



Gender Links

gender links

Annual Report
March 2005 - February 2006



GL@FIVE







GENDER LINKS PROFILE

Promoting gender equality in and through the media

Gender Links (GL) is a Southern African NGO founded in 2001 that is 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. Based in Johannesburg, South Africa, GL locates its programme work within the broader framework of strengthening democracy in the region through ensuring the equal and effective participation of all citizens, especially women, whose views and voices have been systematically marginalised.

A key 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. Through its gender justice programme, GL links activists and the media in campaigns to end gender violence. GL is a founding member and hosts the secretariat of the Gender and Media Southern Africa (GEMSA) network that in August 2006 had 381 individual and 25 institutional members.

In 2003, GL embarked on a gender and governance programme that combines research and advocacy around women in decision-making with media training on gender and elections as well as enhancing the communication and media skills of women in politics. Local government has emerged as a specific area of focus within the gender and governance programme.

GL's "Write about rights" programme provides the glue to its different programme areas through its flagship Opinion and Commentary Service that links activists and decision-makers with the mainstream media. The "I" stories or first hand accounts provide an avenue for voices seldom heard in the media, such as those caring for People with HIV; survivors of gender violence and women councillors to speak out. All programmes are organised around a circle called "E Talk" which includes GL's list serve, website, data base of close to 3000 contacts and the cyber dialogue facility that enables GL to hold online discussions with multiple participants in the region and across the globe.

The GL Board is chaired by South Africa's Ambassador to Cuba and former Chair of the Commission on Gender Equality, Thenjiwe Mtintso (SA). Dr Athalia Molokomme, Attorney General of Botswana, a former High Court judge and former head of the SADC Gender Unit, is the deputy chair. Other board members include: Ferial Haffajee (Editor of the Mail and Guardian and Chairperson of the South African National Editor's Forum); Dr Muna Ndulo, (Head of the African Studies Institute at Cornell University and former dean of the Law School at the University of Zambia); Pat Made (Zimbabwe/USA, former Director General of Inter Press Service and an independent media trainer and researcher); Ruth Ansah Ayisi (Ghana/UK, co-ordinator of the Southern African Media Trainers Network) and Loga Virahsawmy (President of the Mauritius Media Watch Organisation). Colleen Lowe Morna (SA/Zimbabwe), a journalist who covered the SADC region extensively, went on to hold various posts with the Commonwealth Secretariat including as Chief Programme Officer of the Commonwealth Observer Mission to South Africa, and who served as the founding CEO of South Africa's Commission on Gender Equality, is GL's executive director.

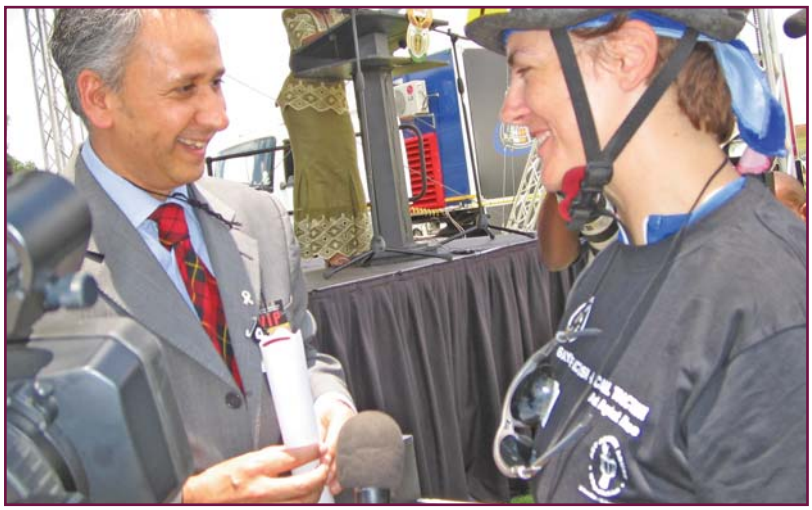
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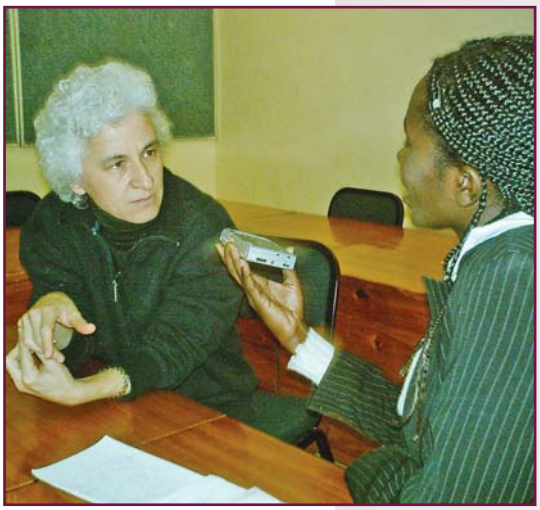
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Chairperson's Report



In March 2006, we stood under a marquee at the new Gender Links house with many of our friends and partners and lifted our glasses in a toast to the first five years of our existence. The images used in the speeches that night had us all in stitches as we took a trip back to our childhood: running before walking; crawling before sitting; falling and getting up and finally finding our feet- literally and figuratively! One of our partners called us a "baby giant." I guess we have been nothing if not ambitious in our mission to transform gender equality in and through the media, and in the extension of that mission into the broader governance arena!

No doubt the first five years in the life of any institution are the most eventful. It is not likely we will ever again experience working from the back yard of our executive director's home with just two staff, to moving to modest offices with four staff (double the original complement!) to moving to our new home in Cyrildene, Johannesburg with twelve staff (six times the original complement!) all in five years.

This is why the five year peg is a useful point at which to step back and reflect before we go any further. In the first five years you are allowed to stumble and fall; many hands will help you to get up and try again. After five, you are expected to be steady on your feet; to know what you are doing. Your vision must be clear; your room for error reduced.

We need to take this moment to ask ourselves tough questions; about our environment and about ourselves as an institution. What have we achieved, what impact we have made and what challenges still lie ahead? How relevant are our mission and vision? How is the capacity we have built (4762 people have participated in GL events over the last five years) being utilised? What should we be doing and what should be left to others? What has been the cost of our modest achievements on our staff and partners? How can we ensure that we do not place unrealistic expectations on them? Processes inside and outside GL are helping us to think these through these important questions.

The regional scene

Last year, GL and partner organisations conducted an audit of the SADC Declaration on Gender and Development. It showed that gender is now definitely on the regional agenda and that significant progress has been made, especially in the area of in decision-making, with women now occupying slightly more that 20 percent of the seats in the parliaments of the region (second only to the Nordic countries; and a level similar to that achieved in North America). But the audit pointed to serious challenges:

- Only three countries (South Africa and Mozambique and Tanzania) have achieved the thirty percent target of women in parliament and this is just one area of decision-making.
- 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 and 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.
- In most countries, poverty is on the rise and increasingly has a feminine face.
- While there has been some progress in raising awareness and challenging gender stereotypes in the media and popular culture, as well as engaging men as partners, the battle to change mindsets is still far from won.

The Global Media Monitoring Project (GMMP) study conducted in 2005 to coincide with the tenth anniversary of the Beijing conference amplifies this fact. A regional analysis of the global data conducted by GL and the Media Monitoring Project (MMP) shows that the average proportion of women sources in Southern Africa currently stands at 19 percent (compared to 17 percent in the 2003 Gender and Media Baseline Study). It is heartening that in countries with strong gender and media networks such as South Africa, Mauritius, Zimbabwe, Swaziland and Namibia the improvements have been more marked. But women are still far from being heard in proportion to their strength in the population and gender stereotypes abound in the media.

Patriarchy and democracy coexist

At the launch of the Progressive Women's Movement in South Africa ahead of the Fiftieth Anniversary of the Women's March against the pass laws in August 2006 I made the point that in this country as in the rest of the world, patriarchy and democracy are still comfortable bedfellows.

I added that patriarchy is not an ideological construct. It is a violent system as experienced vividly in the mind boggling number of women and children who are raped in our society. It is a system that entrenches economic inequality, as supported by statistics showing that the feminisation of poverty continues, particularly in rural and farm areas, working class communities and among the unemployed. The fact that women are the worst hit by HIV and AIDS is directly attributable to the unequal power relations between women and men.

The "Glass Ceiling report" by the South African National Editor's Forum (SANEF) confirms that the media is not only patriarchal but is an agent of patriarchy. Many women will identify with the description of this "boys club". This is a damning assessment of a major institution in the democratic
South Africa of 2006.

GL evaluation

Enter a tiny NGO with barely any hands and feet, little money, and a dream the size of gender equality! What could GL have

hoped to achieve in the minuscule historical time span of five years? The external evaluation of our work conducted in 2006 (see adjacent excerpts) offers us a useful mirror on ourselves.

We take pride in the fact that GL is viewed, in this short space of time, as having spurned a gender and media movement in the region; so much so that we might actually be working our way out of a job! For the good governance; strong management and high levels of delivery reflected in the report, I have much to thank my fellow board members, the Executive Director and the staff of GL. We also owe gratitude to our families, friends and supporters for making it possible to have this positive assessment of our work.

Next steps

Going forward, there is also much we need to think about, in relation to ourselves, our environment and our core mandate. As I write, GL is finalising its strategy for the next three years. This draws on discussions at our Board meeting in March; staff retreats and planning sessions; the evaluation and a strategy workshop. Among the key issues to be addressed in our 2007-2010 strategy are:

- Strategic positioning: Both the Board and the evaluators are in agreement that at least for the short term GL will need to continue strengthening its work in the gender and media field, but doing so in a way that builds the growing capacity in this area and situates media in the broader democracy/governance framework.
- Increasing the core funding base of the organisation (see Executive Director's report) to relieve the many pressures that are placed on a small organisation through the present almost entirely project-related funding.
- A reassessment of our staffing to ensure a more realistic match of tasks to human resources - also closely linked to core funding.
- Ensuring that in our rush to produce and disseminate information we also develop and institutionalise a body of indigenous knowledge in our areas of core competence, through the establishment of a Gender and Media Diversity Centre.
- Extending GL's already considerable Monitoring and Evaluation systems to include formal monitoring of partnerships, making use of external evaluators.
- Ongoing assessment of GL's support for, and relationship with, the Gender and Media Southern Africa (GEMSA) Network that GL has had a key role in creating, especially in concluding the already well advanced steps to ensure GEMSA's full autonomy.

We also hope that we can in our limited way and in the sphere we specialise in contribute to the newly formed Progressive Women's Movement which we assume is interested in the transformation of the media. We are, with all humility, convinced that we have laid the basis for and contribute to a Progressive Media Movement in Southern Africa. We also take this opportunity to salute the great heroines of the 1956 march and many more before and after them on whose footsteps we hope we are following and whose dreams we hope to achieve.



Thenjiwe Mtintso
Chairperson

Excerpts from GL evaluation

- Gender Links is an ***overwhelmingly*** successful and productive organisation. Its institutional reputation is not only based on the extraordinary number of training and advocacy workshops that it holds, but equally on the high quality and speed of its work, its groundbreaking research and extensive documentation, its impact on journalists and the media, its impact on SADC governments and parliaments in terms of policy, its impact in growing the number and voices of women politicians in the media in Southern African and its ***international*** innovation in research and strategy.
- A key finding of the evaluation is that through its research, training and networking, GL has succeeded in ***establishing a gender and media movement in Southern Africa***.
- Overall GL is very effectively governed in terms of Board oversight over financial affairs, staff appraisal and development matters, programme implementation and development and strategic planning.
- In relation to their enormous programme and project output, the small number of staff at GL work in a pressured environment, and high standards in relation to quantity and quality of work is expected from them. There is a fine line between the continuous high expectations of delivery demanded from them, and burn out. In relation to the current and future issues of human resources, it is necessary for GL to stop for a moment and reflect. If not, it runs the risk of perpetuating an (overloaded) way of working that may not be sustainable in the long run from a human resources point of view. Core funding is a key factor in helping to reduce the stress of project-related funding.
- The time has arrived for donors to join hands to address the serious project-funding impediments to the work of GL and to strengthen its core-cost financial capacity and sustainability in the struggle for gender equality.
- Gender Links is slowly 'succeeding' in working itself out of its niche – by increasingly empowering other organisations in the SADC Region in promoting gender equality in and through the media. However, it is still too early to diminish the gender and media focus and GL must over the next two years continue with its current Plan of Action in meeting and rooting the vital need for mainstreaming gender into the media.
- The work of GL shows a massive track record of quality delivery, but it also needs to pay attention to its communication and relationships with partners.



Women at the Lets Grow Project that provides care for those living with HIV and AIDS in Orange Farm celebrate Women's Day



A week in the life of the Office Manager

By Mwenda Mkize
Office Manager

It's Monday 20 March and the last group of regional workshop participants are arriving at the Gender Links office for the GEMSA Capacity Building workshop, also being attended by the directors of the Media Institute of Southern Africa (MISA). It is also the week that Gender Links will be celebrating its 5th anniversary. With 85 people invited, there is much to do to make sure the party gets off the ground!

Two participants eventually do not make it, but little do I know that perhaps this is a blessing in disguise. By the time the workshop begins the next day we realise that many more people turned up for the workshop than anticipated and a plan of accommodating all in the workshop room has to be made immediately.

Smaller sized chairs are hired and delivered immediately, so that everyone is happy and comfortable. After lunch on the first day seven people are standing round my desk waiting to be assisted in various ways, four of them need their flights to be rescheduled, two fell sick and need to see a doctor urgently while one needs copies of various documents for the meting.

I help in what ever way I can, getting medication from the office emergency kit, rescheduling the flights, and helping with photocopies. In the space of two days I have played the role of travel agent, conference organiser and nurse – talk about multi-skilling! But there is never a dull moment in my job as the Gender Links Office Manager.

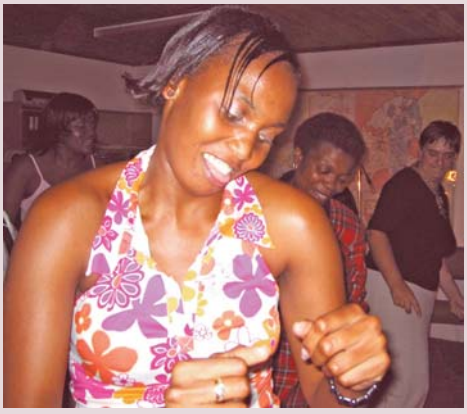
By Wednesday everything is going smoothly until some of the electrical plugs short circuits. I put on my electricians' hat, troubleshoot, make sure the problem is not faulty connections and eventually sort out the problem.

Preparations for the anniversary party are in full swing; until the weather takes a turn for the worse and rain seems imminent. A colleague quickly checks the weather forecast and we hire a marquee to make sure we will be able to go ahead.

Despite the hick ups, the party is a huge success. Fortunately the Gender Links Board Chairperson is in town and is able to come to the celebrations as well! We all had a great time – good company, good food and good music. Viva Gender Links and Phambili!

I really enjoy my job as the Gender Links Office Manager. I have met many people, acquired many new skills, and been confronted with challenges that have made me grow professionally and personally.

Some of the messages to GL@ Five



I am so sorry I am going to miss this wonderful and worth celebrating occasion. Let me tell you what an absolute pleasure it has been and will continue to be to know and work with all friends and colleagues at Gender Links. It has always been an inspiring experience to be involved with you and the media work that Gender Links does so well. With the convictions of your leadership and that of the Board and partners you can only get from better to being the best.
- Nomcebo Manzini
Southern Africa Regional Director, UNIFEM

Congratulations Gender Links for spanning five years. Your work has surpassed all expectations. Without the unequalled dedication of staff and board of GL, GEMSA would not have been born. Southern Africa has now placed gender equality high on the regional political and economic development agenda, thanks to the sacrifices made by GL's staff. I can remember how Colleen, Kubi, Alice, Lindi, Mothibi, Pat Made and Loga to mention but a few broke their backs to bring this NGO where it is. I am sincerely proud of being associated with GL and I will continue supporting you guys and girls. I doff my hat off to you all. God bless GL.
- Charles Chisala, GEMSA Committee member
Times of Zambia HIV/AIDS Coordinator

Congratulations to Gender Links on its first five years. You have established yourself as one of the foremost networks in the region promoting gender issues. We look forward to the next fifty years!
- Kemi Williams, DFID

A huge thank you to all the sisters and brothers in the gender struggle – may a celebration like GL's Big Five inspire us all for the road ahead.
- Lizette Rabe
Professor and Head, Department of Journalism
University of Stellenbosch

Where do we go from here? Challenges facing Southern Africa



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

Southern Africa must confront a myriad of challenges as it attempts to address effectively the needs and aspirations of its people. Its greatest challenge continues to be the need to build a life for the people free from poverty, disease, human rights abuses, gender inequality and environmental degradation.

On the health front, in Southern Africa, as in other regions in Africa, the HIV/AIDS epidemic has become one of the major obstacles to sustainable development. The increased mortality and morbidity of prime-age adults caused by the HIV/AIDS pandemic has brought wide ranging socio-economic impacts on all aspects of rural and urban livelihoods. This includes erosion of productivity in the work place, food security and the livelihood asset base, decreased access to education and other productive assets thereby exacerbating poverty.

At a social level, migration has become an important and divisive issue in the region. The major economy in Southern Africa, South Africa, was host to 40,000 refugees and asylum seekers in the year 2000. By 2004, this number had more than doubled to 104,000. The ongoing crisis in Zimbabwe continues to generate mass movements of people within the region, while thousands of southern Africans seek other opportunities in the UK, US and elsewhere. Southern Africa must address the situation of large-scale movement of people through domestic and regional institutional instruments including SADC and NEPAD.

Economically, Southern Africa countries continue to struggle with the challenges of economic development and most of them will not meet the targets set by the Millennium Declaration for 2015. Much like the rest of Africa, the challenges confronting Southern Africa's economies come from two inter-related sources: (a) constraints imposed by the international economic and political order within which our economies operate; and (b) domestic weaknesses deriving from socio-economic and political structures and neo-liberal structural adjustment policies not adjusted for local conditions.

The main elements of the hostile global order include, first, the fact that southern African economies are integrated into the global economy as exporters of primary commodities and importers of manufactured products, leading to terms of trade losses. Reinforcing this, secondly, have been the policies of liberalization, privatization and deregulation as well as an unsound package of macro-economic policies imposed through structural adjustment conditionality by the World Bank and the IMF. These have now been institutionalised within the World Trade Organisation (WTO) through rules, agreements and procedures, which are biased against our countries.

These external and internal policies and structures have combined to generate unsustainable and unjustifiable debt burdens for some of the southern African countries. This has crippled the affected economies and undermined their capacity and their ownership of strategies for development.

Poverty remains a major challenge for the region. Governments in the region have not made a dent in the persistent poverty that affects the majority of the people of southern Africa.

The face of poverty is increasingly one of women and children. Discrimination of women is exacerbated by poverty. The challenge therefore, becomes one of determining how southern African countries can create conditions in which their people can live in peace, prosperity and dignity. We argue here that a rights based approached should be an important ingredient of any strategy designed to eradicate poverty.

The rights approach empowers ordinary men and women to demand accountability from governments in the delivery of services, protection of liberty, and ensure participation in structures of power and government processes. In this context GL work plays an important role. It gives men and women the knowledge, skills and tools they need to be able to use the rights approach. Nelson Mandela, in his inaugural address to a joint sitting of Parliament on May 23, 1994 observed that " to create a people-centered society of liberty binds us to the pursuit of the goals of freedom from want, freedom from hunger, freedom from deprivation, freedom from ignorant, freedom from suppression ignorance, freedom from suppression and freedom from fear."



Education is key to the empowerment of women
Photo: Fletcher Gon'ga

T. W. Schultz, 1979 Nobel Laureate stated: “Most of the people in the world are poor, so if we knew the economies of being poor, we would know much of the economies that really matters. Most of the world's poor people earn their living from agriculture, so if we knew the economics of agriculture, we would know much of the economics of the poor. People who are rich find it hard to understand the behaviour of poor people.”

The quote can be adapted to relate to the situation with women. The great majority of the poor are women and so if our governments knew the economics of being a woman they would know what needs to be done. Here again one sees the relevance of the work of GL in contributing to understanding of the economics of women. In order to improve participation of women in governing structures and processes we need to push the rights agenda as one of our strategies.

Freedom of expression, movement and liberty and non discrimination facilitates participation in governance and the affairs of one’s own country. If women do not participate in the decision-making structures of a society, they are unlikely to become involved in decisions and processes that affect them and governing structures are unlikely to respond to the economies of women in their policies.

As UN Secretary General Kofi Anan wrote in *Larger Freedom: Towards Development, Security and Human Rights for All*: "The world must advance the causes of security, development and human rights together, otherwise none will succeed. Humanity will not enjoy security without development; it will not enjoy development without security; and it will not enjoy either without respect for human rights" In other words gender equality is intrinsic to security and development. Unless women are able to exercise their human rights freely in societies in which they live, true development will not take place.

For the majority of southern African countries, although there are improvements in representation of women in SADC parliaments and in primary education for girls, the score card does not look good. In other areas, such as access to economic resources and economic management and violence against women the situation is troubling. The Secretary General in his recent report to the 2006 Commission on the Status of Women (CSW) pointed out "in no country in the world has women's full *de jure* and *defacto* equality been achieved" We need increased government commitment to the rights of all individuals. An environment of rights will benefit the poor, the powerless and the dispossessed.

Human rights must be seen more encompassing than in the traditional role of protecting people against an oppressive government. Human rights should also impose obligations on government and other institutions of power.

Public education, something GL already does successfully, is the key to building a culture of human rights. We need to focus on what needs to be achieved as we learn lessons from what has been achieved. We need to study on how the past informs our teaching, our research and policy decisions to re-energise our strategies for advocacy and mobilization.



Women keep SADC Economics ticking

Executive Director's Report



As the Chair has already noted, this year's annual report is special, not just as a record of the eventful year 2005/2006, but as a moment to reflect on five years of momentous growth. The organisational evaluation supported by Hivos and the Netherlands Institute of Southern Africa (NIZA) that took place parallel to the preparation of this report and the various processes leading up to the adoption of our 2007-2010 strategy helped us to compile useful data as well as reflect on critical feedback from those with whom we work. We thank all those who gave generously of their time to help us think through what we need to do not just to be a more efficient but also a more effective organisation.

