage (could it be different for boys and girls?)

In parliament some of the MPs, notably from the opposition, said that the Family Bill threatened to undermine Mozambican culture and tradition. The draft legislation had been debated all over the country for 10 years.

Salomé Moîne, a 52-year-old FRELIMO MP said that when she first became a political activist in 1974, she was naïve about how some women had come to accept certain customs that she sees as being against the advancement of women. She says now, and what these debates on the Family Bill have made clear, is that one cannot just impose ideas on people. They have to be empowered, receive education and come to their own conclusions.

Finally, the Family Act was passed, with some issues not resolved. But the major breakthrough after years of debate was that the Act recognizes all forms of monogamous marriage –civil, religious and traditional; including "de-facto unions" (couples who have been living together for at least a year, but who are not formally married.)

However, despite the fact that there was a gender buzz in the air, pinning down politicians to interview did not prove to be easy. They were on the move all the time, in party functions, in their constituencies (that can mean over 1000 kilometres away) or giving lectures at the university and doing other extra jobs to supplement their relatively meagre incomes.

One vibrant long-standing FRELIMO M.P, Filipa Cossa, who besides all her political activity, was also studying law at the university, joked that one of her lecturers calls her Aunty Filipa in class. Despite her busy schedule, she was enthusiastic to talk and give me all the time I needed.

Indeed, when I did actually catch up with the politicians, it was worth it. They were mostly open, informal and willing to talk whatever their views. I interviewed them in all kinds of settings: some in parliament, one in a local café in a bustling part of the city opposite the central market, another in hotel for a Saturday brunch, and some in their homes, where we had coffee. Both the women and the men made me very welcome.

It was especially refreshing to talk to male politicians who did not brush aside the subject of gender. Mozambique's Minister of Youth and Sport, Joel Libombo, welcomed the research. Although acknowledging that barriers still need to be broken down to allow for more participation by women in all spheres, he said that Mozambican women have surpassed the men in sport despite all the disadvantages. "Their (the women) shining in sport has just been natural." He took great pride in that.



He also talked with pride about his own mother who was only 15 years old when he was born: "She dropped out of school but returned to study in her thirties."

For me, it was these sorts of stories that made the research more meaningful, when I felt that those being interviewed were talking from the heart: not just giving the "politically"" correct answer. This is the beauty of *Ringing up the Changes*. As we say in the introduction, what is most authentic about this study is that its conclusions are based on "lived experience." No academic theories can take that away from this groundbreaking piece of work.

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Write about rights

While GL's primary mission is to get the mainstream media to produce more gender aware stories this can be boosted by opinion pieces, supplements, and magazines produced as part of GL's training and networking efforts.



Amalungelo

GL produces a bi-monthly gender justice barometer called *Amalungelo* that in many Southern African languages means "*Rights*". This is distributed to policy makers, the media and civil society organizations across the region, as well as online. Contributors include many of those who have participated in GL training workshops. These workshops also yield many supplements under the banner *Our Write/Rights*. These supplements are often carried by mainstream media.

Future directions

- ✓ Use production of daily newspapers at conferences as a means of training; raising profile of gender and media issues.
- ✓ Strengthen the GEM Opinion and Commentary Service.
- ✓ Upgrade and seek more self financing for Amalungelo

GEM Opinion and commentary service

Under the slogan "*fresh views on every day news*", GL has launched the GEM Opinion and Commentary Service that provides an average of ten articles each month written by activists and opinion shapers around Southern Africa on gender issues.

> "Gender Links is a partner of UNIFEM and one that we value. Their work is particularly valuable in the way that they ensure that journalists – community based, rural, urban – all get the kind of training to enable them to write in a gender sensitive way is impressive. This ensures that the word gets to the ground."
>
> **Stephanie Urdang**
> *UNIFEM*

GEM News

GL and its partner organisation in East Africa, the African Women and Child Feature Service, have also produced a number of daily newspapers during major international conferences such as Flame (at the tenth anniversary of the Windhoek Declaration on Press Freedom) Action GEM, the WSSD GEM and the Know How GEM. Most recently GL and the AWC produced a daily newspaper, GEM News, during the 15th annual conference on HIV/AIDS in Bangkok (see photo below).

