Gender Links Annual Report 2006 - 2007













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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 is 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.

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.

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 was chaired until April 2007 by South Africa's ambassador to Cuba and former Chair of the Commission on Gender Equality, Thenjiwe Mtintso (SA). Dr Muna Ndulo, (Head of the African Studies Institute at Cornell University and former dean of the Law School at the University of Zambia) is current chair of GL. 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 in South Africa); Pat Made (Zimbabwe/USA, former Director General of Inter Press Service and an independent media trainer and researcher); Ruth Ansah Ayisi (Ghana/UK, independent media trainer and consultant based in Mozambique); Loga Virahsawmy (President of the Mauritius Media Watch Organisation); Charles Chisala (Gender and HIV and AIDS Coordinator, Times of Zambia) and Dr Pinkie Mekgwe from Botswana who works in the Research Department, Council for the Development of Research in the Social Sciences in Africa (CODESRIA), based in Dakar, Senegal. Colleen Lowe Morna (South Africa/Zimbabwe), a former journalist and editor; Chief Programme Officer of the Commonwealth Observer Mission to South Africa and founding CEO of South Africa's Commission on Gender Equality, is GL's executive director. (For more information go to www.genderlinks.org.za)

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Chairperson's Report



GL's sixth year might be characterised as one of growth; but also one of reflection. At five, we celebrated our many achievements in the short space of our existence but also commissioned a thorough evaluation whose preliminary findings we reported on in our 2005/2006 report.

Taking a longer term perspective

The evaluation, debated at our 2006/2007 board meeting in March, forms the cornerstone of GL's three year strategy from 2007-2010. The longer term planning horizon that we have adopted (from two to three years) is a sign of our own growing confidence in our work. A major thrust during this period is to secure more core support and multi-year funding that will allow us to plan even longer term. The intention is to shift to a five year planning cycle from 2010 onwards.

The period we are in can thus be regarded as a bridge: from one of cautious, relatively short term planning, to a longer term horizon in which hopefully we are able to balance the imperatives of project driven growth and outputs with ensuring greater impact of all the work we do; finding more space for reflection; and ensuring that our own institutional base is nurtured, grows and matures in the process.

The challenges we face

Our environment scan suggests that we are making progress but that this requires us to redouble our efforts and commit to the long term. Gender equality is not an overnight miracle. Gains made can just as soon be gains lost.

Two indicators in our work show numerical progress. With 21 percent women in parliament, the Southern African Development Community (SADC) is, as a region, now second only to the Scandinavian countries. Pockets of good practice - like 42 percent women in the South African cabinet; 58 percent women in local government in Lesotho and 36 percent women in parliament in Mozambique suggest that parity can indeed be achieved.

In the media, we reported last year on the Global Media Monitoring Project (GMMP) that showed definite progress in giving greater voice to women especially in countries where gender and media networks have been strong. Latest spot monitoring in South Africa suggests we may even be reaching 30 percent women sources in one SADC country, compared to the global average of 21 percent.

But what do these numbers mean? In the decision-making sphere, will we be able to move from the intensive focus on politics to all areas of decision-making - the bureaucracy; the private sector; the uniformed forces; academia; and the media where representation of women in decision-making is especially poor? Will we see greater coverage of gender issues? Will we see gender perspectives inform all coverage? Will we go from jobs for the girls to gender equality for SADC? Will this lead to a reduction of gender violence? And will women be able to take control of their own lives so that they are better placed to fight the scourge of HIV and AIDS? These are among the challenges that we still face and that underpin our thinking over the next three years.

Key strategic areas of focus:

In seeking to strengthen ourselves so that we can better serve others GL will focus on six key areas:

- **Strategic positioning**: Having studied the terrain we will redouble our efforts to deepen democracy through building gender responsive governance, in which the media plays an integral role. In doing so, we will seek to ground our work more thoroughly, through media literacy; work with local government; and reaching out to community media. As before, GL will build on one of its core strengths- producing useful tools and services that have the power to create synergies and multiplier effects. We will seek to create linkages in all our work; maximising use of new technologies, and empowering those who may not have had access to these technologies. We will continue to document and replicate good practice; focusing on what works; sharing experiences and ideas. The Gender and Media Diversity Centre (GMDC) described elsewhere in this report is an embodiment of our efforts to go from merely generating information, to generating knowledge.
- **Programme of action:** While gender and media will remain GL's niche, we will strengthen our governance work with local government as our key area of focus, and zero in on the potential of this level of governance to contribute more meaningfully to ending gender violence through supporting efforts to localise the National Action Plans to End Gender Violence that GL has helped to initiate.
- **Institutional growth and development:** As in the past, we will strive to demonstrate what is meant by responsive governance in the way we work as an organisation. We seek to be a learning organisation; a centre of excellence in knowledge creation and dissemination that not only enriches our region but also ourselves.

> "As an evaluator of GL in 2006, what stands out regarding your organisation, is the way you consciously put together the vehicle constituting governance, programming and finance, to effectively and efficiently drive your vision. Additionally, your evaluation and monitoring system ensures that GL targets are aimed at and that where you are not on target, you trouble shoot quickly. GL's biggest strength is transparency and accountability."
> *- Anna Mupawaenda, Independent evaluator*

- **Partnerships and networks**: As fellow board member Pat Made points out in the adjoining piece, partnerships and networks remain at the core of who we are. We will continue to monitor these relationships diligently; ensuring that they are manageable, mutually beneficial; and help us to reach our targets more effectively.
- **Sustainability:** As stressed in the evaluation and in my earlier comments, a key target for GL is to move towards multi year core funding with greater co-operation and synergies among its funders. GL will also continue to strengthen its efforts to cut costs and raise funds locally and internally (see finance section).

Chairperson's Report

▪ **Monitoring and evaluation:** While our M and E systems are highly rated, systems are only as good as they are made to work. We will continue to strengthen our detailed annual planning; once-every-four- month programme reviews; performance management system quarterly executive committee meetings and routine accountability mechanisms.

Strengthening governance

As part of its measures to strengthen oversight, the Board decided at its meeting in March 2007 to appoint Dr Muna Ndulo as chair of the Board. My posting in Cuba means that I am not able to be in as regular contact with the office as I would like to. It was therefore at my prompting that the Board elected a new chairperson. Of course, I will remain an active board member, and I am delighted to be handing over to a man, showing once again that Gender Links is an organisation of committed gender activists, not just of women!



Photo: Colleen Lowe Morna

Dr Athalia Molokomme

Dr Athalia Molokomme, Attorney General of Botswana, remains the Deputy Chair of GL. I would like to thank her for the day to day oversight that she provided during my tenure as chair which has been critical to the exhilarating growth of the last six years. I know that she will also provide invaluable support to Dr Ndulo. We are indeed fortunate to have board members of such calibre at GL.

At its March meeting, the Board also announced two additional board members, Dr Pinkie Mekgwe of Botswana and Charles Chisala of Zambia. Dr Mekgwe, who works for the Research Department of the Council for the Development of Research in the Social Sciences in Africa (CODESRIA), based in Dakar, Senegal is an internationally recognised scholar in English and African literature, gender politics and education. Charles Chisala is the HIV and AIDS Coordinator for Times Printpak Zambia Limited. They bring a wealth of experience to, and add to the diversity of, the GL family.

Reaching in, reaching out

As we reach in, we also continue to reach out. This year GL has been nominated for several awards. We are especially proud that our Executive Director emerged as one of two finalists in the Vodacom/Media Magazine *Women in the Media* annual awards in South Africa. This underscores the fact that the long term transformative work of GL is valued by the media fraternity.

As the adjoining quote from a women-in-media blogg shows, interest in GL's work extends well beyond the borders of Southern Africa. We remain true to our motto: think globally, act locally, reach our regionally.

This year, we have participated, among others in the Africa Day celebrations organised by civil society organisations in Amsterdam and the annual meeting of the Asia-Pacific Institute For Broadcasting Development (AIBD) in Malaysia. An assistant professor at Butler University is undertaking an ethnographic study of our organisation, seeking to understand what has led us into this area of work, and what makes us tick.

As we share we gain new ideas and insights and become part of a global knowledge pool rather than just a one way flow of information from north to south. The Gender and Media Diversity Centre is one of several efforts by GL to ensure that information is turned to knowledge; knowledge to wisdom; and wisdom hopefully to a better world!

"Gender Links stands as a model for US feminists to consider – soon. The issue here is institutionalising better media practices on gender coverage, not just criticising poor practices. These abound, are long-standing and improve only slowly. While some groups are taking on aspects of changing gender practices in media, I know of no comprehensive effort within the U.S. Yet.

PS: After writing this, I wondered if it would be possible for GL to work on a larger scale (such as in the US), and also whether its emergence at a particular moment in South African history contributed to its success (i.e., the exhilaration and energy associated with sweeping change). Anyway, keep up the good work and we will hope your model inspires others."

Prof Carolyn Byerly,
Howard University
Posting on Wimn's Voices: A Group Blogg on Women and the Media, and E Mail communication

I wish to take this opportunity of my exit report as Chair of GL to thank one and all who have contributed to bringing us thus far: our Board; our staff; our donors; partners; well wishers and those whom we seek to empower or whose attitudes we seek to change. Together we can make this region, and the world, one in which, to quote the GL vision: "women and men are free to realise their potential in both their public and private lives."



Thenjiwe Mtintso
Outgoing Chair, GL

Partners lift each other as they climb

By Patricia A. Made

Photo: Colleen Lowe Morna



Pat Made and Emma Kaliwo of the Gender Co-ordination Network in Malawi

Many people regionally and internationally marvel at how much Gender Links (GL) has accomplished in its young life-span of six years. With a small staff of some 11 people at its Johannesburg-based office, the volume of research, training, policy, campaign and lobbying work leaves some wondering if there is a magic formula at play. It is bottled in the form of partnerships and networks. Since its inception GL has worked with over 40 media NGOs; media training institutions and gender advocacy groups in 14 SADC countries

One of its first partnerships, which is still strong and thriving, is the **African Gender and Media (GEM) Initiative.** An alliance between GL, the **African Woman and Child Feature Service (AWC)** based in Nairobi and the **Africa office of Inter Press Service IPS),** a global news agency based in Rome, Italy, this partnership 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.

On the media front, GL's partnership with **the Media Institute of Southern Africa (MISA**) has been strategic in its work to advance gender equality in and through the media. 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 and MISA jointly conducted the Gender and Media Baseline Study (GMBS) and subsequently conducted National Action plan workshops in twelve countries of the region on corrective action and have undertaken several more research and advocacy programmes.

Two other partnerships that illustrate how GL has managed to spread its wings and work across Southern Africa are the **Gender and Media Southern Africa (GEMSA) Network and the Media Action Plan (MAP) on HIV/AIDS and Gender. GEMSA** was launched at the historic Gender and Media Summit in 2004, and 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. And **MAP** puts GL, along with GEMSA, MISA, the Media Monitoring Project, PANOS-Lusaka, UNAIDS and SAFAIDS squarely in the heart of the media's governance den with its aim to ensure that 80% of all newsrooms have HIV and AIDS and gender policies by 2008.

GL serves as coordinator of the Southern Africa Gender Protocol Alliance and is a member of the global 50/50 campaign. The GL Executive Director is a member of the UN Expert Group on Gender and the Media. In South Africa, GL serves on the Presidential Working Group for Women and is a member of the One in Nine Campaign. GL has a long standing partnership with the City of Johannesburg that includes gender training; planning and running joint women's rights campaigns.

Partnerships are a tricky business. The terrain of "who is who" and "who will do what", not to mention the thorny issue of "who holds the purse", are all contested issues. Partnerships work when the partners know how to define what they bring, and what they want to get out of a partnership. GL has done both, helping it to forge partnerships in the most unlikely, but strategically rewarding places, like its alliance with **the City of Johannesburg.**

Photo: Colleen Lowe Morna



Board member Pinkie Mekgwe (right) at a Southern African Protocol Alliance Meeting

This long standing partnership with the City of Johannesburg started with GL's 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. In 2004, the City and GL co-hosted a major event to commemorate "Ten Years of Herstory" as part of celebrations of the ten years of democracy in South Africa. In August 2006, 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 conducted workshops in all eleven regions on developing an action plan to implement Johannesburg's gender policy; including mainstreaming gender in the 2010 World Cup.

The list of partners goes on and on. Each has a place in GL's achievements. GL never produces a publication nor takes a bow without acknowledging its partners. When partnerships become trying, as they often do, it is important to remember: there are no losers in a partnership. Borrowing from the phrase of another movement for equality and justice, it is important to remember that in a partnership, everyone is "lifted as we climb."