Strategic positioning

As the evaluation correctly identifies, GL's strategic positioning has been evolving over time. We began with a singular focus on gender and the media, encapsulated in the GL slogan, "promoting gender equality in and through the media." Working with the media made us realise that the task is bigger than conducting research on and designing training for those who produce media content. We also need to work with those who have the capacity to "shape" media content on gender, such as gender activists who have a great deal of knowledge but do not always package it effectively for the media. This led us into strategic communication training for gender activists that in turn led us into helping design campaigns around particular themes, most notably the Sixteen Days of Activism on Gender Violence and the SADC and Gender Protocol campaign that have enjoyed considerable media visibility.

Another potential group of "news shapers" are women decision-makers who by the very nature of their work should have a voice in the media. Ten elections in the region in 2004/ 2005 opened the door to a growing gender and governance programme that focused on women in politics and the media and vice versa. This programme also opened our eyes to one of the most marginalised yet important group of women decision-makers: local councillors. Making these voices count has become an important part of our mission.



Agnes Odhiambo at staff retreat

The audience research we conducted as part of our gender and media research programme opened our eyes to another reality: the power of media consumers and their potential to become media shapers. One cannot talk about deepening democracy without being concerned about citizen participation. Critical media consumption is central to citizen participation. This underscores our recent foray into the area of media literacy: an area we have found to our surprise is still largely un-chartered territory.

The evaluation put forward three strategic options for GL going forward: to continue with our strong gender and media focus; grow the gender and governance and or gender justice portfolios; or situate the gender and media work more squarely within a broader gender and governance framework. In our 2007-2010 strategy, we choose the latter course, not just because it is the direction in which we have been evolving, but because the artificial boundaries imposed by programmes (necessary for planning and accounting) mar what is essentially a highly integrated approach that is guided by GL's vision of a region in which every woman and man is able to "realise their full human potential in both their private and public lives."

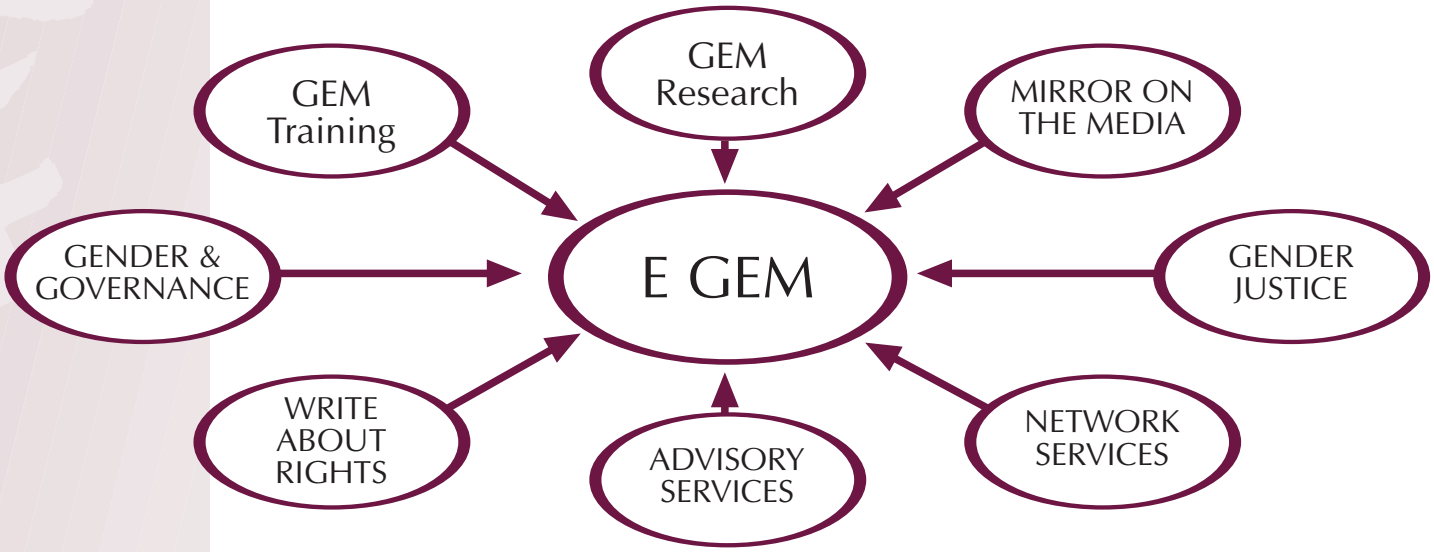
Executive Director's Report

Programme review

GL currently has eight programme areas that on its website are organised around a central wheel called "E GEM": the website, list serve, cyber dialogues and IT innovations used to leverage its work. These are: Gender and Media (GEM) Policy and Research; GEM Training; Gender justice campaigns; Gender and Governance; Write about Rights; Mirror on the Media and Advisory Services (see diagram).

Over the five years, the main achievements of GL's POA may be summarised as:

> "Overall, the programme areas of GL are mission-driven, coherent in design and conceptually well-linked and integrated in terms of achieving as much impact on societal transformation as possible by focusing on policy makers at the level of the media and in governmental institutions, focusing on media practitioners in the state, private and community media and focusing on gender NGO's and women decision makers and the broader public."
> - *GL Organisational Evaluation*



Gender and Media (GEM) research and policy

- Cutting edge research on gender and the media through the Gender and Media Baseline Study (GMBS), the largest such study ever undertaken anywhere in the world and the Gender and Media Audience Study (GMAS), the only such study ever undertaken in the region, and the only regional audience survey of any kind. At the suggestion of a Namibian editor, this has been adapted for use by media houses and the first three pilot projects will be presented at the second Gender and Media Summit.
- The first ever engagement in this region and globally with media houses, and, as of this year, with media regulatory authorities and media NGOs on the development of gender (and HIV and AIDS) policies in the media sector.

GEM training

- A range of Southern Africa specific gender and media training manuals that have been used in training of trainer courses as well as in-service training courses in partnership with media training institutions. These include an innovative Virtual Resource Centre (VRC) that contains case studies from research and monitoring projects that can be searched by country, theme, what journalistic skill is illustrated and what the article reflects with regard to gender. The latest series of training by GL is on gender and the economy using its new training manual "Business Unusual".
- The first pilot project to mainstream gender into entry level media training (at the Polytechnic of Namibia) over a three-year period then documented and shared with other training institutions in a peer network arrangement.
- Pioneer work on newsroom training that is poised to expand on the back of the policy work being done with newsrooms as part of the Media Action Plan on HIV and AIDS and Gender led by the Southern African Editors Forum (SAEF) that aims to ensure that 80% of Southern African newsrooms have HIV and AIDS and gender policies by 2008.

GEM literacy and networks

- In addition to pioneering a number of new areas of media monitoring (such as radio talk shows, the impact of Sixteen Days of Activism campaigns etc) the Mirror on the Media project has spurned the first gender and media literacy training course for the general public. This opens a new area of work with media consumers and fits squarely into the broader objectives of deepening democracy through citizen participation and media accountability.
- GL support for gender and media networks, culminating in the

> "The range and scope of its activities is remarkable. The quality of its work is consistently high. I can't think of any other organisation - anywhere - that has covered so much ground in such a short time span. The bringing together of research, training, networks and advocacy at various levels is a very powerful combination, and one that few (if any) organisations have pursued so successfully. I've been deeply impressed by the professionalism with which each activity is approached, and the speed with which data and reports are published and disseminated."
> - *Margaret Gallagher, International media and gender expert, UK*

formation of GEMSA and the institutional support to place this network on a firm footing is at the heart of the creation of a gender and media movement in the region.

Gender justice

- Extensive strategic communication training of gender NGOs in all nine provinces of SA and across Southern Africa linked to the Sixteen Days of Activism campaign using extensive use of IT including the Cyber Dialogues innovated by GL. This approach has recently been deepened through a pilot project to develop a National Action Plan to End Gender in South Africa in which specific targets are set and monitored that is being replicated in four Southern African countries.

Gender and governance

- The ground breaking study, *Ringing up the Changes, Gender and Politics in Southern Africa,* was used to conduct newsroom training for the media as well as strategic communications training for women politicians in the run up to ten elections in the region. This greatly increased media coverage of the gender dynamics of elections in the region as part of the 50/50 Campaign that GL is an active member of.
- Arising from this study, GL has decided to focus on gender and local government. It has run pilot projects on Gender, Communications and Local government with the Cities of Johannesburg, Pietermaritzburg and Durban and is currently conducting research on gender and local government in the study: *At the Coal face, Gender and Local Government.*

Write about rights

- GL runs the only Gender Opinion and Commentary Service in the region, which has enjoyed increasing use and visibility, and led to a number of new writers/voices being trained as well as bridging the gap between gender activists and the media. The special brand of "I Stories" initiated by GL (first hand accounts of gender violence, experiences of women in local government, caring for those living with HIV etc) has been especially effective in building the capacity of those whose voices are often not heard as well as showing the media that such voices are the essence of good journalism.

Key gaps and challenges include:

Gender and media

- The need to ensure that research such as the GMBS and GMAS is thoroughly canvassed down to provincial level in each country.
- The policy processes in media houses, regulatory authorities and with media NGOs are in their infancy and will require constant support and nurturing to ensure implementation.
- The new engagement with regulatory authorities opens a new vista of work that could be enhanced through close collaboration with freedom of expression organisations.
- Most of GL's work has been in relation to the mainstream media. There is need for greater engagement with community media going forward.
- Work with media marketing is a new and dynamic area of work that still requires considerable impetus and drive.
- Gender and media training needs constant reinforcement in all the different beats.
- The VRC requires constant updating and management.
- GL's needs to develop more electronic media resources by leveraging IT even further.



GL Director Colleen Lowe Morna and Rishi Ramnauth, News on Sunday, Mauritius

Gender justice

- Deepening of gender justice campaigns through the development of National Action Plans ensures long-term sustainability but spawns complex new challenges of mobilising multiple stakeholders in collaborative efforts.

Gender and governance

- Work on women in politics has opened a new area of work on gender sensitive governance, especially in the local sphere. GL needs to decide how far it wishes to venture into this area.
- The Southern Africa Gender Protocol Campaign opens an excellent opportunity for extending the work on strategic communications training for gender NGOs, but also requires careful management with regard to the multiple stakeholders involved.

Write about rights

- There is need to explore greater cost recovery for the Opinion and Commentary Service, and the possibility of reaching radio through voice dispatches over the Internet (now eminently feasible) to extend the reach of the service.

Geographical spread

- GL's work is still relatively weak in the Portuguese speaking countries, especially Angola, and in the French-speaking DRC. While some key tools have been translated into Portuguese, almost all its resources are in English. This is largely due to capacity constraints and points to the importance of having an in-house translator. With regard to the French speaking countries, interesting possibilities exist for using GL's strong links with the Media Watch Organisation in Mauritius (already used to leverage the work in Seychelles) for venturing into the DRC. Several approaches received from the DRC have not yet been taken up due to capacity constraints. The need to extend its work to non- English speaking countries is an important challenge for the future.

Institutional growth and development

Although still fragile in many ways, such as the fact that GL is only able to offer its staff contracts for a year at a time, the evaluation points to many strengths in GL's institutional make up. These include strong governance and management; strong financial systems, transparency and accountability; excellent daily operational procedures and a dedicated core team that is increasingly stabilising, despite relatively high turn over in the earlier years.

Executive Director's Report

For a small organisation, GL has offered relative mobility to its staff. An office manager is now governance programme manager; an intern rose to manage the HIV and AIDS and gender programme, and another intern is now employed as a researcher. Following the 2006 Board meeting, GL has also instituted an in-house capacity building programme that has a strong emphasis on applied learning and peer support.

A planning system that cascades strategies into annual action plans, into even more detailed four monthly plans that inform performance-linked evaluation agreements engender high standards and personal responsibility. But, as the evaluation points out, this also leads to a pressured work environment that can easily turn into burn out.

The fine line between a hard working and motivated team that is proud of its brand name and one that suddenly finds itself unable to cope is one that the Board and management must constantly monitor. The staff retreats that we have instituted every trimester to reflect and plan are one way of picking up warning signals.

The need for more senior staff following the secondment of the Deputy Director to head GEMSA is another recommendation that we take seriously, though one closely linked to obtaining more core funding to be able to pay a core staff complement. As a principle, however, we must find ways of taking better care of GL's most precious resource: its foot soldiers.

Monitoring and evaluation

GL's M and E systems come in for high praise in the evaluation, where these are cited as "sophisticated" for a small organisation and a "best practise" that could be shared with others. In summary these systems consist of:

- Output and outcome indicators developed for each project at the stage of project conception.
- Annual plans stating what these are and how they are to be achieved.
- Detailed trimester plans that are cascaded into individual Performance Agreements (PA) adjusted each trimester by staff and their supervisor to ensure clarity on what is expected.
- Bi-monthly reports that are cascaded from the PA showing progress made on a fornightly basis and action planned for the coming two weeks.
- Monthly systems reports in each area of responsibility (for example the website; sales of publications; usage of the opinion and commentary service etc).
- Individual performance evaluations that precede a staff retreat, review and planning every four months. Five percent of the score is reserved for regular and detailed reporting; another five percent for contribution to knowledge creation. An additional ten percent (over and above the agreed tasks that add up to 100 percent) is designated as a "stretch indicator" to affirm any work done over and above what has been agreed.
- Annual bonus assessments based on performance.
- Annual 360 degree feedback for each staff member and the Executive Director, who is evaluated by the Board.
- Annual programme assessments for the annual report.
- Research as part of Mirror and the Media and the GEM Research projects that measures the impact of the work more broadly.

The workshop report at the back of this annual report shows that in 2005/2006 GL hosted a total of 85 events and workshops attracting 1701 participants; 36% of these men. Altogether over the five years, 4762 people (37% men) have participated in GL activities. The Action Plan assessment shows that GL implemented 24 projects in the last financial year, and in most instances exceeded its output targets.

The area that still requires work is monitoring and evaluation of partnerships (see network and partnership section). In addition to writing such evaluations into the MOU's of joint projects, the recommendation that an independent external evaluation of partnerships be conducted from time to time is one that is taken up in the 2007-2010 strategy.

Sustainability

The financial report shows that GL's financial position has continued to strengthen, notably as a result of a new three year funding agreement with SIDA (GL's first bilateral donor) in the HIV and AIDS and gender work. However, almost all of GL's resources are still in the form of project funding, and the multiplicity of donors has exacted a heavy toll on a fragile administrative base.

> "It can be seriously questioned as an issue of discrimination on the part of donors, that other regional media institutions such as in-service training institutions and media freedom institutions receive cost funding, but that GL does not…'c9.The undoubted impact of Gender Link's work in the SADC region over the last five years, the undeniable human rights importance of their work, the ongoing need for their work, the high quality of their work and the sheer quantity of their work, objectively justifies the validity of core cost funding over the next 3–5 years."
> *- GL Organisational Evaluation*

GL has taken measures to recover costs where possible: through sale of publications; the purchase of a house through VAT reclaims and renting out of the conference facility as well as through wise investment of resources to maximise interest. GL has also formed a trust with four partners registered in South Africa to participate in investment initiatives that benefit non profit organisations. But the inescapable fact is that for the organisation to grow and develop, it requires core funding.

The rationale for this and indicative budget are set out in greater detail in the 2007-2010 strategy. A separate document makes the case for the development of a Gender and Media Diversity Centre that GL believes is essential to building a repository of knowledge flowing from project-linked activity and providing real grounding to the emerging gender and media movement. All these are key sustainability initiatives.

There is a saying in Southern Africa that a person is a person because of other people. We could say much the same about Gender Links. Thank you to all of you who make us who we are: we hope that we will remain worthy of your friendship.



Colleen Lowe Morna
Executive Director

Research
Gender and media research and policy

Until recently, there was hardly any research on gender and the media in Southern Africa. GL began its work in 2001 by bringing together gender activists and media practitioners in Southern Africa to talk about gender biases in the media and produce the handbook, "Whose News, Whose Views". GL went on to forge a strategic alliance with the Media Institute of Southern Africa (MISA) to conduct the first Gender and Media Baseline Study (GMBS).

> "I completed an extensive literature review on gender and media in the international context for my dissertation last year, and I found the work by GL to be the most progressive and innovative in the world at this time. I was most impressed with the energy, relevance, and urgency in GL materials. In my opinion, gender politics in the North has lost its edge, with many believing women have obtained equality. I therefore find the GL materials with their focus on gender roles very timely and important - certainly showing the way for the future".
> *- Prof. Margaretha Geertsema of Butler University, USA*

One of the key strategies identified is for media organisations to develop gender policies and targets. GL is advancing this objective through its participation in the Media Action Plan to HIV and AIDS and Gender.

With technical support from the MMP, consultants from the Rhodes University Media Studies Department and Margaret Gallagher, GL and MISA embarked in 2004 on an audience research project to assess the responses of audiences to the news they consume from a gender perspective.

Gender and Media Audience Study (GMAS) Phase two

In response to the GMBS findings, many editors cited commercial imperatives for the gender biases in their coverage. What became apparent, however, is that nowhere is this based on any kind of scientific evidence, nor is such evidence disaggregated by gender. Women listeners and viewers have basically been treated as though they do not exist. Until the audience research project, there was virtually no gender and audience related research in Southern Africa. To date, most of the research has focused on the media as producers of content rather than on the public as the consumers of this content.

The Gender and Media Audience Study (GMAS) phase one involved research on how women and men interact with the news in six Southern African countries. This provided strong evidence that audiences would like to see women portrayed in a greater diversity of roles. Because this research touches for the first time on media consumers, it opens a new door for gender and media work on media marketing as well as media literacy with audiences.

The project also opened the door to a new collaboration with universities and institutions of higher learning in the region in the countries where the research was undertaken in the first phase (South Africa, Swaziland, Botswana, Mauritius, Zambia and Namibia) in 2004/2005. The second phase of the research involved launching the research in these six countries as well as extending it to seven more countries (Mozambique, Seychelles, Tanzania, Malawi, Angola, Lesotho and Zimbabwe).

Outputs

- Audience research launched in the six countries where it was conducted in the first phase; 119 participants against a target of 120.
- Newsroom engagements in South Africa and Namibia.
- Audience research extended to seven countries in phase two.
- 1000 copies of composite report; pamphlets and power point presentations produced for each country

Outcomes

- Ministers of information officiated at the launches in Zambia and Namibia and in all countries the workshops received extensive media coverage (see samples accompanying this report). In Namibia, the Minister of Information Nentumbu Ndaitwa joined the Gender and Media Southern Africa (GEMSA) Network during the launch.
- In Namibia, following the official launch GL took the research on a road show to eight newsrooms, engaging with media decision-makers and practitioners at their place of work.
- In addition, GL launched the research at a special event hosted by the South African Broadcasting Corporation (SABC) and attended by partners from the region on 3 May, World Press Freedom Day and has taken the research on road shows to a number of South African media houses.



Namibian Minister of Information Nandi Nentumbu Ndaitwa joins GEMSA during the launch of the audience research

Next steps

At the suggestion of the editor of the Namibian newspaper, the questionnaire has been simplified for use by media houses in conducting their own audience research. This is being piloted by three media houses in Namibia, Malawi and Mauritius and the findings will be presented at the second Gender and Media Summit in September 2006. It is hoped that more media houses will start to conduct their own audience research based on these pilot projects.

Analysis of the Southern African findings of the GMMP

This project aimed to analyse the Southern African findings of the third Global Media Monitoring Project (GMMP) and to disseminate these findings widely a) as a benchmark for the region against the rest of the world and b) as a measure of progress since the GMBS.

The first GMMP was conducted just prior to the Beijing conference in 1995, and again to coincide with Beijing Plus Five in 2000. The GMMP inspired the GMBS. This global project was repeated in February 2005 to coincide with the tenth anniversary of the Beijing conference. GL and MISA viewed this as an opportunity to strengthen GEMSA; as well as benchmark country performance against the GMBS and countries globally. MISA sponsored a training workshop for GEMSA country representatives to be trained in conducting monitoring. The Media Monitoring Project (MMP) conducted the training and analysed the global as well as the regional data that GL used in compiling the regional report.



GL's Susan Tolmay and Agnes Odhiambo

Outputs

- GL produced 500 copies of the regional report and this has been widely disseminated
- GL assisted GEMSA in developing a template for country reports.
- The launch of the regional report on 8 March 2006 generated considerable media coverage and interest.

Outcomes

- ***Participation by GEMSA chapters in the world wide GMMP project:*** Unlike in 2000 when only two Southern African countries participated in the GMMP, in 2005, thanks to co-operation between GEMSA, MISA and GL all thirteen SADC countries participated. All the GEMSA country representatives served as team leaders in their country to conduct this entirely voluntary exercise that involved one day of monitoring.
- ***Regional three weeks of activism campaign:*** GL joined GEMSA and partners around the globe in the three weeks of activism campaign linked to the global study from 16 February to 8 March. Key activities included launches of the regional analysis; the study on radio talks shows (see below); launch of the final audience research report; a cyber dialogue with activists at the Commission on the Status of Women meeting; and a video conference on 8 March. GL also ran a special series on gender and the media as part of its Opinion and Commentary Service, and highlighted the GMMP in the inaugural edition of the Media Diversity Journal also launched on 8 March.

Next steps

- ***Country analysis and launches:*** The regional analysis template and country versus regional versus global data generated by MMP is being used by GEMSA representatives to develop country reports for advocacy in each country.

