Gender Links





Annual Report
March 2004 - February 2005





ACCELERATING GENDER EQUALITY IN SADC

Promoting gender equality in and through the media





GENDER LINKS PROFILE

Promoting gender equality in and through the media

Gender Links is a Southern African NGO committed to a region in which women and men are able to realise their full potential and participate equally in all aspects of public and private life.

Formed in March 2001, GL's primary area of focus is the transformation of gender relations in and through the media. This is achieved by conducting research; training; creating and sharing content that demonstrates how gender can be integrated into media outputs; taking advantage of the opportunities presented by information technology and strengthening the communication skills on gender activists as well as women in decision-making.

Based in Johannesburg, South Africa, but working across the whole region, GL and the Media Institute of Southern Africa (MISA) convened the first Gender and Media Summit in September 2004 that led to the creation of the Gender and Media Southern Africa (GEMSA) Network. This rapidly growing association of gender and media activists across the region is giving meaning to its slogan: "Making every voice count and counting that it does."

GL has recently embarked on a gender and governance programme that combines research and advocacy on women in decision-making with media training on gender and elections as well as enhancing the communication and media skills of women in politics. GL especially focuses on empowering women in local government.

The GL Board is chaired by South Africa's ambassador to Cuba, Thenjiwe Mtintso, also former Chair of the South African Commission on Gender Equality (CGE). Justice Athalia Molokomme, a high court judge, former head of the SADC Gender Unit and Attorney General designate in Botswana is GL Deputy Chair. Other board members include Professor Muna Ndulo of Cornell University (former Dean of the Law School, University of Zambia); Pat Made (former director-general of IPS); Ruth Ayisi (an independent consultant based in Mozambique) and Loga Virahsawmy (President of Media Watch Organisation, Mauritius). Colleen Lowe Morna, a journalist, editor, gender activist, and former chief executive of the South African Commission on Gender Equality, is GL's executive director.

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Chairperson's Report



Think globally. Act locally. Reach out regionally. This simple but universal wisdom has guided the work of Gender Links through another eventful year that has seen this dynamic young organisation grow from strength to strength to become a powerful voice for social change in Southern Africa.

GL is firmly rooted in its local context. With the growth of our governance programme, we are proud to report this year on the Gender, Communications and Local government project that has bound us even more closely to our mother city, Johannesburg. This programme, designed to equip councilors with gender analysis as well as communication and leadership skills, has served as a pilot already being replicated in two other municipalities: Msunduzi and eThekwini in KwaZulu Natal.

The period under review also witnessed the ten years of democracy celebrations in South Africa that GL and its partners enthusiastically participated in. Our bumper issue of *Amalungelo* in April 2004 covered the whole gamut of challenges that South African women have been addressing as they seek to give meaning to the new Constitution.

With its strong media and communication roots, GL also produced a special supplement carried by newspapers across the country. Souvenir issues were distributed at a festival hosted by GL and the City of Johannesburg where 15 partner organisations shared their publications and productions during an invigorating afternoon of poetry, drama, testimonies and sharing.

Reaching out

With only eight staff, but working through an ever widening circle of partnerships, GL continued to reach out across the region, holding Gender, Media and Elections workshops in six Southern African countries preparing for elections; as well as HIV/AIDS, gender and the media workshops in two Southern African countries. In partnership with the Media Institute of Southern Africa (MISA), GL hosted the historic Gender and Media Summit that drew a staggering 184 participants from around Southern Africa and observers from east Africa, India, the US, the UK and New Zealand.

This in turn gave birth to the Gender and Media Southern Africa (GEMSA) Network, the first regional network formed anywhere in the world to promote gender equality in and through the media. With GL and MISA as its core institutional members, but widening the circle to include editors forums, media monitoring projects, media women's associations, gender NGOs, media training institutions as well as individual members, GEMSA provides cohesion to what we can confidently begin to call a Southern African gender and media movement. This is a landmark achievement for which we should all take pride. For us at GL, we feel a much greater sense of shared ownership than before of the ideals for which we stand. These partnerships have in turn opened for us new spaces and creative ideas for forging ahead with our work.

An example of that is the Sixteen Days campaign that GL, GEMSA and partner organisations threw themselves into immediately after the Summit. Riding on the energy that had been generated, the region launched one of its most high profile campaigns, with extensive media coverage, enhanced by GL's Opinion and Commentary Service that produced a riveting series of first hand accounts or "I" stories, beautifully illustrated by Anushka Coy in Mauritius.

The concentric circles that keep moving out from that first pebble thrown into a large and frightening pool of the unknown are illustrated by the Media Partners Consultation that GL convened with support from NIZA in February 2005. This brought together 38 representatives of organisations working to promote media diversity and professionalism across Southern Africa to compare notes, identify synergies, and plan together a few strategic initiatives.

Two are already in progress. These are the Media Action Plan on HIV AIDS and Gender, a multi sector initiative to address the effects of the pandemic on the media as well as promote good practice in media reportage, and the idea of mounting the first ever Civil Society Summit on the eve of the annual SADC Heads of State meeting.

The latter struck a particular chord with GL and GEMSA. As Deputy Chair Dr Athalia Molokomme elaborates later in the report, 2005 is a significant year for gender in the region and globally. It is the tenth anniversary of the Fourth World Conference on Women in Beijing. And it is the deadline set by SADC Heads of State for achieving at least thirty percent women in decision-making.

South teaches north

GL and its East African partners seized the opportunity of Beijing Plus Ten to lead a team of African journalists to produce a daily newspaper during the conference in late February/early March. Building on GL' s successful experiment with running cyber dialogues or daily Internet chats during the Sixteen Days of Activism, the partners ran global cyber dialogues that allowed citizens around the world, and especially in Africa, to make their views known during this conference.

GL ran a petition and similar cyber dialogues during the SADC Heads of State summit where activists advocated that the SADC Declaration on Gender and Development be elevated to a Protocol.

As I write, the World Bank has asked if it can use this facility - that is now a permanent feature of our website - to run cyber dialogues during the 2005 summit to review the Millennium Development Goals. It is not often that an African NGO is asked to loan its facilities to the World Bank, let alone an IT invention that, simple as it may sound, had never crossed the minds of those much bigger and more powerful than ourselves! It is a reminder that ideas and innovation know no north or south. At GL we pride ourselves both on creating a truly Southern African

knowledge base, and on creating an environment in which women and men can realise their full potential so that south can indeed teach north!

Measuring the pace

But fast growth and success of the kind we have experienced bring with them concerns and responsibilities. So much is happening every day, every minute that often we do not find the time we need to reflect. Like most NGOs, the project nature of our funding adds to these pressures. With very little core support, staff contracts are short term and it is difficult to project let alone plan beyond a few months at a time. We find ourselves in the ironic position that while our objectives are inescapably long term, our means are short term.

Governance

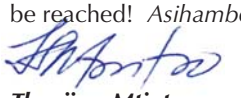
While our executive director spares no efforts in raising core funds where this is possible and enlisting more donors who are willing to contemplate such support, the Board has instituted a number of measures to ensure institutional growth and good governance. For example, the Board has approved a far reaching set of policies and rules that govern financial management, every day operations, human resource issues and corporate governance. We have instituted a two year strategic planning cycle and annual programme review that build on the three times a year performance assessments and programme reviews that take place at staff level.

The executive committee, created at the 2004 Board Meeting, has met quarterly and provided invaluable support to the Executive Director. With my current posting to Cuba, Dr Molokomme has taken over the chairing of this committee. I am deeply indebted to her for the way in which she has provided the daily oversight of the office that I myself have not been able to offer. GL heartily congratulates Dr Molokomme on her appointment as Attorney General of Botswana. She is one of many fine examples of Southern African women finally taking their place at the decision-making table.

Two board members, Kubeshnie Govender and Chris Vic sadly resigned due to their other work loads. However, I am delighted that we have been joined by Ferial Haffajee, editor of the Mail and Guardian: the only woman print editor in South Africa. Ferial brings with her critical links to the mainstream media that remains a key focus of GL work.

As you will see from this report, the board of GL remains hands-on in its approach, helping to nurture, grow and guide the young organisation that we collectively brought to be. The success of the past convinces us that we are on the right course. We look to the future with the caution that is prudent for an NGO that from day to day does not know where its next funds will come from, but grateful for the confidence that has been vested in us thus far.

Four years ago, along with our funding partners and fellow NGOs, we started on an exciting journey into the unknown. Together, we believe that the destination we seek, a Southern Africa in which all women and men are free to realise their potential, *can* be reached! *Asihambeni!*



Thenjiwe Mtintso
Chairperson and SA Ambassador to Cuba

What our partners say



GL has excelled in mainstreaming gender through the media through research, audience analysis, creation of a network-GEMSA, advocating for women's representation and publishing the findings. GL has managed to do this while being visible locally, regionally and internationally. In future, you should broaden your mandate across Africa and become a continental organisation.
Rosemary Okello-Orlale

Rosemary Okello-Orlale
African Woman and Child Feature Service
Nairobi, Kenya



Over the past year I have worked with Gender Links on the Southern African Gender and Media Audience Study (GMAS), have attended the Gender and Media Summit in Johannesburg, and have kept in touch with both their hard copy and online publications - including Gem News @ Beijing Plus 10. I am constantly impressed by the high quality of the work, the speed with which data and reports are published, and the sheer volume of exceptionally useful material produced by Gender Links.
Margaret Gallagher

Margaret Gallagher,
International expert on gender and the media
London, UK



Having had the privilege of participating in the Gender and Media Summit in Johannesburg in September 2004, and watching the Gender Links team at work, my awe and admiration have multiplied several times over. The process leading up to and beyond the formation of GEMSA continues to be a source of inspiration- so much so that I have called attention to it in most of my recent writing on the media, especially but not only in the context of gender.
Ammu Joseph

Ammu Joseph
Journalist and a founder-member of the Network of Women in Media, India



Gender Links is doing invaluable work in the field of transforming the Southern African mindset of both women and men. For women: to empower the majority of our various countries' populations that women can and must take control of their own lives. For men: to empower them that they are 'more men' if they respect the human rights of their female partners and compatriots. The face of our gendered landscape is changing thanks to the research, advocacy and activism of a successful NGO such as Gender Links.
Lizette Rabe

Lizette Rabe,
Professor and Head: Department of Journalism, University of Stellenbosch, South Africa



Southern Africa: Hopes and dreams

By Dr Muna Ndulo
Head of the Institute for African Development, Cornell University and
GL Board Member

The state of democratic rule in Southern Africa remains mixed with some countries continuing to improve their democratic credentials while others slide backwards.

The region must work relentlessly towards establishing a stable political order that facilitates development and aids the eradication of poverty, hunger, disease, and ignorance, as well as guarantees citizens the rule of law and equal protection of the law regardless of a citizen's sex, gender, sexual orientation, age, religion, color or ethnic origin.

On the positive side, the principle that only democracy validates governance has become a normative rule in the region. Additionally there is a wide acceptance of the view that democratic governance is a pre-condition for sustainable development.

Democratic governance ensures transparency, accountability and open debate of challenges facing the nation and proposed solutions to those challenges. This in turn makes it likely that policies and decisions adopted are correct and reflect the aspirations of the people.

But many challenges remain to the advancement of democracy in the region. Among them are the need to accommodate ethnic and racial diversity in many of the countries; the need to eradicate the pervasive inequality of the sexes perpetuated by traditional roles assigned to women; the recognition and acceptance of the importance of each individual's role (be it a woman, man, girl, or boy) in the development of society and enhancement of good governance, the need for the respect of the rule of law, respect of human rights and, the protection of human rights.

The rule of law needs to be the cornerstone of governance in the region. The rule of law connotes the use of state power, through law for the establishment of the economic and social systems agreed upon by the people through constitutionally sanctioned representative institutions or other acceptable surrogates.

Unfortunately, in some of the countries democratisation has not gone beyond holding multiparty elections. Although regular free and fair elections are unquestionably an indispensable element of democratic governance, there is need to realise that democratisation goes beyond simply installing a multiparty system.

Many years after independence, some of the countries in the region are still struggling with developing national constitutions that are legitimate and democratic. state. A serious attempt at developing a national constitution must be legitimate, which means that it must be inclusive.

The violation of human rights remains a major challenge in the region. The most significant violations of human rights tend to be those related to the exercise of political rights especially dissent. The arrest of political dissenters and persecution of NGO activists continues in a number of countries in the region in total disregard of the right to liberty, freedom of speech and association enshrined in national constitutions.

Despite the harassment civil society movements continue to play a critical role in the establishment and maintenance of democratic governance and ensuring accountability of governments. Governments need to engage NGOs and see them as partners in the promotion of accountability and in the promotion and protection of human rights.

The improvement of governance and the improvement of the respect of human rights in the region will depend on the strengthening of institutions that underpin democracy, good governance and the rule of law. These include: the courts, Human Rights Commissions, Gender Commissions and other watchdog institutions. There has to be real and effective access to these institutions if there is to be increased promotion and protection of human rights.

Member states must also shed their "solidarity" and be willing to speak out against each other when human rights are being violated by any one of them. Silence in the face of human rights violations undermines the protection of human rights in the region and betrays the weak and voiceless in those countries where human rights violations are occurring.

At the end of the day democracy must become a way of life and of doing things. It means the freedom of people in their daily lives to determine their destinies - the right to build their own schools, residences, organisations, and other institutions. To flourish democracy depends on values such as tolerance and trust which cannot be secured in legislation or a constitution but through the political will of the people in the various countries of the region. Civil society, in partnership with the people, needs to continue to engage governments on these values and work to promote them.

Executive Director's Report



A few months before we moved from our old offices in Bruma Lake on the east side of Johannesburg, our neighbours, who specialise in helping women to shed unwanted cellulite, paid us a visit. They had noticed the Gender Links logo: the male and female symbol "linked."

Concluding that we must be a dating agency, they arrived with a business proposition: they could help women look beautiful, and we could help them find men! It's not a partnership that Gender Links entered into. But it does show that we are an NGO open to joint ventures of all kinds!

Leveraging our limited resources

We are continually asked by those who visit us and find to their surprise that we are a tiny office of five professional and three administrative staff how we manage to host so many events and produce so many publications and be so "linked" to everything going on in the gender world at local, regional and global level.

As the summary table of workshops held at the end of the report shows, during the period under review (March 2004 to February 2005) GL held 35 workshops that brought together 1656 participants (60 percent women and 40 percent men). Add to that (see Programme of Action assessment table at the end of the report) a summit, eleven book launches, fact sheets for three campaigns, four magazines, twelve E- newsletters, a data base of 2000 contacts, four books, 72 opinion and commentary pieces, the groundbreaking *Gender and Media Audience study* and you have enough to keep a few dozen people busy for a few dozen months!

There is no denying that GL's skeletal staff works exceptionally hard, to exacting professional standards that are underpinned by a remuneration-linked performance management system. But staff figures do not tell the full story. As the breakdown in expenses for the year towards the end of the report shows, 12.3 percent of the budget in 2003/2004 went towards outsourcing work to partners and consultants. As a small organisation that does not have offices outside Johannesburg, our strategy has been to build relationships with associates whom we contract to assist with our work. This gives us leverage way beyond what our staff figures reflect, while helping to keep our overheads (9.5 percent of the overall budget) reasonably low.

In-kind contributions by partners add to the multiplier effect. For example, GL's expenditure for the summit does not reflect the money paid by MISA for all its directors and information officers to participate, nor the dozens of people who, attracted by an exciting idea, paid their own way to come. The modest seed funds raised by GL for the Sixteen Days of Activism campaign is but a tiny portion of what each organisation contributed, in cash and in kind, to make this campaign a regional success, and so on.

Another way in which we have sought to leverage our work has been through investing heavily in Information Technology, a key tool for any small organisation that wishes to work across borders, as well as one that greatly improves our internal efficiency. During this period GL upgraded its IT systems; switched to Internet banking; compiled a data base of some 2000 contacts whom we work with regularly; moved from a printed magazine to a monthly E newsletter (now taken over by GEMSA) and "invented" the cyber dialogues that enable us to have real time chats with partners across the region and across the globe.

Given the high cost of regional travel, we have become adept not just at shopping for lower fares but planning carefully so that events can be dovetailed, and meetings piggy backed onto others. For example, the Summit dovetailed with Highway Africa, so that many of the 184 who participated could proceed to Grahamstown.

Despite having no budget for meetings, the GEMSA executive committee that I chair has been able to meet three times and the larger committee twice by piggy backing such meetings onto other gender and media-related events. Now that GEMSA is registered and gaining in institutional credibility the organisation is able to raise its own funds and develop greater autonomy.