Executive Director's Report



In a word, 2006/2007 can be described as hectic for GL! With some 85 events and workshops involving 2255 participants in twelve countries; 180 media queries; 24 donor applications and 36 reports; five new books and research reports, the year remained as active as ever. Yet, as the Chairperson notes, 2006/2007 can also be regarded as a turning point for us as an organisation. Our improved financial situation, strengthened networks and credibility, give us the space not to slack but to move forward in a considered way that ensures greater attention to impact and sustainability.

Making haste slowly

Describing GL as a "small organisation with large footprints" the evaluation undertaken during the year highlighted several strengths. These include strong and effective governance and transparency; excellent financial, monitoring and evaluation systems; committed and hard working staff as well as an integrated Programme of Action. The evaluation also commended GL's "way of working": identifying gaps and niches; testing new ideas through pilot projects; replicating and cascading these through working with networks; collecting and disseminating publications; tools and best practices. In a nutshell, GL is credited in the report with creating a gender and media movement in Southern Africa: no mean achievement in the short six years of our existence!

Yet the report also points out that rapid growth comes at a cost. It cautions against too much activity driven outputs that may not be followed through effectively. The report points to some areas of tension with partners and the need for these relationships to be constantly evaluated. It also underscores the human costs and need to guard against high staff turn over and burn out. An underlying theme of the report is the stress that is put on an organisation that has long term goals by short term project funding; the need for core support and basket funding.

Streamlining and balancing the POA

Against this background, GL continued in 2006/2007 to build on its strengths but also to proactively address its weaknesses. The Programme of Action (POA) has been consolidated into three core programme areas: Gender and the Media; Gender Justice and Gender and Governance.

For us, these programme areas intertwine like an intricate spider's web rather than falling into well defined silos. In the governance programme we produce 'I" stories that technically fall under the Gender and Media programme. In the Gender and Media Programme one of our flagships is the policy work of the Media Action Plan on HIV and AIDS that is in fact about media governance. Our gender justice work is shifting more from campaigns to policy or campaigns built around policy, thus aligning it closely with our governance work.

The campaign to elevate the SADC Declaration on Gender and Development to a more legally binding Protocol provides a framework for all our work- in the media, governance and justice sectors. All of these resonate with our vision of a region in which women and men are free to realise their human potential.

But identifying these three programme areas more clearly means that within these areas of work we can focus our energies better. In GL's flagship gender and media portfolio, we recognise the skills that have been built through the gender and media networks. But we also recognise the need to continue to support and build these networks.

In 2006, GEMSA took over the administration and management of the second Gender and Media Summit that also coincided with the GEMSA General Meeting and the Media Institute of Southern Africa (MISA) AGM. However, GL research and training provided much of the substance and financial support for the summit, held under the banner "Media Diversity: Good for Democracy, Good for Sustainability."

In the research area, GL broke new ground by taking its twelve-country audience research to newsroom level and undertaking the "Glass Ceiling in Newsrooms" study with the South African National Editor's Forum. The MAP project gained momen-tum with buy-in from 218 newsrooms around the region to develop and implement HIV and AIDS and Gender policies.



Photo: Colleen Lowe Morna

MAP Programme Manager Dumisani Gandhi (left) hard at work

Executive Director's Report

Our training programme got on the road again with the "Business Unusual" workshops on gender, economy and the media in six countries; bringing us in touch with media practitioners; helping to generate innovative new stories carried by the mainstream media and our Opinion and Commentary Service and swelling the ranks of GEMSA country chapters. We also continued to build our Virtual Resource Centre (VRC) of case studies and training tools for the media.

Breaking new ground in the work with media consumers that takes its inspiration from the Gender and Media Audience Study (GMAS) GL this year tested its media literacy "Watching the watchdogs" kit with members of the public. A training of trainer's workshop sought to enlist the support of media development NGOs across the region in conducting media literacy training. This year, our periodic monitoring series *Mirror on the Media* put advertisers under the spotlight. We've since moved on to tabloids as we seek to leave no stone unturned in interrogating the gender dimensions of the media.

Following the audit of commitments to end gender violence in the 2005 Sixteen Days of Action campaign, GL blazed a new trail in campaign work by promoting the idea of organising campaigns around multi-sector National Action Plans to end Gender Violence. GL and GEMSA have since worked in six countries on similar initiatives. GL continues to produce a monthly Gender Justice Barometer that tracks progress in ending gender violence, using the SADC Addendum on the Eradication of Violence Against Women and Children as a framework.

As in the past, we continue to take part energetically in the Sixteen Days of Activism campaigns, this year introducing to the region the idea from Latin America of 'Take Back the Night" campaigns. Our cyber dialogues continue to link people across borders in safe spaces for speaking out. And the "I" stories brand that GL originated continued both to be a way of getting first hand accounts into the mainstream media as well as a form of therapy for those who have experienced gender violence at first hand. They have also become the flagship of our Opinion and Commentary Service that has grown into a credible means for building bridges between activists and the mainstream media.

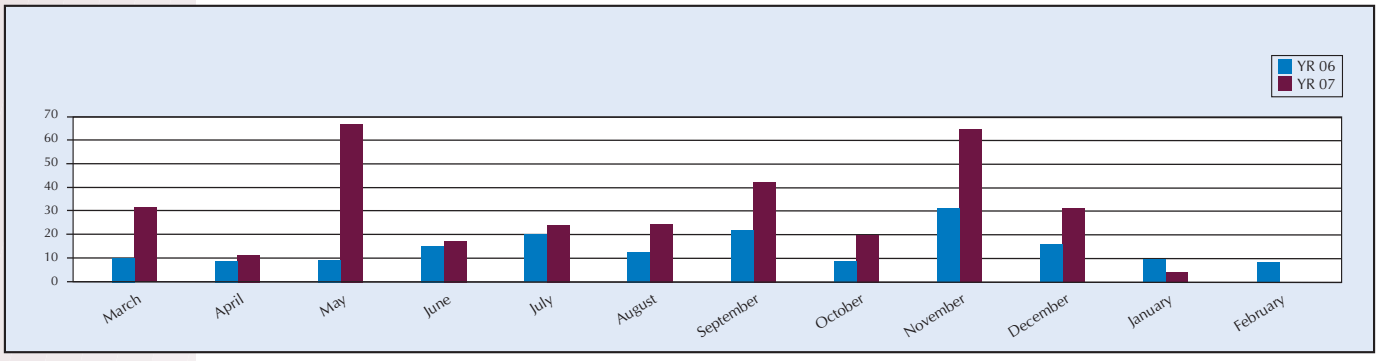
On the governance front, GL's coordination of the Southern Africa Gender Protocol Alliance kept us busy and networked with women's rights NGOs across the region. While the Protocol has still not been adopted, the sub-regional instrument remains one of the most strategic rallying points for gender activists around the region. The twenty time bound targets provide an organising framework that GL and partners have incorporated into their work long before these are formally adopted by governments.

With the launch during the 2006/2007 board meeting of *At the Coalface: Gender and Local Government* GL is carving out a new niche in an area that has been sadly ignored in the gender and governance discourse. As I write the book is being launched in four Southern African countries alongside workshops to develop national strategies for mainstreaming gender in the work of local government. This is turn is informed by the work that GL continues to do with the City of Johannesburg that is taking on exciting new dimensions in the build up to Soccer 2010.

Media profile

As an organisation that promotes gender equality in and through the media, we often find that we become a source of information and commentary to the media. As the graph shows, during the year under review GL received 180 media queries, or an average of 3.4 queries a week. The comparative figures for 2005/2006 show that each year our media profile grows a bit more. March (International Women's Day); August (Women's month in South Africa) and November to December (the Sixteen Days of Activism) continue to be our busiest media months. In 2006/2007, May also proved to be a busy month because of the "365 Days to End Gender Violence" conference.

GL media queries



Executive Director's Report

Making IT work for GL

Just as one of our slogans is "Making IT work for Gender Justice" we continue to use IT in creative ways to grow the reach of GL's work. GL's website is comprehensive, regularly updated and receives positive feedback though we have at times had to fight off back lash from ruthless hackers (see also IT report). We have a data base of over 3000 contacts; photo library of close to 2500 images and well developed internal IT systems.

As mentioned in the Chair's report, we are also in the process of developing a Gender and Media Diversity Centre that will rely heavily on IT. Part of that has involved substantial restructuring of the GL/GEMSA premises to accommodate a library, computer room and training centre.

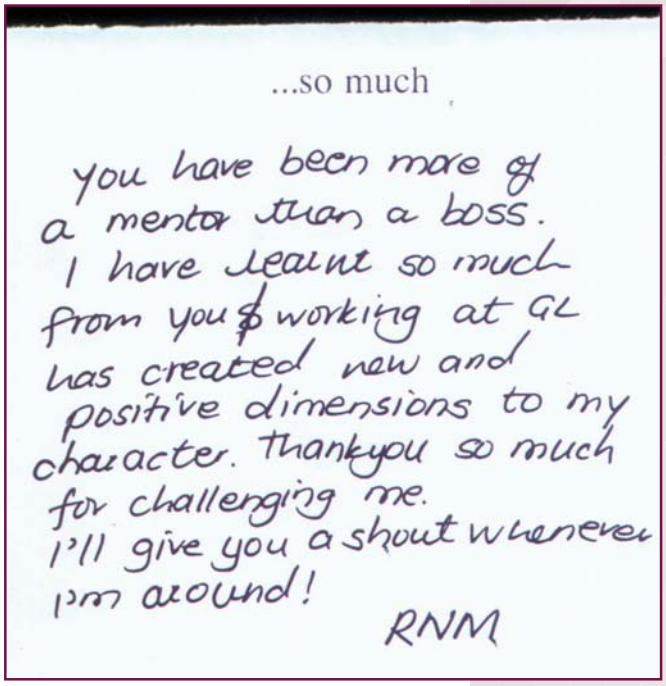
These innovations have gained GL a reputation for being small but catalytic; often inventing a whole new vocabulary around its work. Among some of the terms and phrases from our programme work that have entered the general vocabulary of the region are cyber dialogues; IT for Advocacy; I Stories; Business Unusual; 365 Day campaigns and indeed the whole idea of media literacy.

Our staff, our future

For the work it does, GL's staff is small, currently eight full time and two part time staff. These figures are somewhat understated by the fact that we have some 114 associates, partners and consultants from around the region with whom we work. GL also has an active internship programme, with three interns working with us during the period under review. We also had an innovative staff exchange programme with one of our partners, the Zimbabwe Women's Resource Centre, during the period. These exchanges and the presence of young people in our office are invigorating and fun!

But we are still stretched! One of the challenges we set ourselves in 2007 is to build a stronger core of staff around whom other people and activities can flourish. We are seeking to replace the Deputy Director seconded to GEMSA and now running the networks, as well as build a strong middle management team. GL underwent a team review and has formed a wellness committee. Our staff guidelines are regularly reviewed and updated in the interests of strengthening institutional practice as well as helping to grow our staff.

The on-the-job training that staff members get at Gender Links is recognised (especially by those who have since moved on!) as invaluable. At the same time we are seeking to strengthen our formal skills and capacity building programme. As we move towards greater financial sustainability (see financial report) we are better placed not just to grow but also to nurture our most valuable resource: our people.


...so much

you have been more of a mentor than a boss. I have learnt so much from you & working at GL has created new and positive dimensions to my character. thankyou so much for challenging me. I'll give you a shout whenever I'm around!

RNM

I wish to take this opportunity to thank the staff, Board, partners, associates and families of all those we work with for your passion and commitment. Each day, with your help, we move a little closer to "making every voice count, and counting that it does!"

Colleen Lowe Morna
Executive Director



IT @ Gender Links

By Mwenda Yeti- Mkhize
Executive Assistant



One of the slogans in our gender justice programme is "Making IT work for gender justice!" We also believe in leading by example. So over the years we have invested a great deal of energy in improving GL's IT systems, with support from Hivos and the Netherlands Institute of Southern Africa (NIZA). Other than our internal storage, retrieval and back up systems we have developed:

Photo library
This consists of some 2,500 quality images that we have edited, captioned and categorised. We plan to put the best of these on our website and to make them available for purchase along with our publications.