Key findings of the GMMP

- While women sources have increased from 17% in the regional Gender and Media Baseline Study (GMBS) conducted by Gender Links (GL) and the Media Institute of Southern Africa (MISA) in 2002 to 19% in the GMMP conducted across 76 countries in 2005, this is below the global average of 21%.
- However, nine out of the 13 SADC countries showed an improvement, with South Africa (26%) now leading the way, followed by Swaziland, Mauritius, Namibia, Mozambique, and Zimbabwe. Belgium (31%) tops the global list; followed by Sweden and Colombia (30%). The highest performer in Africa is Rwanda (31%). Angola, with 13% women sources tails the regional and global list.
- There has been some improvement in women's voices being heard in "hard" news: for example, women sources in the political topic category increased from 8% in the GMBS to 14% in the GMMP.
- Women are still, however, not heard in proportion to their strengths in any one of the professions. For example, women in Southern Africa comprise 20% of parliamentarians, but only 14% of the politicians quoted.
- Blatant and more subtle stereotypes abound. For example, 17% women in Southern Africa are likely to be identified as victims compared to 7% men. The proportion of women likely to be identified according to their family status in Southern Africa has doubled from 11% in the GMBS to 22% (higher than the global average of 17%) while that for men has increased from 2% to 6% (also higher than the global average of 5%).

A Fair Deal

STOP PRESS!!



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

Hands up. Who of you read newspapers, listen to the radio, watch television and count the numbers of times women make and report news? Honest now. Of course, we all lose it at times with a particular pungent page 3 girl caption or an obvious story on rape, but that is not what I'm asking about.

If you are not a media and gender activist, chances are that you don't. its not the way in which media are consumed, which is why the following travesty has been allowed to continue: around the world, women make up only 17% of all news.

On February 16 last year, Margaret Gallagher undertook a daunting task. She agreed to manage a global team who would monitor print news, radio and television bulletins around the world to take the snapshot of women in the media. They counted the number of women in the news, and they counted the number of female reporters, the number of experts (also called taking heads), and analysed subject matter as well as the content of photographs.

The fruit of their work is the Global Media Monitoring Project 2005. Says Gallagher: "It is often said that news provides a mirror on the world. But our study shows that it does not. The world we see in the news is the world in which women are virtually invisible." She continues and notes that, "For every woman who appears in the news, there are five men."

Where women are featured, it is hardly ever in what the authors describe as the "hard" coverage of politics and business, but is weighed far more heavily in celebrity or royalty coverage. Only 4% of all stories analysed dealt with gender inequality, and women reported more often in this topic than men did.

Why does it matter? The media is a vital and extremely influential institution. It should be a reflection of society if it is to do its work well and the imperative to do so is as serious as women's representation in the halls of political power (the executive and legislature) as it is in the judiciary.

Moreover, women readers and consumers are increasingly held up as more and more influential to the future of media, according to the World Association of Newspapers.
It is good practice (and good business) to reflect women as equal readers and viewers. For many this means a women's page, but best practice is to seamlessly integrate women into coverage: as journalists, as sub-editors, as expert voices, in photographs and in columns.

And ultimately, it must go beyond a numbers count of editorial staff: sustenance of coverage counts and for those of us who got where we are because of affirmative action policies, it does require that we be the change and the empowerment we embody. Not all my sister journalists and editors will agree with this; the *Mail & Guardian* does not always get it right but it is part of my editor's mission.

The methodology of the reporter is sound, but the results are not gospel: measuring news and doing so on only one day cuts out an analysis of features and of media that are not daily.

The media reflect the society they are part of, so because South Africa has high numbers of visible women leaders across the private, public and non profit sectors, this is reflected in our coverage.

The crude separation if journalism into "hard" (good) and "soft" (not so good) is not accurate for a developing region like ours where the coverage of poverty, welfare, education and housing must be elevated if we are to play our roles sufficiently.

Quibbles aside, the report is a useful benchmark for the next five years when the monitoring will be done again. Gallagher and her team advocate lobbying, rather than nagging. "The experience of the past 30 years of gender and media campaign has shown that criticism of media content creates a lack of trust and interest on the part of media professionals."

(This is an edited version of an article that appeared in the Mail and Guardian newspaper)



Gender stereotypes abound in the news

Mapping a new course for HIV and AIDS and Gender in the media

The Media Action Plan (MAP) on HIV and AIDS and Gender is a collaborative effort by the Southern African Editors Forum (SAEF) and NGO partners to improve coverage of gender and HIV and AIDS; to promote diversity, the equitable and fair treatment of all within the media workplaces; as well as mitigate the effects of the pandemic on the media industry.

MAP consists of five arms led by different organisations: Gender Links, MISA and GEMSA lead the policy arm. The policy sub-sector aims to devise tools, and provide support to media houses to develop policies and programmes on HIV and AIDS and gender in accordance with SADC and ILO codes of conduct. The target is to ensure 80% of media institutions to have such policies by the end 2008.

The policy sub sector has:

- Conducted an audit of media houses in Southern Africa that have policies on HIV and AIDS and gender. The audit covered 366 media houses (approximately 90% of the total media houses in the region) in 12 countries and showed that only 9% of the media houses had policies on HIV and AIDS while 6% had policies on gender.

- Collaborated with the monitoring and research sector in devising the methodology for, conducting and writing the HIV and AIDS and Gender Baseline Study. The study involved monitoring 37 000 news items in eleven Southern Africa countries for a one month period and provides interesting perspectives on how the media covers HIV and AIDS and the gender dynamics underlying the epidemic.

- Put together a team of in-country facilitators who led the monitoring and are responsible for the roll out of policies in each country. The team went through media monitoring training in October 2005 and in April 2006 was trained in policy roll-out using the *Diversity in Action* Handbook.

- Convened a reference group for, and written the handbook *Diversity in Action*; a guide for developing HIV and AIDS and gender policies in newsrooms.



Richard Delate and Chrisselda Kananda at the launch of the HIV and AIDS baseline study

The Southern African Media Action Plan

MAP

on HIV and AIDS & Gender

HIV AIDS: Those most affected are least heard

Key findings of the MAP Baseline study on HIV AIDS and Gender include:

- Only 3% of all the items focused on, or mentioned, the pandemic. This varied from 19% in Lesotho, to only 1% in Mauritius and 2% in South Africa, which has the largest number of people living with HIV and AIDS globally, estimated at over 5 million,

- People living with HIV and AIDS constituted a mere 4% of all sources, compared to 42% of government officials and officials representing international organisations. PLHIV were most often used as sources in Swaziland (10%), Tanzania (7%) and South Africa (6%). In Malawi, no PLHIV were used as sources in the period under review.

- Despite the disproportionate burden of the pandemic borne by women, who constitute the highest proportion of those living with HIV as well as provide most of the care, women constitute only 39% of sources overall. Men's voices dominate in all topic categories, except for care.

- The gender dimensions and major drivers of the pandemic are not well reported on. Although the bulk of the coverage (40%) centred on prevention, sexual power relations, mother to child transmission, intergenerational sex, gender based violence and cultural practices as sub-topics of prevention received limited coverage.

- Care and support received a mere 16% of total coverage, reinforcing the general tendency in society to take women's work for granted. Within this topic category, orphans and vulnerable children received the greatest attention, with home-based care (often a euphemism for the unwaged work of women) receiving only minimal mention.

- In the area of treatment the media focus remains on ARVs (32%) and the medical aspects of AIDS (27%), with positive living, the role of nutrition, and where to go for help receiving only marginal mention.

- There are fewer blatant stereotypes (10%) and increased sensitivity to language. Feature stories on HIV and AIDS are higher (10%) than in general coverage (5%) and that a high number of stories are original stories produced or added to by newsroom journalists.

The sub-sector has also achieved the following outputs in terms of the policy roll-out in each country:

- Launch of the baseline study: The study was launched in all the eleven countries in the month of May, mainly on 3 May, World Press Freedom Day in partnership with SAEF and MISA.

- Conducting one day workshops in each country to obtain buy-in for HIV and AIDS and gender policies; and to facilitate an understanding of the need for policy from all managers and practitioners within the media institution. Due to media dynamics in the countries, only five countries held these workshops.

- Briefing and engagement with media decision-makers at each media house to agree on a process. A challenging but crucial step in creating environments to successfully develop policies requires getting buy-in from editors, media managers and owners. This process started in May 2006 and is ongoing. Each facilitator has obtained buy-in from at least four media houses with whom to start the actual policy development. Currently, approximately 33% of media houses in the region have agreed to the process.

- Conducting a situation analysis for each media house to gain an understanding of the key issues and attitudes (through gathering information and analysing it) within the media house before the actual policy seminar. This information will feed into the different stages of the policy development. This process is currently ongoing in most of the media houses where there has been buy-in for policy roll-out.

- Conducting in-house policy and action planning workshops to lay the ground for the development of policies. In-house workshops have been held with two main media houses in Mauritius and three media houses in Malawi.

Outputs

- Diversity in Action: A Handbook on HIV and AIDS and Gender policies in newsrooms.
- 10 country reports and pamphlets and one regional report for the baseline study.
- 80 case studies on coverage of HIV and AIDS and Gender for the VRC.
- Facilitators manual.
- 16 facilitators trained.

Outcomes

MAP is clearly "mapping" a new course for HIV and AIDS and gender in the region by helping to establish standards for media reporting and increase the understanding of editors on issues relating to HIV and AIDS and gender. At the same time, it is supporting media houses to create and promote workplace environments that will ensure non-discrimination; and the appropriate treatment and support for employees living with and affected by HIV and AIDS.

Next steps

- Policy roll out to 80% of media houses by 2008.
- Support and backstopping for newsrooms with assistance from MAP partners.

Extending gender and media research and policy development to media regulation

The work at newsroom level sparked by MAP has important linkages to new areas of gender and media policy work that GL began to work on towards the end of the 2005/2006 financial year.

At the initiative of the Open Society Foundation of South Africa (OSFSA), GL is part of a consortium of media NGOs that are undertaking an audit of media bodies that have a public mandate. GL is undertaking the review of the Independent Communications Authority (ICASA) and hopes to use this research as an inroad for working with regulatory authorities in developing gender policies. This project has an important synergy with the development of a gender policy handbook for regulators by GEMSA that GL provided input into, based on the experience of developing "Diversity in Action."

At the request of the Swedish International Development Agency (SIDA) that together with the Open Society Initiative of Southern Africa (OSISA) is supporting the MAP policy roll out, GL is also conducting a review of the extent to which media NGOs are integrating gender into their work. The review will include the development of simple tools for use by media NGOs in developing gender policies and practices.

Together, the different policy initiatives at macro and micro level are contributing to the development of a more enabling environment for gender, HIV and AIDS, and diversity in the media.



Sisonke Msimang (left), OSISA HIV and AIDS programme officer



Media tackles HIV from inside out

By Agnes Odhiambo
HIV and AIDS and Gender Manager

Kaya FM, a popular radio station in Johannesburg, runs a weekly programme called Positive Talk in which people infected and affected by the pandemic talk about the daily challenges and how they cope. Yet until the radio station became part of the Media Action Plan on HIV/AIDS and Gender – a collaborative effort by media NGOs led by the Southern African Editors Forum (SAEF) to develop newsroom policies - the pandemic had barely been talked about in-house.

It is commonly accepted that the media has an important role to play in educating society on the HIV and AIDS pandemic. However, the media is also an employer, and one whose employees are deeply affected if not infected by HIV and AIDS. A year in the making, MAP has set an ambitious target: to ensure that 80 percent of newsrooms have HIV and AIDS as well gender policies, covering both work place and editorial concerns, by 2008.

A policy audit of media houses in 12 Southern African countries conducted by Gender Links in 2005 revealed that a significant majority (90 percent) of the 366 media houses interviewed did not have HIV and AIDS or gender policies. The audit also showed that even in situations where policies exist, they have not been communicated effectively to all the employees (many employees did not know that their companies had policies on HIV and AIDS) and equally, it means they were/are not being implemented.

Situation analyses being conducted in some media houses in Mozambique, Mauritius, and Malawi as part of MAP indicate that media managers concede they are losing employees due to AIDS-related illnesses. However, policies and programmes to ensure a systematic approach to the issue are lacking and HIV and AIDS are dealt with in an ad-hoc manner.

A report by The National Emergency Response Council on HIV and AIDS (NERCHA, 2005) in Swaziland quotes media representatives saying that they have not been spared by HIV and AIDS and have lost many employees and that this has a negative effect not only on the companies but on the employees who go through traumatic periods after losing a colleague. But media institutions decry the fact that employees do not disclose their HIV status to management and therefore are unable to determine its effect on the industry.

Charles Chisala from the Times of Zambia and a MAP facilitator says that "while the media has been covering HIV and AIDS, very little has been done for employees in terms of accessing treatment and supporting those infected and affected".

But he also notes that some media houses in the country are trying to put in place policies and programmes to tackle HIV and AIDS but in a context where there is lack of skills to do so. When asked why there are few people in the media living openly with HIV, he said: "people do not feel free to declare their positive HIV status because they do not know how this will be received since colleagues have not been sensitised about the disease and there are no programmes to support them if they do."

Simon Kivamwo, the chair of the Association of Journalists against AIDS in Tanzania (AJAAT) says the media still emphasises the traditional notion of producing reporters and not key players within their own organisations. This echoes a sentiment made by an interviewee in the CADRE research who said that "…'c9 we are so busy broadcasting it [the impact of HIV/AIDS], we haven't looked within."



Loveness Jambaya of the Gender and Media Zimbabwe (GEMZi) Network in Zimbabwe says "there is lots of talk on AIDS in the media but no action on the ground". David Lush, a Namibian media practitioner living openly with HIV is of the opinion that there seems to be a dilemma in the media regarding how it covers HIV and AIDS while dealing with it as a workplace issue.

A unique collaborative initiative that harnesses the energies of SAEF, GL, the Media Institute of Southern Africa (MISA), GEMSA, the Media Monitoring Project (MMP), Panos, SAFAIDS, UNAIDS and the Southern African Media Trainers Network (SAMTRAN), MAP is helping media houses to develop policies, build capacity and access relevant up to date information that will help to make the media a leader in the fight against the pandemic: at the work place and in society.

Kaya MD Charlene Deacon and Head of News Portia Kobue at the Kaya HIV/ AIDS and Gender workshop

Training

Gender and media training

Training is a critical entry point for mainstreaming gender in the media.

GL has worked with the Institute for the Advancement of Journalism (IAJ), the AIDS Law Project, and Southern African Media Services Organisation (SAMSO) in developing a number of gender and media training tools available through the GL website.

GL has also launched an innovative Virtual Resource Centre for trainers that includes case materials from the GMBS and will be continually updated with new examples. All these tools have been tested and shared with trainers at Training of Trainers workshops.

Each year, GL conducts training in partnership with media training institutions on a different theme: the latest series of such training is called "Business Unusual: Gender, Economy and the Media." In response to concerns by media houses that they cannot always release staff for week- long workshops, and from participants that they go back to newsrooms with little appreciation for what they have learned, GL has conducted a number of on-site or newsroom media training workshops.

From 2002-2004 GL conducted a pilot project with the Polytechnic of Namibia for the integration of gender into entry level media training.

> It's hard to believe that Gender Links is only five years young! I say this based on the fact that so many significant projects, especially around the mainstreaming of gender and HIV and AIDS, have been undertaken during this short period of time, that it feels as if this dynamic and feisty NGO has been around a great deal longer. For me, Gender Links represents all those qualities that one associates with individuals/organisations with a true pioneering spirit. On behalf of the Department Media Technology at the Polytechnic of Namibia (PON) I would like to thank you and the Gender Links team for the opportunities to partner on projects which have been not only relevant to our nation, but have served an agenda-setting function in the region.
> *- Emily Brown*
> *Head Department of Media Technology, PON*

Gender and media trainer's network

This project was a follow up to the pilot project conducted by GL and the Polytechnic of Namibia on mainstreaming gender into university education that led to a step-by-step primer and several study materials. The project involved flexible support in initiating and implementing similar projects in other entry level training institutions in the region. It also involved demonstrating the use of the Virtual Resource Centre to trainers in four Southern African countries, and soliciting contributions to this valuable resource for trainers. The pilot project with PON took place over three years and is probably one of the most comprehensive efforts at mainstreaming gender into media education ever undertaken (our background research has failed to yield any precedents elsewhere). The pilot had the advantage of starting with a new programme and of persistent follow through, as well as a high level of experimenting and documenting outcomes. The extent to which the project contributed to the overall quality of training, through field exercises, training supplements, and opportunities opened to students, was recognised in the first external evaluations of the programme. The final stage of the training involved production of a primer that can be used by other media training institutions to mainstream gender into training.

> "Mainstreaming gender in media education and media training institutions is a GL model that has been discussed with a view to replication at international meetings. This project involves integrating gender into all key areas of the training curriculum, not only in standard report writing, but also in sub-editing, headlines and the use of photographs."
> *- GL Organisational Evaluation*

The project consisted of:

- A meeting of trainers in May 2005 to present the PON process.
- Identification by trainers of actions they intended to take.
- Workshops with trainers in Swaziland, Zambia, Tanzania and Malawi on use of the VRC.
- Gathering of VRC case study material.

Outputs

- The meeting of trainers led to the formation of a Gender Media Trainers Network. Their action plan is attached at Annex A.
- Improvements in GL's VRC, and some of the challenges ahead in terms of diversifying outputs are contained in Annex B.

Outcomes and next steps

GL has played an active role in efforts to revive the Southern African Media Trainers Network, as this is a key conduit for gender mainstreaming. GL will concentrate efforts in 2006 on building the VRC and responding to requests from trainers to support gender mainstreaming efforts. The VRC will be extended to other areas of media training through SAMTRAN and will be demonstrated at a special session for trainers at Highway Africa.



Media trainers at work



Media training – where gender fits in the regional scheme

By Ruth Ansah Ayisi
GL Board Member and Coordinator of the Southern African Media Trainers Network (SAMTRAN)

I recently attended a media conference in Johannesburg where a respected journalist in his presentation commented that Western donors tend to pressurise media houses to allot too much space to gender and HIV and AIDS rather than other issues that are more pertinent to rural African communities, like malaria.

There was no major reaction by the estimated 50 delegates, most of whom were senior journalists and editors from the southern African region. Many of them just turned to look at a woman who is known for expertise in gender issues, and who was slotted to talk about gender that afternoon. They assumed she should tackle the issue.

Indeed she did, although the fact it was left to her was indicative of how senior media people often sideline gender. Nevertheless she was able to argue articulately, giving concrete examples to support her arguments why equal and sensitive gender coverage was not only the right thing but also good journalism.

The comment made by the male journalist showed that there is still much training needed especially to make editors aware of the necessity to mainstream gender in their coverage.

The gender expert was able to use arguments for gender mainstreaming, which were in turn indicative of the substantial training and research that has already taken place. The groundbreaking Gender and Media Baseline Study in southern African (Gender Links and the Media Institute of Southern Africa (MISA), 2003) shows clearly the gaps in gender coverage. It indicates, for example, that while on average women compromise 19.4 per cent of members of parliament in the region, only eight per cent of politicians whose views are sought for comment are women.

The Gender Links' Virtual Resource Centre has proved to be an excellent tool for gender training, with cuttings of good and bad gender coverage posted up on the website. These are in turned analyzed in a comprehensive way. The trainer just needs to adapt the material to the group trained.

The challenge now for gender training is to incorporate gender in every media training session and course whatever the topic.

The efforts made by Gender Links in particular to mainstream gender into the curriculum of communication and journalism courses, for example in Namibia Polytechnic, is important, and the route for those who are genuine about improving the quality of journalists in the region.

In house-training is increasingly being used as an effective way of training for short courses, and has proved to be especially useful in gender training. Editors are reluctant to let their best journalists attend week- long training sessions outside the media house, especially on gender reporting, which they consider, of course wrongly, to be a soft issue. That leads me to my next point, which is the importance of continuing to sensitize editors to understand gender. It is not easy, but using creative ways such as inviting editors to discuss gender mainstreaming over lunch and involving organizations such as the Southern Africa Editors' Forum have been tried with some success by Gender Links.



Reality on the ground: Zambian journalist Derrick Sinjela reporting on gender issues

The importance of balanced gender coverage has also been taught effectively in HIV and AIDS training. It can be easily shown that if a journalist fails to examine the gender aspect of HIV and AIDS, much of the story is lost. They are becoming aware that gender inequalities are fuelling the spread of the pandemic and also further increasing the suffering of those infected and affected by the pandemic. Most journalists should now be able to see that ignoring the gender dimension when covering HIV and AIDS is bad journalism. However, it is taking people longer to see that the same principle of integrating gender into every topic is also good journalism.

Progress has been made, but efforts are needed to sensitize the media power heads that to improve a journalist's comprehension of gender issues and gender mainstreaming means that his or her copy will be more accurate, reflecting the reality on the ground.

The Virtual Resources Centre (VRC)

Building on the core resource base that has been established using material from the GMBS, and popularised with trainers at a training workshop, GL has sough to ensure constant updating and usage of the Virtual Resource Centre.

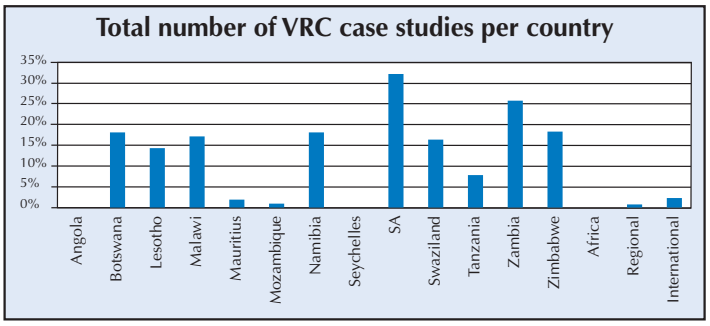
As one of several follow ups to the GMBS, the VRC consists of a virtual resource centre on its website consisting of case studies from the GMBS that are indexed and can be searched by country, theme and functional are. These case studies are accompanied by training notes. The VRC was tested with trainers in March 2004 and adjustments made to make this resource as user friendly as possible. A key issue in media training is that case material dates easily. It needs to be constantly updated. The VRC provides a unique mechanism for doing so. It is also a way for actively engaging trainers and monitors around the region in gathering ad sharing material.

Activities during 2005/2006 included:

- Updating the VRC.
- Managing the VRC.
- Honoraria to trainers and monitors to send in material.
- Discussion forums on new material.
- In-country workshops with media trainers, linked to the "IT for Advocacy" workshops.