Driving the agenda

It's 1:30am and my cellular phone rings. It's a colleague from Nigeria asking me to please pick up his co-worker at the airport. I am relieved; at least I know now that she has arrived safely.

But its 1:30am and I only got to bed at 11pm; I had been waiting at the airport for her to arrive since 5pm only to be told at 10pm that the flight was delayed. They didn't know for how long. So I went home, planning to be at the airport by 6am.

So the call is a surprise. Rather than have her wait the hour it would take me to get to the airport, I suggest that she take a taxi to the hotel. She agrees and we make arrangements for me to pick her up at 9am to take her to a meeting at Gender Links.

While events like this are far between, my work as the Gender Links driver means that I have come to appreciate schedules – flight schedules, pick up schedules, and drop off schedules. If it were not for the all important schedules, I think that I'd be getting many more midnight calls from colleagues stranded at the airport.

But even with the best schedules, unexpected events – like a flight that is delayed – do happen. And then, one has to "make another plan."

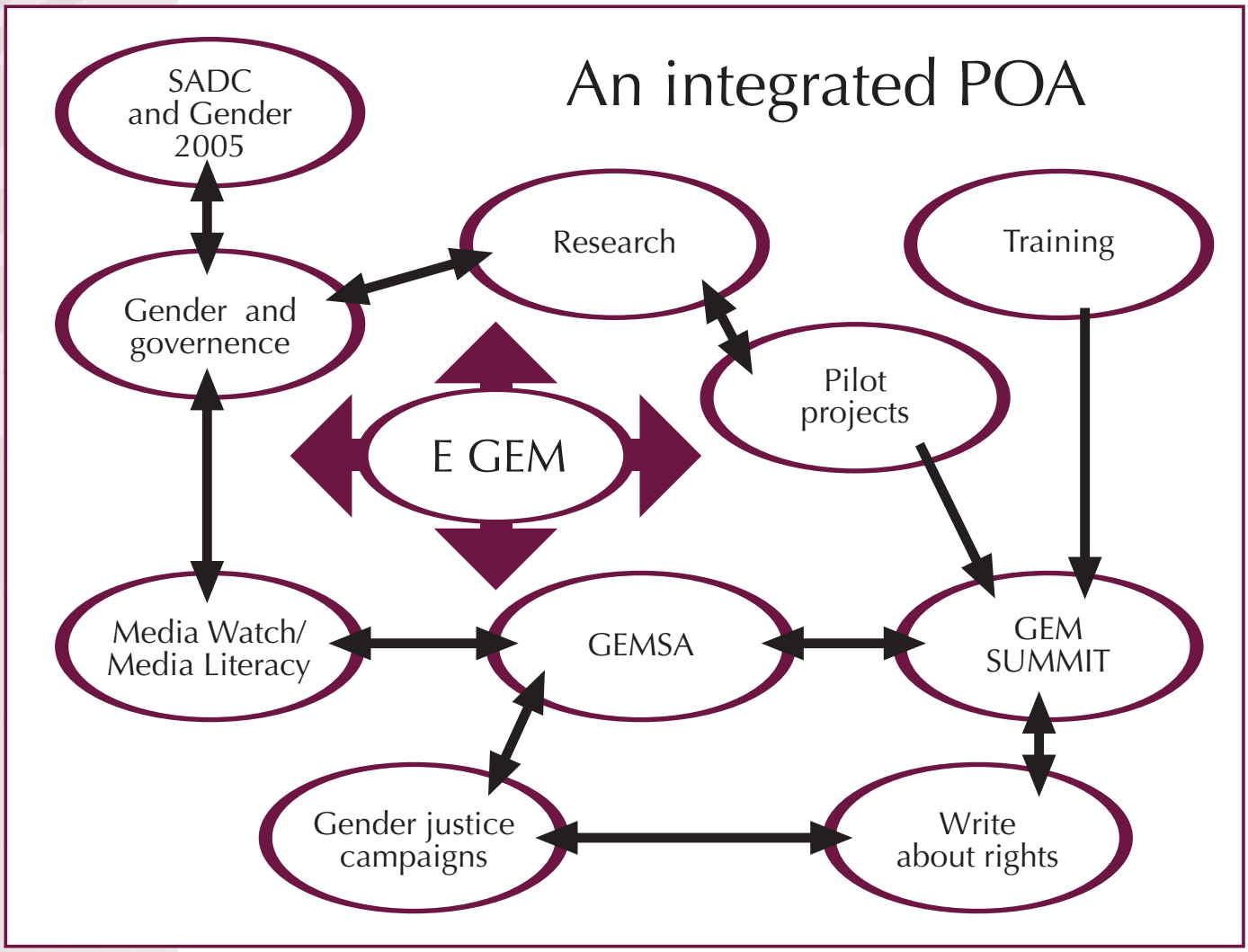
While a great deal of my time is spent at Johannesburg International Airport – be it picking people up or dropping them off, being the driver at Gender Links means that I find myself giving visitors' to the office directions and tips about how to get around Joburg. In fact, I do this for my colleagues at the office as well – almost all of whom make sure to keep a street map in their cars!

Deliveries and errands in and around Johannesburg and Pretoria, trips to Lesotho, Swaziland and Botswana – all carried out in the reliable Gender Links car, make my position as driver for Gender Links, interesting and enjoyable.

Edward Zwane
GL Driver

Strategic focus and linkages

As we have grown we have also taken time to sharpen our strategic focus. On the face of it, twenty projects in eight programme areas might seem like a lot of activity. In reality, there are close linkages between all of these:



- **Gender and governance:** While GL's original focus and main niche is gender and the media, we have come to situate this in the broader context of governance for a number of reasons. The media is one of several pillars of democracy which in turn is at the heart of good governance. In preparation for the ten elections taking place in Southern Africa between 2004 and 2005, and in light of the 2005 SADC deadline for women in decision-making, GL conducted a groundbreaking study on the qualitative impact of women in decision-making (*Ringing up the Changes: Gender in Southern African Politics*). This paved the way for an invigorating set of training workshops on gender and elections for the media; and another set of workshops on media and communication for women decision-makers, including local government. The latter is set to become a key focus area for GL in line with the slogan "making every voice count", and in recognition that local government is an area in which voices, and especially women's voices, are not adequately listened to.

- **Research and policy:** Building on the Gender and Media Baseline Study embarked on by GL and MISA in 2003, GL this year paired up with universities to conduct research on the gendered responses of audiences to news. The finding that audiences would like to see women portrayed in more diverse roles and find sexual images of women in the news degrading is a wake up call both for the editorial and marketing divisions of the media. It also sends home a powerful message that up to now consumers, despite their huge potential leverage, have not been a voice that has counted. This opens the door to a new area of work involving consumers, media literacy, and media regulatory authorities. In the meanwhile, the strategic partnership with the Southern African Editors Forum (SAEF) and other partners for a Media Action Plan on HIV/AIDS and Gender, in which GL chairs the policy sub committee, has paved the way for pilot projects on gender policies in newsrooms to be cascaded across the region.



GL staff and Board at work
Photo: Colleen Lowe Morna

What our partners say

The strategic partnership with Gender Links is one that OSISA highly values and is very proud of because Gender Links' objectives are not only closely intertwined with those of the OSISA Media Programme but - even at the programme implementation level - our relations have, over the years, been the least problematic. This is, perhaps, because of the two organisations' shared values and approaches. Everything you are involved in with "passion". I have sometimes wondered whether GL is not trying to chew more than it can swallow. But as always, surprisingly, the final product is of a very high standard.

Sam Phiri
Open Society Initiative for Southern Africa.

- **Training:** Partnerships have also opened the door for another important pilot project, mainstreaming gender in the Polytechnic of Namibia media studies department, to be replicated in training institutions across the region. Following the presentation of this case study at the Summit (where students on the course produced a daily newspaper) and the production of a primer based on the project, a GEMSA Trainers Network has pledged to take forward gender mainstreaming in media institutions. GL also completed the work that had been started in the previous year on HIV/AIDS, gender and the media training in South African provinces and across the region. This will now be considerably strengthened by the MAP project which aims to ensure that 80 percent of newsrooms have HIV/AIDS and Gender policies by 2008. The project is likely to make use of an approach discovered by GL to be highly effective during the Gender, Elections and Media training: in-house or newsroom training.
- **Gender Justice Campaigns:** Building on its past success of developing advocacy and media skills among activists through engaging in actual campaigns, GL worked closely with GEMSA on the Sixteen Day as well as the SADC and Gender 2005 campaigns. Monitoring of media coverage during these campaigns (see Media Watch) has provided important indicators for measuring the success of the concerted gender and media training and advocacy work that has taken place over the last two years.
- **Write about rights:** While GL's main focus has been to get the mainstream media to do its job better, we recognise the value of serving as a bridge to help create certain kinds of specialised content. Following some restructuring and measures taken to be more systematic, the GL Opinion and Commentary Service has grown from strength to strength. The service, which produces at least ten provocative articles per month on current issues, is enjoying fairly widespread usage by mainstream media in the region and attracting new contributors.
- **Summit and Networks:** From the outset GL recognised the importance of networks for leveraging our work and has had this as a distinct programme area. Formalising these partnership and networks through GEMSA presents critical challenges in helping to develop a new organisation even as we get our own young organisation off the ground.
- **Media Watch:** As will be described in greater detail below, this programme area helps us to develop innovative new areas of inquiry and monitoring, as well as begin to measure the long term impact of our work.

Measuring impact

There is growing pressure from funding organisations to demonstrate the impact of our work. More important, as a young organisation turning five, we are feeling the need to step back and assess our own progress to date, in order to inform our future strategies even more clearly.

Readers of our previous report will notice that this year we include an assessment framework of targets and outcomes. This followed pressure from one donor to set out targets, outcomes and follow up more clearly. We took the view that we should not do this only for the projects funded by that donor but for all our work. The assessment in turn informs our current action plan, based on the points identified for follow up. We have divided indicators in the current plan into outputs and outcomes, so s to be able to assess immediate and longer term results.

An examination of targets versus outcomes for last year's programmes shows that in all but one instance that we have since moved to rectify (the GL Opinion and Commentary Service) GL met or exceeded its quantifiable or output targets. These include numbers of people attending workshops, publications produced etc.

What is more difficult to assess is what impact these activities are having. GL has requested three of its major funding partners to collaborate in an external evaluation of its work in 2006. In the meanwhile, monitoring through the Media Watch projects suggest that our work is starting to make a difference. For example:

- Monitoring in three Southern African countries (South Africa, Mauritius and Swaziland) showed that women as news sources had increased from the regional average of 17 percent to about 25 percent in all instances; and in one case (the Star in South Africa, that has had a long standing policy on increasing women sources) the figure was as high as 40 percent.
- Monitoring of election coverage in all countries where GL conducted workshops showed substantial increases in coverage of gender and the elections; and in Mauritius this played a decisive role in increasing the proportion of women elected.
- In all countries the Sixteen Day campaign has led to an improvement both in the quantity and quality of coverage.
- Consumers in all countries have become more active in raising alerts concerning sexist reporting and advertising. These in some cases have led to decisive action being taken and in other cases have sparked critical debates.

Executive Director's Report

Sustainability

A Hivos think tank meeting in Arusha last year challenged partner organisations to say what we have done to help develop social movements in our countries. Many of us found it difficult to make such a claim for it begs so many questions: what is a social movement, and can any one person or even organisation claim to have sparked one? Yet I think it is fair to say that to the extent a gender and media "movement" may be regarded a social movement, one is on its way in Southern Africa.

The critical question is how one sustains such a movement. As the Chair notes in her report, at the very moment that we need long term support to sustain a vision that can disappear as fast as it appeared and whose influence could be profound or could be flitting, we survive on project funding that we do our best to mould into a coherent package but that leaves little room for sound institutional growth and development. We are heartened by the fact that as I write GL has received its first grant from a bilateral donor for the HIV/AIDS and Gender Policies programme. The fact that it is multi year is itself a promising sign of faith in the work and in our future.

As I write, GL has also taken a leap of faith into the future with the purchase of a house (see box) that we can call our own. With a separate wing for the Networks, we hope that it becomes the nucleus for a regional Gender and Media Centre that will give greater institutional and intellectual muscle to this area of work.

Sincere thanks to the Board and staff of Gender Links; our sponsors and partners for the hard work and support. Let us see the challenges ahead as a small price to pay for the bigger vision we cherish of making every voice count – and counting that it does.



Colleen Lowe Morna
Executive Director

GL SWOT ANALYSIS March 2005

Strengths

- Productive; delivery-outputs and outcomes driven.
- Regional focus and leverage.
- Networks; contacts and database.
- Strong, hard working team.
- Professionalism of staff.
- Efficiency.
- Credibility.
- Good reputation.
- Strong financial management and accounting.

Weaknesses

- Capacity.
- Less male staff in the office.
- Communication amongst staff.
- Sometimes there are blurring lines of work.
- Stress.

Threats

- Gender not chic or in.
- Funding.

Opportunities

- New technologies/new media.
- Networks.
- Powerful board.
- Greater receptiveness to gender issues in newsrooms.



Karibu to the GL house

By Mwenda Yeta Mkhize



Four years after Gender Links came into existence the organisation has purchased a house in Cyrildene to use for offices. The new Gender Links offices have more office space and a seminar room that will be used for its many workshops and also to be rented out to other organizations. GL will start operating from its new premises from the 1st of September 2005.

Finding a house with business rights had been a big challenge in that most property that we came across had the right amount of space and fell in our price range but had no business rights. We finally managed to get something that had the potential to be redesigned to what we had in mind.

Gender Links extends special thanks to GPO builders for their expertise in making the alterations for the new premises.

For more information on hiring the seminar room at Gender Links, please contact Mwenda Yeta Mkhize on 011 622 2877 or email on admin@genderlinks.org.za

Gender and governance

Gender equality is central to citizenship, democracy and governance. By failing to give voice to women, the media denies women the right to citizenship. In the political arena, although women now have the right to vote, they continue to be under-represented in all areas of decision-making. 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 in all areas of decision-making by 2005. GL has embarked on a far-reaching integrated campaign to increase women's effective participation in decision-making and in governance comprising the following components:

Disseminating *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. This project aimed to ensure widespread distribution of and engagement with the research that seeks to move debates about women's participation in decision making beyond just the numbers.

Outputs

GL exceeded the original target of launching the research in nine Southern African countries. The study, produced with support from the Mott Foundation and the Foundation for Human Rights has been launched in ten countries, as well as several international gatherings, and received extensive media coverage as follows:

- ***South Africa:*** two launches in Johannesburg on Human Rights Day 10 December 2003 at an event hosted by the City of Johannesburg and on International Women's Day 8 March 2004 in Cape Town at a joint workshop on gender and the South African elections with the Gender Advocacy Project.
- ***Mauritius,*** in May 2004 at an event in the Mauritian parliament at which the then Prime Minister, Paul Berenger, gave the keynote address.
- ***Seychelles,*** in May 2004 at an event in the Seychelles House of Assembly in which the Minister of Health Patrick Pillay, who features in the book and is the patron of the Gender and Media (GEM) Plus network in Seychelles featured.
- ***Malawi:*** As part of media training on gender and elections (see below) the Resident Representative of the UNDP hosted a launch of the book in May 2004.
- ***Botswana:*** As part of similar training, Justice Athalia Molokomme, High Court Judge and Deputy Chair of Gender Links, chaired a launch of the book in Botswana in July 2004.
- ***Lesotho:*** The book was launched at a joint function with Women in Law Southern Africa in Maseru in May 2004.
- ***Namibia:*** As part of gender and elections training for the media, GL partnered with Sister Namibia to launch the book in Windhoek in August 2004. Students from the Polytechnic of Namibia attending a GL course on mainstreaming gender in media education attended the launch.



Launch of "Ringing up the Changes" in Malawi
Photo: Trevor Davies

- ***Mozambique:*** As part of similar training in Mozambique, Chair of the Parliamentary Women's Caucus Salome Moine chaired a launch of the book in Maputo.
- ***East Africa:*** The book was launched at a partnership meeting with NGOs in Kenya convened by HIVOS in June 2004, as well as at a strategy meeting on women in politics in Uganda in May 2004. The new head of the Pan African Parliament, Gertrude Mongella (who wrote the foreword to the book, and is former Secretary General of the Beijing conference) launched the book at a moving ceremony during the Uganda meeting.
- ***Internationally,*** the book has featured at book launches at the UN Commission on the Status of Women meeting in March 2004 and at a number of side events during the Ten Year Review of the Beijing conference in March 2005. It was also the focus of a seminar organised by the Diversity Unit of the World Bank in March 2004. GL is now also part of an international team of experts led by the University of Stockholm studying the use of quotas for advancing women's political participation (see below) and has used these meetings to disseminate the book widely to experts from across the globe.