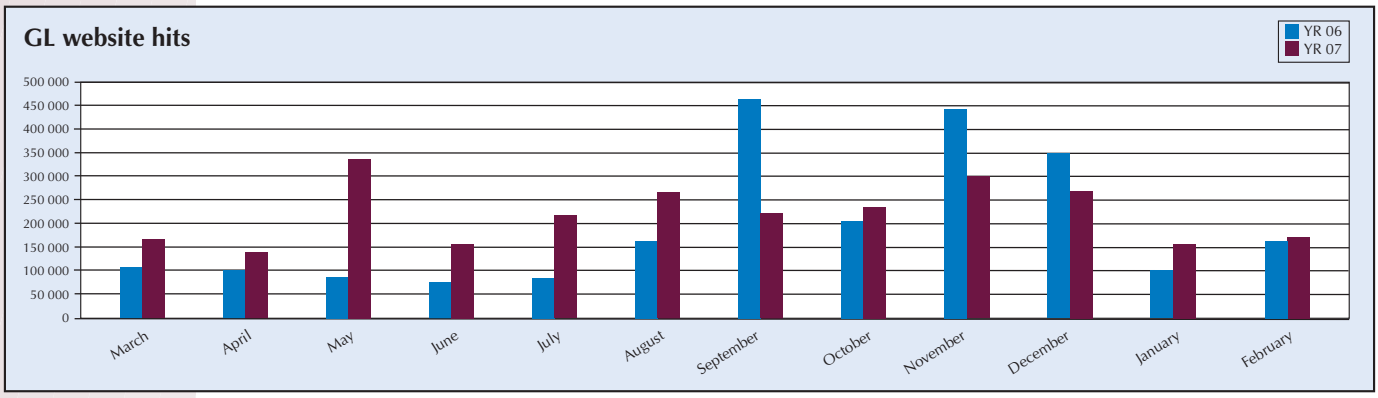
Database
This currently consists of over 3628 names. GL has a goal of increasing its contacts database by 500 every year through its workshops conducted regionally. The contacts database is only accessed internally and is constantly updated with new information coming from the difference workshops that GL holds.

List serve
This is among the most useful Internet power tools. GL uses an electronic mailing list to disseminate its Opinion and Commentary Service and other pertinent information, often with links to the website. Currently, the total number of contacts on the mailing list is 2585. We have learnt to be selective in what we send out and how often we send this.

Website
The GL website is the window to our world. Recently renovated, the website contains comprehensive information on who we are and what we do. It also contains several tools and resources, including the Virtual Resource Centre (VRC) for Trainers (see training section). Interactive features include the electronic notice boards and the cyber dialogue chat room that is used in campaigns to get people from across the region (and even the globe) chatting to each other.

The simple content management system that we use enables staff to update their sections of the website. This forms part of every staff member's job description and performance agreement. Training and support are provided by our service provider, Content Africa.

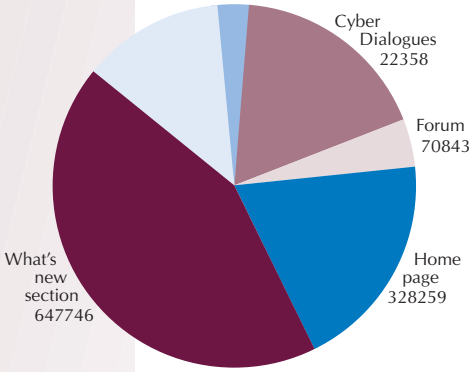
The graph below shows that the GL website received 201559 hits in 2006/2007, compared to 190145, a six percent increase. There is still a tendency for the number of hits to peak during certain periods (for example the Sixteen Days of Activism in November/December when hits can go as high as 400,000 a month). But the more even spread of hits suggests that the website is being used more regularly and routinely than before.



It is encouraging that approximately half of all hits come from Africa. However, the fact that 80 percent of these are from South Africa points to the need to continue advocacy and capacity around IT in all countries in the region.

With regard to what sections of the website are most accessed, it comes as little surprise (working in the media area!) that the "what's new" section draws most visitors. The cyber dialogues are also a popular feature.

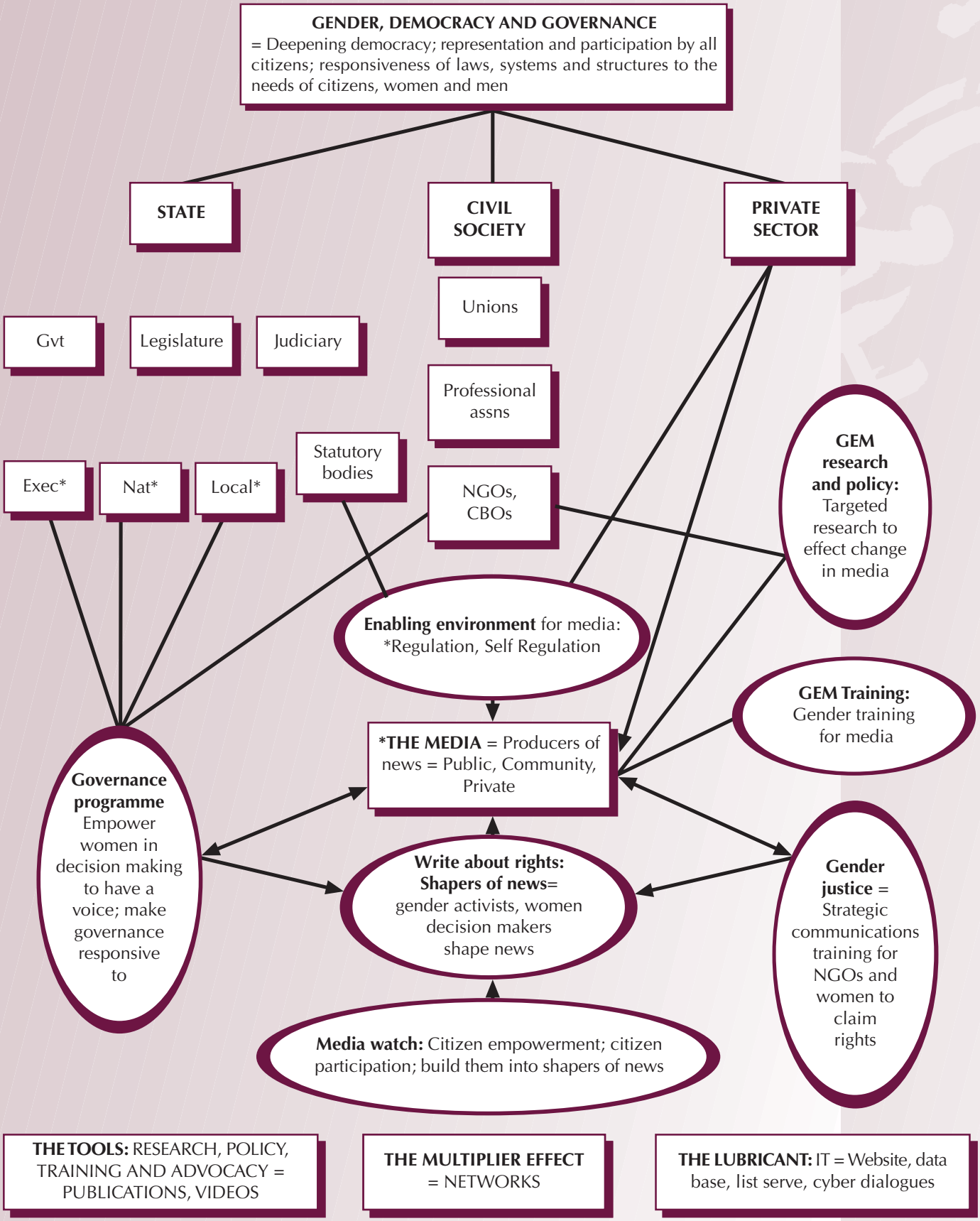
A feature of our rejuvenated website is a feedback section. The selection of comments below shows that we seem to be hitting the right spot with users!



Some feedback on GL website

- A very interesting site with top design and contents!
- Your site is very convenient in navigation and has good design. Thanks!
- That was a very nice post, I'm proud of you!
- Very interesting and beautiful site. It has a lot and is full of information. Thanks.
- Your site was so interesting and informative I had to call a friend to tell her about it. Great work!
- This is a cool site! Thanks and wish you better luck! Brilliant and simple ideas
- Hi, nice site! Your hard work paid off
- Beautiful site; full of information. Thanks.
- I found it very interesting.
- Cool design, great info!

Conceptual framework for GL POA



Gender and the media

Despite the considerable capacity that has been built in the gender and media area, notably through GEMSA, both the Board meeting and the evaluation affirmed that this remains a core competence of GL and one that the organisation cannot afford to become slack on at a critical moment when gains are apparent but still fragile.

The Board emphasised, however, that what is important is to keep working in a catalytic way in which GL's main role is to undertake research and training that enhance ownership and build the capacity of other organisations, especially within the media itself, to take the process forward. GL must also keep assessing its role in this area, constantly repositioning itself to be as relevant as possible.

The 2007-2010 strategy states that GL will continue to build on its existing gender and media research, training, monitoring work as well as programmes designed to give women greater voice and agency, such as the 'Write about Rights" and "Watching the Watchdogs" projects. During this period, GL will also work with GEMSA in creating the Gender and Media Diversity Centre (GMDC) which is views as a key anchor for generating and disseminating knowledge in this relatively new area of work.



Photo: Trevor Davies

Women make the news and get the news in Tanzania

"Gender Links is the leading force in the discourse on issues around the media and gender in Southern Africa and in that regard the organisation correctly reflects one of the major objectives of the Open Society initiative in the SADC."

Sam Phiri, OSISA

"I think Gender Links is doing great work on raising consciousness on gender and media. As I said in the course on Business Unusual, I think you should do something about gender issues in the music industry. (for example certain songs and musicians use disrespectful lyrics etc)."

Moses Mlangeni
SABC Radio

GENDER AND MEDIA PROJECTS AT A GLANCE

GEM RESEARCH AND POLICY	GEM TRAINING	WRITE ABOUT RIGHTS	WRITE ABOUT RIGHTS
1. Audience research	8. Mainstreaming gender in media education	13. GL Opinion and Commentary Service	14. Mirror on the Media
2. HIV AIDS and Gender Policies	9. Gender, economy and the media		15. Media literacy
3. Glass ceiling	10. VRC		16. GEM Summit and awards
4. GMBS and HIV AIDS Monitoring	11. GMDC		
5. Launch of Glass Ceiling and GMBS	12. Media Diversity Journal		
6. Gender policies in newsrooms			
7. Regulatory authorities and media NGOs			

GL, in partnership with the Media Institute of Southern Africa (MISA) has initiated some of the most cutting edge research on gender and the media in Southern Africa, including the Gender and Media Baseline Study (GMBS) in 2003; Gender and Media Audience Study (GMAS) in 2004/2005 and the Gender, HIV/AIDS and Media Baseline Study in 2006. Key initiatives in 2006/2007 are outlined in this section.

Talkback in-house research study

At the suggestion of Gwen Lister, editor of the Namibian newspaper, GL cascaded the 12-country GMAS to three media houses on a pilot basis. GMAS study showed that in general there is very little audience research carried out by media houses, and that such research is mainly focused on advertising rather than editorial content. The suggestion by the Namibian led to the pilot project conducted with three newspapers in Malawi, Mauritius and Namibia as part of a pilot project to develop a simple questionnaire that can be used by media houses to get practical, gender disaggregated feedback from audiences that will help them to improve their coverage, marketing and responsiveness. The preliminary findings were shared at the Gender Media Diversity Summit from 7-8 September 2006 at a panel on diversifying media markets.

Outputs

- Talkback In house Research Study for *The Chronicle* (Malawi), *News on Sunday* (Mauritius) *and The Namibian* (Namibia).

Outcomes

- The media houses learned that there is potential to grow their audiences, especially among women, through content that appeals more to these audiences. As in the case of the regional study, audiences at micro level showed a strong preference for content that is local; has a human interest component and portrays women and men in a greater diversity of roles.

Next Steps

- In 2007 GL is continuing in-house audience research with two media houses (in Botswana and Swaziland) as part of the implementation of gender policies developed as part of MAP.

Gender audits of media development NGOs and regulators

GL conducted two gender audits: one of media development NGOs supported by SIDA globally and the other of the Independent Communications and Regulatory Authority of South Africa (ICASA). The latter formed part of a bigger study initiated by the Open Society Foundation of South Africa on whether publicly funded media bodies in South Africa are fulfilling their public service mandate. Stakeholders engaged with the findings of the two audits at the Gender and Media Summit in September. The tools developed as part of this research form part of a kit developed in partnership with GEMSA on gender in media regulation.