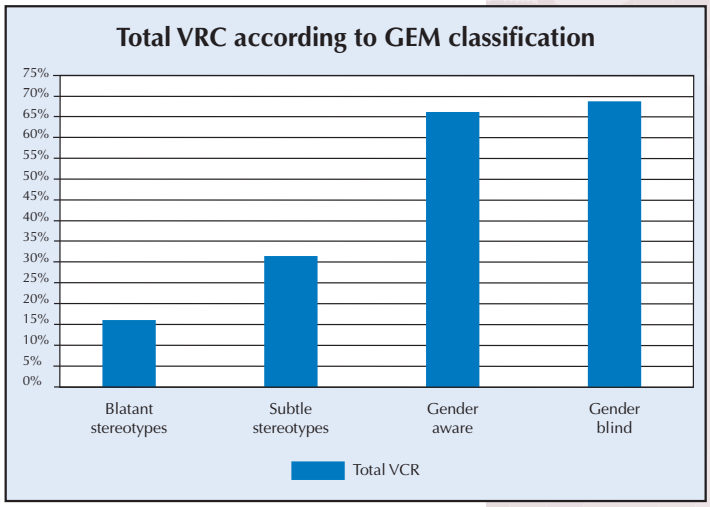
Outputs

A total of 183 new case studies were added to the VRC in 2005/2006, exceeding the target of ten per month or 120 in total. The country break down of the case studies is illustrated in the graph. As might be expected, given the size of the country and its media, South Africa generated the largest number of case studies, but there are case studies from a number of other countries as well. Clearly language remains a barrier, with the lowest number of items from the French and Portuguese speaking countries.



In terms of themes, most articles are on HIV/AIDS, followed by economics, human rights, politics, and then the GMMP and gender violence. The large number of articles on HIV/AIDS and economics is related to projects done in this area.

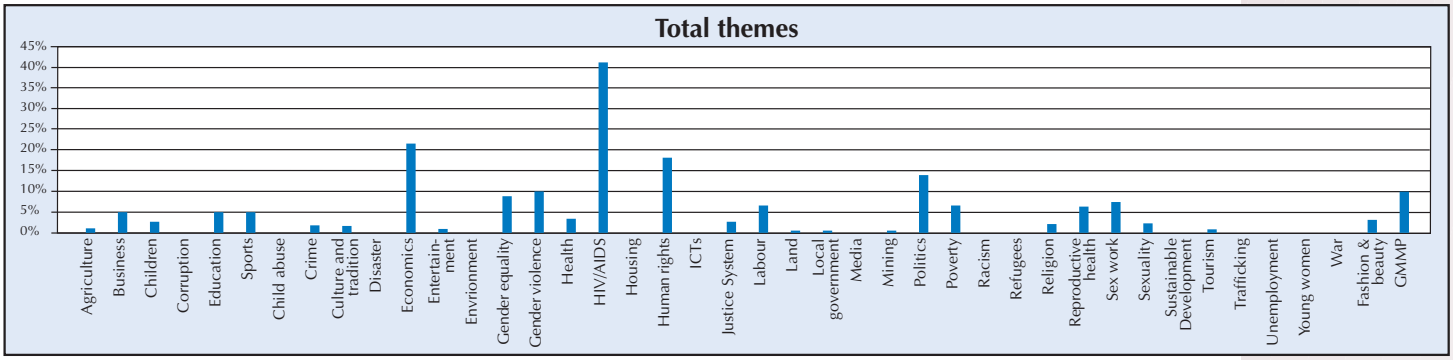
The next graph shows what kind of case studies are generated in terms of the Gender and Media (GEM) classification used by the VRC. This shows that the largest number of case studies are those classified as gender blind. There has been an encouraging increase in the number of gender aware case studies. More will be added from the 2006 Gender and Media Awards.



With regard to outreach, an extension to the NIZA "IT for Advocacy" workshop contract enabled GL to hold workshops with trainers in five (though not the full ten) countries covered in the project. As an addendum to the original project, this did not take account of university holidays and other logistic factors. However, the five training workshops reached 51 media trainers in the countries where they were conducted (Namibia, Swaziland, Zambia, Malawi and Tanzania).

Next steps

- As part of its efforts to raise core funding, GL will seek to secure resources for a full time training coordinator part of whose task will be to manage and market the VRC that GL believes is critical for gender and media training, and has applications in media training more broadly.
- Another important dimension of these fund raising efforts is to secure the services of a translator to be able to reach French and Portuguese speaking countries.
- Conscious efforts need to be made to develop more cases studies from the region, in order to have variety and diversity in the resource centre. This can possibly be done in collaboration with GEMSA networks.
- Continuous efforts to market the VRC, including through the SAMTRAN IT workshop for trainers, as well as more in-country and on-site training workshops.



Business Unusual: Gender, economy and the media

Since its inception, GL has conducted workshops on the following themes: covering gender violence; gender, HIV/AIDS and the media, as well as gender, elections and the media. These workshops have involved building links with media training institutions; developing training material; producing a supplement as part of the training; as well as training of trainer courses. The economy is a natural next thematic area of work. It has a close fit to the governance programme. In 2005/2006, GL developed a training manual called Business Unusual, Gender and the Economy, with the support of the Konrad Adenauer Foundation and a reference group of the Gender and Media Trainers Network. The manual is being used in training in seven Southern African countries in 2006/2008, with Mauritius hosting the first of these training workshops.



Unusual indeed!!!

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

Business Unusual was indeed unusual in Mauritius. It is not everyday that we come across declarations that turn into commitments with immediate implementation. Gender activists are fighting tooth and nail to get their respective Heads of States and Governments to turn Commitments and Conventions into implementation but in Mauritius the launch of the Business Unusual training workshop on 15th May 2006 served as a catalyst.

Minister of Women's Rights, Child Development, Family Welfare and Consumer Protection I. Seebun, Minister of Finance who is also Vice Prime Minister R. Sithanen opened the workshop. The first one associated herself with the good work of Media Watch Organisation-GEMSA while the Minister of Finance chose this platform to make a few commitments on the eve of the presentation of the 2006-2007 budget.

Both Gender Links and Media Watch Organisation – GEMSA took great pride when the Minister of Finance said how encouraging it was to see these organisations making the utmost to bring issues like gender and economic reporting in the limelight, to thrash them out and to act on them. He gave a "special recognition to Gender Links for its pioneering work to facilitate women's empowerment, gender mainstreaming and the achievement of gender equality in our region."

The Minister added that giving voices to all segments of society is intrinsic to participation, citizenship and democracy. He talked about bridging the gender gaps, the gender dimensions of macroeconomic policies, budgets, trade work and business not well understood by policy makers. He highlighted the role of media decision makers and practitioners and how women play an extremely important role in the economy that remains unrecognised, undervalued and invisible. "Very rare is the economy seen through the gendered lens. Women's unpaid work contributes significantly to household and community welfare and the economic advancement," the Minister added.

While we were editing our supplement of "Business Unusual" we got a call in the newsroom of L'Express. No! It was not one of the participants wanting to change his/her story but the Minister himself asking us to send concrete proposals for women's empowerment to be included in the budget.

The Minister meant business at our "Business Unusual". In the 2006/2007 budget, he earmarked seven billion rupees for the economic empowerment of vulnerable groups, noting that 85% of those who lost their jobs were women. The budget allocated a further five billion rupees to bring social justice, giving access to land, training and skills to those who want to set up small scale industries.



Opening of Business Unusual in Mauritius

Gender Justice

The media is a product of supply and demand. Changing the gender content of the news can only happen if the media becomes more sensitive to gender issues, and if those who feel passionately about these issues become more sensitive to the way the media works.

Working with NGOs to develop and run successful gender justice campaigns and to become more media savvy is the flipside of the coin to running gender training courses for the media.

"It is amazing how time has flown by, and that during the time of the existence of Gender Links you have really made such a mark in the sector. Your persistent letters, articles and your research have really kept the public's eye open to how gender affects every aspect of our lives. Without your work, as well as others in the sector, our struggle for gender equality would not retain the critical edge it does. I raise my glass to you in salutation."
- Sheila Meintjes
Chairperson, Tshwaranang Legal Advocacy Centre

Early on, GL developed a training manual called *Getting Smart: Strategic Communications for Gender Activists* that has been applied in assisting NGOs to develop communication strategies, notably around the the "Sixteen Days of Activism of Gender Violence. In 2004, GL working with the Government Communication and Information Services (GCIS) and Department of Correctional Services designed a "Cyber Dialogue" Initiative as a means of linking activists, women survivors of violence and decision-makers during the Sixteen Days.

IT for Advocacy

This programme aimed to build the IT capacity of gender and media networks by applying this to developing more effective gender justice campaigns; specifically by extending the cyber dialogues pilot project to all countries in Southern Africa in partnership with the new Gender and Media Southern Africa (GEMSA) Network and 18 districts of South Africa working with the South African Gender and Media (SAGEM) Network. The project also built on GL's partnership with the City of Johannesburg and involved all 11 wards of the city. Under the banner, "Making IT work for gender justice" the campaign exposed communities in far flung locations, and especially women, to new information and communication technologies for the first time.



Cyber dialogue training in Zimbabwe

Specific objectives included:

- To utilise the cyber dialogues to create opportunities for survivors to speak out about their experiences.
- Empower citizens, and especially women, in the use of new technologies.
- Encourage citizens to air their views and speak out against violence and abuse.
- Link people across provinces and across borders in a common cause.

Outputs

- 213 GEMSA members trained in IT for advocacy (compared to a target of 200) Women constituted 68 percent of the total number trained.
- 373 South Africans (70% women) trained in use of IT for advocacy in rural communities.
- 703 users participated in the cyber dialogues during the 16 days campaign.
- Cyber dialogues were conducted in eight languages. Twelve Southern African countries participated in the dialogues.
- Experts and persons with first hand experience of gender violence from across the region contributed to 31 special commentaries on various aspects of gender violence picked up by 64 media outlets across the region.
- 12 daily regional electronic newsletters sent to 1500 people via a mailing list. (Go to www.gemsa.org.za to see examples of the daily newsletter.)
- GL published 31 commentaries through its GEM Opinion and Commentary Service written by people who have experiences of gender violence and experts on different themes during the sixteen days. (See Annex four for list commentaries carried during the Sixteen days campaign.) These received pick up from 64 media outlets across Southern Africa.

Outcomes

- Harnessing the power of IT to create safe spaces to speak out and to advocate for change.

  - "I, Sandile, need people who can teach about HIV and AIDS in my area, Umsinga district, because we don't have such discussions about HIV and AIDS."
  - Priscilla: "I was a sex worker. After eight years I fell into the world of drugs through a bad environment … I knew lots of people abused me and were horrible. They violated my dignity… until I came to know that there is a centre for rehabilitation. I am now happy."
  - "I am Bonga, what I really believe is that the Sixteen Days of Activism is really not enough. Talking from experience I have learnt that domestic violence problem requires some form of specialised skills and people who are trained in this particular field of work."
  - Benson: "The thing is I live in a shack with my husband who is very ABUSIVE I must say, but I don't know what to do with the situation. I feel trapped."
    Kubi: "Benson, call 011 8545804 or 011 6424345."
  - Feroza: "Emotional dependency inhibits people from taking a stand. Therefore, we should empower each other and provide a support network."

- Commitments from decision makers to make changes in policy, legislation and services that will decrease gender violence in communities.

  - o "I, Sandile, need people who can teach about HIV and AIDS in my area, Umsinga district, because we don't have such discussions about HIV and AIDS."
  - o Ester Maluleke (National Department of Health): "There is a national strategy called BATHO PELE. Government officials are trained on this strategy and we acknowledge that it might take time before we see the benefit of the strategy."
  - o Joyce Piliso Seroke (Commission on Gender Equality): "CGE will be educating communities that virginity testing is a violation of young women's dignity and privacy."
  - o Dr Zodidi Tshotsho (Department of Social Development):"The National resources directory was launched in 2003 and is available in all provincial departments; the dept has plans to translate it into 5 key languages."
  - o Deputy Minister Nozizwe Madlala Routledge: "The DOH has plans to improve their IT systems including record keeping systems to enable monitoring of adherence to treatment."

- Ongoing awareness around the problem of gender violence in communities.
- Building a culture of zero tolerance for gender violence.
- A high level of local and regional sharing of information and networking.
- Shifting the 16 Days campaign form awareness raising to implementation of policies and practices to address the high levels of gender violence.

Audit of commitments made during the 2004 campaign

The audit of commitments made during the 2004 campaign played a key role in focusing the cyber dialogues in South Africa, and provided the basis for the National Action Plan initiative that followed.

"Is the 2006 Gender Justice Barometer available - the 2005 edition is the most useful and balanced policy document I have ever seen on Gender Justice issues in South Africa."
-Bryant Greenbaum

Using the data compiled of actions taken against commitments made, GL prepared media fact sheets. On 21 November, GL and partners in SAGEM including the Media Monitoring Project (MMP) and the Media Institute of Southern Africa (MISA) hosted a debate on the findings of the audit. This was followed on 24 November (the eve of the Sixteen Day campaign) by a session called "Taking Stock" at which senior government officials, including the deputy ministers of health and correctional services, responded to issues raised in the audit. The audit also formed the basis of several opinion pieces as part of GL's Opinion and Commentary Service. The Sixteen Day campaign and the audit in particular, attracted considerable coverage, including daily stories on the main news of the SABC.

Next steps

GL in partnership with the National Prosecuting Authority and UNICEF convened a conference from 2-4 May to debate the draft action plan that emerged from the Sixteen day campaign under the banner "365 Days of Action to End Gender Violence." This conference established a task team to take the process forward; the first real attempt in South Africa to create a multi- stake holder forum for ending gender violence.

This outcome is a clear reflection of the value of the audit in focusing discussion and elevating the campaign to an action plan. The transition is captured in the video that is also an important outcome of the campaign: "Sixteen Days for Life: From a Campaign to an Action Plan."

A further significant outcome is that, in partnership with GEMSA GL is conducting training in four Southern African countries in 2006 on the audit/National Action Plan approach. This will also be featured in the advocacy seminar at the second Gender and Media Summit planned for September 2006.



South Africa's Deputy President Phumzile Mlambo Ngcuka gets with the action

Write about rights

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

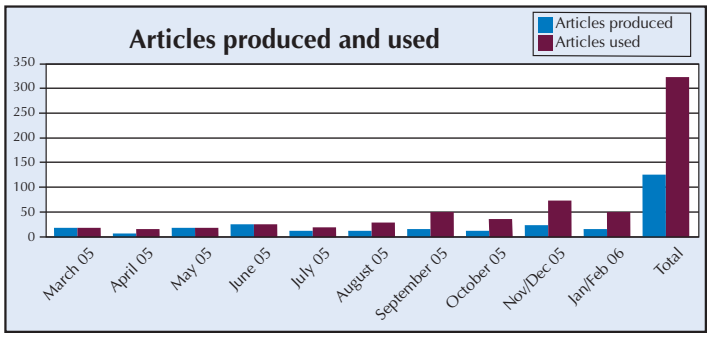
Under the slogan *"fresh views on every day news"*, GL runs an Opinion and Commentary Service that provides an average of ten provocative articles each month from activists and opinion shapers around Southern Africa to the mainstream media on gender issues. The "I" Stories, a special brand of the Opinion and Commentary Service that features first hand accounts continues to do well. Stories from the service are regularly packaged in different ways as part of special projects. Recently GL launched the first issue of the Media Diversity Journal that will provide an avenue for more reflective and analytical writing on gender and media work.

Gender Links Opinion and Commentary Service

In an effort to ensure that the service becomes more professional and better managed, GL last year introduced a number of tracking mechanisms that we report and comment on this year.

Output and usage

The graph compares the number of articles produced versus those used. It shows that in total, GL produced 126 articles over the year under review, compared to a target of 120. On average, these were used 2.6 times, well ahead of the targeted 1.5. The fact that there is a steady increase in the number of times articles used is significant, as it shows that the service is making headway in the mainstream media. It should also be emphasised that these figures are based on what GL is able to track. GL does not have the budget to systematically track all media.



The figures also demonstrate that highest usage coincides with special projects being undertaken by Gender Links and its partners. For example, the 53 clips in September were linked to a project on the Millennium Development Summit which generated interest from around the world and had great regional interest as well. Articles addressed gender and the Millennium Development Goals (MDGs) including both "expert" writers and personal "testimony" articles to give life to the theoretical analysis provided by the experts. Similarly, the 67 clips in November/December linked to the 16 Days of Activism on Gender Violence Campaign which took place throughout the region. Again both "expert" and "testimony" articles generated considerable media pick up.

Unfortunately the series on local councillors speaking out did not generate as much interest as the MDG and gender violence campaign projects. This may be because the content was very specific to Johannesburg. Similar series in future may need to be conceptualised in a broader framework.

On the whole, the GL Opinion and Commentary Service certainly has grown exponentially over the last year. Of the 31 articles produced from June to December 2004, 19 were used. In the same period in 2006, the service generated 89 articles and 229 clips.

This growth can be attributed to:

- The presence of a dedicated editor for the GL Opinion and Commentary Service.
- Strengthened relationships with marketers and editors in the region, particularly in South Africa where the Service editor is based.
- More awareness of the kind of content that has regional appeal.
- Producing content that is topical and current.
- The awareness in the region of the GL Service as a space where writers can submit their work and get exposure that has resulted in an increase in the number of writers to the service.

Contributors

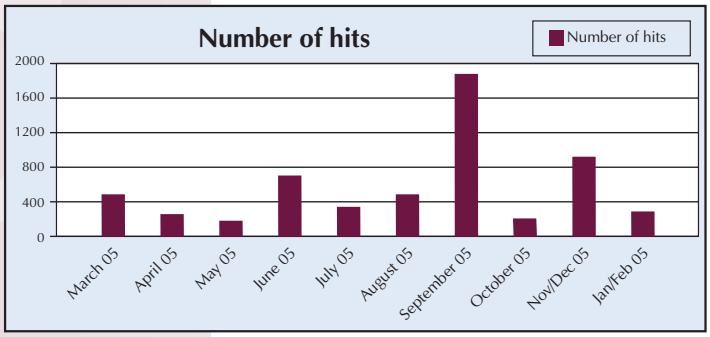
The table below shows the location of writers per country. The majority of writers are from South Africa, followed by Zimbabwe and then Mauritius. This can be explained by the location of the GL Service Editor in South Africa, the presence of more English language writers with an interest in gender and the confidence to write in the country as well as the fact that the service is perhaps more widely known in the country.

More effort needs to be put into encouraging more writers from countries in the region. This will help raise levels of awareness of gender through the media in different countries, as well as strengthen and develop the writing skills and capacity of writers within these countries to articulate gender concerns in the public space.

Country	Number of writers
Lesotho	4
Malawi	4
Mauritius	7
Mozambique	1
Namibia	6
South Africa	79
Swazilan	3
Tanzania	3
Zambia	5
Zimbabwer	14
Africa-outsideSADC	9
International	4
Total	**139**

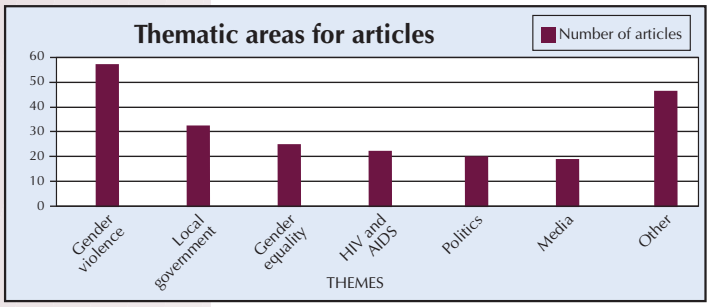
Website hits

The GL Opinion and Commentary service received a total of 6095 hits during the year. This peaked during the months of September and again during November/December due to the production of articles as part of the MDGs project and gender violence campaign. However, it is interesting to note that articles continue to be accessed throughout the year – often long after they have been sent out through the service. Articles can be searched in a variety of ways including: by author, country, theme and date.



Thematic areas of interest

The graph below shows that gender violence continues to dominate coverage by the service. However, it is encouraging to see other topics, such as local government and HIV and AIDS, featuring quite prominently. In future there is scope for diversifying the topics even further.



Next steps

In the latter part of this year, the service has begun discussions and research into developing revenue generation strategies to make the GL service sustainable. Exciting new possibilities also exist for developing radio commentary pieces and disseminating these over the Internet.

Gender Violence Barometer

This is a monthly E newsletter that tracks progress in introducing laws, services and public awareness campaigns for ending gender violence, based on the gaps identified in the audits conducted by GL and GEMSA. The barometer has an important role to play in tacking progress in the National Action Plans being developed in various Southern African countries. The targets include: policy makers, service providers, activists and advocacy groups as well the media.

Media diversity journal

Despite its purported role in "giving voice to the voiceless", the media worldwide is heavily biased towards covering the views of those in power, an elite group often defined according to race, ethnicity, class and gender.



Seeking out new voices in Mauritius

In Southern Africa, where democracy is a relatively new and fragile phenomenon, the media is still largely state dominated. The concept of a public media is weak. Albeit to different degrees, private and community media face political, organisational and financial challenges. Overall, whether in the public or private sphere, media ownership is concentrated in a few hands.

The upshot is weak analytical and contextual reporting based on events and single sources: often officials and experts. As the Gender and Media Audience Study (GMAS 2004/2005) that focused on consumer responses showed, male and female audiences yearn for more positive news; greater local content and greater diversity in the representation and portrayal of women and men than what is being offered by the mainstream media. The fact that the views of audiences are so seldom consulted flies in the face of a central tenant of democracy: citizenship participation. Failure to understand and respond to audiences in all their diversity is also bad for business.

In March 2006, GL and GEMSA launched a new Media Diversity Journal that aims to:

- Develop and share a body of knowledge on media diversity in Southern Africa.
- Promote more probing, analytical and contextual journalism.
- Share best practices on how to achieve greater diversity in media content, ownership and market share.
- Contribute to greater media literacy and responsiveness among ordinary citizens- women and men- in Southern Africa.

Content for each issue is decided by an editorial advisory committee consisting of the policy and training committees of GEMSA as well as GEMSA members with expertise, knowledge and networks in this field.