Outcomes

- The study provided rich source material for the Gender, Elections and Media project which had a marked impact on gender and governance debates in the region in 2004/2005.
- As a result of the research, GL was invited to form part of a team of international experts led by University of Stockholm professor Drude Dahlerup to produce a comparative global study on the use of quotas for advancing women's participation in politics.

Next steps

- GL, with the support of HIVOS, is working with its partner in the African Gender and Media Initiative, the AWC, on extending the research to East Africa and publishing a joint Southern African/ East African study.

Gender and governance

Gender, elections and the media training

Numerous studies and anecdotal evidence have shown that while there is a necessary tension between politicians and the media, the media either ignores women in politics or is far more hostile to women than to men in politics. The Gender and Media Baselines Study (GMBS) conducted by GL and MISA in 2003 showed that while women in the region comprise 19 percent of members of parliament, they only comprise 8 percent of the sources in the political occupation category.

The tension between women politicians and the media is also due, to a certain extent, to the fact that women have not had the same level of exposure as men and are often reluctant or wary in their dealings with the media. The unfortunate upshot of this is that women in decision-making - the one category of persons who should at least get the attention of the media - are either invisible or portrayed in ways that often demean their standing.

Elections provide a useful check- point for democracy in all our countries. 2005 provided a useful focus for raising media awareness on gender issues because of the 30 percent deadline set by Heads of State.

In 2004/2005, GL, with support from NIZA, embarked on week-long training sessions in all countries preparing for elections except Zimbabwe, for which funds could not be raised due to the politically contentious nature of the elections. Workshops were however held in South Africa, Malawi, Botswana, Namibia, Mozambique, Angola and, at the invitation of ACCORD, in preparation for local government elections in Lesotho in early 2005.

The workshops included: day long symposiums for the media on how women in politics are covered by the media; day long symposiums for women politicians on how to factor media into their plans and campaigns and three days of intensive visits to newsrooms during which GL shared research findings and engaged with practitioners on story ideas.

One of the key tools shared with participants was the GL Gender, Elections and the Media resource centre that consists of fact sheets from Ringing up the Changes; country fact sheets; profiles; photographs; contact information and other useful tools. All workshop participants were added to the GL data base so that they could receive ongoing press releases and updates. They were also linked to local NGOs and networks that could provide ongoing information and commentary.

The final stage of the project involved monitoring coverage after the training in the period leading up to, and directly after the elections, to determine whether the training had any impact. Participating countries and local consultants also presented case studies of their experiences at the Gender and Media (GEM) Summit convened by GL and MISA in September 2004.

Outputs

- GL exceeded its original target of five workshops each with media and women politicians and 100 participants in each category by holding workshops in seven countries; training 153 women politicians and 117 media practitioners. GL reached a further 293 media practitioners through newsroom training.
- Monitoring demonstrated considerable increase in the quantity and quality of media coverage. In South Africa, a study by the MMP showed that women accounted for 25 percent of news sources in the 2004 elections, compared to 8 percent in the 2004 elections.

Outcomes

- By building up a data base of contacts, linking gender activists, media and women politicians on the ground, the workshops laid the foundation for ongoing dialogue and story development.
- Media coverage and activism played an important role in the increased representation of women in two SADC countries that previously had the lowest representation; Malawi in which the proportion increased from 8 to 17 percent and Mauritius from 5.6 percent to 17 percent.
- In South Africa, gender became a key focus of election coverage, especially the new cabinet in which women now account for 42 percent of the total.



Next steps

- GL will pursue advocacy on women's effective participation in decision-making through the Southern African Gender Protocol Alliance that is seeking more binding measures for ensuring that commitments to gender equality in the region are implemented.

Gender and governance

Gender, communications and local government

Among the findings in *Ringing up the Changes* is that despite the lip service paid to decentralization in governance discourse, local government has been the poor cousin of all the existing initiatives in the region on gender and governance. Using the *SADC Gender Tool Kit for Decision Makers* that GL helped to develop, and with the support of the Mott Foundation, we embarked on a year long pilot project with the City of Johannesburg to empower councilors in gender analysis, leadership and communication skills.

The pilot project has been championed by the Speaker of the City of Johannesburg, Nandi Mayathula-Khoza. All learning has been directly applied. For example the sessions on gender violence, HIV/AIDS and communication skills were directly linked to the Sixteen Day campaign on Gender Violence that the councilors championed in their wards. They formed a linchpin of the cyber dialogues that took place during the campaign, for which the City of Johannesburg formed the main hub (see report). Planning and budgeting sessions have been linked to these processes within the City.

Sessions on gender and governance, and integrating gender into campaign messages, are being linked to the upcoming local government elections. Course participants played a key role in organizing an event on International Women's Day in which they linked up through cyber dialogues to the Beijing Plus Ten review taking place in New York, and conducted their own assessment on the ground on how far South Africa has progressed in the Ten Years since the Fourth World Conference on Women.

The close links between the pilot project and other GL partnerships and initiatives have enriched the process. For example, when it surfaced that many councilors had limited facility with and access to IT, GL formed a partnership with Women's Net that has since provided additional IT training to those needing it. Through its Gender Opinion and Commentary Service, GL has been able to offer councilors the possibility of writing their first hand accounts of experiences in local government for dissemination in the mainstream media.

Through a partnership formed with the University of Witwatersrand Politics Department, participants will be awarded GL/ Wits certificates. This acknowledgement and accreditation has been an important motivating factor in the course.

The success of the pilot project led to approaches being made by Msunduzi and eThekwini municipalities for the pilot project to be replicated there. This is currently in progress. GL also responded positively to a request by the SALGA Gender Unit to provide gender analysis training to its nine gender provincial coordinators.

Outputs

- GL is on target to ensure that a total of 120 councilors (40 in Johannesburg; 80 in Kwa Zulu Natal) receive training.
- A draft gender policy for the City of Johannesburg and draft strategies and action plans for Msunduzi and eThekwini.
- A book of "I" Stories for the City of Johannesburg participants.



SALGA gender provincial officers at work
Photo: Colleen Lowe Morna

Outcomes

- Moving testimonies from councilors who have been involved in this programme on the extent to which they feel empowered, especially as a result of the IT and communication skills, underscore the importance of this programme being replicated several times over. The engagement with the SALGA gender unit, and provincial officers is an important beginning.

Next steps

- Work with SALGA in producing a gender tool kit for local government.
- Conduct training of trainer workshops to ensure broader replication.
- Conduct a major and more in-depth study on gender and local government in the Southern Africa.
- Work with the SADC Gender Unit and SADC Parliamentary Forum on replicating this project in the region.

What our partners say

We have interacted with Gender Links through the Gender in Local Government pilot training programme. The training content is excellent. The presentation of the material is also just as good. Your professionalism is impressing. You are really in touch with issues at Local government level and hence the relevance of the information you disseminate. For the future it would be helpful to translate more materials into Zulu. Keep up the excellent work. Local Government needs you!
Ms Lulu Malanda: Gender Co-ordinator
Msunduzi Municipality



SADC and Gender 2005: Challenges and opportunities

STOP PRESS!!

By Dr Athalia Molokomme
Attorney General-designate, Botswana and Deputy Chair, GL

It is a particular privilege to be making an input into this year's annual report because 2005 is a special year in the gender and development calendar.

Firstly, it marks the tenth anniversary of the UN Fourth World Conference on Women held in Beijing in 1995, which produced the Beijing Declaration and Platform for Action for the Advancement of Women.

Secondly it is the 25th anniversary of SADC, which has been at the forefront of bringing the Beijing commitments to the sub-regional and national levels. This is reflected in the adoption by SADC leaders in 1997 of the Declaration on Gender and Development Declaration, which, among others, sets a target of 30% women in all areas of decision making by the year 2005. Which is why, once again, 2005 is a special year: the deadline is upon us, and it is an opportune time to reflect on the achievements, obstacles and future prospects.

An important part of GL's mission is to provide research and advisory services on gender, build strategic partnerships and networks and to serve as a catalyst for gender transformation by working through existing structures. Thus we considered it appropriate to be a major partner in the process of reviewing the progress of the SADC region towards the achievement of gender equality in this landmark year. Thus GL spearheaded an audit conducted in collaboration with a consortium of partners to review the region's progress towards achieving gender equality.

The following excerpt from the audit report shows that the picture is, at best, mixed:

- Despite several elections in SADC countries over the past two years, the average representation of women in the parliaments of the region stands at 20 percent. Only two countries (South Africa and Mozambique) have achieved the thirty percent target and only one other (Tanzania) is likely to achieve the target before the end of the year.
- Laws, systems and services for addressing gender violence are inadequate. New forms of gender violence, such as trafficking, are on the rise.
- In virtually every country there are contradictions between customary law and codified law when it comes to women's rights. These contradictions are not addressed in Constitutions.
- Women, and especially young women, are the majority of those living with HIV/AIDS, the pandemic which more than any other has preyed on the gender disparities in the region and added to the already huge burden of care that women shoulder.

The consortium of partners[1] took advantage of the opportunity of the 2005 Summit of SADC heads of state held in Gaborone, to present the results, with the collaboration of the SADC Gender Unit. The audit recommended that the 1997 Declaration on Gender and Development be transformed into a Protocol, and that the current target of 30 percent women in decision-making by 2005 be raised to gender parity in *all* areas of decision-making by 2020, in line with the African Union (AU) position. While the summit adopted the latter recommendation, the transformation of the gender declaration into a protocol was not adopted.

This was received with a certain measure of disappointment, but also provided a number of useful lessons. The process provided an enriching opportunity for gender NGOs to collaborate in a groundbreaking civil society summit, during which the gender issues took centre stage. It also strengthened the resolve of the Alliance which declared that *'the outcome of the summit underscores the fact that while many milestones have been achieved, the struggle for gender equality is still far from over'*.



Botswana Minister of Health, Sheila Tlou
Photo: Colleen Lowe Morna

As the audit noted, the major challenge is to move the SADC region from an era of commitments to an era of implementation; the gaps have been identified, and the required interventions at national and regional levels are clear. This means that the struggle must continue with greater intensity and focus. Gender Links will, without a doubt, continue to be a key player and partner in this regard.

[1]The Southern African Gender Protocol Alliance comprises: Gender Links, the Gender and Media Southern Africa (GEMSA) Network, the Media Institute of Southern Africa (MISA), SAFAIDS, Women in Law and Development in Africa (WILDAF), Women in Law in Southern Africa (WLSA), CREDO, the Women in Politics Support Unit (WiPSU), Women in Politics Caucus, Botswana and the Women Land and Water Rights, Southern Africa

Research and policy

GL has expanded its research and policy work over the last year with the launching of the Gender and Media Audience Study, and by collaborating with the Southern African Editors Forum on the Media Action Plan for HIV/AIDS and Gender which provides the opportunity for its policy pilot projects to be replicated across the region.

Gender and Media Audience Study (GMAS)

In 2003, GL and the Media Institute of Southern Africa conducted a Gender and Media Baseline Study (GMBS) that showed that women comprise 17 percent of news source and are portrayed in a narrow range of roles, most often as sex objects or victims of violence.

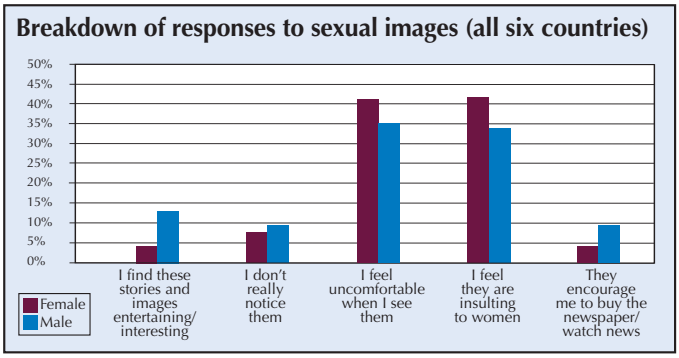
As a follow up to the GMBS GL, universities and media-related organisations in six countries, supported by the Friedrich Ebert Foundation (FES) and the Open Society Initiative of Southern Africa (OSISA) embarked in 2004 on critical research on the gendered responses of audiences to news.

By way of background, one of the issues repeatedly raised during the National Action Plans that followed the GMBS is the commercial imperatives of sexist news coverage. What became apparent, however, is that nowhere did this appear to be based on any kind of scientific evidence, nor is such evidence disaggregated by gender. Women listeners and viewers are basically been treated as though they do not exist.

In other countries (e.g. Australia) audience research has been critical in persuading editors to be more progressive in their gender coverage. There is virtually no gender and audience related research in Southern Africa. Before GMAS, most of the research has focused on the media as producers of content rather than on the public as the consumers of this content.

In the meanwhile, several universities expressed an interest in engaging with GL on research projects. Specialists at Rhodes University helped to design the research. GL partnered with the Universities of Rhodes, Witwatersrand, Stellenbosch, Botswana and Swaziland; the Polytechnic of Namibia; ZAMCOM and Media Watch Mauritius in conducting the research.

Among the critical findings, as illustrated in the graph below, are that a high proportion of women and men find sexual images of women and men in the news uncomfortable and degrading to women.



The report also found that both women and men would find the news more interesting if men and women, but especially women, were portrayed in more diverse roles. In the case of women this included in public life, business, sports etc. In the case of men this included as parents, care givers etc.



Launching the audience research in Namibia
Photo: Colleen Lowe Morna

Outputs

- GL met its target of conducting the research in six countries and producing 1000 copies of the report, as well as 1000 summary pamphlets for each country.

Outcomes

- GMAS provides yet another powerful advocacy tool, not just with editors but also media marketing departments. At the time of writing GL had launched the research on World Press Freedom Day at the SABC offices in Johannesburg; presented it at a forum of Southern African media owners; distributed the research at the Annual General Meeting of the Southern African Editors Forum and embarked on launches in all the countries where the research took place.

Next steps

- Conduct the research in another other six countries.
- Consolidate the findings.
- Have one overall regional launch and several more country launches.
- Use the research in newsroom training and in developing gender policies for the media.
- Use the research in developing a media literacy tool kit and in prompting greater consumer activism on gender and the media.
- Develop simplified forms of the research tool for media houses to be able to use for in-house audience surveys.



Audiences have their say

By Loga Virahsawmy
President Media Watch Organisation and Board Member, GL

A wide range of audiences both female and male from academics, gender activists, business people, United Nations Representatives, and diplomats had their say at the launch of the Gender and Media Audience Study in Mauritius in June 2005.

"*Women do not have time to watch television*," said gender activists during a heated discussion that took place in the lecture theatre of the University of Mauritius soon after the presentation of GMAS by Kubi Rama, Deputy Director of Gender Links.

During the panel discussion Professor Palma Veerapen, Dean of Faculty of Social Studies and Humanities of the University of Mauritius, who also officially opened the workshop said: "I am impressed by this research but I find it odd that Mauritians preferred the radio to television."

Ravin Bachoo, Deputy Director General of the Mauritius Broadcasting Corporation (MBC) added: "I am a gender activist and I know the concept of gender is about changing mindsets but I always thought that the 7.30 p.m. news bulletin was like the a big every day Sunday mass. I too find it odd that radio is more popular than television."

"7.30 p.m. is the time that we have to look after dinner and do the washing up. We do not have the time for a fag and a glass of whisky with our feet up to watch television. Our best source of information is therefore the radio as while listening we can carry on with our chores," one gender activist retorted.

Marie-Michèle Etienne, Director of Programmes of Radio One agreed: "I am not surprised as the magic word for news and information is accessibility. What is a better accessible source than the radio?"

According to her women are at ease when they listen as well as talk on the radio. More and more women are now coming forward to tell their stories and their experiences on the radio. "All media people, radio technicians as well as the listeners will agree with me." She shared with the audience the warmth, kindness and respect that her staff showed towards sex workers who were on a panel for a radio programme. "Mentalities are changing in the right direction and we need this kind of research to train media practitioners."

Rookaya Kasenally, Lecturer in Communication Studies, emphasised the importance of getting audiences to talk. "It is of utmost importance that we know what our audiences want. We must be creative and try to find ways and means in helping audiences to express themselves. Unfortunately Mauritius is very much a conservative society with lots of hypocrisy and people are afraid to be honest and frank."

Participants noted that since the advent of MWO and GL there has been a change in the style of reporting by both print and electronic media. A variety of voices are now heard and both men and women have their say.