Outputs

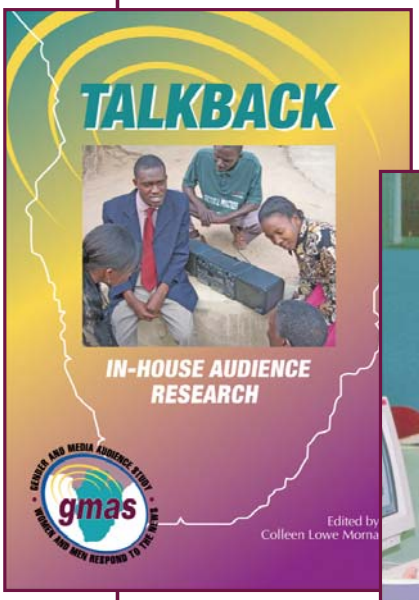
- A Gender Review of Media Development NGOs.
- Meeting their mandates? A review of ICASA.
- Legally yours: Gender in Media Regulation (in partnership with GEMSA)

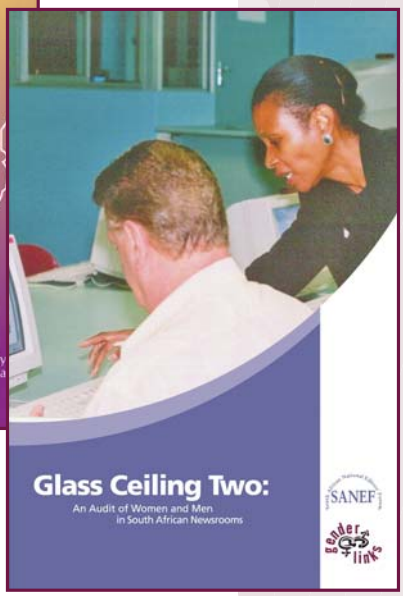
Outcomes

- Strategic new area of work on gender in media development NGOs and in media regulation.

Next Steps

- Work with media NGOs and regulators on a pilot basis in developing and implementing gender policies.





Glass Ceilings in newsrooms

This research was a follow-up to the South African National Editors Forum's (SANEF) first Glass Ceiling Study (see adjoining article).

Outputs

- 50 colour printed and bound reports.

Outcomes

The *Glass Ceiling Report Two* is yet another landmark for GL and will be used as a lobby tool to work with media houses in South Africa to engender their policies so that they comply with the requirements of the Employment Equity Act (EEA) no. 5 of 1998.

Next Steps

- Replicate similar research in other SADC countries.
- Have regional launch of the results.
- Use the research findings as a way of seeking buy-in into the MAP process by South African media houses as well as developing gender policies for the media.

Shattering the glass ceiling

By Ferial Haffajee
Board member; former Chair of SANEF and current Chair of the SANEF Diversity Committee



The Glass Ceiling report, a project of the South African National Editor's Forum (SANEF) has put the spotlight squarely on the gender gaps within the media.

Glass Ceiling One found that despite having a Constitution that entrenches equal rights, "discriminatory practices, structural inequalities, cultural factors, prejudices, patriarchy and sexism are still alive and well in our South African newsrooms. These are clearly prohibiting South Africa's women journalists from realising their potential".

The subsequent audit of women in newsrooms, conducted in collaboration with GL, involved administering a factual questionnaire to the SABC, the Citizen, Kaya FM, Media 24, Primedia, SAPA, the Independent Group of newspapers, Johncom and the Mail and Guardian between September and December 2006.

This study, which covered 4364 employees (or an estimated half of all journalists) found that with 45% women in newsrooms (compared to 33% in a 1995 study) there is a progressive move towards achieving gender balance. But black women, who constitute 46% of the population only account for 18% of newsroom staff (compared to 45% of the population and 28% of newsroom staff in the case of black men and four percent of the population and 28% of newsrooms in the case of white men).

At R184 387 per annum the annual average salary of women in newsrooms is 21% less than the average annual salary of men (R233 737). While the income differential between white men and black men in newsrooms is narrowing, black women earn, on average 25% less than white men in newsrooms.

These salary figures, more than any other, reflect the gender gaps in newsrooms (as one respondent put it: "it's the money, honey!"). They are not due to formal discrimination between women and men, but rather reflect the lower positions that women occupy, and the lower paid areas of work in which they predominate.

Women occupy less than 30% of top management posts and constitute one out of three senior managers in newsrooms. Conversely, they comprise 48% of junior managers and almost 70% of all semi-skilled workers. While black men constituted 16% of top and senior managers in newsrooms in 1999 in 2006 this percentage has increased to 23.5%. On the other hand, black women account for a mere six percent of top and senior management in newsrooms.

While there are now roughly equal proportions of women and men in the editorial divisions of newsrooms, women dominate the presenter and lowest paying administrative categories while men make up 86 percent of the better paid technical category. Male journalists dominate in all of the hard beats (such as politics, economics, investigative reporting, crime and sport) in which promotion chances are better, while women journalists predominate in the "soft" entertainment, education and general reporting categories.

Photo: Trevor Davies



Thandeka Gqubule, Deputy Editor of the Financial Mail, has strong views on glass ceilings in South African newsrooms

In the first phase of the study the term "old boys club" and "network" featured repeatedly in explanations for why women are overlooked for more senior posts. None of the media houses in the study could point to specific targets for ensuring gender equality. South Africa now has 42% women in cabinet; 40% in local government and 32% in parliament. Judged by these measures, the media has lagged behind.

SANEF cannot dictate to its members. But it can help to set standards and encourage good practice. A start can be made by getting media houses to engage with the findings. SANEF can also ensure that studies like this are repeated often to measure what progress is being made.

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



By Dumisani Gandhi
HIV and AIDS and Gender Manager

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 HIV and AIDS and gender, promote diversity, the equitable and fair treatment of all within media workplaces; as well as mitigate the effects of the pandemic on the media industry. GL, in partnership with MISA, leads the policy arm of MAP. Other legs of MAP are training; ethics; monitoring and research; and information.

With an ambitious target of having 80% of newsrooms adopting workplace-based policies and programmes on HIV and Gender by the end of 2008 the country launches of the HIV and AIDS and Gender Baseline Study signaled the beginning of the MAP process in earnest. The table below summarises the progress made in the first year of the MAP policy roll out.

SUMMARY OF COUNTRY PROGRESS TO DATE

Country	Launch of Baseline Study	Inception workshop	Management meeting	Situation analysis	In-house workshops	Policies adopted	Policies awaiting approval	Targeted 2007	Total Media houses targeted
Botswana	1	-	5	2	2	0	1	10	11
Lesotho	1	-	2	0	0	0	0	17	17
Malawi	1	1	9	9	7	6	2	19	27
Mauritius	1	-	5	2	2	2	0	11	13
Namibia	1	1	7	5	5	2	3	29	34
South Africa	1	1	5	2	1	0	1	17	18
Mozambique	1	-	4	0	0	1	0	16	17
Swaziland	1	1	3	3	1	1	0	6	7
Tanzania	1	-	3	2	1	1	1	36	38
Zambia	1	1	6	3	2	0	1	22	23
Zimbabwe	1	-	8	0	0	0	0	13	13
Total	**11**	**5**	**57**	**28**	**21**	**13**	**9**	**196**	**218**

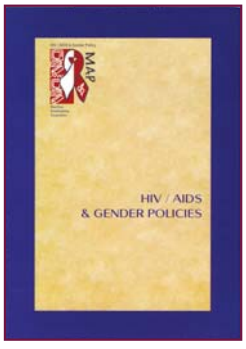
Outputs

In the year under review MAP has managed to achieve the following outputs:

- 57 out of the targeted 218 media houses (about 26 percent) agreed to develop HIV and AIDS and gender policies.
- Facilitators proceeded to conduct situation analyses and in-house workshops in 28 of these.
- Thirteen policies were formally adopted
- Nine policies completed but still awaited approval.

Outcomes

What the figures show is that 22 media houses, or 10 percent of the overall target of 218, went through the full cycle from management meeting to in house workshop to drafting a policy.



The number of media houses that completed the process was below the target for the first year of the roll out when it was anticipated that at least a third would have gone through the full cycle of drafting the policies. There was also a challenge in popularizing the MAP process amongst the media in the region and it is hoped that since the momentum has been built the subsequent years will see faster adoption of HIV and AIDS and Gender policies.

There were also some learning points on the implementation of the MAP process hence in February 2007 GL organised a meeting of facilitators and partners linked to the third Media Partners Consultation (MPC) in February 2007 convened by GEMSA. GL used this opportunity to renew contracts for facilitators who had performed well, and to replace those who had not delivered on their commitments with new facilitators. The new facilitators went through a vigorous recruitment and selection process and stayed for a further four days of training.

Next Steps

- Vigorously implement the MAP process in the remaining media houses.
- Extend the MAP process to media regulatory authorities.
- Provide backstopping support for newsrooms.
- Identify training opportunities for media practitioners on HIV and AIDS and Gender newsrooms.
- Launch HIV and AIDS and Gender institutional leadership awards as an incentive for the MAP process.
- Extend the MAP project to French speaking countries- the DRC and Madagascar (see accompanying article).

The Southern African Media Action Plan MAP on HIV and AIDS & Gender

Venturing into Madagascar



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

The Media Action Plan (MAP) on HIV and AIDS and Gender has become part of the Southern African Media landscape. But so far it has mainly been restricted to the English speaking countries.

It's a well known joke in GL that the mind of the Executive Director works overtime. When Madagascar joined the Southern African Development Community (SADC), the wires in her brain started to do gymnastics. What was to be done about Madagascar, she asked the Executive Committee? The ED knows only too well that venturing into Madagascar is also a stepping stone to another Francophone country, the Democratic Republic of Congo (DRC). It has long been a dream of Gender Links to venture into the DRC.

It did not take long for the mouse in the ED's brain to click on the right key. Mauritius, she reckoned, is the perfect bridge between English and French speaking countries in SADC, given our own peculiar colonial history. As it turned out, I had also been approached by the Indian Ocean Commission (IOC) to mount a training programme for journalists of Mauritius, Seychelles, Comores and Madagascar on reporting on HIV and AIDS. The first thing I did was to tell them about MAP. Dr. Renaud Ng Man Sun, Head of the HIV and AIDS Project for the IOC, had helped with in-house workshops to implement HIV and AIDS and Gender Policies in Mauritius. He listened carefully.

All the experiences and materials from Gender Links came in handy. Media monitoring had not been heard of until we came on the scene. Although media monitoring sounded like Greek to the African Bank of Development, the main funder of the IOC project, they found the idea so innovative and creative that they wanted to know more. Dr. Ng Man Sun did most of the explaining.

The other GL innovation I introduced was the idea of producing a supplement as part of the training. Our programme, which included media monitoring, field work and the production of a supplement, attracted so many participants that even doctors in Madagascar wanted to be part of it! In an e-mail, Dr. Renaud Ng Man Sun, said "*ton programme est unique en son genre et maintenant même les médecins malgaches veulent participer à l'atelier de formation.*" (your programme is unique and doctors in Madagascar want to participate in the training workshop)!



This workshop gave my colleague, Marie Annick Savripene and I both the landing gear and the wings. As soon as we set foot in Madagascar to organise the workshop and to collect materials for media monitoring, we visited a few newsrooms. The Director General of L'Express of Madagascar, Jérome Boulle, not only agreed to publish the supplement but showed great interest in MAP.

As a follow up to the workshop, participants have to write regularly on HIV and AIDS. A monitoring of their articles will be done and findings sent to the IOC. We therefore seized the opportunity to talk about MAP and encouraged them to talk to their Directors and Editors on implementing policies on HIV and AIDS and gender.

The experience obtained in Madagascar and the collaboration of the IOC is a springboard for Gender Links to extend the MAP policy project to francophone countries that are members of SADC. I am delighted that as I write Sida, the main funders for MAP policy work, have agreed to extend the project to Madagascar and DRC. We will no doubt have more to report on this next year!

Gender in media training

GL has developed a wide variety of gender and media training tools and applied these in different kinds of training – in-service, newsroom and entry level - in partnership with media training institutions around the region.

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. It is an area in which gender consciousness is especially weak. Despite the enormous role that women play in the economies of all Southern African countries this contribution remains undervalued and invisible. The Gender and Media Baseline Study (GMBS) conducted by GL and MISA in 2003 showed that women in Southern Africa constitute a mere eight percent of sources in economic news.