The Southern Africa Media Diversity Journal targets media workers and owners, policy-makers, researchers, lecturers, student journalists, activists and those individuals and organisations working towards media diversity in the region. Contributions are invited and solicited from groups and individuals such as these and commissioned by the editor. The next issue will document best practices presented at the second Gender and Media Summit in September 2004.

Gender and governance

Gender equality is central to citizenship, democracy and governance. In 2002/2003, GL conducted a ground breaking study, *Ringing up the Changes, Gender in Southern African Politics*, 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. The study laid the foundation for a series of Gender, Media and Elections workshops and newsroom training, and opened the door to a new area of work in local government. What began as an audit of the extent to which SADC countries have achieved the target of 30% women in decision-making by 2005 has grown into a campaign for the SADC Declaration on Gender and Development to be elevated to a Protocol. And the original Ringing up the Changes Study is being extended to East Africa.

Ringing up the changes in East and Southern Africa

This project seeks to provide support to the African Woman and Child Feature Service (AWC), GL's East African partners, in conducting research on the impact of women in politics in East Africa; updating the Southern African research, and combining the two in one publication for local and international distribution. Extending the research to East Africa brings in fascinating new case material, as it covers Rwanda (the country with the highest proportion of women in parliament in the world), as well as Uganda, among the earliest African countries to experiment with quotas. So far researchers have been trained and are completing their field work. The editing of the extended and updated book will follow.



A women's place is in politics

SADC and Gender campaign

This campaign has grown out of an audit conducted by a consortium of NGOs, coordinated by Gender Links, on the SADC Declaration on Gender and Development (see Networks and partnerships). The audit, which covered ten areas, showed that agreed targets have not been achieved; that women's rights continue to be abused and that HIV and AIDS has reversed many of the fragile gains that had been made. The overview of the audit - "Rationale for a Protocol on Accelerating Gender Equality in SADC"- makes the argument that there is need to elevate the Declaration to a Protocol, the most binding of the SADC legal instruments.

GL, in collaboration with MISA and the SADC Congress of NGOs (SADC-CNGO), organised a full day meeting on gender as part of the Civil Society Forum that took place ahead of the Heads of State Summit in 2005. This led to a number of recommendations for incorporation into the draft protocol. In addition, GL ran an online petition and circulated a petition during the Civil Society Forum. Some 115 organisations and individuals signed the petition to a) have the Declaration elevated to a Protocol and b) to have the 30 percent target for women in decision-making raised to 50 percent. These were handed to the Prime Minister of Mauritius during the summit. The "spirited gender equality campaign" as the media called it attracted considerable publicity, including two prime time TV slots on the eve of the summit. GL also ran cyber dialogues for two days on the various themes that enabled those not able to come to the summit to participate.

Outputs

- Ten sector audit reports two of which (on the media and decision- making) have been published.
- Fact sheets and media folders.
- Summaries of the cyber dialogues.

Outcomes

- **Two main objectives of the campaign:** Both senior officials and the Council of Ministers endorsed the two main objectives of the campaign. In an important breakthrough for the region, Heads of State (who had side stepped this issue at their last summit in Mauritius) endorsed the AU position of 50 percent women in decision-making. However, they decided that further consultation is needed on the Protocol.
- **The Southern Africa Gender Protocol Alliance:** In a side meeting during the Summit, the ten NGOs that worked together in the campaign formed an Alliance for taking forward the campaign.
- **The Gender Protocol Task team:** The SADC Gender Unit has since formed a task team with government and civil society representatives chosen from the Alliance to develop legal drafting notes for the Protocol and take the process forward.

Next steps

- A technical task team will review the draft Protocol that will be forwarded to gender ministers.
- In country consultations will take place during 2006/2007 with a view to the Protocol being adopted in 2007. The Alliance will play an important role in lobbying efforts.



Boardmeeting, SADCT



Gender on the SADC Agenda

By Dr Athalia Molokomme
Deputy Chair, Gender Links and Attorney General, Botswana

When I took up the posts first of High Court Judge and then Attorney General of Botswana, I joined a growing number of women in senior decision-making positions in the Southern African Development Community (SADC). The region is still far from achieving the target of 30% women in all areas of decision-making set out in the 1997 SADC Declaration on Gender and Development. But each year the momentum for change grows.

In a landmark decision at the SADC Heads of State summit last year, regional leaders agreed to increase the target for women in decision-making from 30 percent to 50 percent, in line with the African Union (AU) position. They also began a dialogue on elevating the Declaration to a Protocol, the most binding of the SADC instruments. At its last meeting, the SADC Council mandated Ministers responsible for Gender to meet before the end of this year and review progress in this regard, as well as the entire gender and development agenda.

The aim of the Protocol would be to bring together and *enhance* all the existing regional and international instruments for advancing gender equality. Thus, for example, the AU has established the principle of gender parity in decision-making but has not set a time frame for achieving this.

With 20 percent women in parliament, SADC as a region now ranks second to the Nordic countries. Three SADC countries have achieved or exceeded the 30 percent target (Mozambique, South Africa and Tanzania) and Namibia comes close. These countries must now take up the parity challenge, while their good example is used to prod others first to achieve the 30 percent and then the 50 percent target.

Gender parity in decision-making is but one area that needs to be tackled, but other includes legal and constitutional rights, gender violence, economic empowerment, health and wellness, media and information. A particular emphasis should be placed on new areas of challenge that were emerging at the time of the Declaration such as trafficking and HIV and AIDS, but that now pose a real threat to the fragile gains made.

Gender NGOs in the region, including Gender Links (GL) have played a crucial role in ensuring that governments in the region put these issues at the forefront of their agenda. Historically, it is as a result of NGOs in the region mobilising around the time of the Fourth World Conference on Women in Beijing in 1995 and lobbying governments that SADC established a gender unit and that the SADC Declaration came to be. Last year, the tenth anniversary of Beijing and 25th anniversary of SADC, regional gender NGOs joined together to conduct an audit of the Declaration that played an important role in providing a rationale for governments to elevate the Declaration to a Protocol. This group later galvanised into the Southern African Gender Protocol Alliance currently coordinated by GL.

In recognition of the role of civil society, the Protocol task team created by the SADC Gender Unit includes two civil society representatives. Next steps include a meeting of the task team and experts to review the "zero" draft of the Protocol, a meeting of gender ministers from the region to drive the process and extensive in-country consultations in the run up to the 2007 summit.

As GL remains actively involved in the regional process, it is also part of the 50/50 campaign that in a land mark meeting in New York in February 2006 set up a sub-committee on developing gender sensitive indicators led by GL. In its own governance work, GL has chosen to focus on local government, an area that has been neglected in the gender and governance discourse, yet where the links to making a real difference in the lives of women in so obvious.

For those of us women in privileged positions, it behooves us to use the space we have to make a difference. We are painfully aware that the challenge before our region is not to simply occupy these spaces of power but to accelerate the achievement of gender equality in Southern Africa. We will strive to make our contribution, from what ever vantage points we are able to. The goal, as encapsulated in GL's mission, is one of a region in which *all* women and men are able to realise their full potential, in their public and *private* lives.



Young women are our future

Local government

Among the findings in *Ringing up the Changes* is that gender and local government have been sadly short changed in the gender and governance discourse. Following consultations with the City of Johannesburg with which Gender Links has had a long partnership, GL and the Speakers Office designed a one year programme for empowering councillors called "Gender, Communications and Local Government" later adapted and applied in eThekwini and Msunduzi municipalities as well.



Nontobeko Dlamini at a local government meeting

The course, which linked to the calendar of Councillors and to their day to day activities, covered gender analysis skills; a full range of communication skills (including IT) and leadership training. All learning was 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 councillors championed in their wards. They led the cyber dialogues that took place during the campaign, for which the City of Johannesburg formed the main hub. Planning and budgeting sessions linked to these processes within the City.

Sessions on gender and governance, and integrating gender into campaign messages, were linked to the 2006 local government elections. Course participants played a key role in organising 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 councillors 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. GL has also made suggestions to the City IT department through the Speakers office for ensuring that all councillors have access to the Internet.

Through its Gender Opinion and Commentary Service, GL has been able to offer councillors 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 received GL/ Wits certificates at an award ceremony officiated by Deputy President Phumzile Mlambo-Ngcuka.

> "Here is wishing you a fabulous and fantastic Fifth anniversary. The Msunduzi Gender Desk also celebrates all your accomplishments and efforts especially towards ringing up the changes at Local government level. We need your expertise even more in the next five years, so long live Gender Links, long live!"
> *- Mayor Cllr. Zanele Hlatshwayo (Msunduzi Municipality)*

The Kwa Zulu Natal (KZN) project took a slightly different shape, given the need to minimise travel costs. However, it built on the same principles as follows:

- Extensive consultation with the two municipalities that had heard of our work through SALGA. Two follow up meetings took place in KZN to finalise the details.
- Both municipalities had worked with consultants who assisted them with gender policies and audits. We therefore agreed that the main output of these processes would be to develop gender action plans that would be taken forward internally by the gender structures in each municipality.
- The modules were clustered into four sessions: Gender strategy and action plan; communications; leadership; and applying these skills in the Sixteen Day campaign 2006.

Outputs

- Draft gender policy (Johannesburg) and action plans (eThekwini and Msunduzi).
- The "I" Stories, Gender and the City of Johannesburg.
- 79 councillors trained in three municipalities.

Outcomes

- Documenting and disseminating the process, and sharing it with South African Local Government Authority (SALGA) at a workshop in which 24 provincial officers received training in the methodology used.
- Highlighting local government at the SADC and Gender 2005 conference. Heads of State have instructed that they wish to receive up to date figures on women's participation in local government at the 2007 summit.
- Hub provided by the City of Johannesburg for the 2005 Cyber Dialogues and a new hub created at Msunduzi during the Sixteen Days with an active Zulu chat room run from here.

Next steps

- GL is providing advisory services to both the City of Johannesburg and Msunduzi in the implementation of their gender policies and strategies.
- GL has embarked on a ground breaking study, *At the Coalface, Gender and Local government* that covers gender and local government in four Southern African countries (South Africa, Namibia, Mauritius, and Lesotho).



Women making a difference in local government

By Susan Tolmay
GL Programme Manager, Governance

Asked if a she had different concerns and interests to men, a woman councillor responded by saying, "Women think about things that are important for the people. For example men will think about a school but women think about how their children will get to school."

Local government may seem an obvious space for women to occupy because it is closest to the people and it is the level that most affects women. However, it is also the level where culture and patriarchy are still deeply rooted and there is a belief that women are not capable and should not occupy public spaces.

On average women constitute just over one fifth of local councillors in Southern Africa and this varies tremendously from 2% in Angola to 53% in Lesotho. Although accurate data is difficult to come by for this sphere of government, women in local government fall below the 30% mark in at least eight of the 14 SADC countries.

When they met in Gaborone last August, heads of state of the Southern African Development Community (SADC) increased the initial target of 30% women in decision making to 50% in line with an African Union position. This includes local government.

In South Africa great strides have been made, with the number of women in local government increasing from 29% in 2000 to 40% in this year's election, with three of the six Metropolitan councils being led by women. The increase is largely due to the 50/50 quota of the ruling African National Congress (ANC).

Lesotho has also seen a significant increase of women in local government due to the 30% legislated quota implemented for the last election that took place early last year. Women now occupy 53% of the local government seats.

Namibia, which has a Proportional Representation (PR) system for local government and a legislated quota, has long had among the highest representation of women in local government in the region, at between 40-42%.

But in other countries - especially the more conservative countries and ones which have a constituency system of elections, local government lags behind national politics when it comes to increasing women's representation in decision-making. Mauritius, with 8% women in local government and 17% in parliament (following a big boost in this quarter in the last elections) is a case in point.

Research entitled *At the coal face – gender and local government in Southern Africa*, being undertaken by Gender Links in four Southern African countries (Lesotho, Namibia, Mauritius and South Africa) seeks to explore approaches to increasing the representation of women in local government; the effect of quotas on women's effective participation and ways of increasing the effective participation of women at a local level. The research is due to be launched on 8 March, International Women's Day, 2007.

Council meeting observations in South Africa generally showed low levels of participation by women, with men dominating in all council meetings observed. One of the reasons offered for these low levels of participation was that a party caucus takes place prior to the meeting and it is there that they take decisions, that get conveyed by male party functionaries.

Gender disaggregated data within municipalities doesn't exist in most cases. Where this information does exist, it shows that women are not equally represented on committees and where they are, it's usually the social oriented ones to which they belong. Men still monopolise leadership positions in municipal structures with only 19 of 283 municipal managers in South Africa being women.



Msunduzi gender committee hard at work

Preliminary findings of the study show that councillors identify education and capacity building as their greatest needs. Education levels vary from grade eight to PHD.

Many of the community focus groups said they found women better able to understand the needs of the community in general and women in particular. New partnerships with local government that deal with woman and child abuse have been formed. Councillors have set up economic empowerment forums, helping to create opportunities and involving women in tendering processes where they are now able to compete for contracts.

Mirror on the media

GL continues to work with gender and media networks on different kinds of monitoring in between major monitoring projects to be able to comment on different news genres and topics so as to keep up the pressure on the media. Other than helping to design and participating in the HIV and AIDS and Gender Baseline study (see research) GL worked with networks in an innovative radio talk show monitoring project in 2005/2006. During this year, GL also laid the ground for the first ever gender and media literacy training pilot project.

Radio Talk shows

Women are the missing voices in radio talk shows – as hosts, guests and callers. Although women would like to discuss more social topics, including gender equality, these are generally missing in the programme line ups. Chat shows often reinforce stereotypes about the role of women and men in society and these go unchallenged by the predominantly male hosts of the shows.



Who talks on talk shows?

These are among the key findings of a survey of eleven radio talk shows in four Southern African countries (Lesotho, Malawi, South Africa and Zimbabwe) conducted by Gender Links in partnership with country chapters of the Gender and Media Southern Africa (GEMSA) Network from June-July 2005.

The study titled *"Mirror on the Media: Who talks on talk shows?"* found that women make up only 25 percent of callers to radio talk shows. On average they constitute only 36 percent of talk show guests and 32 percent of hosts. Only a small proportion, 9%, of the 55 shows monitored focused specifically on gender-related issues.

Stereotypes about women are often reinforced in chat shows without being challenged and although presenters tried to be fair, women guests and callers were sometimes addressed in patronising and demeaning ways.

The study has resulted in an important new engagement with radio talk show hosts, important communicators in all our countries, and in a campaign to get more women to call into talk shows: one of the most influential media genres, especially for debating topical gender issues.

Media literacy

The aim of this project is to make use of the material generated in the Gender and Media Baseline Study (GMBS) and Gender and Media Audience Study (GMAS) to develop gender and media literacy packages that help to inform and sensitise communities to the gender content of the media so that the can become more critical consumers.

The media literacy project is an important part of GL's new focus on media consumers. It flows from the audience research project and has a close link to the media monitoring project in that monitoring is an important tool of media literacy.

GL drew up a concept paper for the media literacy kit that was discussed at a GEMSA partner meeting on 5 May 2005. GL then held discussions with the Gender Unit in the Department of Education and retained the services of an education specialist, Marion Drew who assisted in drawing up a framework of ten modules for the media literacy kit that could be targeted at persons with literacy levels from Standard seven and upwards.

GL then drafted the manual but waited to finalise it with inputs from the final GMAS report; analysis of the Global Media Monitoring Project released in February and the Radio Talk Show Research released by GL on 8 March. This current and up to date research is integrated into the various modules to give grounding to the several exercises. The result is a comprehensive training kit that is in binder format to all for flexible use with different target groups. The tool kit also comes with a CD ROM of case studies and a DVD with audio visual clips that accompany relevant modules. These are numbered and cross referenced in the text.

Next steps

- GL's next monitoring project will be on advertising.
- The media literacy kit is being tested with members of the public in Johannesburg in a ten module course.
- Their experiences will be shared at a session on media literacy at the second Gender and Media Summit.
- GL will run a Training of Trainer course in use of the kit targeted at GEMSA members; MISA information officers; education specialists and other networks that have expressed an interest in applying this tool.



Why media literacy is important for women

By Rochelle Renere Davidson
GL Researcher and Coordinator of the Media Literacy Project

Gender equality goes hand in hand with freedom of expression. The more women speak, the more we are on our way to gender balance and equality, not only in the media but also in society. However, media messages often convey content and images that maintain the stereotypical, patriarchal and hegemonic values about women in society.

This perpetuates inequalities between men and women. However, what is part of the problem can also be part of the solution.

Media literacy - the ability to read and analyse images and implicit messages in all types of media content - can provide platforms for discussion and debate on gender and gender issues. Media literacy plays a significant role in determining whether gender issues will widely be considered important and legitimate social, political, and cultural matters of society.

Media literacy is essentially about being an active citizen in participatory democratic societies and for young democracies in the Southern African Development Community (SADC) this role is invaluable.

Watching the Watchdogs: A Gender and Media Literacy Toolkit for Southern Africa is a training course that attempts to address imbalances in media by shifting the power from producers of media to the consumers. Conceptualised by GL, the course provides participants with skills in critical inquiry and self-expression.

Watching the watchdogs involves monitoring the media with quantitative analysis, such as counting the number of women sources in a story. It also uses qualitative approaches, such as analysing the themes that are apparent in a particular story.

The ten modules of the course cover such topics as increasing knowledge around the use of Information Technology for advocacy, learning how to make one's voice heard through the media by writing opinion or commentary pieces, appreciating multiple perspectives, locating regulatory authorities to hold media accountable and using the media effectively as a powerful strategy for social change.

Media literacy is not about cynically bashing the media or simply looking for political agendas and propaganda or misrepresentations and stereotypical images. As quoted in *Literacy for the 21ST Century* from the Center for Media Literacy, media literacy does not mean "don't watch" but rather "watch carefully, think critically."

Or as one of the 'Watching the watchdogs' participants, Telele Grace Mathinjwa put it "You just don't read and take it as it is, you become very critical, you ask questions like why are women not being taken seriously, why are we seeing their bodies more than their intelligence…'c9"

In a time of a global media culture when we are constantly bombarded with content and images through media at all times of the day—perhaps media literacy is more important now than ever before. As Majorie Heins and Christina Cho state in *Media Literacy: An Alternative to Censorship,* "with the revolutionary changes in communication that have occurred in the last half century, media literacy has become as essential a skill as the ability to read the printed word."

In a dichotomous time when there are more women in government and decision-making posts than ever before while there is a feminisation of HIV/AIDS and poverty and sexual violence against women and girls is under-reported, gender and media literacy has become increasingly significant to the cause for gender equality.



Media literacy: Learning to read between the lines?

Advisory Services

GL leverages its skills and tools in providing advisory services on a range of issues when approached, and if able to do so. Typically these involve assisting institutions in conducting evaluations; devising and implementing gender policies; as well as tailor making communications strategies and solutions. During the year under review, GL assisted the UNDP in South Africa in developing a draft gender mainstreaming strategy and action plan, and in developing the capacity of staff to implement this.

The project aimed to:

- Undertake a desk review of project documents to assess the level of gender mainstreaming within UNDP SA.
- Participate in the formulation of Country Office Gender Policy and Strategy.
- Train, mentor and monitor UNDP management and staff on mainstreaming gender into specific core programmes.
- Develop a generic gender mainstreaming manual for use by UNDP and its development partners.
- Participate in UN Programme planning that include Country Common Assessment (CCA), Country Cooperation Framework (CCF), UN Development Assistance Framework (UNDAF) and Reporting on MDG to ensure that there is a sufficient inclusion of perspectives on gender in the outputs.
- Foster active linkages with the Regional Gender Project as part of the contribution of the Country Office to knowledge sharing through best practices.

Key activities included:

- Conducting a situation analysis.
- Focus group meetings.
- One day gender mainstreaming inception workshop.
- Two day gender mainstreaming policy and strategy.
- GTT meeting.
- One day gender mainstreaming and planning.
- Gender mainstreaming and workplace issues.
- Sexual harassment workshop and briefing of 16 days of activism campaign.

Outputs

The main outputs included:

- Gender mainstreaming and capacity building needs assessment.
- UNDP SA Gender Policy
- UNDP SA Gender Management System including structures, indicators and monitoring mechanisms and terms of reference for the gender theme group (GTG) and the gender task team (GTT).
- Training materials
- UNDP gender mainstreaming action plan
- Critique of the UNDP 2006 work plan
- Resource kit of tools and methodologies to mainstream gender into specific programmes
- Documentation of the process.

Outcomes

Major outcomes of the gender mainstreaming project include:

- Systems in place to ensure that gender is mainstreamed in all future programmes.
- Capacity building to ensure that this is carried forward.
- Increased knowledge on gender mainstreaming and skills transfer.
- Knowledge and experience of gender mainstreaming from institutions such as SAWID and OSW shared with the UNDP.
- Establishment of a Gender Task Team (GTT).
- Tools (e.g. checklists and action plans) for taking the process forward.

Next steps

The five year organisational evaluation of GL recommended that we explore the possibility of establishing a business unit in order to leverage our expertise further, though not at the expense of our already limited staff complement, and subject to a further exploration of the possibilities. Clearly GL has amassed many useful skills and tools in gender policy development and mainstreaming that can be applied in many different ways. It is important that we not only be supply driven but also be able to respond to the needs of these with whom we work. These issues are explored in greater depth in the 2007-2010 strategy.



Sharing the work load in Swaziland

Partners and networks

"The extent and range of partnerships for an organisation only 5 years old is phenomenal. The organisation has worked with over 40 bilateral partners in the region and a similar number in all nine provinces of South Africa – the latter mostly in the Gender Justice sector"
- GL organisational evaluation.