Bachoo recounted an incident in which a journalist "came back after a women's event to say that he could not get any story as it was only a women's gathering. You cannot imagine the shock I got when the next day this was headline in all the print media!"



Arianne de l'Estrac, Editor of the daily ***l'express*** and Editor in Chief of the weekly ***l'express-dimanche***, added: "the media must always know what the audience want and questions itself."

Debating gender and the media in Mauritius
Photo: Colleen Lowe Morna

Research and policy

Policy pilot projects

During the year under review GL, with the support of FES continued work with the Times of Zambia and the Mauritius Broadcasting Corporation (MBC) on completing the policies they had begun on a pilot basis with GL assistance. The MBC policy reached an advanced stage, but faced resistance at senior management level. Recent management changes have opened the door for a fresh dialogue on getting the policy adopted by the Board.

Meanwhile after some teething problems, the management of the Times of Zambia gave its full support to the process. This led to the adoption of both a gender and an HIV/AIDS policy.



Charles Chisala, Gender and HIV/AIDS co-ordinator, Times of Zambia
Photo: Colleen Lowe Morna

Outcomes

These pilot projects formed the centre piece of the working group on newsroom polices at the GEM Summit in September 2004, with several other media houses expressing an interest in undertaking a similar process.

The Times of Zambia case study further came under the spotlight following the Southern African Editors Forum Annual General Meeting in Mangochi, Malawi in November 2004 that resolved to adopt a wide ranging programme on gender, HIV/AIDS and the media.

At the Media Partners Consultation convened by GL and GEMSA in February 2005 with support from NIZA, this crystalised into the Media Action Plan on HIV/AIDS and Gender. (see box). GL and GEMSA chair the policy sub-sector of this group and have conducted an assessment of the extent to which HIV/AIDS and gender policies exists in the region (see page 16).

Next steps

- Develop a handbook and training guide on Gender, HIV/AIDS and the Media.
- Work with the monitoring and research sub-sector on a baseline study on coverage of HIV/AIDS and gender.
- Conduct workshops in each country in the region.
- Provide backstopping and support to newsrooms to develop HIV/AIDS and gender policies.

What our partners say

You might not know the impact your work and the work of Gender Links is having in the region, but the e mails you send me on regular basis have helped me and the entire country, Malawi to appreciate the importance of gender equity. As you know that I work for Capital Radio, a station which commands much credibility in Malawi, and through the station people in the country are able to appreciate your work. Keep it up!
Vincent Phiri, Capital Radio Malawi

I have interacted with the Gender Links during gender- related seminars, workshops and conferences. I have seen that you are doing a great job particularly in publications and by keeping us always informed on the latest developments on gender issues in the region. I urge you to increase research activities in the region. Most of the research is conducted in towns while the situation of poor women deep in rural areas is untouched.
Andrew Niikondo, Polytechnic of Namibia

You guys are doing so well especially with your constructive criticism of the media backed with statistics. These days most newsrooms ask themselves.... How is our gender balance in our stories and in our newspaper?
Beata Kasale, The Voice Newspaper

The Media Action Plan (MAP) on HIV/AIDS and Gender

The MAP on HIV/AIDS and Gender is a collaborative effort by the Southern African Editors Forum (SAEF) and NGO partners to improve coverage of HIV/AIDS and gender, as well as mitigate the effects of the pandemic on the media industry.

Improving the quality of media reporting on the epidemic and the gender inequality that fuels it, as well as mitigating the impact of HIV and AIDS on the media industry in Southern Africa, MAP aims to:

- Ensure better regional coordination and participation of media managers in activities targeting the media on HIV and AIDS in Southern Africa.
- Ensure that 80% of media institutions have workplace based policies and programmes on HIV/AIDS and Gender, by the end 2008.
- Establish standards for media reporting and increase the understanding of editors on issues relating to HIV & AIDS and Gender.
- Improve media reporting through integrating HIV & AIDS and gender into media training at tertiary institutions, in-service training institutions and in the workplace.
- Develop and disseminate information and resource materials on HIV & AIDS and Gender for the media.
- Establish baseline data and conduct monitoring and research to assess the impact of MAP on HIV & AIDS and gender coverage.



Findings from audit of HIV/AIDS and gender policies

By Agnes Muriungi

The assessment conducted by Gender Links to find out the number of media houses in the SADC member countries that have policies on HIV/AIDS and gender covered 366 media houses in twelve SADC countries (91 percent of the total media houses in the region) and revealed that only 37 media houses have policies on HIV/AIDS and gender.

Of the 37 media houses with such policies, South Africa (18) and Zambia (12) had the highest number, although this is still relatively small compared to the media density in each country and especially in South Africa.

A number of media houses who said they had policies indicated that these are not in written form and only a few shared copies of their policies, citing confidentiality as the main reason for not doing so. Those that had not developed policies either cited resource constraints for not doing so or expressed negative sentiments regarding the value of having a gender or HIV/AIDS policy.

Those that claimed to have an HIV/AIDS policy said they did not require a gender policy because they had many women employees in their organizations. In addition, some argued, women are the ones most infected and affected by the pandemic and since they have an HIV/AIDS policy, women's issues were being addressed.

The research found that almost all the existing policies focus on work place issues, such as hiring practices, avoiding stigma and discrimination, but did not touch on how these link to editorial policies, including how HIV/AIDS and gender considerations should be integrated into codes of ethics and editorial style books.

As a respondent from Johnic Communications in South Africa put it: "The HIV/AIDS policy] does not cover editorial issues. Sensitivity and other issues on reporting HIV/AIDS should be left to journalists and editors. Editors should train their journalists on how to write sensitive stories.

"When talking about AIDS stories, we also have to think about the commercial aspects of newspapers. We are a commercial company and we need to make profits. We therefore cannot write stories on AIDS all the time because they do not sell. However, we do deal with these issues and I do not see the need of including them in the policy. We are a big organisation and we deal with lots of employees in various departments. We do educate them.

"But how can a policy that says we write more stories on AIDS change the fact that people are dying daily? How can it lead to change of behaviour that puts individual's at risk of infection?"

Although most of the media houses with policies did not have clear guidelines on how to implement them, the main difficulty seems to lie on monitoring and evaluation. Although some media houses had a statement on monitoring and evaluating the policies, it did not give any clear procedures and strategies for monitoring and evaluating various programmes designed to combat the effects of HIV/AIDS in the organization. The most cited constraint in this regard was lack of expertise on how to develop internal monitoring and evaluating strategies.



The report says that the findings give "added urgency and impetus" to the MAP, a multi-sector initiative led by the Southern African Editor's Forum (SAEF) in partnership with several regional NGOs that work to promote diversity and professionalism in the media.

Planning for the Sixteen Days of Activism Campaign in Namibia
Photo: Colleen Lowe Morna

Training

Gender and media training

Mainstreaming gender in media training is a key strategy for promoting gender equality in and through the media. Over the last four years GL has engaged in a multi prong strategy that involves developing training material; conducting training on various key themes (gender violence, gender HIV/AIDS and the media, gender and elections) with media training institutions in the region; creation of a Virtual Resource Centre with case material from the GMBS; as well as engaging with media training institutions on integrating gender into all aspects of their curriculum.

Polytechnic of Namibia (PON) Pilot Project

With the continued support of FES, GL and PON this year concluded their three year pilot project on mainstreaming gender in entry level journalism. The final phase involved individual engagement with staff on how to integrate gender into their work, as well as drafting a gender policy. PON staff and students presented a case study of the project at the GEM Summit.

Outputs

- Gender policy for the Media Studies Department of the Polytechnic of Namibia.
- A primer with steps on how to go about mainstreaming gender in entry level journalism, covering curriculum, field practice, assessments and all aspects of training.

Outcomes

- Preliminary research suggests that the gender mainstreaming project has had a profound effect on the approach of PON students. Many wrote about their experiences in the primer now being distributed to media training institutions. An analysis of the Echoes news service that students produced during the Namibian elections towards the end of 2004 showed that news reports consistently reflected gender balance and provided far more insight into views on the ground than the conventional media.
- The PON project has provided the cornerstone for a GEMSA Trainers Network (see page 18) which involves a collaborative effort by media trainers across the region to integrate gender into their work.



HIV/AIDS, Gender and the Media

During the year, with the support of UNIFEM and the Open Society Foundation South Africa, GL completed the regional and provincial workshops started last year for communicators and the media on Gender and HIV/AIDS. The workshops took place in Lesotho and Zimbabwe; as well as in North West, Free State, Eastern Cape and Mpumalanga. These week long workshops covered the gender dimensions of prevention, treatment and care. They involved interaction with People Living with AIDS and several field visits.

Outputs

- GL trained 86 provincial participants (compared to a target of 86) and 45 regional participants (compared to a target of 40).

Outcomes

- All six workshops produced supplements carried by mainstream media that contain excellent local content and have contributed to a greater understanding on the gender dimensions of HIV/AIDS.

Next steps

- The training that GL has conducted on HIV/AIDS and Gender will now be buttressed by the MAP project (see research and policies) that will support media houses to adopt and implement policies, with more training offered at newsroom level.

What our partners say

Gender Links has been an integral part of my life as a journalist. I was one of the first groups of journalists trained by GL Executive Director Colleen Lowe Morna almost 10 years ago at the Institute for Advancement of Journalist (IAJ). This foundation empowered, inspired and played a huge part of my intellectual engagement as a black female journalist at the SABC.

I went on to complete my BA (Hons) at the African Gender Institute, UCT. My dissertation looked at institutional transformation and the gender implications for women at the SABC. This year I have been once again a full-time student and in particularly looking at the representation of black women on television in post-apartheid South Africa. The course is the only one of its kind in the UK and Europe and it is the work of Genderlinks that inspired and helped me to understand the issues in a global perspective.



The work that the organisation is engaged with helps us to critically engage with the issues that affecting women not only in South Africa but also the SADC region. It is truly one of the only organisations in the world that is engaged with this work. I have time and again drawn on GL's rich resources in my work at Sussex.

The challenge ahead is to engage even more with the issues and ensure that media houses and training institutions in the region adopt policies and ensure that change takes place in newsrooms.

Crystal Orderson
Former senior political reporter: SABC Radio News; currently reading for an MA in Gender, Media and Development Studies: Sussex University, UK.



Calling all trainers: Why we need to network?

By Pat Made
Independent trainer and GL board member

One of the most unreported stories throughout Southern Africa is the development of media education and the training of journalists in the region.

Long thought of as a craft which can be learnt on the job, journalism now requires a contingent of reporters, editors, producers, etc., who can do more than just telling us the "Who", "What", "When", and "Where". Many of the political, economic and social challenges the region confronts today require journalists and editors who have the knowledge and skills to explain the "Why" and "How". And, training is still the key.

The trainers from Botswana, Namibia, Zambia, Mozambique and South Africa who launched the Gender and Media Southern Africa Trainers Network (GTN) on May 5 this year, understand the need to link media education and journalism training to the quality of the news products generated daily; to mainstream gender into their work; and to make the story of journalism and media education a headliner, especially among trainers and media practitioners.

The key questions the trainers, who met in Johannesburg at the offices of Gender Links, wrestled with included, among others:

- How do we train journalists who know both the craft and who at the same time, are thinkers?
- How can media practitioners become involved in curriculum design, and also serve as lecturers in journalism and media education programmes?
- How do we break the disconnect between media practice and media education and journalism training in Southern Africa?
- How do we recruit more young women into journalism and media education programmes?
- How do we influence the 'news mindset' in the media?
- How do editors and media trainers talk to each other continuously?

Answers to these questions form a big part of the GTN's action plan. A meeting of media educators will be held in the last quarter of 2005 to evaluate the GTN process, to look at plans for 2006, to present best practices and discuss challenges. And, the GTN also wants to convene a regional conference to review the quality of journalism in Southern Africa and discuss with editors ways to bring about a change.

Journalism and media education trainers throughout the region are encouraged to join the GTN. Contact Kubi Rama on kubi@genderlinks.org.za

GTN at a glance

Objectives

- To mainstream gender in media education in a systematic and collaborative manner.
- To share best practices and function as a peer support forum.
- To initiative regular, structured dialogues between journalism educators in the region using chat room technology.
- To foster partnerships and facilitate exchanges between media education institutions and to build the capacity of trainers.
- To create a collaborative mechanism for using and contributing to the Virtual Resource Centre, so that this becomes a "living" resource for gender and media education.

Activities

- Mainstreaming gender in media education at institutional level
- Regular online thematic discussions
- Using and contributing to the VRC
- Facilitating exchanges between institutions
- Facilitating information sharing between partners



Manda Beolel, a media trainer in Mauritius
Photo: Colleen Lowe Morna

Gender justice campaigns

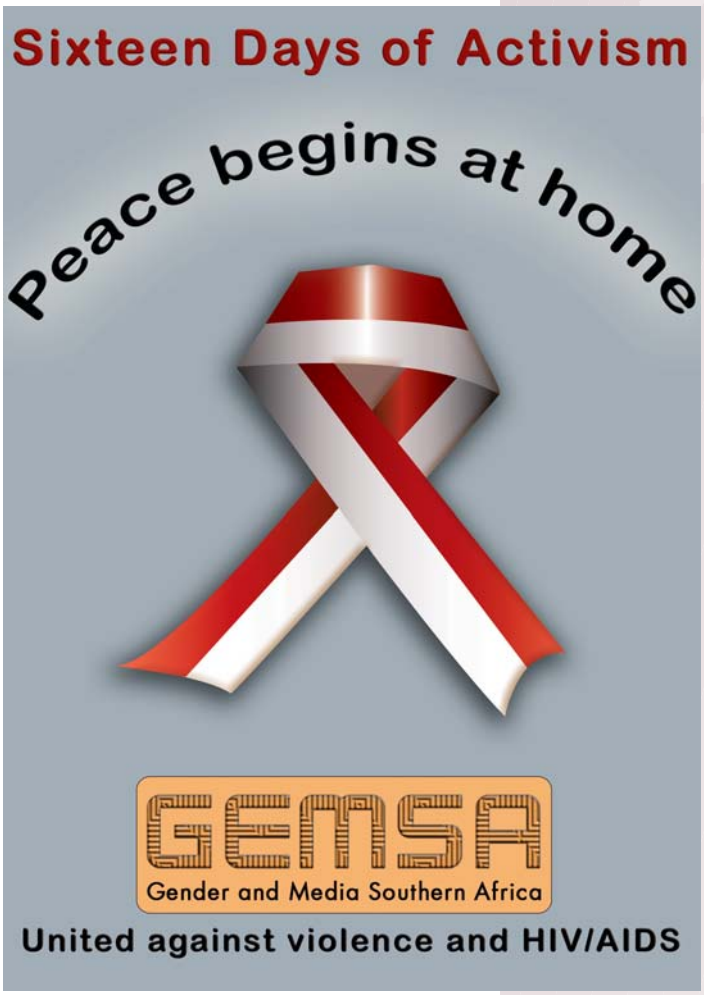
In addition to building gender awareness and capacity among the media, GL works to strengthen the advocacy, media and communication skills of NGOs that promote gender justice. As experience has shown, more strategic approaches to communication have a direct bearing on both the quantity and quality of the coverage of gender issues.

Sixteen Days 2004

For the third year running, GL played a lead role in coordinating and building the capacity of NGOs in the gender justice sector in South Africa and in the region to raise the profile of gender justice issues. In South Africa, GL spearheaded the cyber dialogue initiative. In Southern Africa GL is worked with GEMSA in coordinating a region-wide campaign.

The cyber dialogues involved sixteen NGOs working together, each taking responsibility for the theme on a particular day. GL and partners then trained community facilitators to assist on the ground. During the campaign, communities held discussions on each theme for one hour. They then linked up to the central hub facilitated by the City of Johannesburg, as part of GL's Gender, Communications and Local Government partnership with the City. Here, experts and senior decision makers answered questions.

In the region, GL worked with GEMSA to plan strategies in eight countries. Regional partners were free to join the cyber dialogues and Mauritius ran its own cyber dialogues. The facility included a bulletin board, where messages could be posted, as well as a daily opinion poll. GL ran a daily E newsletter where networks could share information about their activities. GL also worked with GEMSA in an audit of the SADC Addendum on the Eradication of Violence Against Women and Children. This was debated during a video conference on human rights day and has since been published under the title: "Gender Justice Barometer."



Outputs

- Some 65 community facilitators received training in the sixteen themes for the sixteen days and in running online dialogues; substantially higher than the target figure of 40 community facilitators.
- Through networking with Government Communication and Information Systems, local government, NGOs and CBOs, access points were created in 80 centres across the country.
- 55 experts and decision makers took part in the cyber dialogues.
- The cyber dialogues helped to boost media coverage of the Sixteen Days of Activism.
- Linkages with the region through the E newsletter, the cyber dialogues and video conference boosted the regional profile of the campaign.