Business Unusual

Over the last two years, GL has been conducting training on gender, economy and the media using the training manual "Business Unusual." During the period March 2006 to February 2007 NIZA supported four workshops (Zimbabwe, Malawi, Mauritius, Tanzania) while the Konrad Adenauer Foundation (KAS) supported two (Malawi and Zambia).

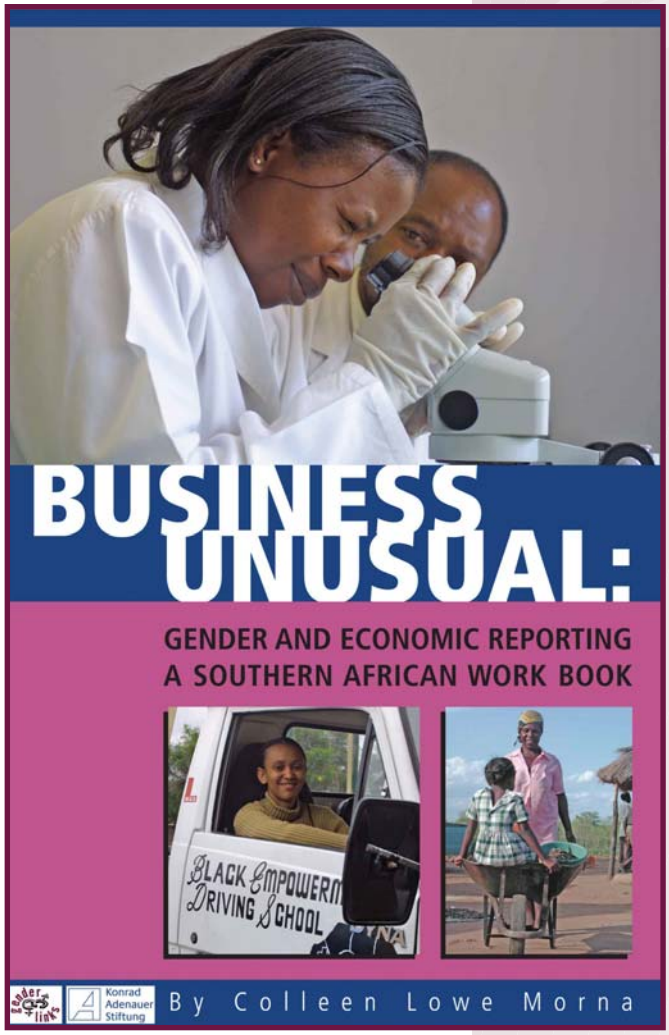
A total of 104 participants took part in the workshops that produced supplements carried by daily newspapers in each country and generated extensive media coverage. Participants submitted two stories after the workshop before they could receive their certification.

This course, based on training material developed by Gender Links covers the whole spectrum of gender and economic concerns, including gender and the macroeconomic environment, development; planning budgets; work; trade; enterprise and globalisation. The programme for each country is attached in the country chapters. In each case, a local facilitator made the arrangements and co-facilitated the course. The five day programme consisted of:

- Exposure to key topics and issues during the first two days making use of local experts and exercises from the training manual.
- Field work on the third day.
- Writing of stories and producing of a supplement on the fourth day. Review of the supplement, summarising key learning points on the final day.
- Agreeing to a schedule for participants to submit two further items after the course in fulfillment of course requirements.

"As far as I'm concerned Gender Links is doing a good job in training journalists and raising awareness of gender balanced reporting. Personally I gained a lot in the *Business Unusual* workshop and I passed this knowledge to my students. In future, I think you must work closely with institutions that offer journalism. We need to instill this to our students whilst at university."

Purity Zamagugu Zwane
Lecturer: Department of Communication
University of the Northwest



Several of these stories were entered for the Gender and Media (GEM) Summit awards in 2006. With additional funding from KAS, the best perform-ing participants from Malawi and Zambia had the opportunity to participate in the summit, in a session on training, as well as to go on to Highway Africa. Several participants are now regular contributors to the GL Opinion and Commentary Service.

At the request of the Highway Africa organisers, GL ran a seminar on the *Business Unusual* training at this annual event in September 2006. Another unplanned but welcome outcome was the video conference hosted by the World Bank and IFC on 10 August 2006 (the day after Women's Day in South Africa on 9 August) linking policy makers and participants in the BU workshops across the region.

Outputs

- Six supplements carried by mainstream media and produced in most cases in partnership with a local media training or

development partner (see table below).

COUNTRY	PARTNER	SUPPLEMENT
Malawi	MIJ	Daily News
Mauritius	MWO GEMSA, Media Trust	L'Express
Seychelles	GEMPlus	The Nation
Zambia	ZAMCOM; GEMSAZAM	Guardian
Zimbabwe	GEMZi	The Standard
Tanzania	GEMSATAN	Daily News

- Approximately 200 follow up items submitted; some used in the GL Commentary Service and others submitted for the GEM awards.
- Case study materials for the VRC.

Outcomes

- Increased gender awareness and sensitivity among economic reporters.
- New members for GEMSA and the gender and media movement.
- Opportunities for personal growth, e.g. young reporters attending Highway Africa.
- Strengthening of GL partnerships.
- On the job gender and media training for media trainers through co-facilitation arrangements.

Next Steps

- GL will conduct further BU workshops in South Africa, Swaziland and Namibia in 2006/2007.

The Virtual Resource Centre

As one of several follow ups to the GMBS, GL has established a 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 and sharing material.

Items from the "Mirror on the Media" project are added to the VRC (the next series will be on advertising). The VRC is primarily intended for media trainers, but has multiple potential uses in gender training more broadly. It is also a tool that SAMTRAN could consider for mobilising trainers in the region in other areas of media training. The VRC has a close link to deepening engagement with media trainers and to the GMDC.

Outputs

- Over 400 case studies on pertinent gender and media concerns.

Outcomes

- Up to date information for trainers and IT capacity building.

Next Steps

- Keep the VRC updated with at least ten new case studies each month. In particular develop thematic series from different events or research projects, for example the Gender and Media Awards and the *Mirror on the Media* research on gender and advertising.

Photo: Trevor Davies



GL Executive Director Colleen Lowe Morna and Institute for the Advancement of Journalism trainer Shehnaaz Bulbulia

The South is a powerhouse of knowledge!



By Trevor Davies
GMDC Consultant

As the work on gender and the media in region grows, there is need to be more systematic in the generation and sharing of knowledge, not only in the region but across the globe. Southern Africa is fast becoming a recognised global leader in this area of work. The idea of the Gender and Media Diversity Centre (GMDC) is to create a physical and virtual resource centre based in Southern Africa, with linkages in Africa and across the globe.

The centre envisages media that are diverse, representative, responsive, and professional, and a citizenry, women and men, who are empowered to engage critically with their media. It will facilitate the collection, connection and dissemination of information and resources relating to gender, media and diversity. The centre will also collaborate on research, education and training.

Specific objectives include to:

- Promote more analytical, responsive and contextual journalism.
- Develop and share a body of knowledge on gender and media diversity.
- Publicise the work of media scholars, students and practitioners
- Provide resources that makes the links between media theory and practice.
- Create a space for participatory discussion and debate on gender and media diversity.
- Develop north-south and institutional partnerships with strategic organisations.
- Become a centre of excellence on new approaches and fresh thinking.

"I am glad to hear about new modes of communication in this global village we are living in. Please don't hesitate to include my name in the GMDC contacts data base. As you know information is power, so I need that power like nobody's business. I really want to thank the entire management of Gender Links for the good work they are doing. Keep it up."

Alfred Mbewe

With its base at the Gender Links office, the GMDC will have three components:

- **The electronic infrastructure:** An on-line resource centre-; a website (and one stop shop with links, cross links and highlights of what's new); tools and resources; photolibrary; an email newsletter; cyber dialogues; online networks and communities of practice; online training; searchable databases of information resources, training and trainers (SAMTRAN) and research; an electronic bulletin board; and an electronic help desk.
- **Physical infrastructure:** A library and resource centre at the GL/GEMSA offices with several "links" to resource centres of members of the consortium; lectures, dialogues and seminars; a media diversity journal twice a year and systematic exchanges of publications. One of the tasks of the advisory group will be to guide the Media Diversity Journal, now in its third issue. The second issue documented the 54 case studies presented at the Gender and Media summit. The third issue, under the guidance of the advisory group, will be on tabloids.
- **Training and capacity building:** IT training linked to marketing of GMDC; Information on existing courses, including on-line training offered by members of the consortium; Training materials and tools collected from training institutions and organizations which will be available in physical and electronic forms; Innovative learning methods that will include the use of interactive technologies such as web-casting; Student exchanges and internship possibilities.

At the time of writing the advisory group comprised representatives of GL, the Gender and Media Southern Africa (GEMSA) Network; Media Institute of Southern Africa (MISA); Sangonet; the Media Monitoring Project (MMP); SAFAIDS; Rhodes University; University of Stellenbosch, Highway Africa; the Polytechnic of Namibia; NSJ; and Institute for the advancement of Journalism (IAJ). International partners include the International Media Women's Federation (IMWF) and the Network of Women in Media in India.

Photo: Trevor Davies



GMDC seminar on gender and advertising

Target users are: trainers and training institutions; media practitioners; researchers; students; gender and media activists; regional and international organisations. GL hopes through the GMDC to be able to assist interns and researchers more meaningfully. This will help to develop the next generation of gender and media activists.

Write about rights

By Debbie Walter



The GL Opinion and Commentary Service, supported by Hivos, and disseminated through our list serve, continues to grow from strength to strength. This service aims to link activists and the media through a regular flow of articles on topical issues- "fresh views on every day news" – targeted at the leader pages of newspapers, where women's voices and gender issues are especially scarce. While we seek out the views of well known names, part of our mission is to grow and develop new writers and voices. The service thus has a strong coaching, mentoring and capacity building dimension.

Outputs and outcomes

Number of stories: During the year under review, we produced 103 stories, or an average of 8.5 articles a month. This is slightly lower than the previous year in which we produced 126 articles; or an average of just over ten stories per month. This is partly explained by a change in staff post and the fact that the new editor is part time. However, with 326 clippings (representing known usage) the average usage of stories went up from 2.6 to three (see table). This means that on average every article produced is used three times by the mainstream media.

GL Service articles produced and published

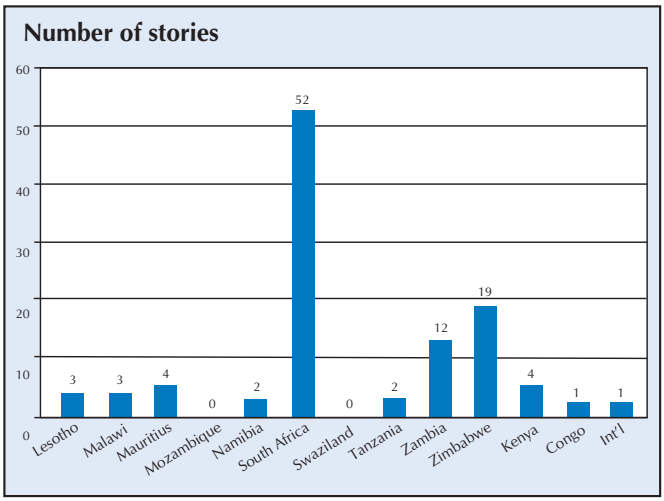
Month	No produced	No of clippings	Average use
Mar-06	7	19	2.7
Apr-06	1	4	4.0
May-06	8	39	4.9
Jun-06	4	18	4.5
Jul-06	7	27	3.9
Aug-06	16	28	1.8
Sep-06	10	30	3.0
Oct-06	6	23	3.8
Nov-06	21	61	2.9
Dec-06	12	26	2.2
Jan-06	5	14	2.8
Feb-06	6	20	3.3
Total 2007	103	309	3.0
Last year	*126*	*326*	*2.6*

There is ongoing learning within the Service to identify which types of articles will appeal to editors. In some instances, articles are used as many as 10 times, and some times they are not used at all. Larger number of produced and published articles tend to occur coincide with special projects being undertaken by Gender Links such as the Sixteen Days of Activism. Although at 2.2 the average use of articles during the Sixteen Days was fairly low, all articles were published at least once. In South Africa, the fact that many newspapers demand exclusivity limits the number of times articles can be published.



Country focus of stories:
The graph shows that majority of stories are from South Africa, Zimbabwe and Zambia. More effort needs to be placed into encouraging writers from different countries, as well as writers who are well – placed to write from a regional perspective.