As a small and catalytic organisation working across 13 countries, partnerships and networks are key to the way in which GL works. Partnerships can take various forms. In some partnerships GL is a leading organisation (e.g. GEMSA and the Southern African Gender Protocol Alliance) and in others it is only a member (e.g. SAMTRAN, the Review of Public Media Institutions led by the Freedom of Expression Institute (FXI), the 50/50 campaign led by Gender Advocacy Project (GAP) and the One in Nine campaign led by People Opposed to Women Abuse (POWA) - a South African campaign that draws attention to the fact that only one in nine rape cases are successfully prosecuted. The following is a summary of some of GL's key partners and networks:

The African Gender and Media (GEM) Initiative (Multilateral) An alliance between GL, the African Woman and Child Feature Service (AWC) based in Nairobi and the Africa office of Inter Press Service, this is the earliest of GL's networks and the one which gave rise to the GEM name and concept. These three organisations have worked together in producing GEM newspapers and inserts at several international conferences as well as in different bilateral formations. For example GL and AWC (both Hivos grantees) are collaborating in extending the *Ringing up the Changes* study to East Africa and AWC director Rosemary Okello recently spent time at GL offices studying its systems and operations with the support of Hivos.



AWC Director Rosemary Okello and GL Board Member Muna Ndulo at GL's Fifth anniversary



GEMSA colleagues celebrate GL's fifth birthday

City of Johannesburg (Bilateral) GL has had a long standing partnership with the City of Johannesburg that dates back to its early work on the Sixteen Days of Activism campaign in which each year the City has been a key partner, hosting events, launches, stock taking sessions and in the latter years serving as a hub for the cyber dialogues.

Greetings from Kenya and congrats again for the successful five year party which was really excellent. We at AWC Features would like to register our appreciation for inviting us and making me under- study some of the programmes you have been undertaking which sets GL apart from other media NGOs in the region. Keep that spirit burning! We as your partners are proud to be associated with such a successful organisation.
- Rosemary Okello-Orlale
African Woman and Child Feature Service

Allow me one line to appreciate the good work your are doing. It is exposing a lot of us to vital information and even opportunities that will see us grow. Let me also take this opportunity to congratulate you on attaining five years as Gender Links (The giant baby). Your work is honourable and that which comes from brilliant hard working people. Congratulations again and keep the fire burning; from all of us at ZAMCOM, your partner in media training.
- Mwiika Malindima
ZAMCOM and Chair, GEMSA Zambia

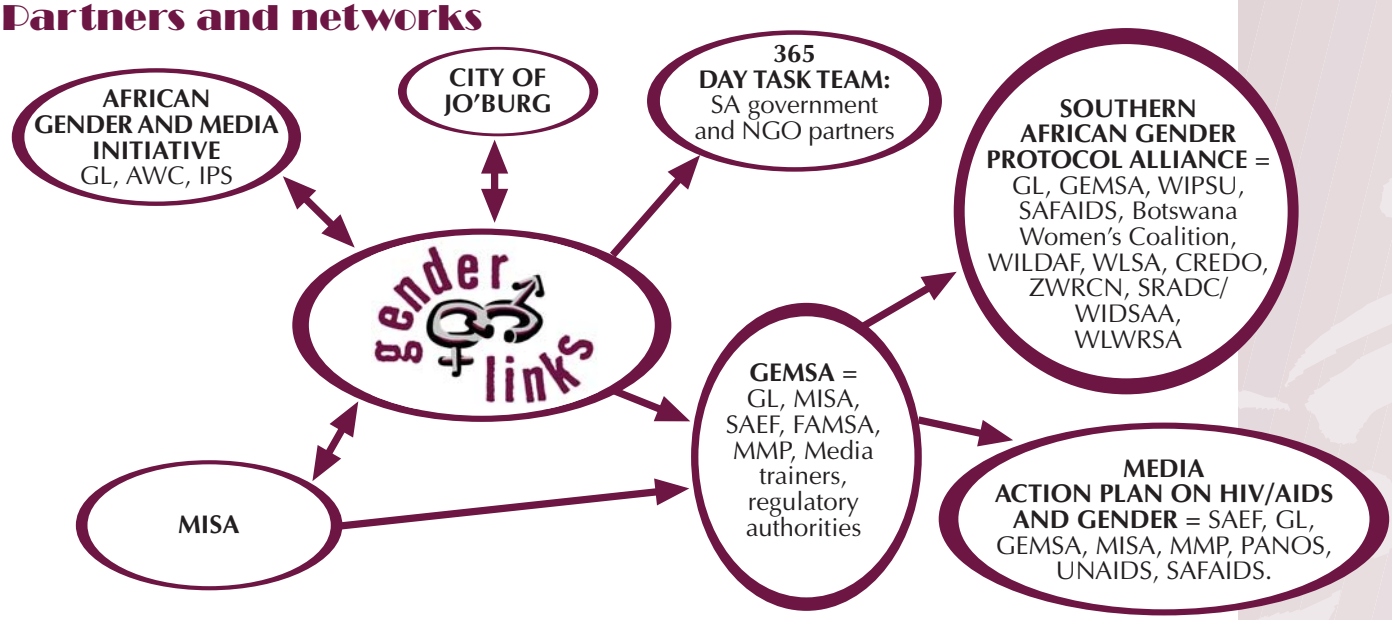
We congratulate Gender Links on its Fifth anniversary – and not just for its great work and achievements, but also for the fantastic role you have played in GEMSA, the Gender Protocol Alliance / SADC Gender and Women's Organisation Alliance, and the Women's and Gender Equality Movement as a whole.
- Rotimi Sankore, CREDO

In 2004/5, this relationship deepened through the unique year-long capacity building project for councillors called *Gender, Communications and Local Government.* At the initiative of the City, and as part of the commemoration of the 50th anniversary of the women's march against pass laws in South Africa, GL and the City are conducting workshops on developing an action plan to implement the gender policy developed, including the mainstreaming of gender in World Cup 2010.

MISA (Bilateral) With its agenda of transforming gender relations in and through the media, GL formed a strategic alliance in its early days with the Media Institute of Southern Africa (MISA). MISA is a membership organisation with national chapters and offices in 11 countries of the SADC region and a coordinating Regional Secretariat in Namibia that promotes and defends media freedom, pluralism and diversity. GL assisted MISA to develop a gender policy that makes clear the importance of giving equal voice to women and men, which is central to the concepts of freedom of speech and citizenship. GL and MISA jointly conducted the Gender and Media Baseline Study (GMBS) and subsequently conducted National Action plan workshops in twelve countries.

The Southern African Gender Protocol Alliance (Multilateral issue-based alliance) This comprises CREDO, Gender Links, the Gender and Media Southern Africa (GEMSA) Network, the Southern Africa Research and Documentation Centre (SARDC/WIDSA), SAFAIDS, Women in Law Southern Africa (WLISA), Women in Law in Development in Africa (WILDAF), Women's Land and Water Rights in Southern Africa, Women in Politics Support Unit (WIPSU) and members of the alliance on audit that showed that in order to obtain commitment from heads of governments, the SADC Declaration on Gender and Development should be elevated to the status of a Protocol.

Partners and networks



365 Days of Action to End Violence against Women and Children in South Africa (Multilateral issue-based alliance) This consists of the civil society and government partners that came together to develop a multi-stakeholder forum and action plan for ending gender violence under the banner "365 days of action to end gender violence."

The Media Action Plan (MAP) on HIV/AIDS and GENDER (Multilateral issue-based alliance) With SAEF as the overall coordinator and GL, GEMSA, MISA, the MMP, PANOS-Lusaka, UNAIDS and SAFAIDS leading various sub sectors of the work, MAP aims to ensure that 80% of all newsrooms have HIV and AIDS and gender policies by 2008.

GEMSA (Multilateral Umbrella Network) Launched at the historic Gender and Media Summit in 2004, the Gender and Media Southern African Network (GEMSA) is an umbrella organisation of individual bodies and institutions that seek to "make every voice count, and counting that it does". The formation of this network is at the core of the finding in the organisational evaluation that GL has played a leading role in creating a gender and media movement in the Southern African region.

GL has been centrally involved in getting this dynamic network of 381 individuals and 25 institutional members off the ground. Other than providing office space, IT and financial systems, GL has shouldered GEMSA staff costs as part of its programme to support gender and media networks over the two year period from September 2004 to September 2006.

GEMSA has emerged as a powerful networking tool at the centre of many of the other networks, providing coherence and synergy, especially to the gender and media work.

At the same time the evaluation points to concerns in some quarters as to the extent of GEMSA's autonomous identity from GL and the need for other partners to be more fully involved in its planning and programmes.

GL has taken a number of measures to ensure the autonomy of GEMSA (see box) and is committed to ensuring that this is seen through. But, as the evaluation notes: "The process of delinking GL and GEMSA is difficult and does lead to confusion, internally and externally." The evaluation adds, however, that "given the programmatic and planning strengths of GL, it has to be accepted realistically that for some time GL will have a pivotal role to play in building the capacity of the GEMSA networks, also at an institutional level, and taking the lead in many projects."

Next steps

The evaluation proposes a number of steps for ensuring greater sensitivity in approaches to, and management of partner and network relations that are taken up in the 2007-2010 strategy. Key among these are:

- Strengthening GL's formal monitoring and evaluation systems to include partnerships, including use of external facilitators.
- Assisting country chapters of GEMSA to conduct needs assessments, develop their own action plans, build institutional capacity, and mobilise funds locally.
- Being more discerning in the number of partnerships engaged in at any given time.
- Showing more open and vocal support for the work and activities of other partners.
- Ensuring sufficient capacity within GL for managing of partner relations.

Steps taken by GL to facilitate GEMSA's autonomy

- GEMSA is now fully registered as an autonomous entity. Ten GEMSA country chapters have also registered.
- GEMSA has its own corporate identity, distinctive and clearly marked office quarters.
- Over the two years since its inception, GEMSA has succeeded in raising R1.7 million in its own directly administered project funding.
- GEMSA has been operating its own separate financial accounts from March 1 2006.
- GL will cease to support the staff of GEMSA by the end of September 2006.
- The GEMSA executive committee took over the evaluation of the GEMSA CEO in July 2006.
- MISA will provide a staff member to GEMSA to assist with administrative arrangements for the second Gender and Media Summit in September 2006.
- GEMSA is entering into its own MOU's with partner organisations, for example MAP and MISA.
- GEMSA has its own website, list serve and newsletter. Country chapters update their country sections of the website.
- The 2006 General Meeting preceding the Gender and Media Summit, and strategic planning thereafter, provides the first opportunity for GEMSA to craft a fully fleged two year plan.



Climbing to new heights: The Media Diversity and Sustainability GEM Summit

Patricia A. Made
GL Board member and treasurer of GEMSA

The measure of the success of gender and media activism in Southern Africa culminates every two years in the Southern African Gender and Media (GEM) Summit. This gathering is testimony to the fact that gender equality as an issue of primary concern for the media has been taken on board by a variety of players – news managers, editors, journalists, media trainers, freedom of expression activists, media regulatory authorities, feminist activists, among others.

The first summit in September 2004 was classified as "historic"; the second one in 2006 presents a time for "stock taking" in order to enter the next terrain – How can the media use gender and other issues of diversity as assets to ensure its survival?

The "stock taking" at the 2006 GEM Summit will show that boundaries have been pushed in ways that were perhaps unimaginable two years ago. To mention but a few:

- Gender and HIV/AIDS workplace and editorial policies are being developed across the region with media managers in the state, private and community print and broadcast media through the Media Action Plan (MAP).
- An exciting new training programme to build a more media literate public is being piloted in South Africa before fanning out to the rest of the Southern Africa region.
- The South African Editors Forum(SANEF) has conducted its own study on the "Glass Ceiling" in newsrooms and called for a further gender audit; and at its last meeting in July, elected Ferial Haffajee, Editor of the *Mail & Guardian*, as its new chair.

All of these groundbreaking activities, among others, have put a glaring spotlight on the media, forcing the media to come face-to-face with their own tendencies of 'exclusion' and lack of diversity both in newsrooms and in the media's main output – editorial content.

The link between the issues of diversity and sustainability is central for the development of a free and independent media in Southern Africa. 'Diversity' in and through the media can be read in two ways:

- Diversity can mean a variety of media which offer a plurality of views, opinions and perspectives on the news and issues of the day - a key ingredient to ensure an informed public in a democracy; and
- Diversity means too a media that is reflective of the society in which it is situated, both in the workplace and in its editorial content. In a 1992 article on the 'Sins of Omission', Betty Anne Williams, an African-American newspaper editor noted that:

Promoting diversity is still the best means of connecting with tomorrow's customers, citizens and news gatherers; the best way for the media to equip themselves to portray a turbulent, pluralistic society and all its constituent parts. It (diversity) is still the best way to foster a crucial citizenship communication in an increasingly fragmented culture and to celebrate and protect the democratic principles – including free speech, free press and participatory government – that make it possible for journalists to practice their craft, and for the public to complain about the job they do.[1]

Embracing diversity therefore is key to the media's sustainability, because the more media exclude, women, for example, as audiences by negative portrayal and gender stereotyping, and omitting their opinions, perspectives and views as sources, or by not portraying women in their diverse roles within changing societies, the more the media become vulnerable to a potentially declining audience and loss of revenue, and to an increasing loss in credibility as an institution that adheres to democratic principles.

Flashback: Summit 2004



The 2006 GEM Summit provides the opportunity for the media to not just pat themselves on the back and point to ways the media have embraced gender equality (*although important)*, but to once again evaluate and reflect on how inclusive and balanced the media have been in reflecting and meeting the needs and interests of the publics they purport to serve.

News leaders that embrace diversity as an asset are the most likely to ensure that their media survive without compromising democratic principles for commercialization. Ensuring that this happens is the next terrain for gender and media activism in Southern Africa.

[1] 'Sins of Omission', Betty Anne Williams in Media Studies Journal, The Fairness Factor, published by the Freedom Forum Media Studies Centre, Columbia University, Vol.6, No. 4, Fall 1992.

E-GEM

This project aims to develop and maintain a dynamic website and interactive Internet tools for advancing and giving coherence to GL's work. All GL programmes revolve around E Talk, an interactive forum where questions can be posed and information shared. The GL website is worked through a simple content management system that all staff are trained to use so that they take responsibility for keeping their sections of the website updated. This is empowering and helps to ensure delegation of responsibility within the organization. GL's IT activities can be sub divided into internal, external, and the integration of IT into our programme work as follows:

> "Gender Links integrates research and activism within the profession in very interesting and productive ways that seem to be making a difference in your region, and eventually, their work will be known broadly in many nations. The group is also politically astute in knowing how to publicise its activities via the Internet and through a range of excellent, sophisticated publications."
> *- Dr Carolyn Byerly,*
> *Chair of the Feminist Division of the International Communication Association*

Internal

Database: A key networking tool has been the creation of an electronic database of close to 3000 individuals and organisations (in excess of the target of 2000) from across Southern Africa who has participated in GL workshops and/or are involved in gender and media work. The goal here is to increase the number of contacts by 500 each year.

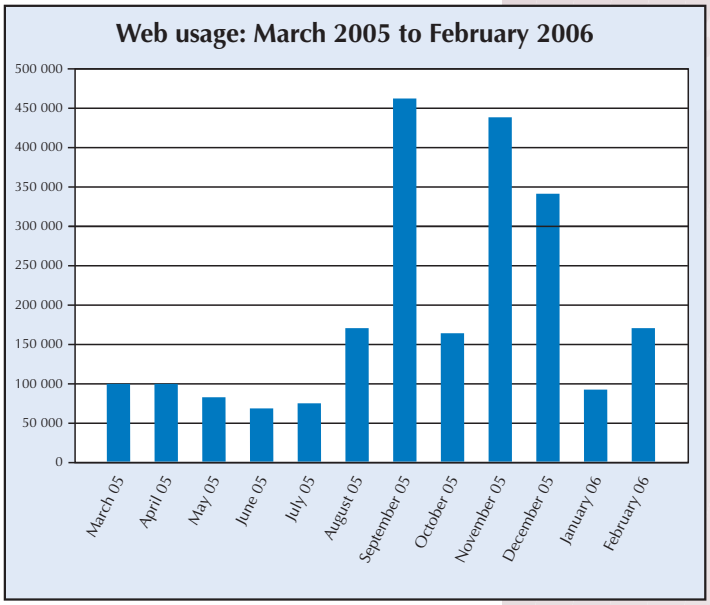
E-photo library: The development of an electronic photo library with some 2000 images as a result of the expert mission by Trevor Davies with GL that has been an invaluable asset to GL and GL publications, and which GL hopes to place on-line as a resource for others in 2005. The goal here is to scan and archive 500 hard copy images; and to keep the E Photo library updated. Currently there are approximately 2500 images in this photo library.

External: General communication

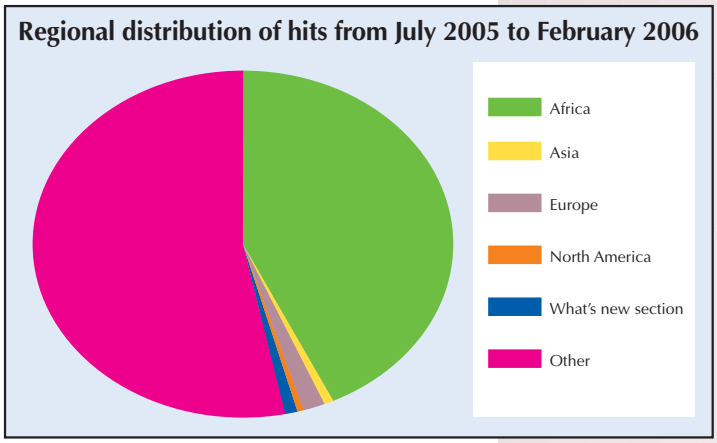
Website

GL carried out a user needs assessment of our website with partner organisations. A complete renovation of the website has been carried out to make it easier to navigate, more interactive and more accessible. This, and the various campaigns that GL has been running, have led to a dramatic increase in the number of visits to the website.

Hits: By November 2004, the number of hits on the website had increased to 80,000 and GL set a target of 100,000 by the end of 2005 and 120,000 hits by the end of 2006. Data for the financial year 2005/2006 shows that on average, GL is now receiving 190,145 hits per month (well above target), but this ranges from 74 771 hits per month in July to 465 243 hits per month in September (Millennium Development Goals Summit). Other peak months are November- December (Sixteen Days of Activism). Clearly the inter active cyber dialogues held during these months are among the most effective ways of drawing attention to the website and should be a central to future IT strategies.



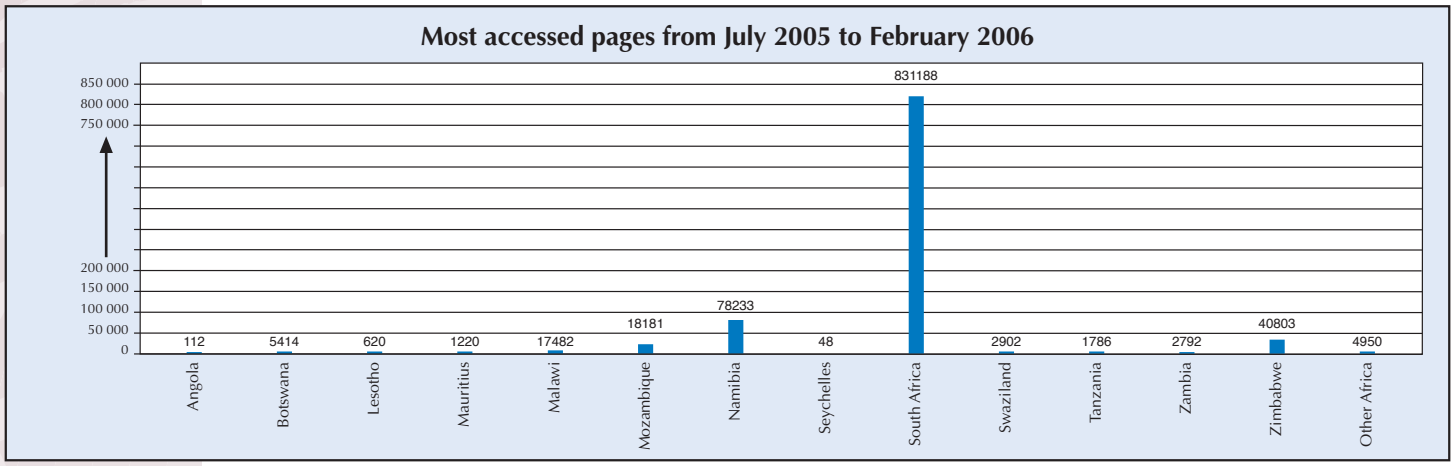
Geographical origin: Whereas initially the majority of hits came from North America, in 2005/2006 this had changed dramatically, with the largest number of hits coming from Africa. This is an important success indicator of the IT for Advocacy workshops and shows the extent to which IT is increasingly a viable networking tool in the region.





IT training at Gender Links

Further breakdown by country shows that by South Africans are the most frequent visitors. Given that 40% of the region's population live in South Africa, and that it has the most sophisticated telecommunications, this is to be expected. GL has achieved its target of at least 15% of African usage coming from other countries, with especially encouraging signs from Mauritius, Namibia, Mozambique and Zimbabwe. However, there are still major challenges ahead in increasing access in other countries.



External: integrating IT into programme work

Training

VRC: The creation of a Virtual Resource Centre (VRC), and Training of Trainer workshop in the use of the VRC. The VRC consists of case material from the Gender and Media Baseline Study (GMBS) archived according to country, subject and area of training, with training notes and links to useful training tools. The VRC has been added to through various monitoring projects that GL has been a part of since the GMBS. GL is meeting its target of an average of at least ten new VRC case studies each month.

Advocacy

Cyber dialogues: The cyber dialogues are a GL innovation started during the Sixteen Days of Activism on Gender Violence in 2004. This unique partnership between government, the private sector and civil society involved daily debates on different aspects of gender violence that took place at interactive forums in communities in all nine provinces of South Africa, with a one hour Internet link up or "chat room" that allowed all those involved to put questions to experts and decision-makers. Under the banner "Making IT work for gender justice" the cyber dialogues provided a safe space for women to speak out as well as for government to make concrete pledges (see final press release). An example of e-governance at work, the cyber dialogues have opened the door to many new possibilities. These include extending the concept to other Southern African countries through GEMSA; e-conferencing and other interactive uses of IT. As a result of the success of the cyber dialogues, GL was approached by UNIFEM to organise cyber dialogues during the Beijing Plus Ten review in February/March 2005 and has also run "chats" during the MDG Summit and SADC Heads of State Summit.