These publications demonstrate in a practical way what it means to give voice to women and men on mainstream topics. GL uses these publications in training mainstream media how to take gender into account in their reporting.



A Thai volunteer distributes GEM NEWS.

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GEM networks and E-Talk

GL has helped to establish Gender and Media (GEM) Networks in a number of Southern African countries that conduct campaigns on gender justice, monitor and engage with the media. These include the Swaziland Media and Gender watch (SMEGWA), ZAMWATCH in Zambia, the Media and Arts Watch (MAWA) in Lesotho, Media Watch Organisation (MWO) in Mauritius, GEM Plus in Seychelles and the South African Gender and Media Network (SAGEM).

These and other stakeholders including the MISA offices in each country, editors forums, media women's associations, and media training institutions will come together to form a Southern African Gender and Media Network at the GEM Summit in September 2004.

> "All I can say: I enjoy browsing on your website. It is user friendly and timeously updated.
> If you would keep it that way. It is up to standard. Devote more resources to it as it serves those in the "Diaspora." I mean those not in SA."
>
> **Columbus Mavhunga**
> *Freelance journalist, Zimbabwe*

The summit - the first of its kind in the region - will showcase best practices in mainstreaming gender in the media and give awards for gender aware reporting. It is hoped that the Summit will become a biannual event, linking all those who work to promote gender equality, especially in and through the media. It is hoped that this will become a bi-annual "market place" for sharing ideas on what works; creating synergies and partnerships through networking.

All GL programmes revolve around E-Talk, an interactive forum where questions can be posed and information shared. GL has a database of over 2000 contacts - media practitioners, decision-makers and editors whom it works with across Southern Africa.

In all its work, Gender Links meets many people and generates lively debates and discussions on gender and the media.

To network these contacts, and begin to build a gender and media "movement" in the SADC region, GL needs to regularly update its website, and to run an E-GEM electronic network where:

- New developments and research will be posted.
- Queries can be posted in an electronic bulletin
- Campaigns on sexist coverage can be taken up through an alert system.
- Regular discussion forums can be held.
- Information on gender and media in the region can be archived.

Future directions

- ✓ Support for the Southern African Gender and Media Network and affiliated members.
- ✓ Newsletter and sharing information.
- ✓ Managing alerts



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Cyber story: GL positions itself at the cutting edge of IT

By Susan Tolmay

Office manager



We live in an age where access to information and attainment of knowledge are fast becoming essential for survival. In order for an organisation to be successful it must make this information available to those it wants to influence. What this requires is an advanced information system. GL has placed dissemination of information high on its agenda and has positioned itself at the cutting edge of IT in order to achieve this goal.

The first of its innovative projects is in line with the growing virtual reality trend. GL has developed its own Virtual Resource Centre (VRC), where people can go to the website to gather information on a wide range of topics related to gender and the media.

The case material collected from the Gender and Media Baseline Study of 2002 (GMBS) in 10 countries in the SADC region has been used to create a one-stop training resource centre where information on the various case studies can be retrieved. From the case studies a trainer will receive articles and training notes. Linked to the VRC are the Trainers Tools, which are also available on the website, in this section trainers will have access to definitions, checklists and handouts which they will be able to adapt and use for their own training purposes. The VRC has provided GL with an opportunity to enter a very exciting field of resource development, future plans include putting video and audio material online, adding case studies from other GL projects to the VRC, using the VRC in on-site training at media houses and linking the VRC to gender and media monitoring.

Some other exciting developments on the website are the addition of the Gender and Elections Resource Centre in March 2004. From this section it is possible to get country specific information on press releases, events, fact sheets, opinion pieces, profiles and case studies, all of which is particularly pertinent due to the fact that six elections will be taking place in Southern Africa this year.

The availability of the bumper 5th edition of *Amalungelo*, titled *10 Years of Her story,* online, provides readers with 94 pages of stimulating reading, with articles by top journalists, experts and decision makers, focused on the progress toward gender equality in South Africa over the past decade.