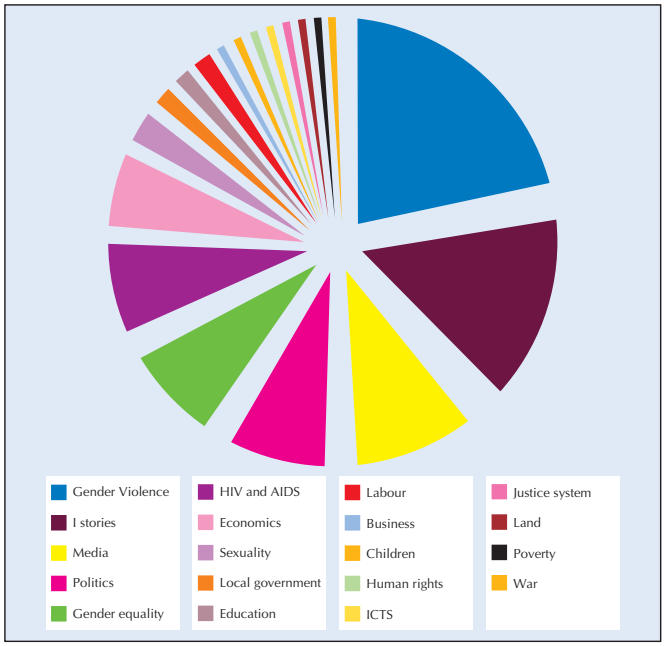
Country origin of articles



***New Writers and experienced writers*:** Of the 103 contributors, 47 were new. This shows that GL has succeeded in getting old and new voices. Writers state that writing for the service gives them a chance to write about gender issues, to build their skills and confidence, their CVS and clip portfolio, and to extend their work beyond their own borders (see accompanying box). Unlike most news services, the GL Service editor often has ongoing communication with writers to shape an article.

Write about rights

Thematic areas of interest: The graph shows that although the majority of articles were on gender violence, there is a wide variety of topics covered. In addition many articles cover more than one issue. Our data base unfortunately requires that we choose one main theme per article.



Website: Each articles published through the GL service is posited on the website where it can be freely viewed. Articles can be searched in a variety of ways including: by author, country, theme and date. During the year under review, the commentary section of the website received a total of 7252 hits. It is interesting to note that articles continue to be accessed via the website long after they are used in media. For example, as of March 2007, the article "Gender gap in the Southern Africa media are slowing closing" first published on 28 February 2006, had been accessed twice that day, five times in that month, and a total of 1514 times over the last year.

Next Steps

- ***Improving tracking:*** In order to get a better idea of how our articles are being used, we have begun to develop an online tracking system. This will become operational in 2007.
- ***Income generation for sustainability*:** GL has completed a small survey of editors and are currently working on developing a strategic proposal for a way forward to develop income strategies for the service.
- ***Marketing:*** Awareness about the service is being increased through collaboration with the MAP project and production of a brochure as well, a four-minute digital movie.
- ***Moving into radio:*** GL developed radio content for the service for the first time during the Gender and Media Summit and the "I" stories. This requires more exploration and fine tuning over the coming year.
- ***Timeliness:*** Priority must be given to timely pieces that are relevant to what is in the news.
- ***Regional scope*:** While this is ideal, yet editors tend to be most interested in news from their own country. We must continue to strike a balance between national and regional concerns.

Feedback on the GL Service

From editors

"Gender Links has amplified issues of gender in Southern Africa and put an entirely new complexion and depth to the discourse of gender. For us at the *Southern Times* who have devoted a whole page each week to reporting on gender for over a year now, the timely, bright, tight and right articles from your contributors have been very useful."
Moses Magadza, Founding Editor, The Southern Times, Namibia

"Gender Links' copy has enabled us to portray and celebrate the role of women in a considered approach. We hope they will continue to fulfill this important function and provide a refreshing perspective to the portrayal of women in our publication."
– Davison S Maruziva, Editor, the Standard, Zimbabwe.

From writers

"Writing for the GL service has provided me a platform to write about gender, a thing that I have always wanted to do. As I write articles for the service, I do not have fear of being questioned as to why I write on issues affecting women on grounds that I am a woman. The service gives me confidence as a journalist that my work is good enough to be used by international media houses. It is also helping me build my CV and enhance my writing skills."
-Perpertual Sichikwenkwe, Zambia

"The response I have got from my article on the Opinion and Commentary Service has been so overwhelming that it inspired me to think about the next story idea on gender relations and inequalities. As a young writer, the service has been very helpful in guiding me, shaping my ideas without changing my thoughts and perceptions. As a survivor of gender violence, it has also been a therapeutic exercise. It has been great writing for the service because it meant my audience extended beyond Lesotho borders."
- Teboho Senthebane, Lesotho

From readers

Responding to an article on cell phones and gender relations:
"This article touched on a sore point for me. A very dear friend was killed by her husband over two years ago for a message that the husband saw on her cell phone, for which he accused her of cheating on him. He took the message out of context and for the first time in their 10-year marriage, lifted his hand on her and ended up killing her a few weeks later. I would like to applaud you for raising these issues, as they are indeed real and talking about them can only make things better. If it saves even one woman, you would've done a great job."
- Vuyiswa

General: **"**I think opinions of all women should be considered, not only opinions of educated and businesswomen. Women should also criticise themselves where they have shortcomings and recognise efforts by men who believe in the power of women. Men and women have their strengths and weaknesses. The issue is to focus on how to convert the weaknesses of both men and women into strengths."
- Moses Mlangeni, SABC Radio

Media watch

By Rochelle Davidson
Researcher



Until recently, much of GL's work focused on media producers (editors and journalists) as well as media shapers (NGOs, decision makers etc). The Gender and Media Audience Study (GMAS) opened a new area of work with media consumers that in turn led to the development of a media literacy kit. Media literacy is essentially about creating an active citizenry, shifting the power from producers of media to consumers. The gender and media literacy toolkit aims at making the experience enjoyable as well as enlightening.

The tool kit draws from research and training material developed over a number of years on gender and the Southern African media. The kit consists of a binder, with ten modules, "core" exercises and notes. 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 all numbered and cross referenced in the text. The modules allow for maximum participation and creativity on the part of learners, as well as adaptation to local circumstances. The binder format allows participants at whatever level or in whichever location to add to the basic texts their own collection of material based on the numerous exercises and assignments.

The materials also takes account of the Outcomes Based approach to Education (OBE) and discussions have been initiated with the Ministry of Education on incorporating these materials into media education as part of a civic education curriculum being developed for implementation in South Africa in 2010.

In 2006/2007, with the support of the Open Society Foundation of South Africa (OSFSA) GL was able to test the training kit with the general public as well as run a Training of Trainer (TOT) course with its networking partners, especially GEMSA and the Department of Education (DOE). GL conducted the pilot course with the public on Wednesday evenings from 17:00 - 19:00 for ten weeks, from 17 June – 16 August. On the 9th of August, Women's Day in South Africa, participants had a full day of IT training; including how to create a newsletter, chat on cyber dialogues and sign up for various list serves. In total the pilot course consisted of approximately 30 hours of training.

From the 10-14 September, activists and trainers took part in the TOT workshop. They also participated in the media literacy discussion at the 2nd Gender and Media (GEM) Summit before undertaking the course. Trainers included the staff of Gender Links; of the Gender and Media Southern Africa Network (GEMSA) and experts from the field including the former director of the Media Diversity and Development Authority (MDDA).

Outcomes

- 25 participants completed the pilot course.
- 22 facilitators undertook the Training of Trainer course in gender and media literacy.



Photo: Rochelle Davidson

Media literacy participants during the "IT for Advocacy" training

- Trainers developed an action plan to map out the next phases to take place in their organisation/countries and communities

Outputs

Comments by participants in the pilot course:

- I would encourage more such workshops, and expansion of this course. I would like to get more information about gender equality in the media.
- I am currently studying journalism and I am proud to say you have played a part
  in my life and understanding the media. I was the youngest in a class… and my understanding of media and gender has grown in a very short space of time.
- The sessions where we focused on the skill of media monitoring were very useful as I felt I walked away with a practical skill. I also enjoyed the module where we learned about writing into print media because it is something I have often wanted to do but I now feel more empowered to do so.
- My favourite session was [Module 4: Visual literacy]. I enjoyed it because it was about interrogating and challenging societal 'truths'… I also found module 9 [Making your own media] very empowering. The fact that at the end of the session I could say now I can produce a newsletter as well as participate in a cyber dialogue was satisfying.

Comments on the TOT

- The use of the toolkit for gender and media literacy training creates a systematic approach to training that can be adapted to any community or organisation in the region. The use of the toolkit ensures that there will be consistent objectives and outputs across the region
- The TOT Action Plan involves targets and timelines with continuous feedback to each other and the Media Literacy coordinator at GL. The toolkit was devised with the intention of it being regionally applicable with issues and examples of gender in media across SADC.
- Linking media literacy to other campaigns such as '16 days of Activism' increases its relevance in the region to other pressing social challenges such as violence against women and children.
- Beyond the training of the media literacy toolkit; the TOT was an experience for networking and exchange of experiences from various gender and media practitioners across the region. Each participant now has the other as a resource. Contact information is kept in a database and was shared with all participants.

Next Steps

Moving forward, GL will seek to:

- Follow up and support trainers in their implementation of the TOT Action Plan.
- Work with the DOE in running pilot projects with schools and integrating gender and media literacy in the life skills curriculum.
- Run pilot courses with other target groups eg local government, unions and community radio.
- Accredit the course with SAQWA.
- Work with GEMSA in replicating gender and media literacy work with different constituencies across the region.

Feedback on the media literacy

"Gender Links is doing an awesome job in making awareness on gender issues more transparent and access of information to everyone. I am so encouraged by your work and perseverance that I feel and know that the numbers will add up to more awareness and zero tolerance to crimes of gender ignorance. Thank you for the opportunity and lessons learned from the gender and media literacy course."

- Glenda Muzenda, South Africa

"The workshop was indeed a very good initiative in providing a harmonised tool kit on media literacy to be used by countries in Southern Africa. Using the tool kit, the facilitators of the workshop presented a wealth of issues and methodologies on how best to report on gender-related issues in the media. I personally learned and benefited a lot from this workshop and I am sure the other participants also did. Immediately after returning to Seychelles I had an informal meeting with one or two members of GEMPlus to brief them on the proceedings and outcome of the workshop. However, we have had difficulties in getting a core group of members to prepare a strategy for GEMPLus to take forward the agenda of objective reporting of gender in the media, using the tool kit developed by GL. I do hope that it will not take too long before GEMPlus starts using the tool kit to further sensitise our local media houses as well as interested individuals on gender reporting in the media."

- Michel Rosalie, GEMPlus, Seychelles

"Another year, and another bumper crop of successful projects by a dedicated NGO who knows what its goals are and is committed to making a difference in our society. The Gender and Media Literacy Toolkit is to be commended. A society can only be empowered if its women are empowered; our various countries will only be free if women are free. The prerequisite for political, cultural and economic freedom is media freedom, and a prerequisite for media freedom is media literacy. Media literacy therefore is almost literally the key to free women, which makes the Toolkit so commendable. At the Salzburg Seminar in Germany, where I am currently teaching, with students from ten countries attending, a student from Pakistan, working towards her PhD and also lecturing at her university, is so impressed with the toolkit that she intends to refer to it in her own work. I would like to congratulate Gender Links for the superb work it is doing: may you reap the fruits of your dedication by seeing how our societies flourish."

- Prof Lizette Rabbe, Head of the Media Studies Department, University of Stellenbosch

Mirror on the media

By Sikhonzile Ndlovhu
Researcher



The Mirror on the Media project aims to extend the Gender and Media quarterly trends survey that has been developed on a pilot basis so that this can serve as a monitoring tool, in between major research studies, for measuring progress in achieving gender balance in the media. Previous studies include *Who talks on radio talk shows* and *Who makes the news*, an analysis of the 2005 Global Media Monitoring Project (GMMP) results in Southern Africa.

In 2006/2007 GL conducted a ground breaking monitoring project on advertising that will be used in the ongoing debates and engagement with the advertising industry. Monitoring took place over a two week period in December 2006, followed by separate male and female focus group discussions on selected case studies that are used in this report to amplify the quantitative findings.

Outputs

The study yielded a regional overview and three country reports covering 1650 radio, television, print and billboard advertisements in Mauritius, South Africa, Zambia and Zimbabwe.