Outcomes

- The cyber dialogues played a major role in empowering citizens to have an effective say during the Sixteen Day campaign, especially those most directly affected.
- The cyber dialogues engaged men and young people in the debates.
- By giving citizens access to decision-makers, and having them make concrete pledges on line such as the building of shelters the cyber dialogues demonstrated e-governance at work.
- By providing events, speakers and fact sheets, each day the cyber dialogues helped to generate in-depth news coverage of the Sixteen Days.
- The Sixteen Days had a far wider regional reach and resonance than in the past.

Next steps

- Extend and deepen capacity building at local level for those who participated in the cyber dialogues.
- Work with GEMSA to extend the cyber dialogues to the rest of the region during the Sixteen Days 2005.
- Identify action points and *commitments* to provide a yardstick against which to measure progress.
- Work with GEMSA in devising advocacy campaigns around the findings of the audit; for example the fact that many countries in the region do not have specific legislation in place for addressing gender violence.



Is there justice in cyberspace?

By Kubi Rama
Deputy Director, Gender Links

The cyber dialogues had South Africans "chatting" during the Sixteen days 2004 campaign. The use of a chat room which resulted in people receiving immediate responses to their questions and comments proved to be a powerful new way to communicate. During the fifteen Cyber Dialogues people across the country had the opportunity to post their comments and ask questions on a particular theme.

On every one of the cyber dialogues held under the banner of *"Making IT work for gender justice"* at least one person came online to say that they had been raped. 'Lalu' sent this message on the 8 December*: "I was brutally raped by my employer….Because I earn R900 I could not afford to get a lawyer. I am now unemployed, where and what help can I get help?"* Lalu received several messages back with the contact information for organisations that could help her.

The cyber dialogues provided 'Lalu' a safe, anonymous space to speak out. This was true for many other participants in the cyber dialogues as well. During the cyber dialogues those directly affected by gender violence could speak with those offering different kinds of support. Communication is an important first step towards healing and change.

Following criticism that the government is doing little to support places of safety and care for survivors of sexual assault, 'JeanB', (Dr Jean Benjamin, Deputy Minister of Social Development in South Africa) announced that her department will be building nine new shelters per province each year over the next three years as well as 29 one stop centres for survivors of sexual assault. The cyber dialogues facilitated a direct conversation between a minister and ordinary citizens. It was an example of e-governance and bringing government to the people.

Cyber space proved a great equalizer. In the absence of formality people in decision making positions and citizens were able to have an easy conversation. The communication resulted in an increased awareness and a healthy dialogue between all participants. The main challenge is to ensure that more people join the discussions in 2005. The plan for the 2005 cyber dialogues includes both creating access and training people on the ground to participate in the cyber dialogues.

As one participant put it: "This chat is such a wonderful medium – let us use it constructively to seriously better life in our communities."

What our partners say

Gender Links has been an invaluable partner in the 16 Days of Activism Campaign. They have not only shouldered a major portion of the work, they have widened the circle of partners and campaign friends that participate by bringing other NGOs, groups and individuals into the process. Their work on the Cyber Dialogues has given substance and stature to the national campaign and it is our hope that Gender Links will enjoy the support (financial and other) that they truly deserve for their work, not only on the Cyber Dialogues, but in the wide range of gender-related work that they do here in South Africa and in the SADC region. This Annual Report reflects the energy, dedication and effort they have put into their work over the past year. I wish them well into the future and trust that they will grow from strength to strength.



Cheryl Gillwald,
Deputy Minister, Correctional Services, South Africa

Write about rights

There is always a dilemma, when one is working to mainstream gender in the media, how much energy to devote to getting the media to do its job better, and how much to devote to producing content of ones own. That dilemma is particularly real in an organisation where many staff have a media background, and it often seems much easier to just write the story yourself.

For over two years, GL ran a bi-monthly magazine, *Amalungelo*, that provided a space for those working on gender, media and gender justice campaigns to air their views. Sadly, a funding cut made it necessary to seize publication of the magazine. However, the financial pressure also caused us to step back and question whether producing a magazine was in fact the most useful thing to do. With a print run of 1000 the magazine had a small, specialist market. We did not have the capacity to scout out advertising. Distribution proved costly.

At the same time, our *Opinion and Commentary Service*, an electronic "bridging" service between activists and the media had started to take root but needed stronger management. Over the last year, we have concentrated on growing this service and its important subsidiary, the *"I" Stories* or first hand accounts of women's whose voices would rarely be heard in the mainstream media. We have also produced newspapers and supplements for special events, like the ten years of democracy in South Africa and the Beijing Plus Ten conference in New York. In this way, we are defining more clearly and effectively the circumstances in which we feel it is warranted for GL to be a producer of content. IT makes it possible to leverage, and justify these products much more.

The GEM Opinion and Commentary Service

Conceived with the support of HIVOS in 2003, the service aimed to produce ten opinion pieces each month from around Southern Africa on topical news items. The service had its logic in the fact that women especially have been denied a voice in these sacred spaces reserved for an elite of experts or "opinion shapers". Yet it is only in these spaces that citizens can express their views directly, with limited intermediation by journalists and editors.

As usual with such a service the idea proved appealing but the logistics presented challenges. The budget only allowed for a part time editor, and we recruited a well known woman journalist to try and get the service going. But the start up is far from easy. It requires building up not just a network of writers, but also of markets.

In June 2004, through combining project funding, GL managed to hire a full time editor. An audit of the service in December showed that we had been producing an average of six stories (not ten) a month and that to the extent usage could be tracked these had been used 0.6 times (in other words some stories had not been used at all). However, the number of articles, and usage had increased substantially during the Sixteen Day campaign. This suggested that a number of interventions were needed: planning to ensure production of at least ten articles a month; a more aggressive marketing and tracking strategy to ensure that each article is used more than once (we set an initial target of 1.5); a series of theme pieces that could be marketed more effectively as well as redesign of the website to make it easier to search for articles. New targets also included recruiting at least thirty new writers each year, and gathering stories of their experience of writing, as well as outcomes of articles published, to be able to measure the qualitative impact of the service more effectively. The link with GEMSA has also proved invaluable as GEMSA country representatives assist with marketing the service and tracking usage at a small fee.

Outputs

- Statistics for the service in the new financial year, which GL will report on more fully next year, show that the target of ten features per month has been exceeded; usage is now close to an average of two per article (and in individual instances is much higher, for example, where articles are especially timely or provocative) and there is a wide variety of contributors, new and old from all countries of the region.
- The special "I" stories series (see page 22) has been a particular bonanza as it represents the kind of stories that the mainstream media is often not able to access. This has helped GL to define its niche even further.
- The special theme series for the Sixteen Days; Beijing Plus Ten; the Gender and Local Government project; the SADC and Gender 2005 campaign and (as we write) the Millennium Development Goal (MDG) Summit has provided focus and depth, as well as boosting marketing prospects.

Outcomes

- The testimonies in the accompanying column speak to the empowering effect of the Opinion and Commentary Service.
- The example in the box below reflects the power of the pen to bring about social change.

Ripple effect

Relebohile Moletsane is an associate professor at the Department of Education at the University of KwaZulu Natal in Durban. While her academic publication record is vast, her contribution to the GEM Opinion and Commentary Service was the first time that she wrote in this particular genre. Her article: "Sexual violence in schools: does anyone really care" was published twice in South Africa and is based on ongoing research that she is involved. Moletsane's article – and the response to it demonstrate the potential and ability of the opinion and commentary genre as a tool for education, and indeed transformation.

Following the publication of the article in "The Star", a letter was published by former Minister of Education, Kader Asmal in response to the author's questioning the Department of Educations reaction to sexual violence committed by teachers. In addition, Moletsane received a call from a church bishop, who in response to the article wrote a manifesto for AIDS Day for his congregation (see attached). In her correspondence to the GEM Editor Moletsane said: "Now that is what I call activism!"

The power that comes from a pen

Writing for the GEM Service has had a positive impact on me. Despite working as a media researcher for over four years, it had never occurred to me that I could actually write opinion or feature articles for circulation in newspapers. Working the GEM Service editor has been both fulfilling and beneficial to me - she is patient and systematic in her approach while her feedback is timeous and encouraging. I am grateful Gender Links for providing me with the opportunity to enhance my writing skills and a chance to become famous among other benefits.

Loveness Jambaya, Zimbabwe

Working with the GEM Service has been an incredible experience. The service has given me the 'push' I needed to get up and use my skills. Working with GEM Service has given my morale the boost it needed. Thumbs up to the editor for keeping the communication lines open and being so encouraging!

Bongiwe Zwane, Swaziland

It has been pleasure for me working with GEM Service. The communication with me is active all the time from idea generation to the post production period. I believe GEM Service can play an important role in changing the existing gender imbalance in the Sub Saharan Africa.

Adolphus Kivamwo, Tanzania

The "I" Stories

By Janine Moolman
Editor, Gender Links



The act of writing is in itself steeped in issues of power, voice (or lack of it?) and privilege. Who speaks on behalf of whom? Who gets to write whose story? Who are the authorities on the lived experience of ordinary women?

These questions and others informed our thinking as we embarked upon the "I story" project. Its description is quite literal – it is writing from, about, and by the "I" that exists and is validated through our own voices. The "I" is me, sharing my thoughts, my experiences, my perceptions and my stories.

In a context in which women are encouraged to "speak out" against forms of oppression – be it gender violence, HIV/AIDS, poverty etc – locating the "I" as the authority of experience is critical. If women are not able to own their experiences and give voice them in their own words, instead of being the subjects of research, writing and mediation by others…. then calls for them to speak out ring rather hollow.

The "I" stories have their roots in the Gender Links Opinion and Commentary Service that "provides fresh views on everyday news." A key aim of the GL Service is to provide both alternative content and alternative (and more diverse) representations of men and women in the media – in this way challenging stereotypical representations and presentations of women.

The project began as part the Gender Links Sixteen Days of Activism Campaign during 2004 when we brought together two separate groups of writers: one consisting of survivors of violence, the other of rehabilitated perpetrators.

It began with two workshops during which participants first verbally shared their stories with each other after which they went back home and wrote their stories. This act of verbally speaking out was the first step for the participants, many of whom had not shared their stories publicly before. The second workshop provided the opportunity for them to read, comment and approve the edited versions of their stories and again, to share these with each other.

Confidentiality and mutual support were critical. Participants knew that they could stop speaking and sharing their stories if they chose to. While many of the stories were published in mainstream newspapers, and also in a special publication called: The "I" Stories: Speaking out on gender violence in South Africa, writers also had the option of using a pseudonym.

Partner organisations collaborated in the workshops. Recognising the sensitive nature of the subject and also that the act of sharing and writing their stories could be traumatic for some participants, trained counselors also participated in the process. This is a critical component of the project as our first concern is that of the welfare of the participants who must always feel safe and supported.

Getting the stories into the public space is a critical component of the "I" stories project. During the Sixteen Days of Activism Campaign, newspapers were encouraged to run a series of the articles produced

I stories



Janine Moolman and Martha Seloane at an "I" Story workshop
Photo: Colleen Lowe Morna

through the project. The articles were also sent out electronically through the Gender Links website and daily newsletter throughout the Sixteen Days of Activism Campaign. Writers were interviewed on radio and television talk shows as part of a deliberate strategy to make sure that theyhad ownership of their stories and experiences as opposed to being the subjects of research and analysis as so often is the case in the gender violence sector.

But gender violence is not the only area in which this project has potential. The "I" stories provides the space for those who's authentic voices are marginalised to be heard. Be it on women in the media, the economy, women's experiences of poverty, HIV/AIDS and other concerns, the writing and publication of these first hand accounts or testimonies allows for a public discussion on the lived experiences of ordinary men and women.



Anita Ferreira, survivor of gender violence, This story is a part of a series commissioned during the Sixteen Days of Activism on Gender Violence in 2004.

I still get nightmares when I think about all the things that he did to me. The worst thing he did to me was to tie my hands to the bumper of a car and my feet to a tree, tear my clothes off and pour petrol over me, and tell me: "Nobody will ever miss you. I will dump your body in a bush, or what is left you."

It is less than a year since I was released from jail where I served three years and four months for killing my abusive partner. I have forgiven him, but to forget; that is not easy.

I am struggling to get a job. When people find out who I am they are reluctant to offer me work. A Good Samaritan offered to pay for the flat that I am staying in with my two daughters but I don't know how long that will last.

I have decided to tell my story because I hope that in doing so I will help other women. I am 45-years old. I have four children, two girls and two boys. I was born in Witbank, and was the last born of four children.

How my story set me free

"I want men to know that we can change, and that there are many ways of being a man. I am a living example of this," **Sibongiseni Mngomezulu**, *Real men don't do violence,* on participating in the workshop."

"I want to tell my story so that other women know that they are not alone. Then maybe they too will be able to speak out," **Jacobeth Vena**, *I am a survivor,* on participating in the workshop.

"Writing the "I" story – "The peace that comes with forgiveness" was spiritually uplifting. Gender Links was part of the journey that started with writing this article. It was a journey to long-awaited freedom – free from the guilt and most importantly the secrecy of my HIV status," **Riana Jacobs**, *The peace that comes with forgiveness* on writing her I story.

"I was not sure that that I wanted to tell my story, I didn't know if I could find the words. But after I started writing, I was inspired … and I was proud. Writing my story felt like a burden had lifted off my shoulders and I was free," **Thapelo Rahlongo**, *Learning to be myself*

"My speaking out and against gender violence will continue… once you start, it's difficult to stop," **Thapelo Rahlongo**, after speaking at the "Speak Out" day of the cyber dialogues.

Write about rights

Ten years of herstory

This project, funded by the CWCI, involved the production of a supplement carried by four major newspapers across South Africa, and a bumper issues of GL's bi-monthly gender justice journal, *Amalungelo*, celebrating "Ten Years of Herstory" in South Africa. The magazine was launched as part of a book and cultural fair co-hosted by the City of Johannesburg on 30 April. Keynote speakers included the Speaker of the Johannesburg metropolitan council, Nandi Mayathula Khoza; well known activist Mmatshilo Motsei, and a diverse panel of women talking about their experiences over the last ten years, chaired by Dr Tebogo Maitse, Commissioner with the Commission on Gender Equality.

Outputs

- As per plan GL produced 3000 issues of the 100 page magazine and 100,000 supplements distributed by Independent newspapers.
- 52 women contributed to the magazine compared to the original target of 50.
- 375 participants came to the launch and book fair compared to a target of 100.
- 15 NGOs displayed materials, compared to a target of 10.
- The magazine and related events generated considerable media coverage.

Outcomes

- Ten years of Herstory placed the issue of gender at the heart of the debates and discussions of successes and challenges ten years after South Africa's first democratic elections.
- The event also strengthened GL's relationship with the City of Johannesburg.

Beijing Plus Ten

Following their long tradition of producing daily news supplements during major international conferences, GL and partners AWC from Kenya produced GEM News @B Plus Ten during the Ten Year Review of the Fourth World Conference on Women. However, building on the success of the Sixteen Day cyber dialogues, GL ran daily cyber dialogues during the conference that brought the views of those outside New York to the conference though the newspaper and the daily chat.

Outputs

- Seven online chats.
- Seven editions of the hard copy of the newspaper.
- Seven edition of the online version of the newspaper.
- News content from the newspaper was sent to the media in East and Southern Africa.

Outcomes

- A list serve of two hundred people who accessed the cyber dialogues.
- One thousand five hundred hard copies of the newspaper were distributed to participants at the Review.



- One thousand five hundred people received the newspaper online.
- 333 people from across the globe participated in the chats as follows:
- A high level of international collaboration by participating in the Women's Media Pool, a collective of organisations, with a wide distribution list.
- Every day we sent articles from GEM News out to the many newspapers and news agencies which were participating in the pool.
- Some articles were translated into Spanish and picked up by Latin American media.
- The transcripts of the Dialogues show the extent of networking which took place.
- GEM News and the cyber dialogues succeeded in projecting a strong African women's voice and position at the Beijing Plus Ten Review, and strengthened relations between gender activists in the region, as illustrated in the comment below.

What our partners say

"This is a note to congratulate you and your colleagues for a job well done at the Beijing plus 10 conference. You really kept us all informed and abreast of the latest issues, resolutions and debates. At the on line debate there was a suggestion by Deepa from India to establish an on going on line debate across the globe on gender issues to facilitate sharing of ideas and best practices. Do you have any information on this idea. We need on line conversations on topical issues. I also want to indicate that I will give you whatever support that may require to facilitate your work in Botswana or in the sub-region. I would like to share my experience and expertise beyond the borders of Botswana. The video conferencing activity during the 16 days commemoration was a brilliant idea and I think we should have these periodically and not only when there is an international occasion."