Upgrades to all the computers in the GL office which took longer than originally anticipated, as is the case with most IT work, were well worth the wait as all the staff now have office professional and systems that are virus protected and backed up.

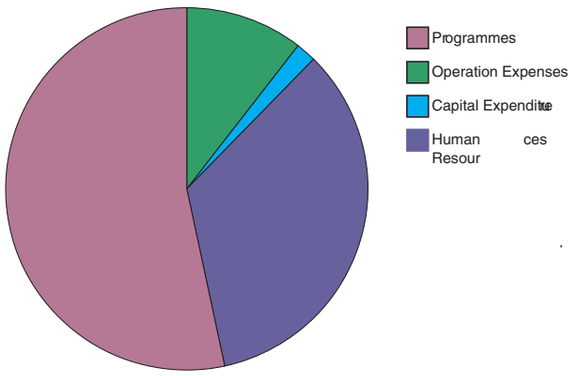
Completing our IT overhaul, Trevor Davies of SAMSO came in to scan and catalogue all of the images that we have collected over the years at the various workshops and events so that we now have a neat, ordered photo library along with all the software needed to keep it updated.

Looking to the future, the GL website is set for a new look this year which will be easy to navigate and more interactive. With a central communication hub called E-Talk visitors will be able to communicate and interact on various issues including all of the GL projects, proving our commitment to providing our supporters with a plethora of information and resources to promote gender equality in and through the media.

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Financial report

Expenditure 2004

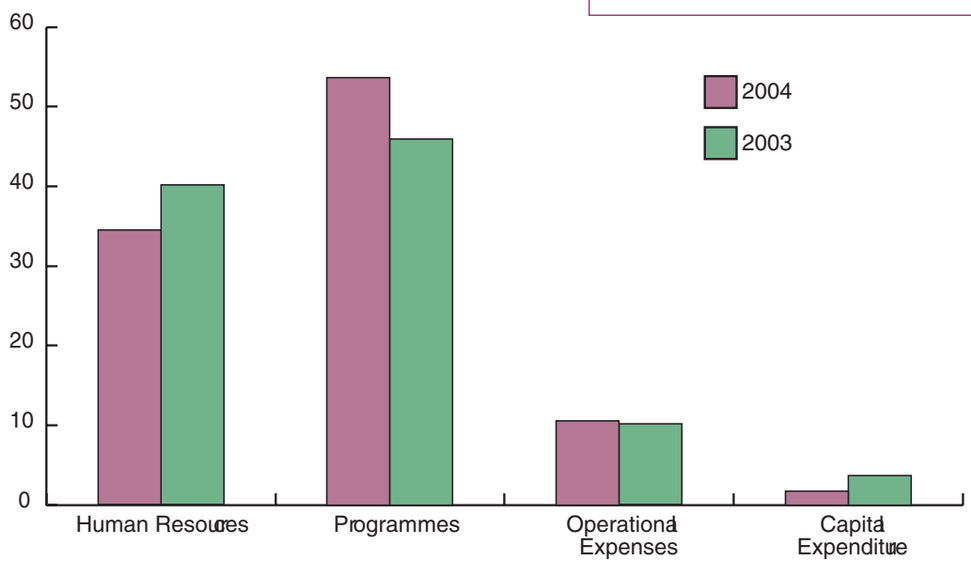


GL's financial statements for 2003/2004 are attached. The table and the graphs illustrate comparative expenditure for the financial year under review and for the previous years. They show an overall 50 percent increase in expenditure from R3.8 to R5.8 million. GL's expenditure on programmes has continued to grow and stands at 54 percent of the total. At 34.5 percent, expenditure on human resources is well below the half mark, while operational costs at ten percent of the total, and capital costs at 1.8 percent of the total are within reasonable limits. The financial statements figures reflect the lean organization that GL has established and the extent to which resources have focused on tools and outputs. GL is deeply indebted to its sponsors: the Open Society Initiative of Southern Africa; Open Society Foundation of South Africa; the Friedrich Ebert Stiftung; Foundation for Human Rights; the EU's CWCI Fund; the Netherlands Institute for Southern Africa (NIZA); the Global Fund for Women; and UNIFEM for their support.