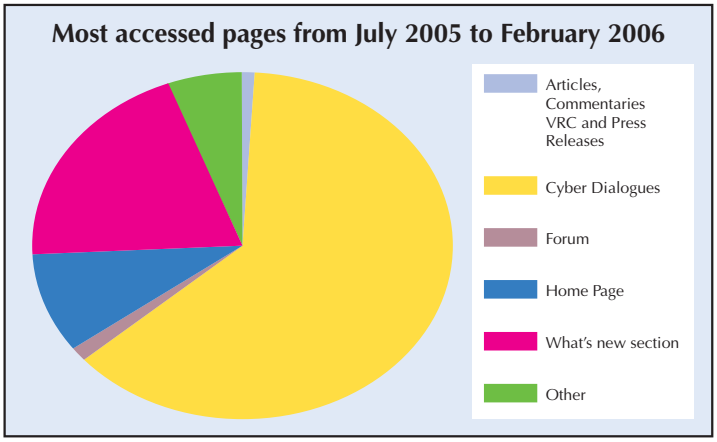
Gender justice Barometer: This is the monthly E newsletter that GL and GEMSA run to track progress in gender justice campaigns.

Online petitions: GL has initiated a number of on-line petitions, for example the online petition to the SADC Heads of State regarding the elevation of the SADC Declaration on Gender and Development to a Protocol.

The GEM Opinion and Commentary Service: this is announced via list served, but archived in a data base that can be searched by author, country and topic on the website.

Most accessed pages

The statistics on most accessed pages confirm that the cyber dialogues are the biggest draw card to the website, followed by the 'What is new" section. This should encourage us to keep our website fresh and updated, as well as continue to develop the cyber dialogues. However, with regard to the content of GL's work, it is important to find ways of publicising the commentaries and VRC sections more effectively.



Next steps

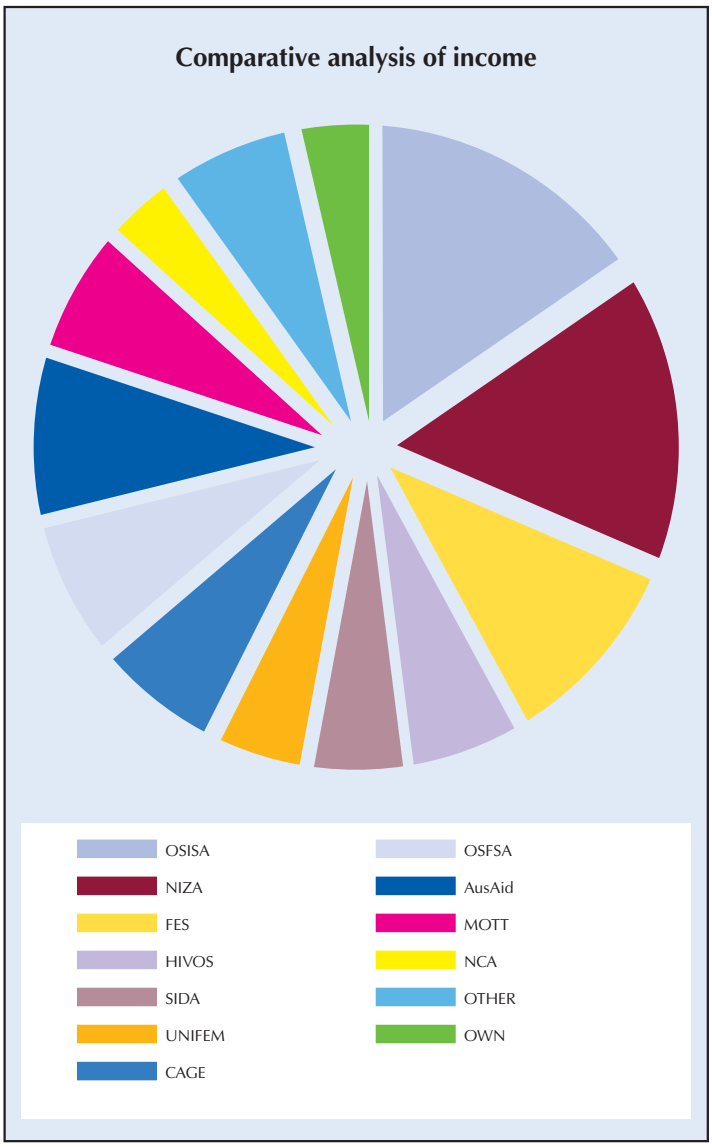
- Ensure that all new staff are trained is use of the website.
- Propose a full time training manager who would manage and publicise the VRC.
- Explore multi media opportunities for the GEM Opinion and Commentary Service.
- Continue to develop inter active applications, such as the cyber dialogues.
- Assist partners and networks in developing effective IT strategies and applications.

Financial report

GL's financial statements for 2006/2007 are attached. GL raised funds amounting to R 8 736 058, compared to R 15 717 436 the previous year. Of this, 95% came from donors and 5% from resources generated by GL through sale of publications, interest, the conference centre and Value Added Tax reclaimed. These resources were used to purchase the GL house. GL estimates it will pay off its bond within five years.

The highest proportion of donor resources (18%) came from the Open Society Initiative of Southern Africa followed by NiZa (11%), FES (9%), Hivos (8.5%) and SIDA (8.3%). Altogether, GL received funds from 24 donors to whom the GL Board is deeply indebted. Such a large number of funders reflect confidence in the work of the organisation, and the diverse funding portfolio is a decided strength.

However, as the recent organisational evaluation points out, the administrative burden of servicing so many contracts is onerous, with 36 different reports prepared during the course of the year. This underpins the recommendation in the organisational evaluation that key funders consider increasing the level of core support to GL.

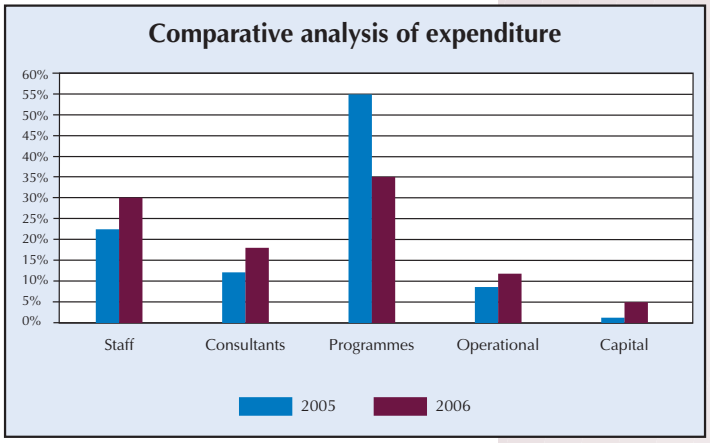


"GL's financial monitoring and reporting systems are strong, effective and transparent. The detail and the clarity of its financial reporting in principle enables any board member to investigate any aspect of the organisation's funding. Its annual financial statements are also audited."

- GL organisational evaluation

The expenditure table shows that in 2005/2006, GL spent R 6 081 200 compared to R5 598 513 the previous year. There is a healthy balance between operational expenses, capital costs, human resources and programmes. Operational costs in the financial year slightly exceeded 10% as a result of renovation of the new house before GL could move in. There has been an increase in human resource expenditure as GL seeks to ease the burden on its staff. Staff costs amounted to 30% of the total budget (compared to 23% the previous year) and moneys paid to consultants/partners (an important consideration with regard to GL's capacity) increased from 11% to 17% (also partly due to the MAP project that is quite labour intensive and employs consultants in ten countries).

Overall human resource costs remained below 50% of the total budget. At 11% of the total budget, publications and productions remain a key component of GL's work. Workshop costs were reduced from 36% of the total the previous year to 22% in 2005/2006 without reducing the number of activities as a result of GL's new conference facility and use of more cost effective facilities.



Next steps

- Make a case for core funding in the 2007-2010 strategy and draw up an indicative budget.
- Explore investment opportunities for non-profit organisations through empowerment initiatives in South Africa, where this is an important route for NGOs to raise resources as there is very
  little direct government support for their work.
- Continue to explore cost recovery options through online sales of publications; the photo library and renting out of the conference facility.
- As proposed by the evaluation, explore the possibility of developing a business wing for leveraging GL skills and tools

Expense summary and percentages for the year ending 28 February 2006				
	2006		2005	
Expense	**Amount**	**%**	**Amount**	**%**
Human Resources				
Staff	1,849,967	30.42%	1,303,028	23.27%
Partners/Consultants	1,074,032	17.66%	664,362	11.87%
Sub Total	**2,923,999**	**48.08%**	**1,967,390**	**35.14%**
Programmes				
Workshops	1,360.071	22.37%	2,041,219	36.46%
Publications & Productions	654,884	10.77%	927,867	16.57%
Website Costs	111,234	1.83%	126,831	2.27%
Sub Total	**2,126,198**	**34.96%**	**3,095,917**	**55.30%**
Operational Expenses				
Audit Fees	14,048	0.23%	10,169	0.18%
Bank Charges	34,337	0.57%	28,867	0.52%
Conference Facilities	7,192	0.12%	-	0.00%
Depreciation	59,251	0.97%	63,161	1.13%
Electricity, Water & Rates	863	0.01%	-	0.00%
Equipment Maintenance	141,211	2.32%	31,122	0.56%
Governance	50,767	0.83%	28,387	0.51%
Interest Paid	33,180	0.55%	-	0.00%
Legal Fees	25,217	0.41%	-	0.00%
Levies	5,693	0.09%	4,735	0.08%
Motor Vehicle Expenses	46,020	0.76%	14,016	0.25%
Publications	31,647	0.52%	-	0.00%
Postage & Courier	13,442	0.22%	38,877	0.69%
Printing & Stationery	83,176	1.37%	60,112	1.07%
Registration Fees	4,000	0.07%	-	0.00%
Removal Costs	5,501	0.09%	-	0.00%
Rent	42,866	0.70%	122,370	2.19%
Staff Welfare	12,730	0.21%	-	0.00%
Telephone & Fax	78,782	1.30%	117,047	2.09%
Travel	17,253	0.28%	-	0.00%
Sub Total	**707,216**	**11.63%**	**518,863**	**9.27%**
Capital Expenditure	**323,787**	**5.32%**	**16,343**	**0.29%**
Totals	**6,081,200**	**100.00%**	**5,598,513**	**100.00%**

Financial report:
Audit cover letter

ACCOUNTANTS
& AUDITORS
REKENMEESTERS
& OUDITEURE

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Montalto Building, 4 Palladium Street,
Carletonville, 2500

Registered with : South African Institute of Chartered Accountants / Public Accountants and Auditors Board

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 5 to 14 for the year ended 28 February 2006. These financial statements are the responsibility of the company's Directors. Our responsibility is to express an opinion on these financial statements based on our audit.

Scope

We conducted our audit in accordance with International Standards on Auditing. 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 2006 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 15 to 16and donor schedules attached "Annex A" do not form part of the annual financial statements and are presented as additional information and have been verified to be true and correct.

FWC

FWC Accountants & Auditors
Chartered Accountants (S.A.)
Registered Accountants and Auditors

Per: FF
Weltevreden Park
25 March 2006

GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)
(Registration number 2001/005850/08)
BALANCE SHEET
at 28 February 2006

	Note	2006	2005
Assets			
Non-current assets		3,471,117	138,787
Fixed assets	2	1,255,854	138,787
Investments	3	2,215,263	-
Current assets		1,867,968	1,810,299
Trade and other receivables		56,291	139,449
Cash and cash equivalents		1,811,677	1,670,850
Total assets		5,339,085	1,949,086
Liabilities			
Non-current liabilities		5,327,657	1,936,184
Funds received in advance	4	4,859,984	1,936,184
Long term liabilities	5	467,673	-
Current liabilities			
Trade and other payables		11,428	12,902
Total equity and liabilities		5,339,085	1,949,086

GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)
(Registration number 2001/005850/08)
CASH FLOW STATEMENT
for the year ended 28 February 2006

	Notes	2006	2005
Cash flows from operating activities		991,871	136,516
Cash generated by/(utilised in) operating activities	7.1	666,577	(204,610)
Interest received		139,097	77,489
Interest paid		(33,181)	-
Extraordinary items		219,378	263,637
Cash flows from investing activities		(1,178,381)	(16,375)
Expenditure to maintain operating capacity			
Fixed assets acquired		(1,180,881)	(16,375)
Proceeds of disposals of fixed assets		2,500	-
Cash flows from financing activities		327,337	23,144
Funds received in advance		(140,336)	23,144
Loans raised		467,673	-
Increase in cash and cash equivalents		140,827	143,285
Cash and cash equivalents at beginning of the year		1,670,850	1,527,565
Cash and cash equivalents at end of the year		1,811,677	1,670,850

Financial report:
Detailed Income Statement

GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)
(Registration number 2001/005850/08)
DETAILED INCOME STATEMENT
for the year ended 28 February 2006

	2006	2005
Expenditure	6,123,181	5,598,513
Auditors' remuneration	14,219	10,169
Bank charges	34,377	28,867
Capital expenditure	356,999	16,343
Conference facilities	7,192	-
Consulting fees	1,074,032	664,362
Depreciation	61,968	63,161
Electricity and water	863	-
Equipment maintenance	141,209	31,122
Governance	50,767	28,387
Interest	33,181	-
Lease rentals	42,866	122,370
Motor vehicle expenses	46,019	14,016
Postage	13,441	38,877
Printing and stationery	83,176	60,112
Publications and productions	686,531	927,867
Registration fees	4,000	-
Repairs and maintenance	28,761	-
RSC levies	5,693	4,735
Salaries and wages	1,857,807	1,303,028
Staff welfare	12,731	-
Telephone and fax	78,782	117,047
Travel - local	17,253	-
Website costs	111,243	126,831
Workshops	1,360,071	2,041,219

GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)
(Registration number 2001/005850/08)
DETAILED INCOME STATEMENT
for the year ended 28 February 2006

	Note	2006	2005
Gross revenue		8,407,380	5,376,310
Donor funds	6	8,335,788	5,303,957
Sales of publications		32,372	72,353
Conference Facilities		28,500	-
Membership fees - GEMSA		10,720	-
Other income		139,751	77,489
Interest received		139,097	77,489
Profit on disposal of fixed assets		654	-
Total income		8,547,131	5,453,799
Expenditure (Refer to page 16)		6,123,181	5,598,513
Deficit for the year before extraordinary items		2,423,950	(144,714)
Extraordinary items		219,378	263,637
Acquisition of assets		356,999	16,376
Net Surplus/(Deficit) for the year		3,000,327	135,299
Prior year prepaid receipts		1,936,183	1,793,515
Retained surplus before prepaid expenses		4,936,510	1,928,814
Prepaid expenses - movement		(76,526)	7,370
Transfer to: Funds received in advance		(4,859,984)	(1,936,183)

GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)
(Registration number 2001/005850/08)
NOTES TO THE FINANCIAL STATEMENTS
for the year ended 28 February 2006

	2006	2005
6. Donor Funds		
Nederlands Instituut voor SA (NIZA)	924,678	312,181
Foundation for Human Rights	145,829	96,564
HIVOS Stichting	705,003	304,380
Friedrich Ebert Stiftung (FES)	750,240	653,257
Open Society Foundation for Southern Africa (OSFSA)	472,400	843,340
MOTT Foundation	416,268	246,400
Open Society Initiative for Southern Africa (OSISA)	1,532,315	729,889
Konrad-Adenauer Stiftung (KAS)	49,804	-
African Women and Child (AWC)	76,051	62,620
UNIFEM	532,595	149,216
United Nations Educational, Scientific and Cultural Organisation (UNESCO)	90,092	93,198
International IDEA	158,587	-
CREDO	163,891	-
Swedish International Development Agency (SIDA)	694,826	-
Australian Aid	437,263	622,500
European Union Human Rights Foundation (Sixteen days)	-	147,937
United Nations Development Programme (UNDP)	165,793	-
Media Monitoring Project (MMP)	26,083	-
CAGE	501,600	-
NCA	256,054	-
SAMSO	32,128	-
SADC PF	33,845	-
CWCI	-	423,150
Anglo American	60,000	-
First Rand	104,000	-
MISA	-	108,960
UNDP Swaziland	-	32,699
Summit General	-	283,406
Sixteen Days General	-	194,260
USAid	6,443	-
	8,335,788	5,303,957

Workshop report

Summary of Gender Links Workshops March 2005 - February 2006

Workshop	Date	Country	M	F	U	Total
POLICY AND RESEARCH						
Audience Research						
Training researchers 7 countries	2-3 May	SA (regional)	4	4		8
Launch phase one audience research	3 May	SA (regional)				36
Wkshop Mauritius	13 May	Mauritius	4	19		23
Wkshop Namibia	16-17 June	Namibia				
Wkshop Swaziland	11 July	Swaziland	9	8		17
Wkshop Zambia	18 July	Zambia	16	11		27
Kaya newsroom	5 August	SA	4	4		8
HIV/AIDS and Gender policies						
Reference group meeting	11 April	SA (regional)	5	6		11
Reference group meeting	15 July	SA (regional)	7	6		13
Monitoring training	4-7 October	SA (regional)	10	4		14
Kaya diversity workshop		SA	31	12		43
TRAINING						
GEMSA Trainers Network	4-5 May	SA (regional)	4	5		9
Training tools: CLM						
Business Unusual Brainstorming meeting	6 May	SA (regional)	4	5		9
Business Unusual pilot training Zambia	19 July	Zambia	10	4		14
VRC with trainers						
Namibia	17 June	Namibia	5	6		11
Swaziland	15 July	Swaziland	4	3		7
Zambia	22 July	Zambia	8	5		13
Malawi	2 September	Malawi	7	5		12
Tanzania	7 Sept	Tanzania	6	2		8
GENDER JUSTICE						
IT for Advocacy: Regional						
Mauritius	14/15 May	Mauritius	4	19		23
Seychelles	16/17 May	Seychelles	2	7		9
Namibia	13-15 June	Namibia	5	11		16
Botswana	20-23 June	Botswana	5	7		12
Swaziland	12-14 July	Swaziland	6	8		14
Zambia	19-21 July	Zambia	14	12		26
Malawi	1-2 September	Malawi	12	16		28
Tanzania	5-7 Sept	Tanzania	11	8		19
Zimbabwe	26-28 Sept	Zimbabwe	2	12		14
Mozambique	22-23 Feb	Mozambique	8	11		19
Lesotho			14	19		33
IT for advocacy SA						
Planning meeting	9 Sept	SA	3	11		14
KZN Training	26-30 Sept	SA	9	37		46
COJ planning	10 Nov	SA	15	35		50
Planning meeting	11 Nov	SA	2	7		9
Northwest		SA	11	30		41
Mpumalanga	24 – 28 October 2005	SA	20	22		42
Western Cape		SA	18	35		53
Eastern Cape		SA	4	33		37
Northern Cape		SA	0	26		26
Free State		SA	7	27		34
Limpopo		SA	21	10		21
Cyber dialogues*						
	25 November 2005	SA			19	19
* Registration forms kept by the	26 November 2005	SA			226	226
City of Johannesburg did not	26 November 2005	SA				
disaggregate participants	29 November 2005	SA			11	11
according to gender.	30 November 2005	SA				
	1 December 2005	SA			28	28
	3 December 2005	SA			19	19
	6 December 2005	SA			17	17
	7 December 2005	SA				
	8 December 2005	SA			35	35
	9 December 2005	SA			10	10
GENDER AND GOVERNANCE						
Local government training and events						
International Women's day	8 March	SA	12	19		36
KZN key gender concepts	16-18 May	SA	3	41		44
KZN IT Skills	6-8 June	SA	17	9		26
SALGA provincial officers	27-29 June	SA	10	14		24
KZN leadership training	11 July	SA	7	21		28
COJ graduation	11 October	SA				100
SADC and Gender						
Strategy meeting	15-18 July	SA (regional)	2	19		21
HOS meeting	15-17 August	Botswana	4	17		21
Ringing up the Changes Kenya training	1-2 October	Kenya	3	5		8
WRITE ABOUT RIGHTS						
KZN I Stories training	9 June			11		11
MDG video conference	14 June	SA Regional		6		6
MIRROR ON THE MEDIA (ST)						
Planning meeting	6 May		3	5		8
ADVISORY SERVICES						
UNDP						
Inception wkshop	22 August	SA	5	9		14
Strategy workshop	15-16 September	SA	11	9		20
NETWORKS						
Care work planning	18 August	SA (regional)	2	4		6
GEMSA website training	10-13 October	SA	7	4		11
Swaziland		Swaziland	6	8		14
Zimbabwe		Zimbabwe	2	12		14
Mozambique		Mozambique	13	7		20
Tanzania		Tanzania	11	8		19
Care work workshop						
Mozambique	22-23 Feb	Mozambique	13	7		20
Total Workshops			**476**	**860**	**365**	**1701**
Percentage			36%	64%		