Elsie Alexander, the Chair of the National Women's Council in Botswana, and a Board Member of Women in Law and Development in Africa (WiLDAF).

Media watch

In 2004, with the support of OSISA, GL embarked on an innovative pilot project with Media Watch Mauritius (MWO) and the Swaziland Gender and Media Watch (SMEGWA), as well as members of the South African Gender and Media Network (SAGEM) to conduct quarterly monitoring on different subjects as a way of "counting the voices count."

The first set of *"Mirror on the Media"* monitoring simplified the GMBS to come up with a few parameters that any media house can easily use for in-house monitoring. The second, more extensive monitoring involved comparing media coverage before and during the Sixteen Days (see box). In the third phase, the three organisations joined in the Global Media Monitoring that coincided with Beijing Plus Ten. The results of this are being analysed and will be a useful benchmark for Southern Africa, two-and-a-half years after the GMBS.

Outputs

- Three countries x two monitoring reports.
- Report of the GMMP in comparison to the GMBS (forthcoming).

Outcomes

- Results suggest that there has been a general improvement in the proportion of women as news sources in all cases, with an average of 25 percent (compared to the GMBS average of 17 percent being recorded in all three countries.



Lindsey Collen, Media Watch, Mauritius

- The reports have been used in a number of ways for local advocacy. For example: SAGEM presented the report to the Annual General Meeting of the South African National Editors Forum (SANEF) on 13 August; in Mauritius the October report (enclosed) was used in conjunction with newsroom training by GL and Media Watch Organisation on Gender, Elections and the Media.

Next steps

- Work with three new countries: Lesotho, Malawi and Zimbabwe.
- Tackle new subjects, e.g. radio talk shows; entertainment and advertising.

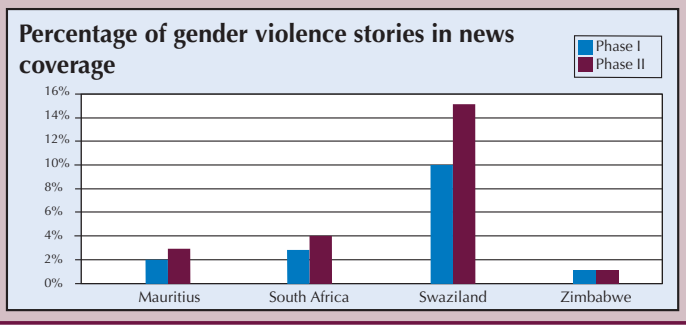
Counting that voices count

Media watch: Sixteen Days monitoring
By Susan Tolmay, Researcher

The months of November and December 2004 saw two phases of media monitoring taking place in four countries in the region as part of the "Mirror on the Media" pilot project.

Monitors in the region coordinated by Gender Links and its partners SAGEM (South African Gender and Media Network), SMEGWA (Swaziland Media and Gender Watch), MWO (Media Watch Organisation) in Mauritius and MMPZ (Media Monitoring Project Zimbabwe) monitored media in their countries for 32 days in total. The first phase of monitoring took place 16 days before the Sixteen Days of Activism campaign started, followed by monitoring during the 16 days of the campaign.

The results showed a marginal improvement in media coverage of gender violence in Mauritius, South Africa and Swaziland whereas Zimbabwe showed no change at all.





Gender violence stories only made up between one to four percent of news coverage. Swaziland led the way with ten and fifteen percent in the two phases respectively. What this means is that the media still tend to marginalise gender violence stories.

But the proportion of women as sources increased in all instances. According to monitors in Mauritius, "the 16 days of activism campaign was a like a wake-up call" with women as sources increasing from 42 percent in phase one to 56 percent in the second phase.
Although Zimbabwe recorded the lowest number of gender violence stories in both phases women as sources increased from 33 percent in the first phase to 43 percent in phase II.

The study showed slow but steady progress. There is growing awareness on gender violence but headlines such as "Henpecked hubby terrified of cops – so lies to cops", "Spouse-killer rewarded robbery with sex", "Wife bashers: try love and sex instead" are an indication that the mainstream media still has a long way to go in covering gender violence stories sensitively as well as giving them the priority they deserve.



Buying the ticket and riding the bus

By Ferial Haffajee
Editor, Mail and Guardian and GL Board Member

I attended the World Editor's Forum in Istanbul in June 2004. And, boy, what a shock! In session after session, the panels consisted of white male after white male. Now, some of my best friend's are white males, but in South Africa we have come to make sure our panels are representative - both from a racial and gender point of view. We try to make sure that our panels, our cabinets and slowly, slowly, that even our boardrooms represent the nation.

I am grateful because when my dream job (as editor of the *Mail and Guardian*) was offered to me, I did not hesitate and grabbed it with both hands. Long ago, people like Pat Made, Colleen Lowe Morna and Rosemary Okello taught me that women journalists can dream; that they can dream beyond the confines of the old, beyond the confines of the women's pages and the sub editor's-desk. They taught me that women journalists can dream about travelling, and about investigating, all the way into the editor's chairs and perhaps one day into the owner's chairs as well.

It saddens me though that I am still in a minority - a female title editor. In South Africa, I am one of three: Caroline Southey at the Financial Mail and Alide Dasnois make up the triangle. There is also Pippa Green, possibly the most influential woman in the media because she heads up SABC Radio News.

But what my appointment has done is make the boys sit up and take notice. Because it occurred in a political context that encourages and celebrates female leadership, it was roundly applauded. Now we wait to see how the next series of title openings will be filled.

Since getting this plum job, I have tried to blend into the newspaper the many years of teaching of my mentors. These have been about getting more women's voices into the newspaper, profiling female leadership, and turning stereotypes on their heads.

Not so long ago I had a visit from *Media Tenor* which monitors content in the media. They found, among other things, that the M&G is one of the three most negative newspapers in its coverage of government. I was cool with that, and prefer to call it "balanced" rather than negative. I would have hated to have been too high on that barometer.

But the observation that troubled me is that on female sources we rate quite poorly. Various factors explain this: women are less confident, we tend to opine more democratically so the argument is less pronounced, and we tend to value the collective over the individual in opinion and argument.

I must think urgently of how to fix this -- a source-book of women specialists perhaps and pushing my team to beef up its contact books. It has been hard work changing the colour of the contact book. Now gender must change too and that is my work for the medium-term.

I tell this story for another reason. It is to introspect and ask what my use is if I do not pay attention to changing that which I can; if I don't reshape our opinion pages, don't extend our investigative arm into the many areas we need to address before equality is a reality in more than just numbers. Those of us on gender tickets must ride the bus. Anything else and I will be a mere token.

When Gender Links approached me to join its board in 2005, I did not hesitate to make myself available. Over the last few years, I have watched the media change its gender tune in front of my eyes: more women are more regularly quoted; rape and sexual violence are covered more and in better ways than before; chairmen have become chairpersons; sheros waltz across our screens and our pages. Power, in all its forms, is now far more equitably represented in the media. Such is the power of consciousness. Such is the power of Gender Links. I am most excited to be a board member.

GEM Summit

Get 184 gender and media practitioners and activists in one room, add in instructive, stimulating and sometimes controversial presentations and discussions, and the results will make history. This is what happened at the Southern African Gender and Media Summit which took place from September 12-14, 2004.

The three parallel sessions, featuring over ninety presenters and facilitators, provided a platform for detailed case studies to be presented on how to go from the rhetoric on gender equality (what editor today would disagree with that?) to the reality of making it happen *in* newsrooms, and *through* editorial content.

Major breakthroughs shared at the summit include the Times of Zambia, Mauritius Broadcasting Corporation, Kaya FM (South Africa) and Capital Radio (Malawi) gender policies and the three year pilot project by the Polytechnic of Namibia to mainstream gender into entry level media education.

These contributions not only point to the systematic and solid work that is taking place to redress the gender gaps identified in the Gender and Media Baseline Study two years ago. They also show tangible results. For example, the Mirror on the Media project shows an improvement in the gender balance of sources in the three countries where this monitoring took place in July (Swaziland, South Africa and Mauritius).

Monitoring of election coverage in the two Southern African countries that held elections in 2004 (South Africa and Malawi) showed a dramatic improvement in the represented and portrayal of women: as voters, candidates and citizens. The third Global Media Monitoring Project (GMMP) taking place to coincide with the tenth anniversary of the Fourth World Conference on Women in Bejing will provide an opportunity for countries in the region to benchmark progress against the GMBS, as well as globally.

Meanwhile, the preliminary findings of the audience research conducted in six Southern African countries offers fascinating insight into how consumers perceive gender imbalances in the news, and what they would like to know more about. "Get to them when they're still young and impressionable" - the strategy used by marketers and advertising to encourage material consumption ironically is also an important part of gender media activism.

Going into the classrooms with journalism students, coupled with addressing content within curricula have become part of the course as the need to conscientise future journalists through training is increasingly recognised as an essential component of media transformation.

Greater consumer activism in the region was also apparent in the case studies of individuals and networks who have taken up cases of what they regard as offensive advertising. The willingness of regulatory authorities to engage in these debates, as witnessed at the summit, is an important strategic breakthrough.

Most important, perhaps, is the understanding that is beginning to emerge, after some of the heated debates between media managers and gender activists, about what is really meant by gender aware reporting. The first ever Gender and Media Awards showed that good media practice means getting the full picture, and telling stories which reflect women in their diversity.

Outputs

- The Summit yielded a book of 44 case study of good practice in promoting gender equality in and through the media.

Outcomes

- The Summit gave birth to the Gender and Media Southern Africa (GEMSA) Network.
- The summit also bequeathed GEMSA the broad outline of an action plan that has since been sharpened and prioritised.

Next steps

- Provide a Secretariat for and strengthen the institutional base of GEMSA.
- Fund raise for the next Summit in 2006. This will now become the once every two years General Meeting of GEMSA.



GEM Summit award winners *Photo: Nonqaba waka Msimang*

Networks



GEMSA Namibia
Photo: Colleen Lowe Morna

What our partners say

"CREDO has had an excellent partnership experience with Gender Links, other colleagues in the GEMSA network and the Southern African Gender Protocol Alliance. Indeed it would not be out of place to say that gender equality work in Southern Africa would be the poorer without the contributions of Gender Links – both as an independent organisation and through GEMSA and the Alliance."
Rotimi Sankore, Coordinator CREDO.

I have interacted with GL on various projects including the GMMP, AR, Mirror on the Media, MAP reference group, etc. GL organises good training sessions and workshops. They should be more flexible; i.e. starting time 09h00 rather than 08h00 or 08h30. In terms of accommodation, I would appreciate a place with a bar where one can relax after hours. I have been very frank and fair in my responses thank you.
Tom Mapesela , Information and Research Officer MISA Lesotho Secretary: GEMSA

GL is doing a fantastic job in advancing women in the region and helping to establish GEMSA in SADC countries. It would be good in the future to bring in West African countries to GEMSA Network.
Sarry Xoagus-Eises, GEMSA-Namibia

Gender Links is like our parent organization. It is thanks to this NGO that we have our own association, we are part of the GEMSA Network. I think that Gender Links is a very good facilitator, and organiser of workshops and the Summit. I have attended some very good workshops organised by Gender Links. I hope that this aspect will develop further in the future. I think that Gender Links delivers what it is suppose to do, the office is efficient, with professional staff members. Keep up the good work.
Sharon Thelemaque, Gem Plus Association of Seychelles

Working with Gender Links has been empowering. It is a progressive and results-oriented gender and media organisation from which I have learnt valuable lessons. My work has never been the same again since I made first contact with this great team. Keep up the good work Colleen and your team - making every voice count.
Loveness Jambaya , MMPZ; GEMSA - Zimbabwe representative

Since its inception, GL has been building Networks in all the countries where it has worked. By the time of the summit, GL had helped to initiate eight Gender and Media (GEM) Networks around the region. The Summit opened the possibility of broadening these networks even further by creating an umbrella organisation of institutions and individuals committed to promoting gender equality in and through the media.

Structure and membership

Members of the Gender and Media Southern African (GEMSA) Network include the Media Institute of Southern Africa and its country chapters; Gender Links and affiliated gender and media networks in eight countries; the Federation of African Media Women and country affiliates; editors forums; media training institutions; media NGOs including the media monitoring projects in the region; NGOs that promote gender justice and media practitioners.

The network is overseen by a committee that consists of country representatives; representatives of the different interest groups and an executive committee with a Chair, Deputy Chair, Treasurer and Secretary. Members will meet every two years. The Secretariat of GEMSA is currently hosted by Gender Links.

Since its inception, GEMSA has gone on a vigorous membership drive. At the time of writing, GEMSA had 140 individual, and nine institutional, members. Its executive committee had met three times and its broader committee twice. The organisation had been registered and started to raise funds in its own name. Country chapters had started to look into how they could register.

POA

The GEMSA Exco went through the original POA emanating from the summit and narrowed this down to a manageable set of priorities.

As a network, GEMSA's key strength lies in its ability to mobilise large numbers of people. GEMSA has taken on a number of advocacy campaigns, including the Sixteen Days of Activism and the SADC 2005 campaign. IT training workshops supported by NIZA have provided members with practical networking skills. They have also helped to recruit more members. At the time of writing GEMSA was preparing to start its own website with pages for each country chapter that will be maintained by them.

Another area in which GEMSA has been active is in collaborative research projects such as the audit of the SADC Declaration on Gender and Development and its Addendum on Eradicating Violence Against Women. GEMSA country representatives also participated in the GMMP.

On the policy front, GEMSA is conducting an audit on how gender is integrated into policies and laws that govern the media in the region and plans to engage with media regulatory authorities. GEMSA is also an active member of the Media Action Plan on HIV/AIDS and Gender. Media trainers in GEMSA have formed a training sub-committee that is working collaboratively to mainstream gender in media training.

Next steps

GL is proud to see the nucleus of gender and media networks grow into a powerful movement for social change. GL is committed to continuing to support GEMSA as the network grows in numbers and in autonomy.

Why GEMSA involves men

By Janet Zeenat Karim*



Many people, men and women too, ask why the Gender and Media Southern Africa (GEMSA) network bothers to involve men when it is the very same men that have caused such movements as GEMSA to be launched in the first place.

"Don't waste my time defending your position. There is no acceptable rationale for including men in the organization. Men have sidelined women, why should women include men in their programs?" one email to me from beyond the region said.

Another critic of GEMSA's approach and stand on male involvement said that the organisation was just using men to gain a foothold where the women cannot penetrate.

Gender activists in the SADC region and beyond have long accepted that men as well as women need to be involved as equal partners in the struggle for gender equality. Leaving men out of the gender equation is like trying to clap with one hand. It can't be done.

"If we leave the men behind, we will have to come back and pull them along. By involving men, we are shortening the time lag and bringing in the two dimensions to the equation," says South African Deputy President Phumzile Mlambo Ngcuka.

Men comprised about one third of the 184 participants who took part in the GEM Summit. They are also one third of the GEMSA committee and two fifths of the executive committee.

Since 2004, GEMSA has spear-headed a series of cutting–edge research and projects in Southern Africa which have two major objectives: to engender the mainstream media, and to build a strong research, monitoring and advocacy base across Southern Africa involving various stake-holders to keep hold the media accountable on gender concerns. Slogans have been many with the one running through all of them being "Making every voice count and counting that it does."

Engendering mainstream media entails without saying, engaging with the captains of the trade, the majority of who happen to be men. A close second to this is the desire to resist the creation of a woman's ghetto. The inclusion of men in GEMSA provides men and women to fight each other's battles.

GEMSA membership boasts of women and men working in the media and gender NGOs. Notable among the male membership on the media side are editors, journalists, radio and television personalities such as directors, news anchorpersons and institutional directors. On the civil society side there are civic and political leaders.



These men have bought into the GEMSA and have become some of the most vocal advocates for greater gender balance and sensitivity in the media. They have proudly taken part in the many projects and campaigns that GEMSA and other partners and stakeholders have embarked upon.

*(*Janet Karim served as the founding Network Manager of GEMSA but had to return to her home country Malawi. She remains an active member of the Network.)*

E-talk

Despite the many advances in gender equality there are a few sectors where gender disparities are still very apparent. The information technology sector is one of these. Therefore the need to harness the capacity of IT and for women to become a significant presence in the sector is critical. The impetus for this is not only because there needs to be more women in decision-making positions in all sectors but because information technologies offer new and efficient spaces for communication.