Expenditure for the year ending 29 February 2004

	2004		2003	
Expense	Amount	%	Amount	%
Human resources				
Staff	992 465	17.23	718 875	18.78
Partners/consultants	994 321	17.26	818 384	21.38
Sub Total	**1 986 786**	**34.49**	**1 537 259**	**40.16**
Programmes				
Workshops	1 433 058	24.87	1 117 781	29.20
Publications and productions	1 568 452	27.22	584 550	15.27
Website costs	90 308	1.57	57 308	1.50
Sub Total	**3 091 817**	**53.67**	**1 759 639**	**45.97**
Operational expenses				
Audit fees	6 000	0.10	5 000	0.13
Bank Charges	24 212	0.42	20 833	0.54
Depreciation	43 756	0.76	27 471	0.72
Equipment maintenance	35 680	0.62	22 707	0.59
Governance	53 636	0.93	51 699	1.35
Interest/levies	8 740	0.15	3 023	0.08
Postage	25 964	0.45	6 614	0.17
Printing and stationery	98 350	1.71	64 145	1.68
Rent	146 546	2.54	103 516	2.70
Telephone and fax	136 793	2.37	83 812	2.19
Sub Total	**579 676**	**10.06**	**388 820**	**10.16**
Capital expenditure	**102 924**	**1.79**	**142 264**	**3.72**
Totals	**5 761 203**	**100.00**	**3 827 982**	**100.00**

Expenditure 2004 vs 2003



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REYNEKE & ASSOCIATES
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REPORT OF THE INDEPENDENT AUDITORS TO THE SHAREHOLDER OF GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)

We have audited the annual financial statements of Gender Links (Association incorporated under Section 21) set out on pages 4 to 10 for the year ended 29 February 2004. These financial statements are the responsibility of the company's directors. Our responsibility is to express an opinion on these financial statements based on our audit.

Scope

We conducted our audit in accordance with statements of South African Auditing Standards. Those standards require that we plan and perform the audit to obtain reasonable assurance that the financial statements are free of material misstatement. An audit includes:

- examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements,
- assessing the accounting principles used and significant estimates made by management, and
- evaluating the overall financial statement presentation.

We believe that our audit provides a reasonable basis for our opinion.

Audit opinion

In our opinion, the financial statements fairly present, in all material respects, the financial position of the company at 29 February 2004 and the results of its operations and cash flows for the year then ended in accordance with South African Statements of Generally Accepted Accounting Practice, and in the manner required by the Companies Act in South Africa.

Supplementary information

The supplementary schedules set out on page 11 to 12 do not form part of the annual financial statements and are presented as additional information. We have not audited these schedules and accordingly we do not express an opinion on them.

Reyneke & Associates
Chartered Accountants (S.A.)
Registered Accountants and Auditors

Per: SW Reyneke
Florida
26 March 2004

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GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)
(Registration number 2001/005850/08)
BALANCE SHEET
as at 29 February 2004

	Notes	2004 R	2003 R
Assets			
Non-current assets			
Fixed assets	2	184,661	125,493
Current assets		1,619,051	2,163,859
Trade and other receivables		91,486	1,264
Cash and cash equivalents		1,527,565	2,162,595
Total assets		1,803,712	2,289,352
Equity and liabilities			
Non-current liabilities			
Funds received in advance	3	1,793,515	2,142,010
Current liabilities			
Trade and other payables		10,197	147,342
Total equity and liabilities		1,803,712	2,289,352

GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)
(Registration number 2001/005850/08)
CASH FLOW STATEMENT
for the year ended 29 February 2004

	Notes	2004 R	2003 R
Cash flows from operating activities		(183,613)	162,850
Cash (utilised in)/generated by operating activities	4.1	(561,797)	1,070
Interest received		174,651	163,332
Interest paid		(96)	(1,552)
Extraordinary items		203,629	-
Cash flows from investing activities			
Expenditure to maintain operating capacity			
Fixed assets acquired		(102,924)	(142,264)
Cash flows from financing activities			
Funds received in advance		(348,493)	1,383,686
(Decrease)/increase in cash and cash equivalents		(635,030)	1,404,272
Cash and cash equivalents at beginning of the year		2,162,595	758,323
Cash and cash equivalents at end of the year		1,527,565	2,162,595