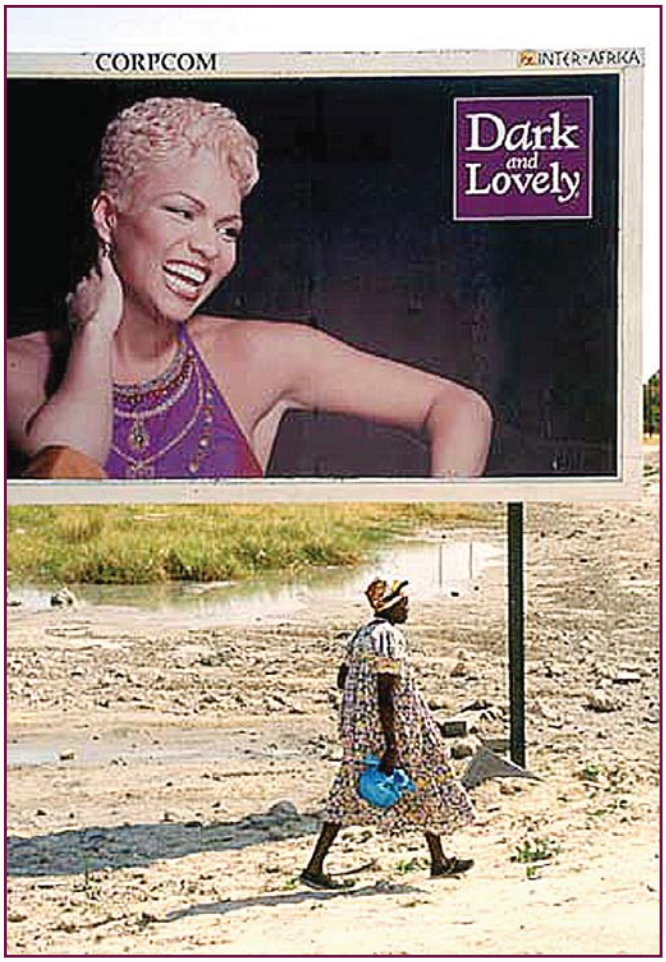
Outcomes

Key findings of the study include:

- ***Women are more likely to feature in adverts than as news sources***: Overall, women constituted 41% of all subjects (those featuring in the adverts as voices and or images) in the advertising monitoring, compared to the regional average of 19% news sources in the GMMP (2005).
- ***More women does not mean greater gender sensitivity:*** The higher proportion of women in advertisements than as news sources is, however, not a measure of greater gender sensitivity in this area of media practice, but a reflection of the fact that advertising still relies heavily on women's physical attributes as a marketing ploy.
- ***Women are often ignored even where their consumer muscle counts:*** An upshot of "gender blindness" is that women are often treated like they do not exist, even where their consumer muscle counts. For example sport advertising has a heavy male bias even though women often constitute a high proportion of the spectators at such events.
- ***Women are more likely to be seen than heard:*** One of the ways in which gender stereotypes are reinforced in advertising is the fact that women are far more likely to feature as images than as voices in advertisements. In the study, women comprised 54% of subjects in billboard followed by 51% of the subjects in print advertisements. In contrast, they comprised 42% of TV and 35% of radio advertisement subjects.
- ***Billboards display the highest proportion of blatant stereotypes:*** It is significant that women not only constitute the highest proportion of subjects in billboards but that these also have the highest proportion of blatant stereotypes, often using women as mere objects to attract attention, with no relationship to the actual product (like a woman in a scanty top advertising air time or standing next to a car).
- ***Men are the voice of authority:*** On average women constituted only 29% of all voice-overs. Male voice-overs reinforce the stereotype of men being in control and as the voice of authority.
- ***But there are interesting examples of gender aware advertising emerging:*** Despite these biases, the study found an interesting array of advertisements classified as "gender aware". These included advertisements that portray women and men as equal partners; with similar educational and economic aspirations; as well as advertisements that challenge traditional roles of both women and men.

Next Steps

- Launch of the report in the four case study countries
- Engagement with advertising standards authorities on developing gender codes as part of the gender in media regulation project.
- Link to GEMSA alerts project for raising complaints and getting action taken on sexist alerts.



The second Gender and Media Diversity Summit

Second GEM Summit at a glance
- A total of 72 presentations including key note addresses and parallel sessions.
- Radio footage from the Summit streamed through the GL website.
- A total of 187 entries to the second GEM Awards, 108 from women and 79 from men in 13 categories.
- Approximately 200 participants attended the Summit.

The second Gender and Media summit closed in Johannesburg in September 2006 with a call for greater media diversity in all areas - ownership, content and audiences. Held under the theme "Media Diversity: Good for Democracy, good for business" the summit highlighted a number of ways in which the media is failing in one of its core functions - giving voice to the voiceless.

The summit, convened by Gender Links (GL), the Media Institute of Southern Africa (MISA), and the Gender and Media Southern Africa (GEMSA) Network brought together 224 media practitioners, editors, media marketing executives, as well as gender activists. The two day programme featured 81 examples of good practice in diversifying sources, markets and ownership of the media. Some 55 of these have been published in the Media Diversity Journal.

These case studies included submissions to the Gender and Media Awards that attracted 187 entries in twelve categories. Winning pieces ranged from an article on challenges women face in accessing credit to a beauty queen who finds out she is HIV positive.



Rene Smith, a judge, and one of the award recipients

Objectives

The Summit aimed to:
- Take stock of progress made since the first Gender and Media Summit, as reflected in the recent Global Media Monitoring Project (GMMP) and related research.
- Affirm the progress that has been made through the holding of the second Gender and Media Awards that are expected to attract entries from across the region in the print, TV and radio categories.
- Share best practices in gender and the media in Southern Africa and globally.
- Provide an opportunity for the media, media trainers, gender activists, academic institutions, researchers and others to develop strategic partnerships.
- Strengthen and ensure the proper governance of GEMSA through the holding of elections; reports by the executive committee, secretariat and country chapters, adoption of a Plan for the next two years and expanding of the membership base.

The programme

The programme was organised by sub themes in six parallel sessions each day. Each day began with a key note address that was presented at a plenary session. The key note assisted in contextualizing the day's topics. Groups met from 9h00-15h00 on both days and had in depth discussions on the sub themes which led to the groups identifying key objectives and action points for each session. Each group reported back to the plenary session at the end of each day.

The sub themes were: Newsroom policies; Media sustainability; Gender and images; Gender and ICTs; Training and capacity building; Media management; Enabling environments; Research and monitoring; Media literacy; Media activism; Diversifying media markets and Media practice.

Several new pieces of research came under the spotlight at the summit. The Global Media Monitoring Project (GMMP) launched in March this year found that across the globe women constitute 21 percent of news sources (19 percent in Southern Africa). The HIV and AIDS and Gender Baseline Study launched on World Press Freedom Day on 3 May showed that HIV and AIDS constitutes less than four percent of media coverage and that People with HIV constitute less than three percent of sources on the topic.

The Malawi Broadcasting Corporation, Kaya FM, the Times of Zambia, Mauritius Broadcasting Corporation and Defi Plus from Mauritius gave case studies of how they have developed HIV and AIDS and Gender policies as part of the Media Action Plan on HIV AIDS and Gender coordinated by the Southern African Editors Forum (SAEF). The Times of Zambia reported that the death rate among staff as a result of AIDS-related illness dropped from 7 (out of 270 employees) in 2004 to two in 2005 after the policy (that includes providing ARV treatment) had been adopted.

With a strong emphasis on media marketing, the summit show cased the 13-country Gender and Media Audience Study (GMAS) that shows that women and men across the region would like to see women portrayed in a more diverse range of roles; that the kind of topics that interest women most (like education, HIV and AIDS and social issues) get short shrift in the news; and that

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women and men would like more local, human interest and positive news stories.

Media houses in Mauritius, Namibia and Malawi that have run the audience survey for themselves urged that more media marketing departments should start to actively seek feedback from their audiences. They emphasised that media audiences in the region need to be better educated about their rights as media consumers. Gender Links has piloted a gender and media literacy course for the public that is now being rolled out in the region through networks like GEMSA, MISA and the Zimbabwe Women's Resource Centre Network.

Outcomes

A key recommendation of the summit is the establishment of a Gender and Media Diversity Centre that will coordinate knowledge sharing and information, based on a feasibility study commissioned by GL. Other action points identified include:

Research and monitoring

- Do research on why women aren't forthcoming as sources; build the capacity of women to be more confident in their dealings with the media.
- Development of resource directories for journalists.
- Extend gender and media monitoring to areas such as soap operas and advertising.

Policies

- Launch HIV and AIDS and Gender policies being developed by about 80 media houses across the region as part of the Media Action Plan on HIV and AIDS on 1 December, World AIDS Day.
- In collaboration with UNAIDS, accredit media houses that have developed policies and journalists who undergo training on HIV and AIDS.
- Ensure that media NGOs also develop HIV and AIDS and gender policies before the next summit in two years time.
- Develop editorial codes of good practice on images.
- To do a baseline survey on the current status of ICT policies and their gender responsiveness in all 13 countries in the SADC region; use this to ensure that gender considerations are mainstreamed in ICT policies.

Media ownership and management

- Provide training in management and financial negotiation for women in media.
- Investigate the reason for 'drop-out' of women journalists at middle-management level.
- Conduct a study of emerging media enterprise models, and particular barriers faced by women in becoming media owners.

Audiences

- Devise simple tools for the media to inter act more with its audiences, including simple audience questionnaires that can be administered by E Mai, SMS, poll questions on web-sites and questions on radio talk shows; encourage women to participate in these.
- Increase gender and media literacy in the SADC region; particularly people in the rural areas with a special focus on audio/radio literacy.

Next steps

- The Summit is a very valuable and important event in the sector and will be repeated in 2008. However, for cost reasons it may be necessary to scale down the size of the event.

Photo: Colleen Lowe Morna



Loga Virahsawmy, Mauritius and Abigal Gambanga, Zimbabwe, at the GEMSA General Meeting.

Gender Justice

By Loveness Jambaya-Nyakujarah



In its early years, GL played a key role in placing the Sixteen Days of Activism campaign on the regional agenda through strategic communications training for activists that included using IT (the cyber dialogues) and mainstream media.

The need to measure the impact of such campaigns led to pioneering efforts in partnership with the Gender and Media Southern African (GEMSA) Network in four Southern African countries- South Africa, Mauritius, Namibia and Zimbabwe - to develop National Action Plans to end Gender violence.

This approach- strongly backed by the 2006 report of the UN Secretary General on violence against women and children across the globe - is being replicated across the region. In tandem with its governance programme, GL is also conducting pilot projects for localising such plans. Progress at local, national and regional level is tracked through a monthly Gender Justice Barometer.



National Action Plans

At the launch of the South Africa 365 Day National Action Plan (NAP) to End Gender Violence, the Deputy President, Phumzile Mlambo-Ncquka remarked that she wanted to see a situation where "Every day, somewhere in South Africa", an activity is taking place aimed at addressing gender violence until every corner of the country is reached. She challenged all stakeholders to develop a year-long calendar of events that would reflect this ideal and enable her to participate in monitoring the implementation of the action plan as well as in tracking progress. So there is really no time to nap as NAP sees Sixteen Days of Activism stretched to 365 Days of Action.

In the 2005 annual report GL shared background information that led to the drafting of the plan. Briefly, in 2005, GL conducted an audit of commitments made by decision makers and civil society during 2004 Sixteen Days Cyber Dialogues in South Africa and identified actions that still needed to be taken to tackle gender violence. The audit led to growing support for a National Action Plan to End Gender Violence.

Outputs

In May 2006, GL, the National Prosecution Authority (NPA) and UNICEF convened a ground breaking multi-sector conference: 365 Days of Action to End Gender Violence that led to the identification of key priorities for ending gender violence and the establishment of a multi-sector task team to work towards this end. Stakeholders including deputy ministers committed to this process by signing a declaration now widely known as the Kopanong Declaration.

A Programme Management Unit (PMU) in the office of NPA was set up to serve as the secretariat for stakeholders of the action plan. Following further development of the plan, it was launched by Mlambo-Ncquka on International Women's Day, 8 March 2007.

Outcomes

The ambitious national project has posed its challenges. But stakeholders should not relent. The 365 Day NAP is backed by best practice from around the world which suggests that what is required is a concerted, multi-sector, multi-stakeholder action plan with concrete targets and measurable outputs.

In fact, the UN Secretary General's 2006 report on violence against women aptly highlights the significance of:

- Comprehensive and coordinated National Action Plans driven by governments.
- States should build and sustain strong multisectoral strategies, coordinated nationally and locally.
- Work to end violence against women requires not only a clear demonstration of political commitment but also systematic and sustained action, backed by strong, dedicated and permanent institutional mechanisms.
- States should build on the work done by non-governmental organizations (NGOs), scale up and institutionalize it and share experiences with other countries.