There are of course issues relating to access and cost of ICTs and that is part of the challenge but should not become the reason that women are excluded from the IT highway. Motivated by these contextual realities and the fact that GL has to constantly look for effective communication mechanisms to link up with partners in the region GL has joined a the information super highway with a vengeance.

As the work of GL has grown, through workshops, partnerships, the summit and so on, so to have the numbers of people that GL needs to communicate with on regular basis. NIZA and HIVOS have been especially generous in supporting GL's IT growth that has included upgrading our systems; as well as devising an internal and external IT strategy.

The most effective way to do has been through a mailing list. Many of you reading this have been on the receiving end of GLGENERALS messages. This list, administered by a commercial ICT service provider and by emailing one address a message reaches over 1200 people. The list was particularly useful during the Sixteen days 2004 campaign, to share daily information on different activities.

"Gender-Links has included us in their electronic mail shots and therefore keeps us updated and constantly mindful of gender issues."
Charmaine Estment, Programme Co-ordinator Conflict and Governance Facility

The Sixteen Days 2004 campaign also saw the inception of the GL cyber dialogues concept. The use of a chat room to facilitate online, real time discussions between people in 66 different centres across South Africa started a new journey of communication at GL. The concept was successfully used in New York at the Beijing Plus Ten review. This time the cha room linked people across the globe. The technology showed those of us participating in the dialogues that geography is no barrier to communication. The chat room facility has become a permanent facility on the new GL website.

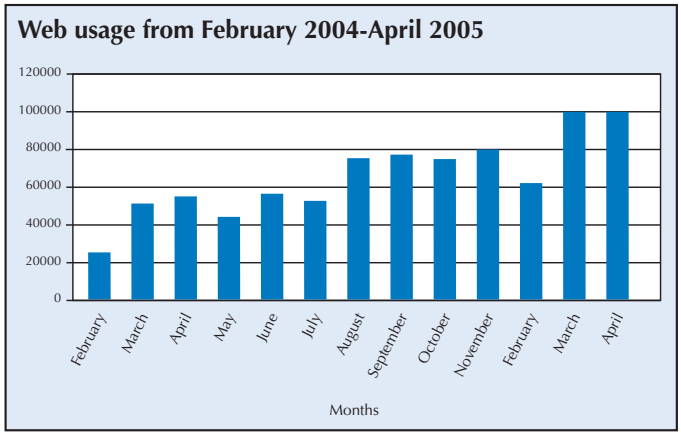


Maria Suares of FIRE, a partner organisation in Costa Rica Photo: Colleen Lowe Morna

The GL website has become a testing ground for new and innovative IT ideas. The website changes and moves with new technological advances. The result of this dynamic approach is a website that is alive and a content management system that provides GL staff the capacity for quick updates.

Outputs

A useful measure of the extent to which IT leverages our work is the monthly website usage statistics. The graph below demonstrates how over the year under review visits have increased steadily from 20 000 a month in February 2004 to 100 000 a month in March/April 2005.



An analysis of the pages most frequently visited is also instructive. These include in order of frequency the Opinion and Commentary Service; gender and elections fact sheets; newsletter; and GEMSA members. Clearly topical, newsworthy content attracts our greatest number of visitors as does information that needs to be constantly updated, such as membership. This poses an important challenge for us to remain at the cutting edge of our work as well as IT.

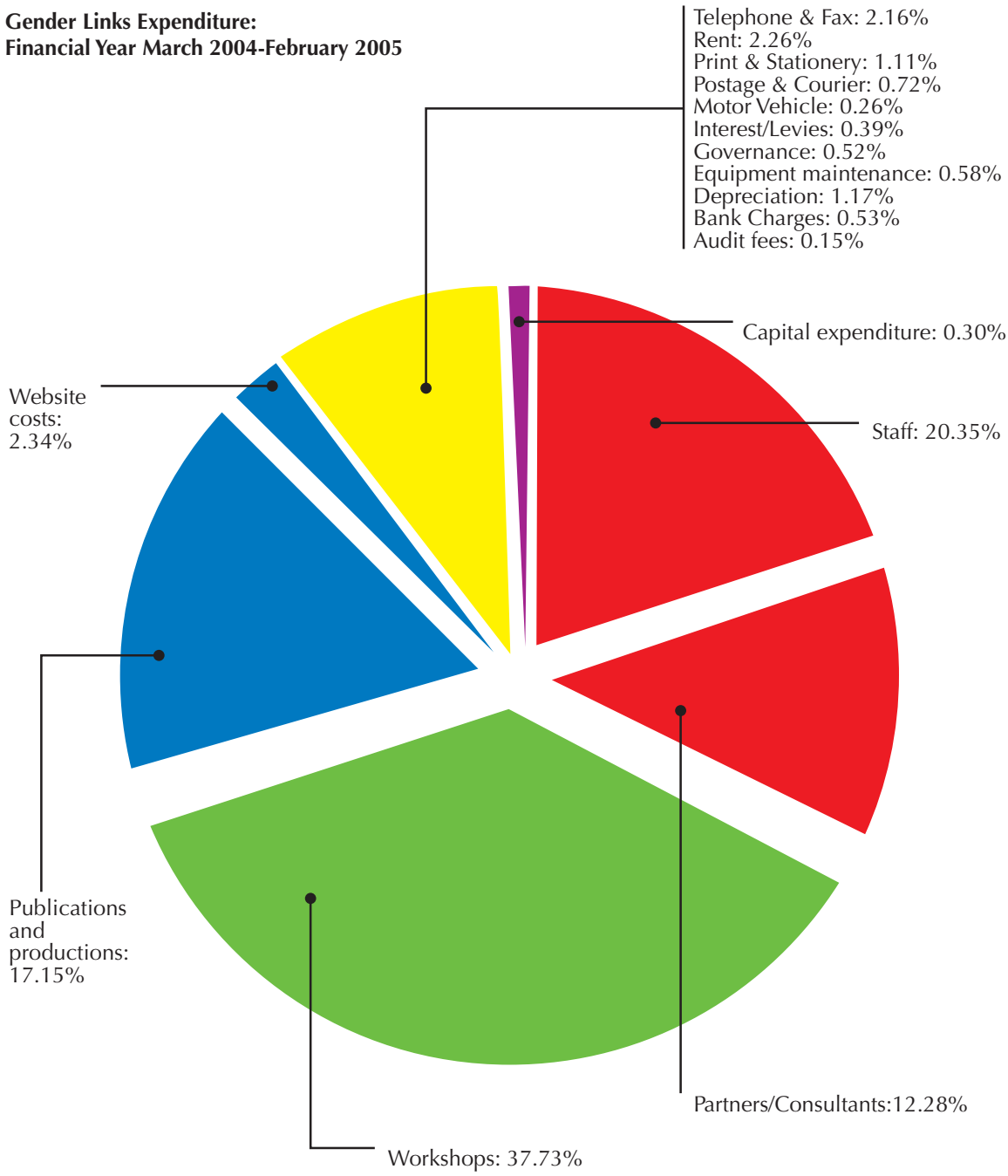
Next steps

- **Targets:** GL has set itself a number of new targets for the current year including 120 000 hits per month on the website; increasing the database to 2000 current contacts and uploading 2000 images onto the website as well as increasing usage from African sources.
- **Capacity:** While GL staff have undergone training as new systems have been put in place GL recognizes that a key long term strategy for increasing the effective leveraging of its work through IT is building the capacity of networking partners. This underpins the "IT for Advocacy" workshops that GL is undertaking with GEMSA across the region with support from NIZA.

Financial report

GL's financial statements for 2004/2005 are attached. The table and the graphs illustrate comparative expenditure for the financial year under review and for the previous year. They show an overall slight decrease in expenditure from R5.7 to R5.4 million. This is partly accounted for by the unfavourable exchange rate experienced during the year. GL's expenditure on programmes has continued to grow and stands at 57 percent of the total, compared to 54 percent the previous year. Of this, publications, which are key to leveraging GL's work, account for 17 percent of the total. At 33 percent, expenditure on human resources is well below the half mark, while operational costs at 9.5 percent of the total, and capital costs at 0.3 percent of the total are well within reasonable limits. The figures reflect the lean organisation that GL has established and the extent to which resources have focused on tools and outputs. GL is deeply indebted to its sponsors: AusAid; Hivos; the Open Society Initiative of Southern Africa; Open Society Foundation of South Africa; the Friedrich Ebert Stiftung; the EU's CWCI Fund; the Netherlands Institute for Southern Africa (NIZA); the Mott Foundation; UNIFEM and UNESCO for their support.

Gender Links Expenditure:
Financial Year March 2004-February 2005



Expense summary and percentages for the year ending 28 February 2005				
	2004		2005	
Expense	**Amount**	**%**	**Amount**	**%**
Human Resources				
Staff	1,117,436	20.65%	992,465	17.23%
Partners/Consultants	664,360	12.28%	994,321	17.26%
Sub Total	**1,781,796**	**32.93%**	**1,986,786**	**34.49%**
Programmes				
Workshops	2,041,218	37.73%	1,433,057	24.87%
Publications & Productions	927,866	17.15%	1,568,452	27.22%
Website Costs	126,831	2.34%	90,308	1.57%
Sub Total	**3,095,915**	**57.22%**	**3,091,817**	**53.67%**
Operational Expenses				
Audit Fees	8,000	0.15%	6,000	0.10%
Bank Charges	28,867	0.53%	24,211	0.42%
Depreciation	63,161	1.17%	43,756	0.76%
Equipment Maintenance	31,120	0.58%	35,680	0.62%
Governance	28,387	0.52%	53,636	0.93%
Interest/Levies	4,735	0.09%	8,740	0.15%
Motor Vehicle	14,016	0.26%	-	0.00%
Postage & Courier	38,878	0.72%	25,964	0.45%
Printing & Stationery	60,112	1.11%	98,350	1.71%
Rent	122,370	2.26%	146,546	2.54%
Telephone & Fax	117,047	2.16%	136,793	2.37%
Sub Total	**516,693**	**9.55%**	**579,676**	**10.06%**
Capital Expenditure	**16,376**	**0.30%**	**102,924**	**1.79%**
Totals	**5,410,780**	**100.00%**	**5,761,203**	**100.00%**

REYNEKE & ASSOCIATES
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REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS 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 28 February 2005. These financial statements are the responsibility of the company's Members. 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 28 February 2005 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, appropriate to the business and in the manner required by the Companies Act in South Africa.

Accounting and secretarial duties

With the written consent of all members, we have performed certain accounting and secretarial duties.

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: FF
Florida
22 March 2005

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GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)
(Registration number 2001/005850/08)
BALANCE SHEET
at 28 February 2005

	Note	2005	2004
Assets			
Non-current assets			
Fixed assets	2	138,787	184,661
Current assets		1,810,298	1,619,051
Trade and other receivables		139,449	91,486
Cash and cash equivalents		1,670,849	1,527,565
Total assets		1,949,085	1,803,712
Equity and liabilities			
Non-current liabilities			
Funds received in advance	3	1,936,183	1,793,515
Current liabilities			
Trade and other payables		12,902	10,197
Total equity and liabilities		1,949,085	1,803,712

GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)
(Registration number 2001/005850/08)
CASH FLOW STATEMENT
for the year ended 28 February 2005

	Notes	2005	2004
Cash flows from operating activities		136,514	(183,607)
Cash utilised in operating activities	4.1	(204,611)	(561,797)
Interest received		77,489	174,657
Interest paid		-	(96)
Extraordinary items		263,636	203,629
Cash flows from investing activities			
Expenditure to maintain operating capacity			
Fixed assets acquired		(16,374)	(102,924)
Cash flows from financing activities			
Funds received in advance		23,144	(348,499)
Increase/(decrease) in cash and cash equivalents		143,284	(635,030)
Cash and cash equivalents at beginning of the year		1,527,565	2,162,595
Cash and cash equivalents at end of the year		1,670,849	1,527,565

GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)
(Registration number 2001/005850/08)
DETAILED INCOME STATEMENT
for the year ended 28 February 2005

	2005	2004
Expenditure	5,598,513	5,761,205
Auditors' remuneration	10,169	6,000
Bank charges	28,867	24,212
Capital expenditure	16,343	102,924
Consulting fees	664,362	994,321
Depreciation	63,161	43,756
Equipment maintenance	31,122	35,680
Governance	28,387	53,636
Interest	-	96
Lease rentals	122,370	146,546
Motor vehicle expenses	14,016	-
Postage	38,877	25,964
Printing and stationery	60,112	98,350
Publications and productions	927,867	1,568,452
RSC levies	4,735	8,644
Salaries	1,303,028	992,465
Telephone and fax	117,047	136,793
Website costs	126,831	90,308
Workshops	2,041,219	1,433,058

Workshop report

Summary of Gender Links Workshops March 2004 - February 2005					
Workshop	**Date**	**Partner**	M	F	TOTAL
Governance					
Gender, communication and Local Government	11 Oct 2004 – 19 May 2005	City of Joburg	5	20	25
Gender, elections and the media					
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
Malawi	29 March – 2 April 2004	-	70	36	106
Mozambique	5 – 9 July 2004	-	22	10	32
Botswana	26 – 30 July 2004	-	13	49	62
Namibia	16 – 20 August 2004	-	22	50	72
Angola	3 – 5 November 2004	-	7	15	22
Mauritius	14 – 18 February 2005	MWO	18	73	91
Research and policy					
Audience research	25 March 2004	MMP, Rhodes University.	4	6	10
reference group meeting	2 – 3 February 2005	-	18	20	38
Media partners consultation					
Training					
Gender, HIV/AIDS and media					
Lesotho	3 – 7 May 2004	MAWA	10	12	22
Zimbabwe	28 June – 2 July 2004	SAMSO	16	7	23
North West	31 May - 4 June 2004	University of the North West	7	14	21
Free State	7 – 11 June 2004	Dept Social Welfare	13	15	28
Eastern Cape	12 – 16 July 2004	Eastern Cape NGO Coalition	12	12	24
Mpumalanga	19 – 23 July 2004	Mpumalanga NGO Coalition	5	8	13
Gender justice campaigns					
Sixteen Days					
Regional training meeting	18-20 September 2004	GEM Networks	5	10	15
Planning meeting	7 October 2004	-	5	10	15
Cyber dialogues facilitators training	2 – 4 November 2004	-	21	15	36
"I" Stories workshops					
Survivors of violence	16 October 2004		-	8	8
Rehabilitate perpetrators	21 October 2004		6	-	6
Cyber dialogues					
	25 November 2004	City of Joburg	0	6	6
	26 November 2004	City of Joburg	14	41	55
	29 November 2004	City of Joburg	7	10	17
	30 November 2004	City of Joburg	6	16	22
	1 December 2004	City of Joburg	6	18	24
	3 December 2004	City of Joburg	9	7	16
	6 December 2004	City of Joburg	9	5	14
	7 December 2004	City of Joburg	11	23	34
	8 December 2004	City of Joburg	3	20	23
	9 December 2004	City of Joburg	3	8	11
Video conference	10 December 2004	British Council	6	17	23
Write about rights					
Ten years of Herstory launch	27 April	City of Jhb	190	200	390
GEM Summit	12 – 14 September 2005	MISA	66	118	184
Total	**35**		**658**	**998**	**1656**
Percentage			**40%**	**60%**	**100%**

Assessment of action plan

Assessment of the Gender Links Action Plan: March 2004 - February 2005							
PROJECT	**TIME FRAME**	**OBJECTIVE**	**ACTIVITIES**	**TARGET**	**OUTCOME**	**FOLLOW UP**	**DONORS**
GENDER AND GOVERNANCE							
1. Ringing up the changes	March 04-Sept 04	Launch study in all case study countries and countries with elections. Link to communications training for women MPs.	Launches Advocacy as part of 50/50 Campaign Capacity building	9 Launches	11 launches: ten countries; at the CSW in New York; and at the World Bank.	Update the study by auditing progress towards the target of 30% in 2005; extend it to East Africa.	EUHRF, Mott Found;
2. Gender and elections training for the media	March 04-Febr 05	To advance the gender awareness and skills of the media in Southern Africa by running training courses on gender and democracy for media practitioners in seven SADC countries preparing for elections.	2 days content Practical	5 workshops x 20 participants= 100	7 workshops; 117 participants plus 293 reached through newsroom training.	Continue these workshops with countries holding elections in 2005 and 2006: Tanzania and Zambia.	NIZA
3. Media training for women politicians	March 04-Feb 05	To empower women politicians with practical skills for dealing with the media.	I day training; writing profiles	5 workshops x 20 participants = 100	7 workshops; 153 participants.	Ditto	NIZA; OSISA
4. SADC and Gender 2005 campaign	2005	To conduct an audit of the SADC Declaration on Gender and Development and make recommendations to Heads of State.	Audit of key sectors.	Ten papers and recommendations to Heads of State.	In progress	Advocacy on a Protocol to Accelerate Gender Equality in SADC.	CREDO, IDEAS
5. Gender and local government pilot project	Mar 2004 to Feb 2006	To empower local councilors through gender and communications skills training.	Design course that covers a one year period.	120 women in local government empowered.	40 City of Jhb participants completed course; 80 participants from Msunduzi and eThekwini in course; Book of I Stories for City of Jhb produced; Trainer of trainer.	Assist City of Jhb in completing its gender policy. Produce a Gender and Communications Tool Kit for local gvt. Training of trainers at provincial level.	Mott Foundation