Assessment of action plan

Assessment of the Gender Links Action Plan: March 2005 - February 2006							
PROJECT/ OBJECTIVE	**ACTIVITIES**	**TIME FRAME**	**TARGET**	**OUTPUT INDICATORS**	**OUTCOME INDICATORS**	**FOLLOW UP**	**DONORS**
GENDER AND MEDIA RESEARCH AND POLICY							
1. **Audience research** **A**. To complete research started in 2004 by extending this to seven countries.	Printing	Jan	1000 copies of final report; pamphlets 7 countries	1000 copies final report; pamphlets 7 countries	First comprehensive audience research on the region with gender disaggregated statistics on preferances	Simplify questionnaire for use by media houses	OSISA/FES
B. To disseminate research in the six countries in which the AR has been conducted as a means of engaging media decision-makers.	SA regional launch; newsroom presentations Launches in Mauritius, Botswana, Swaziland, Namibia, Zambia	May- Dec	At least 4 newsroom presentations Regional launch 5 country launches; 120 participants	2 newsroom presentations; Regional launch 5 country launches; 119 participants	Media coverage/debate on findings of audience research	Launch research in the seven countries in the second phase.	OSISA/FES
2. GMMP 2005 To use the global study to benchmark progress in the region since the GMBS	Write/edit report GMMP cyber dialogues Launch report	Jan 06-March 06	500 copies of report; template for country reports	500 copies of report; template for country reports	Showed progress where gender and media networks have been active	Repeat GMBS in 2008 to get more comprehensive data	OSISA
3. Gender HIV/AIDS Policies To develop a gender and HIV/AIDS policy hand book	Reference group Draft Testing Printing	Feb- March	1000 copies	1000 copies	Key tool for policy roll out	Policy roll out	UNESCO FES
To participate in baseline study to inform policy roll out	TOT for baseline and roll out One month monitoring as part of training of in-country facilitators Edit qualitative research Put case studies up on VRC Compiling research and fact sheets for each country Compiling country reports for the final report	Sept 05- March 06	24 facilitators trained 80 new case studies, VRC 10 country pamphlets 10 country reports	16 facilitators trained (jn some cases one in each country); four person regional resource team; 80 cases studies VRC; 10 country pamphlets and reports	In country capacity to carry process forward Data with which to persuade newsroom managers of need for policies Quality of reports	Policy roll out	SIDA OSISA
To roll out HIV/AIDS and gender policies in SADC countries	**Kaya FM pilot project** Finalise programme and arrangements; wkshop	Feb	20 participants Draft HIV and AIDS and Gender policies	43 participants, including all managers	Draft HIV/AIDS and Gender Policy; material for handbook; credibility with other media.	Backstopping every six months	SIDA
Coordination and management	Recruit a programme manager and in-country facilitators	August	1 coordinator and 10 country facilitators	Part time manager; later in-house full time manager; 10 facilitators	Well qualified implementation team	Policy roll out	SIDA/ OSISA

Assessment of action plan

Assessment of the Gender Links Action Plan: March 2005 - February 2006							
PROJECT/ OBJECTIVE	**ACTIVITIES**	**TIME FRAME**	**TARGET**	**OUTPUT INDICATORS**	**OUTCOME INDICATORS**	**FOLLOW UP**	**DONORS**
GENDER AND MEDIA RESEARCH AND POLICY CONTINUED							
4. SIDA gender audit of media NGOs To undertake a gender audit of media partners supported by SIDA; propose tools for integration of gender into the work of media NGOs	Design questionnaire Administer E Mail and phone questionnaire	January 06- March 06 for first phase	Questionnaire administered	Questionnaire administered	New area of work with media NGOs	Complete research 3 case studies Discussion at Gender and Media Summit Finalise tool kit	SIDA
5. Audit of media regulatory authorities To undertake an assessment of the extent to which ICASA is meeting its public mandate as part of a broader study in partnership with media NGOs	Methodology meeting Desk top research	Jan- Feb	Clarity on methodology	Methodology agreed Desk top situation analysis undertaken	Set the stage for a new area of engagement with media regulatory authorities	Complete research Contribute to book Follow up with ICASA on gender policy Contribute to GEMSA policy template	OSF SA
GENDER AND MEDIA TRAINING							
6. Virtual resource center for trainers A. To develop and maintain the VRC and make it a useful tool for trainers	In-house wkshop to sort awards, monitoring, democracy material, HIV, Business Unusual and GMMP case studies loaded	Ongoing	At least 10 new case studies a month	Target achieved but need for routine mainstenance	Relevant case studies		HIVOS, E GEM
B. To popularise the VRC with media trainers through in-house workshops linked to the IT for advocacy training	1 day workshop with media trainers on the VRC	June- December 2005	10 countries x 10 trainers= 100 trainers	5 countries; 51 trainers	Trainers have direct experience of VRC and able to use it	Capacity to run the VRC; regular updating	NIZA
7. Gender in media education network To create a trainers network for taking forward the PON pilot project for	Workshop to share PON pilot project; establish a trainers network for the replication of the project	March-Dec	10 media training institutions participating; four online seminars	9 media training institutions participating; online seminars were not successful	High degree of buy in but requires consistent follow up	Training coordinator to assist in follow up	FES
8. **Business unusual** To develop training material for the media in a new area: gender and the economy.	Draft outline Brainstorming mtg. Draft training material Testing of material SA and Zambia Trainers seminar on draft Printing of book	April- Oct	Reference group meeting (10) Pilot training (10) 1000 copies of book and CD ROM	Reference group meeting (9) Pilot training in Zambia (14) 1000 copies of book and CD ROM	Tool with which to run training in 2006/2007	In-country training workshops	KAS

Assessment of action plan

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GENDER JUSTICE							
9. Justice in cyber space: Regional A. To extend cyber dialogue training linked to gender justice advocacy to ten countries; GEMSA recruitment campaign	Develop training manual Run workshops in 10 countries	May- Feb	1 training manual 10 x at least 20 participants each workshop= 200 trained	1 training manual 11 workshops; 213 participants	Rapid growth of GEMSA; strong participation in Sixteen Day campaign	GEMSA develop and maintain own website; cyber dialogues in different languages	NIZA
B. Justice in cyber space: SA (Partnership SAGEM) To deepen training started in 04; to strengthen SAGEM	Training of trainers Run training workshops in all nine provinces	Sept	9 x 2 localities x 15 participants= 270 trained	373 trained	IT problems at micro level resolved Effectiveness of 16 day campaign Strengthening SAGEM	Reinforce training through subsequent campaigns, eg National Action Plan Conference	Aus Aid
10. SIXTEEN DAYS 2005 To devise a specific strategy and raise funds for the 2005 campaign	Audit Materials development; posters; leaflets Launch and running of cyber dialogues Plan for National Action Plan conference	Sept-Nov Sept 25 Nov-10 December	1000 copies of Audit Posters; flyers; stickers At least 300 participants in the cyber dialogues Summaries	1000 copies of audit 500 posters 405 participants in cyber dialogues	Checklist for change moving forward Well branded campaign Action points for ending gender violence	Use audit to canvass and develop a National Action plan to end Gender Violence	OSFSA; FHR Aus Ad
11. HIV/AIDS campaign handbook To develop a manual on running gender sensitive HIV/AIDS campaigns	Desk top and picture research Field work Drafting of book Review of draft Editing	June- December	1000 copies of booklet	1000 copies of booklet	Rich source material	Strengthen GEMSA care work campaign	UNIFEM
WRITE ABOUT RIGHTS							
12. GEM Opinion and commentary service To build the capacity of, and support gender activists in writing and publishing opinion pieces in the mainstream media	Regular service	Ongoing	120 article	126 articles	Voices and issues featured in the mainstream media	Articles on website	HIVOS
	Monthly plan	Ongoing	12 plans	12 plans	Clear direction	Plans	
	Capacity building	May-Feb 06	30 new contri-butors each year	41 new contributors	10 case studies each year of individual impact	Case studies Monitoring and	
	Routine marketing	May-Feb 06	Average usage of at least 1.5	Average usage= 2.6	10 case studies by Feb 06 of how stories used	cuttings; E Mails/letters on follow up	
To develop special theme series	Local gvt I Stories	March-August	1000 copies Book-voices on local gvt	1000 copies book	Contribution to discourse on gender and local gvt.	Further I stories in other provinces as part of new research	Mott
	Gender and the MDGs	July-Sept	1000 copies book; 10 expert pieces; 10 I stories	1000 copies book	Book to be used for advocacy; launched at MDG video conference	Advocacy for SADC Protocol on Gender and Development	UNIFEM

Assessment of action plan

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WRITE ABOUT RIGHTS CONTINUED							
	Gender violence I Stories	Sept-Dec	16 I stories	16 I stories	Stories on website/ published	Develop this method of getting first hand accounts to media	Hivos
13. Gender justice barometer	Produce 4 monthly newsletters	Mar-June Feb and ongoing	4 newsletters	4 newsletters	Sharing of information among networks Effective tracking of progress.	E Mail responses E newsletter	Aus Aid carry over; NCA in June 06
14. Media Diversity Journal	Redesign and launch with NCA funding Concept paper Reference group Draft first issue Launch of journal 8 March	June 8 March	1000 copies pilot issue of Media Diversity Journal	Monthly barometer 1000 copies pilot issue of Media Diversity Journal	First Gender and Media Diversity journal	Fund raising to sustain journal; link to Summit	UNESCO
GENDER AND GOVERNANCE							
15. Ringing up the changes in East and Southern Africa To extend GL's ground-breaking study to East Africa and update the Southern Africa study.	Facilitate EA training wkshop Backstopping Update Southern African study	Oct 2005	Southern Africa study updated East African researchers trained	Southern Africa study updated; 8 East African researchers trained	Skills transfer to EA partners Participation in HOS summit forum	Publication of book when research is complete	Hivos
16. SADC and Gender Campaign	Concept paper Draft papers on decision making, media and education Coordinate all papers Framework all commitments Strategy meeting Materials for summit Planning for summit Cyber dialogues Media during Summit Forum	April August 05	Two books; fact sheets; buttons 17 GEMSA participants 9 cyber dialogues during summit; petition Participation of media at civil society meeting; press conference Report	Two books; fact sheets; buttons 17 GEMSA participants 9 cyber dialogues during summit; petition Participation of media at civil society meeting; press conference Report	HOS agree to raise 30% target of women in decision-making to 50%; principle of elevating SADC Declaration on Gender and Development to a Protocol accepted	Protocol campaign	IDEA CREDO UNIFEM

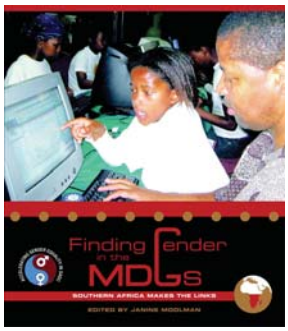
Assessment of action plan

Assessment of the Gender Links Action Plan: March 2005 - February 2006							
PROJECT/ OBJECTIVE	**ACTIVITIES**	**TIME FRAME**	**TARGET**	**OUTPUT INDICATORS**	**OUTCOME INDICATORS**	**FOLLOW UP**	**DONORS**
GENDER AND GOVERNANCE CONTINUED							
17. Pilot project- local gvt. To build the gender, communications, and confidence skills training for local government	**Completing JHB pilot project** Complete training; Launch of I stories; gender policy; certificates	April- October	30 graduate from course Draft policy	35 received for certificates from the Deputy President; I stories launched; Draft gender policy	Strong 50/50 campaign for local elections in City of Johannesburg	Operationalise draft policy.	Mott
	KZN pilot 3 training sessions Sixteen Days	May-August Sept	At least 40 qualify Two new hubs	44 participated in training; GL also trained 24 provincial officers in a TOT course (not originally planned)	Empowerment of women councilors; strategy Greater participation	Produce gender training tool kit and resources for local government.	
18. Gender and SA local government	Research on representation of women Media campaign	Late Jan/ early February	Fact sheets on gender and local government	Data and tables Strategy; press releases; opinion pieces; clippings	Increase in women councilors from 29% to 40 % in 2005 elections. Increased representation of women in local government	Build capacity of new women councilors; get them involved in gender justice campaigns	Mott Foundation
19. At the Coalface- Gender and Local Government	Desk top research Reference group meeting In country research	Jan/Feb	Desk top research for study and arrangements for reference group meeting	Desk top research for study and arrangements for reference group meeting	Clarity on research questions and methodology Enriching of research	Conduct research	CAGE/ Mott
MIRROR ON THE MEDIA							
20. Mirror on the Media To extend the pilot project to other Networks	Methodology for radio talk shows; conduct monitoring in SA, Swd, Zimbabwe.	June-Feb	1000 copies research report	1000 copies research report	Underscore importance of monitoring different genre; engage with new constituency	Case study at 2006 GEM Summit	OSISA
21. Media literacy To develop media literacy tool kit.	Possible formats Mtg with Min Education Brainstorming meeting Comments and feedback Complete kit	April- March	1000 copies of tool kit	1000 copies of tool kit	New area of work with media consumers	Testing tool kit on a pilot basis Training of trainers	OSF-SA
ADVISORY SERVICES							
22. Gender mainstreaming in the UNDP South Africa	Assist UNDP in developing a gender policy and action plan	June- Dec	Gender policy Action plan Tools	Gender policy Action Plan Tools	Mainstreaming gender in a key development agency; pilot for developing GL Business Unit	Leverage GL tools and expertise in activities that increase sustainability	UNDP

Assessment of action plan

Assessment of the Gender Links Action Plan: March 2005 - February 2006							
PROJECT/ OBJECTIVE	**ACTIVITIES**	**TIME FRAME**	**TARGET**	**OUTPUT INDICATORS**	**OUTCOME INDICATORS**	**FOLLOW UP**	**DONORS**
SUPPORT TO NETWORKS							
23. Institutional support: To provide a Secretariat and capacity for GEMSA/SAGEM	Put in place network coordinator. Build institutional capacity of SAGEM GEMSA membership sorted and updated GEMSA registered Regular meetings of Committee and Exco (linked to projects; use teleconferences) Support to Networks POA and fund raising Accounting and auditing of funds to March 2006	On going	GEMSA staff capacity GEMSA registered GEMSA membership increases and properly recorded Proper governance of GEMSA Increasing financial autonomy Projects well implemented; donor reports submitted	Network manager hired; later GL Deputy Director seconded to assist; GEMSA membership surpassed expectation; network registered; 10 country chapters registered; raised close to R1 million in first year; all donor reports submitted; accounts audited as part of GL; from 06/07 separate set of books	GEMSA at the heart of the "gender and media" movement in the region; strong and viable network with good systems in place	Assist in development of action plans, fund raising strategies and institutional development in each country	OSF-SA OSISA CREDO UNIFEM
E-GEM							
24. E-GEM (Electronic gender and media) To build GL's capacity to be at the cutting edge of the application of IT for advancing gender equality	**Server** -capacity and maintenance-review needs Routine maintenance of P drive Routine backup of server **Data base of contacts** regular updating **E photo library** functions Scan and add 250 images **Website** regularly maintained. **Cyber dialogues** popularised and used for conferencing **VRC and GEM** commentary service regularly updated.	Ongoing	P drive regularly maintained Weekly swap of backup Increase data base to 2000 contacts 2250 images on server All staff trained in updating of website Average of 120 000 hits per month on website. At least 10 new VRC, 10 new GEM each month.	P drive regularly maintained Weekly swap of backup Data base has close to 3000 contacts 2500 images on server All staff trained in updating of website Average of 190 145 hits per month on website. Achieved and exceeded in most month	GL receiving recognition globally and in the region for adept use of IT in leveraging its work	Increase usage in countries in the region other than SA; increase number of cyber dialogues as this has a key impact on usage; engage with new constituencies e.g. schools	Hivos, NIZA

New Gender Links publications



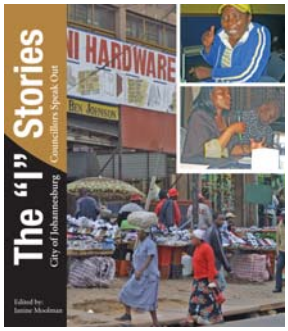
Finding Gender in the MDGs. Southern Africa makes the links
Edited By Janine Moolman

The collection of articles in *Finding Gender in the MDGs. Southern Africa makes the links* shows how unless, women are able to exercise their human rights freely, in societies in which they are equal, true development will not take place. The book argues that the narrow, time-bound goals that are matched with 18 targets and 48 indicators are located within a framework that does not recognise women's rights as a development goal. As such, as illustrated by the contributions, the Millennium Development Goals (MDGs) are not informed by a rights-based approach and there are concerns that women's strategic gender concerns are being sacrificed.

The 10 chapters are based on the 10 key areas for advancing gender equality identified in a recent audit of the SADC Declaration on Gender and Development. Each chapter begins with a summary of the findings of the regional audit and includes an expert opinion article on the theme as well as another written from a more personal perspective. The articles clearly illustrate that unless gender is centrally located across all of the MDGs, they will have no meaning for women.

The book is a must read for those working on gender and development in Southern Africa and in the global South more broadly.

Cost: R50.00/ $10.00



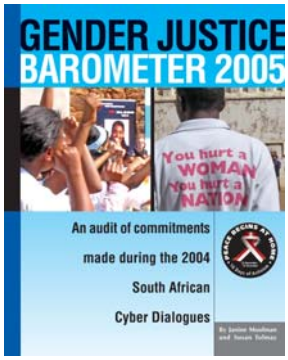
The "I" Stories. City of Johannesburg Councillors Speak Out
Edited by Janine Moolman

Recognising the dearth of information on the experience of local government councillors, and indeed the gendered dimensions of this sphere of government, this publication presents the stories of men and women local government councillors at the City of Johannesburg.

"The 'I' stories. City of Johannesburg Councillors Speak Out" is part of a broader project on gender, communication and local government undertaken in partnership with the City of Johannesburg and Gender Links. The aim of the project is to enhance the gender analysis and communication skills of leaders at local government level.

The 25 profiles contained in this publication represent the experiences of local government councillors, whose work for the most part goes unrecognised. Some of the local government councillors who contributed to the publication have been as one puts it "serving their community" for over 20 years. While the experiences shared by the councillors are sometimes painful and sad, they are also celebratory. Each profile celebrates the tenacity and determination of the people who serve their communities.

Cost: R30.00/$5.00



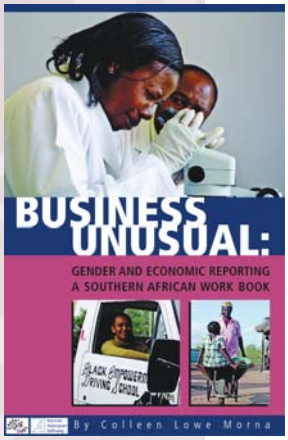
Gender Justice Barometer 2005: An audit of commitments made during the 2004 South African cyber dialogues
By Janine Moolman and Susan Tolmay

The Sixteen Days of Activism on Gender Violence runs from the 25 November (International Day of No Violence against Women) to 10 December each year. It includes: 1 December World Aids Day; 3 December International day for the disabled; 6 December Anniversary of the Montreal Massacre. Each year in South Africa this campaign has gained momentum as government and civil society join hands to expose the horror that still lurks in our newly democratic society.

But what difference has the campaign made? This audit of the commitments made during the 2004 Cyber Dialogues that accompanied the campaign takes a hard look at whether we are doing enough to turn the high profile campaign into change where it really matters: the lives of women. It concludes that unless we commit ourselves to a National Action Plan to end Gender Violence, with targets, timeframes, indicators, clear roles and responsibilities, the campaign will become irrelevant.

Cost: R50/$10

New Gender Links publications

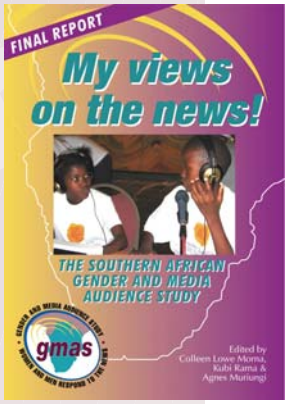


Business Unusual: Gender and economic reporting a Southern African work book
By Colleen Lowe Morna

As a region, the Southern African Development Community seeks to better the lives of its citizens, women and men, through closer regional co-operation. Yet the gender dimensions of macroeconomic policy, budgets, trade, work and business are among the least understood by policy makers, media decision makers and practitioners. Despite the enormous role that women play in the economies of all Southern African countries this contribution remains undervalued and invisible.

Business Unusual is a practical work book of 8 chapters, 13 fact sheets and a CD-Rom with 30 case studies which address women and the economy and which will help media practitioners and trainers to see the economy through gendered lens.

Cost: R50/ $10



My views on the news! The Southern African gender and media audience study. Final report
Edited by Colleen Lowe Morna, Kubi Rama and Agnes Muriungi

A sequel 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. This study conducted by Gender Links in partnership with the Media Institute of Southern Africa (MISA) , the Gender and Media Southern Africa Network (GEMSA), universities and media advocacy organisations, with technical support from the South African Media Monitoring Project (MMP) covers 13 Southern African countries.

The study is a must read for all those involved in the production of news; for those who are tired of being passive medias consumers; and for those committed to strengthening democracy by making every voice count.

Cost: R75.00/ $12.00

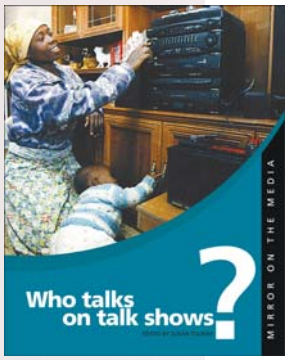


Who makes the news?
Mirror on the Southern African findings of the Global Media Monitoring Project (GMMP) 2005
By Colleen Lowe Morna

Southern Africa has made significant progress towards achieving greater gender balance in the news and in newsrooms, but it still far achieving equality by any one of the measures used in the third Global Media Monitoring Project (GMMP). While women sources have increased from 17% in the regional Gender and Media Baseline Study (GMBS) conducted by Gender Links (GL) and the Media Institute of Southern Africa (MISA) in 2002 to 19% in the GMMP conducted across 76 countries in 2005, this is below the global average of 22 %. However, nine out of the 13 SADC countries showed an improvement, with South Africa (26%) now leading the way, followed by Swaziland, Mauritius, Namibia, Mozambique, and Zimbabwe. Angola, with 13% women sources tails the list.

These are some of the key findings of the GMMP 2005, a snapshot of the representation and portrayal of women and men in the news on one day of the year that has been conducted every five years since the Fourth World Conference on Women in Beijing in 1995.

Cost: R50.00/ $10.00



Who talk on talk shows?
Edited by Susan Tolmay

Women are the missing voices in radio talk shows - as hosts, guests and callers. Although women would like to discuss more social topics, including gender equality, these are generally missing in the programme line ups. To the extent that gender issues are raised in chat shows, they often reinforce stereotypes about the role of women and men in society and these go unchallenged by the predominantly male hosts of the shows.

These are among the key findings of a survey of eleven radio talk shows in four Southern African countries (Lesotho, Malawi, South Africa and Zimbabwe) conducted by Gender Links in partnership with country chapters of the Gender and Media Southern Africa (GEMSA) Network from June-July 2005.

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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