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GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)
(Registration number 2001/005850/08)
DETAILED INCOME STATEMENT
for the year ended 29 February 2004

	2004 R	2003 R
Gross revenue	4,842,132	5,664,396
Donor funds	4,824,056	5,647,292
Sales of publications	18,076	5,804
WSSd advertising income	-	11,300
Cost of sales		
Other income		
Interest received	174,651	163,332
Total income	5,016,783	5,827,728
Expenditure (Refer to page 12)	5,761,205	3,827,982
(Deficit)/Surplus	(744,422)	1,999,746
Acquisition of assets	102,924	142,264
Extraordinary items - VAT receipts	203,629	-
Nett (Deficit)/Surplus	(437,869)	2,142,010
Refunds to donors	(850)	-
Prior year prepaid receipts	2,142,010	-
(Deficit)Surplus before prepaid expenses	1,703,291	2,142,010
Prepaid expenses	90,222	-
Tranfer to: Funds received in advance	(1,793,515)	(2,142,010)

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Summary of GL workshops from March 2003 – April 2004

Workshop	Date	Partner	M	F	Total
i. Policy and Research					
Gender and media baseline study country workshops					
Malawi GMBS	14 – 15 July 2003	MISA	5	20	25
Zambia GMBS	17 – 18 July 2003	MISA	9	16	25
Lesotho GMBS	28 – 29 July 2003	MISA	11	14	25
Swaziland GMBS	4 – 5 August 2003	MISA	8	10	18
South Africa GMBS	8 – 9 August 2003	MISA	5	18	23
Botswana GMBS	14 – 15 August 2003	MISA	8	20	28
Namiba GMBS	21 – 22 August 2003	MISA	4	11	15
Mozambique GMBS	26 – 26 August 2003	MISA	9	13	22
Tanzania GMBS	29 – 30 August 2003	MISA	18	21	39
Zimbabwe	19 – 20 August 2003	MISA	5	21	26
ii. Training					
A. Thematic training					
Gender, HIV/AIDS and the media – regional					
Swaziland	24 – 28 March 2003	Aids Law Project	12	15	27
Namibia	19 – 23 May 2003	Aids Law Project	5	10	15
Gender, HIV/AIDS and the Media – Provincial					
Western Cape	31 march – 4 April 2003	Aids Law Project	3	12	15
Limpopo	23 – 27 February 2004	University of the North	13	9	22
Gender, elections and media					
Gauteng	17 – 25 February 2004	SANEF	7	6	13
Western Cape	8 – 10 March 2004	GAP & SAMSO	7	38	45
KwaZulu Natal	16 – 18 March 2004	IEC	6	58	64
Rhodes University	19 March 2004	Rhodes University	18	23	41
Gender, elections and media – Regional					
Malawi	29 March – 2 April 2004	—	63	34	97
B. Training of trainers					
HIV/AIDS – Botswana	5 – 9 May 2003	Media Studies Dept. University of Botswana	6	8	14
Gender and Images	12 – 16 May 2003	SAMSO	7	10	17
Virtual Resource Centre Review	23 – 25 March 2004	—	7	15	22
iii. Advocacy					
Sixteen days training					
North West	18 – 23 August 2003	OSW	7	11	18
Free State	1 – 6 September 2003	OSW	8	11	19
Mpumalanga	29 September – 4 October 2003	—	3	4	7
KwaZulu Natal	6 – 11 October 2003	—	7	9	16
GEM Opinion and Commentary	29 September – 3 October 2003	—	4	13	17
Gender Violence and HIV/AIDS	3 – 7 Novermber 2003	Aids Law Project	8	24	32
IV. Gender and governance					
Reference group meeting	27 September 2003	—	0	12	12
Total					
Workshops	**30**		**273**	**486**	**75/9**
Percentage			36%	64%	100%