Assessment of action plan

Assessment of the Gender Links Action Plan: March 2004 - February 2005							
PROJECT	**TIME FRAME**	**OBJECTIVE**	**ACTIVITIES**	**TARGET**	**OUTCOME**	**FOLLOW UP**	**DONORS**
GENDER AND MEDIA (GEM) RESEARCH							
6. Audience research	January-September 2004	To follow up on the GMBS with research on the gendered responses of audiences to news content.	Reference group meeting Research Report- summit.	Research conducted and analysed in six countries.	Completed as planned.	Launch and disseminate the research; conduct similar research in another six countries.	FES
7. Gender policies	Feb- Nov 04	To assist media houses on a pilot basis to come up with gender policies. Complete MBC and Times of Zambia; start two new projects. Find ways of replicating this.	2 x missions 2 x policy wkshops 2 x evaln	Two policy pilot projects completed; strategy for replication.	Two policies completed. Times of Zambia opted to also produce and HIV/AIDS policy. GL involved in MAP on HIV/AIDS and Gender.	Roll out of HIV/AIDS and gender policies to 80 % of newsrooms by 2008.	FES
GENDER AND MEDIA TRAINING							
8. Gender main-streaming pilot projects	Dec 03	To complete the three year gender mainstreaming pilot project with the Polytechnic of Namibia and start to market this concept with other trainers.	Draft a gender policy Complete training manuals Build gender into curriculum Guest lectures Primer.	Gender policy drafted Case study presented at GEM Summit Primer documenting the process.	Case study presented Primer completed and launched at Media Partners Consultation.	Formation of a GEMSA Media Trainers Network.	FES
9. Gender, HIV/ AIDS and the media training	Mar 04 - Dec 03	To complete thematic training on gender and HIV/ AIDS in five provinces and two countries in the region.	Gender, HIV AIDS, media using Ford manual	4 x provincial wkshops x 20 participants= 80 2x regional workshops x 20 participants= 40	86 provincial participants; 45 regional participants.	Media Action Plan on HIV/AIDS and Gender	UNIFEM/ OSF-SA

Assessment of action plan

Assessment of the Gender Links Action Plan: March 2004 - February 2005							
PROJECT	**TIME FRAME**	**OBJECTIVE**	**ACTIVITIES**	**TARGET**	**OUTCOME**	**FOLLOW UP**	**DONORS**
GENDER JUSTICE CAMPAIGNS							
10. Making IT work for gender justice- cyber dialogue campaign	Oct 04	To demonstrate how media and gender activists can work together to end gender violence.	1. Strategic communication wkshops 2. Fundraising workshops	1 training workshop x 40 participants.	2 x training workshops; 65 participants. 58 centres around the country 55 experts participated 310 came to sessions at Jhb.	Training on location for 2005 campaign to empower more women on the ground.	OSF-SA Aus Aid Hivos FHR
11. Regional campaign	Sept 04- Feb 05	To support the GEM Networks in developing and running Sixteen Days of Peace campaigns through strategic information and capacity building initiatives that, in tandem with other activities planned in this area, will ensure a targeted and concerted effort to end gender violence in Southern Africa.	Strategy workshop Daily news exchanges.	1 workshop x 10 participants	1 workshop x 15 participants Regional symbol and branding of the campaign 16 daily newsletters during the campaign.	Conduct IT training through GEMSA and extend cyber dialogues to the region.	
12. Media coverage during Sixteen Days and documen- ting the campaign	25 Nov – 10 Dec	Maximum media coverage	Media strategy and implementation	Media tracking Report Video	Substantial improvement in quantitative Special issue of Amalungelo Video.	Continue documenting and monitoring media coverage. Use video for further advocacy on cyber dialogues.	Aus Aid

Assessment of action plan

Assessment of the Gender Links Action Plan: March 2004 - February 2005							
PROJECT	**TIME FRAME**	**OBJECTIVE**	**ACTIVITIES**	**TARGET**	**OUTCOME**	**FOLLOW UP**	**DONORS**
WRITE ABOUT RIGHTS							
13. GEM Opinion and commentary service	On going	To support women in writing and publishing opinion pieces in the mainstream media.	Recruiting writers Marketing with mainstream media.	10 opinion pieces per month; Each used at least once.	Average produced per month: 6 Average usage per month: 0.6 Average during two months of Sixteen Days = 14 Usage= 1.25	Raise average to 10 per month Increase usage to at least 1.5 per article. Recruit at least 30 new writers each year and document 10 case studies Produce at least 4 theme series/ booklets.	HIVOS OSISA
14. Gender Justice Barometer	August-May 04	To produce six issues of Amalungelo.	Editorial meetings Production.	Editorial meetings Six issues	Four issues produced; funding from FHR ceased. Six issues of E newsletter produced (16 special issues during the Sixteen Days) and taken over by GEMSA.	Find innovative ways of producing cost effective publications using IT. Make the E newsletter more interactive; include more feedback.	FHR/ AUSAID
15. "Ten Years of Herstory" special issue of Amalungelo and supplement carried by major newspapers.	By April 27	To assess what ten years of democracy has meant for South African women.	Commissioning articles Editing magazine Organising book fair.	3000 copies of bumper issue 100 000 issues of supplement 50 articles written by women 100 participants 10 display stands	3000 issues produced and distributed 100 000 issues of supplement and run- ons produced and distributed 66 articles; 52 authors; 50 of these women 375 participants 15 display stands		(CWCI, Mott)

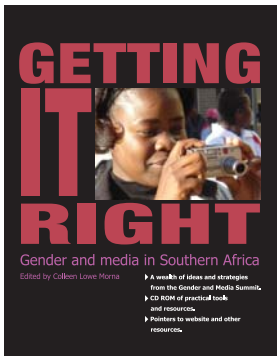
Assessment of action plan

Assessment of the Gender Links Action Plan: March 2004 - February 2005							
PROJECT	**TIME FRAME**	**OBJECTIVE**	**ACTIVITIES**	**TARGET**	**OUTCOME**	**FOLLOW UP**	**DONORS**
SUMMIT AND NETWORKS							
16. Convening the GEM summit and awards	Sept 2004	To convene the region's first gender and media summit to showcase innovation; reward and recognise good practice and launch a gender and media network.	Organising summit. Managing awards. Book of best practices Constitution for new network.	At least 120 participants Awards in four categories Book of best practices Network launched	184 participants Awards in eight categories Book of best practices, being distributed internationally by UNESCO GEMSA launched; has 140 individual and nine institutional members.	Develop the institutional base of MISA Plan for Summit and GEMSA GM in 2006.	OSISA NIZA/FES
17. GEMSA	Sept 04-Feb 05	To build and provide institutional support for the Gender and Media Southern Africa (GEMSA) Network	Meetings of exco Drafting POA Fund raising	2 Exco meetings 1 Committee meeting Average of ten members per country At least five key institutional members At least two donors commit funds	Meetings held POA drafted 120 members 7 institutional members Two donors committed seed funds.	Ensure four meetings a year of Exco and two of Committee. More even country representation on Exco.	
MEDIA WATCH							
18. Mirror on the Media	March 04-Feb 05	To develop, on a pilot basis, a Gender and Media quarterly trends survey that will serve as a monitoring tool, in between major research studies, for measuring progress in achieving gender balance in the media.	General monitoring Sixteen Day monitoring Participation in GMMP (South Africa, Swaziland, Mauritius).	3 reports 3 reports 12 countries participate	3 reports 3 reports 12 countries participated	Work with three new countries, Zimbabwe, Lesotho and Malawi. Develop new areas of research, eg radio talk shows.	

Assessment of action plan

Assessment of the Gender Links Action Plan: March 2004 - February 2005							
PROJECT	**TIME FRAME**	**OBJECTIVE**	**ACTIVITIES**	**TARGET**	**OUTCOME**	**FOLLOW UP**	**DONORS**
E GEM							
19. Internal IT needs and capacity	Ongoing	To run an efficient and effective gender and media advocacy network	Upgraded internal IT systems Database of regional contacts Establishing an e-photo library	Efficient systems 2000 regional contacts uploaded 2000 images loaded and categorised	Done Done Done	Update database on a regular basis. Increase the number of contacts. Incorporate the database to the GL website. Increase images in the database	HIVOS
20. External IT develop-ments	Ongoing	To increase the reach and efficiency of GL networking using IT	Design a more user friendly and interactive website Set up GL list serve.	Increase hits to 80,000 per month	100 000 in March/April	Through further marketing increase number of hits to 120 000	HIVOS/ NIZA

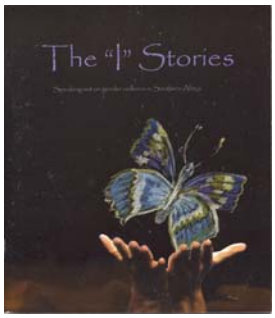
New Gender Links publications



Getting it Right:
Gender and Media in Southern Africa
Edited by Colleen Lowe Morna

Getting it Right: Gender and Media in Southern Africa is a compilation of the ideas, strategies and tools shared at the historic Southern Africa Gender and Media Summit which brought together 184 gender and media activists from across the region. Over 50 experts and practitioners from across the region have contributed to the rich insights and examples that stand as testimony to the groundwell of support for a media that is more representative of and responsive to the women and men of Southern Africa.

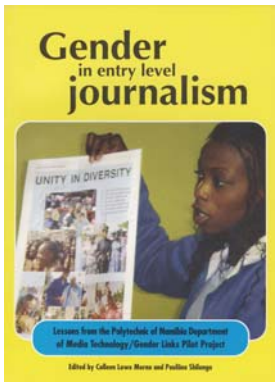
Cost: R100.00/ $15.00



The "I" Stories:
Speaking out on gender violence in Southern Africa
Edited by Colleen Lowe Morna and Janine Moolman

The "I" Stories: Speaking out on gender violence in Southern Africa features the writing of the women and men who have been affected by gender violence – as survivors and rehabilitated perpetrators. The stories – from five Southern African countries – provide insight into the lives of ordinary people who have, with extraordinary strength, dignity and courage spoken out against gender violence.

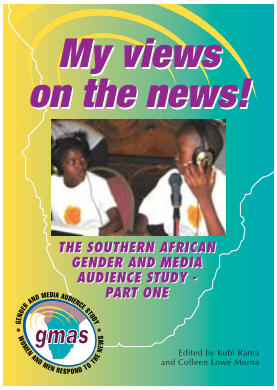
COST: R30.00/ $5.00



Gender in Entry Level Journalism:
Lessons from the Polytechnic of Namiba Department of Media Technology / Gender Links Pilot Project
Edited by Colleen Lowe Morna and Pauliina Shilongo

This primer documents one of the most far-reaching efforts to mainstream gender in media education in Southern Africa and possibly even further afield. Targeting media training institution, it describes strategies adopted, steps taken and lessons learned during a pilot project to mainstream gender into entry level journalism education at the Department of Media Technology, Polytechnic of Namibia. Its aim is to inspire other training institutions to adapt and apply similar processes.

Cost: R50.00/ $10.00

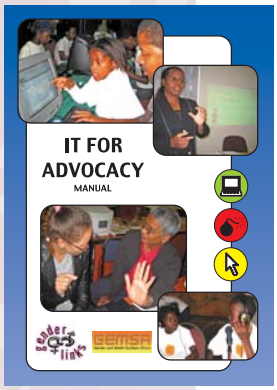


My views on the news!
Edited by Kubi Rama and Colleen Lowe Morna

My view on the news is a follow up to the Gender and Media Baseline Study (GMBS) conducted in 2002. The Gender and Media Audience Study (GMAS) is both the first ever major regional study on media consumption patterns generally in Southern Africa, as well the gendered dimensions of this. The first part of the study conducted by Gender Links in partnership with universities and media advocacy organisations, with technical support from the South African Media Monitoring Project (MMP) covers Botswana, Mauritius, Namibia, South Africa, Swaziland and Zambia.

Cost: R75.00/ $12.00

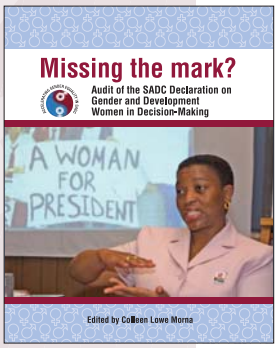
New Gender Links publications



IT for Advocacy Manual

The *IT for Advocacy Manual* is sequel to Gender Links/ Women's Media Watch manual: *Getting Smart: Strategic Communications for Activists*. This manual is a "how to" for using New Information Communication Technologies in gender justice campaigns. The manual was developed and is being put to use in partnership with the Gender and Media Southern Africa (GEMSA) Network in our joint commitment to "making every voice count - and counting that it does".

Cost: R50.00/ $10.00



Missing the Mark? Audit of the SADC Declaration on Gender and Development – Women in Decision-Making
Edited by Colleen Lowe Morna

This report which has been prepared by Gender Links with input from International IDEA and The Women in Politics Support Unit (WiPSU) is part of an audit of the SADC Declaration on Gender and Development ahead of the Heads of State Summit in 2005. The paper draws on GL's 2003 study, *Ringing up the changes: Gender in Southern Africa politics* as well as updates made through the GL GEM Opinion and commentary service on recent elections in the region.

Cost: R50.00/ $10.00



Media on the a-gender: Audit of the SADC Declaration on Gender and Development – Gender and the media
Edited by Colleen Lowe Morna and Jennifer Mufune

This report which has been prepared by Gender Links, the Media Institute of Southern Africa (MISA) and the Gender and Media Southern Africa (GEMSA) Network, is part of an audit of the SADC Declaration on Gender and Development ahead of the Heads of State Summit in 2005. This report draws on the ground breaking Gender and Media Baseline Study (GMBS) conducted by MISA and GL; the Gender and Media Audience Study (GMAS) conducted by GL and university partners around the region and case material presented at the Gender and Media (GEM) Summit in September 2004.

Cost: R50.00/ $10.00

VISION

GL is committed to a Southern Africa in which women and men are able to realise their full potential and participate equally in all aspects of public and private life.

MISSION

GL works to achieve this vision through promoting gender equality in and through the media as well as in all areas of governance. The organisation's specific goals are to:

- Empower women, who have been socialised to occupy private spaces, to claim their voices as citizens, decision-makers, and in all aspects of public and private life. This objective recognises that it is not enough to focus on gender sensitisation of the media. Women must also be empowered to claim their space. GL thus places its specific focus on the media within the context of gender and governance more broadly.
- Promote equal representation and participation of women and men within the institutional structures of the media.
- Promote equal voice and the fair portrayal of women and men in the media.
- Further the overall objective of gender equality through enlightened reporting on gender issues that challenges stereotypes and raises crucial debates. We work to achieve more diverse, informed and probing coverage of gender issues so that the media becomes a change agent in the rest of society.

These goals are achieved by:

- Conducting research on gender disparities in the media and in the rest of society, and working with media regulatory authorities, media houses and related institutions in developing corrective policies.
- Developing gender training materials and tools, and conducting training (including training of trainers) for the media and for advocacy on gender, the media and governance more broadly.
- Creating and disseminating content that demonstrates how a gender perspective can be integrated into media coverage and linking this to training.
- Taking advantage of opportunities presented by new information and communication technologies for advancing gender equality.
- Strengthening the gender analysis, media and communication skills of gender activists and decision-makers (especially at local level) and applying these to gender justice campaigns that have a strong focus on achieving political impact through using the media.
- Helping to create and supporting gender and media networks which bring together activists, policy makers, trainers and practitioners and creating regular forums for the exchange of information and best practices.
- Fostering citizen participation in "watching the watchdog" through media literacy and consumer activism.
- Monitoring and evaluating change through benchmarking of baseline data, developing simple monitoring tools for use by networks, ongoing and specific feedback to appropriate institutions, especially media houses.



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