In partnership with GEMSA GL is conducting training in for Southern African countries to replicate the 365 Day NAP approach each year since 2006. Three countries have already held workshops: Mauritius, Namibia and Zimbabwe. In Zimbabwe the process sought to find ways of strengthening an initiative that had already begun.

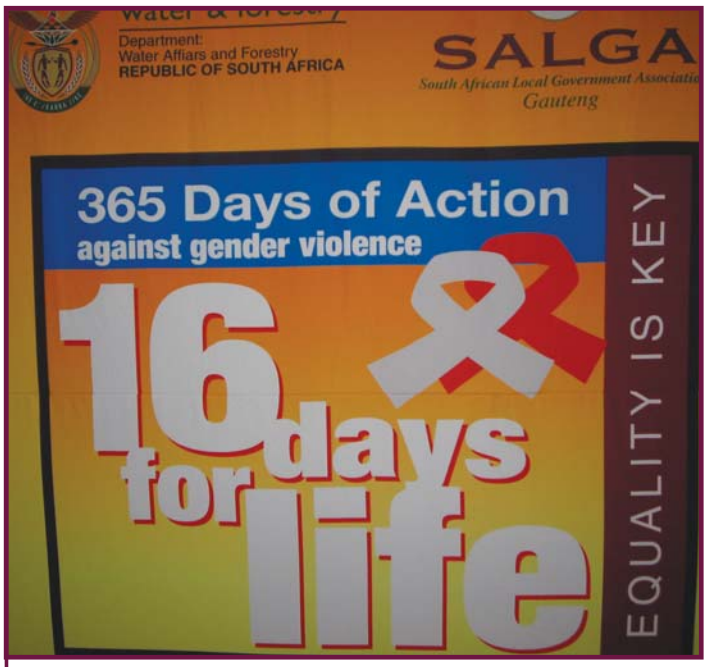
Measuring change

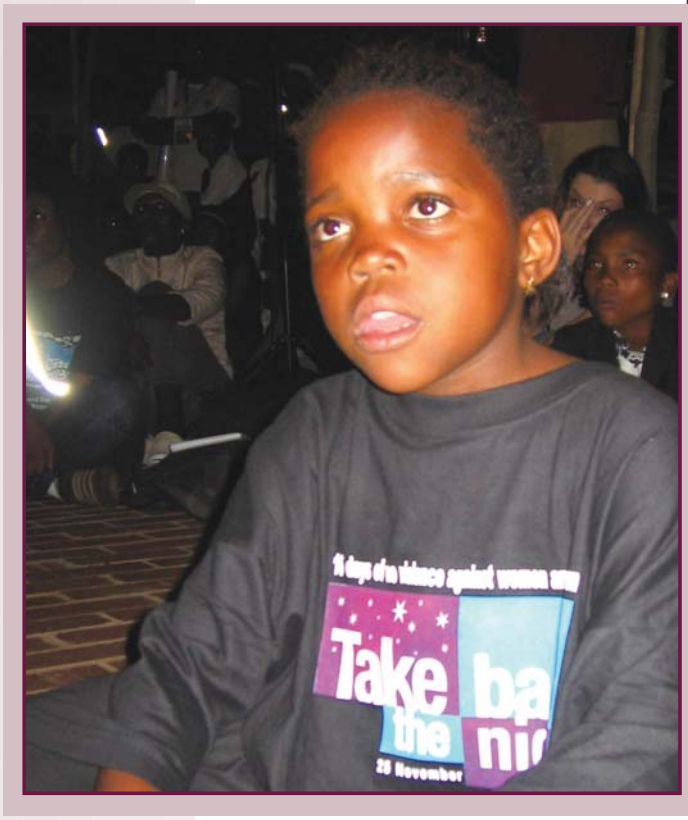
For two years now GL has produced the *Gender Justice Barometer*, an E newsletter that tracks progress in ending gender violence. The newsletter covers laws, services and public awareness campaigns for ending gender violence, based on the gaps identified in the audit by GEMSA ahead of the 2004 Sixteen Day campaign. The targets include: policy makers, service providers, activists and advocacy groups as well the media.

Next steps

- **Extending NAPs:** GL plans to work with GEMSA in four Southern African countries each year for the next two years to develop National Action Plans for ending gender violence. These efforts will be considerably strengthened by the campaign to have the Declaration on Gender and Development elevated to a Protocol. The Protocol has concrete targets for addressing gender violence in the prevention, response and support clusters.

- **Localising the National Action Plan:** The action plans are only as good as it is implemented at local level. GL will play a major role in localising National Action Plans with specific focus on local government's role in ending gender violence in South Africa because it is the sphere of government that is closest to the people. Training models are being developed through linking the gender justice and governance programmes through pilot projects to localise the National Action Plan, using the City of Johannesburg Women's Development Strategy that GL assisted in finalising as an entry point. Work has already begun with South Africa Local Government Association (SALGA) National office, SALGA Gauteng and SALGA North West. GL facilitated the SALGA Gauteng's 365 Day Conference at Gallagher Estate in November 2006. At the time of writing, GL is facilitating district consultative workshops in the North West Province that will culminate into a provincial plan to be adopted at a 365 Day Provincial Conference to be hosted by SALGA North West.





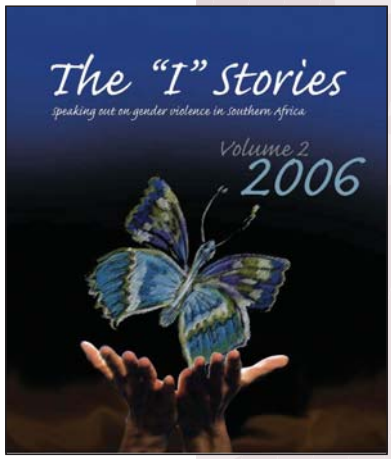
The Sixteen Days of Activism campaign

As GL focuses more on policy and the networks more on campaigns, the justice programme is not as focused on the Sixteen Days of Activism campaign as in the past. However, GL continues to see this campaign as critical for raising awareness on National Actions Plans and rekindling energy around these.

In 2006/2007, GL organised a "Taking Stock" forum on the eve of the Sixteen Day Campaign. GL, GEMSA and the One in Nine Campaign collaborated in the Take Back the Night march that mobilised networks across South Africa and the region. Activists presented sixteen demands for the sixteen days of activism.

The cyber dialogues continued to be a galavanising tool. The "I" stories (see accompanying piece) have also become a key feature of the campaign that many of the GEMSA chapters are taking up. GL will continue to provide support, capacity building and expertise in the running of Sixteen Day campaigns as a strategic moment for reflecting and repositioning in the fight to end gender violence.

I stories



There is no better person to tell you about an experience than the one who has actually lived through it. When survivors of gender violence shared their stories during the 2006 Sixteen Days of Activism of no violence against women campaign, one could not help but walk the journey with them to that dark spot in their lives and get a better understanding of the broader issues at stake.

You get to understand whether or not the justice system is indeed delivering on its mandate and whether response and support mechanisms for survivors are as effective and efficient as we would like them to be among other issues.

Building on past successes, GL put out a call for first hand accounts of surviving gender violence in South Africa during the 2006 16 Days campaign. Working in partnership with the Gender and Media Network of Southern Africa (GEMSA) and People Opposing Women Abuse (POWA), two workshops dubbed "Tell us your story workshops" were held with a group of 10 women and one counselor who had in some way been affected by gender violence.

The process involved training participants to write their stories, editing and getting consent to publish them, with the assistance of the counselor. A third session was devoted to radio recording of each of these experiences while a fourth to giving feedback to the 11 participants on how their stories had been used by the media and GL website, as well as evaluate the whole process.

Similar but not identical processes took place in four other countries: Lesotho, Mauritius, Zambia and Zimbabwe. Twenty stories comprising an assortment of experiences and life stories were compiled and published as the second series of the *'I' stories, Speaking out on gender violence in Southern Africa, Volume Two 2006*. In addition they were disseminated both in written and audio formats to mainstream media in South Africa and Southern Africa and through the GL website as part of GL's Opinion and Commentary Service 16 days special series.

The 'I' stories publication was launched during a *Take Back the Night* march held in Johannesburg. Linked to this the survivors spoke out at six other events organised by GL, GEMSA and other partners: 16 Days National Launch in Polokwane, media debate, Take Back the Night, SALGA 365 Day conference, Taking Stock, video conference, gender violence in schools cyber dialogue. The publication was distributed at these events.

Photo: Colleen Lowe Morna



Is this me?

All involved took a moment to reflect on the process and its outcomes. The survivors opened up and gave testimonies of how writing their own stories had helped them deal with issues they had not dealt with internally. Most did not even know they could put pen to paper and actually have the stories published in mainstream media.

Participants included a family representing three generations. Rose Thamae thanked GL for inviting her daughter who for the first time opened up and showed interest in activism against gender violence. The process has also opened doors for her 13 year old grandchild Kgomotso who has since become an activist following the discovery of her grandmother, Rose's HIV positive status.

Marco said the project made her realise that "she is not alone" and that there are others who have experienced gender based violence and are also struggling to deal with the issues. Meanwhile Nono admits that while she still harbours a level of anger for what happened to her after writing her experience, including things she had not told anyone she "feels better".

Lindie was pleased that the forum enabled her to share her experiences of hate crime leveled against her because she is lesbian. She said "Our stories, we only tell them amongst fellow lesbians but this was an opportunity to share with heterosexual women who accepted us for who we are".

"Oh! Is that me? I didn't know that one day I could actually come out of a newspaper… Ahh!" exclaimed Prudia on seeing her story and large photo in the Sunday Independent. She felt a sense of overcoming.

The counselors also felt uplifted by the whole project. Johanna said "this is one avenue that has helped me understand our clients better. They opened up more and mentioned issues they had not even told us before".

Why decentralisation makes sense

By Dr Muna Ndulo
Chair, GL Board



Recently, Gender Links completed a ground breaking study on Local Government in the SADC region. The study's findings underscored the importance of devolution of power to local communities if we are to improve delivery of goods and services.

Decentralization stresses the delegation of central government functions to lower levels of government (regional or local units), to which may then be granted a sphere of autonomy protected from the supremacy of national government. Many countries worldwide are devolving political, fiscal, and administrative powers to sub-national tiers of government.

The shift toward devolution reflects the political movement toward more democratic and participatory forms of government to improve the responsiveness and accountability of political leaders to their electorates. Its premise is the fundamental belief that people can govern themselves peacefully and with dignity in pursuit of their collective well-being once they are entrusted with control through the medium of popular local democratic institutions.

It is only through participatory and representative democracy that any form of government can legitimately formulate its priorities and programs. In economic terms, devolution permits governments to match the provision of local public goods and services with the preferences of recipients. Not only does it provide additional checks and balances on central government, but also a degree of security for constitutional order and social stability that are vital for economic order and development.

A devolved system allows the opportunity to formulate and implement local economic development plans within the context of national goals. This enables development strategists to more accurately target the specific needs of particular communities and areas of the economy. Local plans also permit and encourage a greater sense of popular involvement in the work of economic development by bringing that work closer to the people. Furthermore, devolution can play a vital role in creating conditions for balanced growth within the different areas of the country.

It improves productive efficiency through the greater accountability of local governments to citizens, fewer levels of bureaucracy, and better knowledge of local costs. Local formations can help maximize the benefits to be derived from intra-national comparative advantages, backward and forward linkages, and economies of agglomeration, and enhance the optimal utilisation of resources.

However, much remains to be done to strengthen local government. Wrongly structured sub-national entities can provide an opportunity for division on the basis of ethnicity or religion, with potential consequences of political oppression, intolerance, and, at the extreme, secessionist movements. Regional systems may make government less transparent and accountable by creating a mass of interlocking bureaucracies and an exorbitantly expensive government.

A devolved system might tend to preserve or shore up existing economic inequalities between regions and districts, and frustrate the redistribution of wealth that is needed to create a balanced and united nation.

Photo: Susan Tolmay



Balance of power: Talking local government in Lesotho

Devolution can also frustrate the implementation of a coherent national economic development program by creating a host of competing economic policies. Where the economic differences among regions are substantial decentralisation can lead to undesirable internal migration, as well as social and political pressures.

For devolution of power to be successful, it must institutionalise the balance of power between the national government and the sub-national entities. These rules need to be determined as a system, taking into account the interaction between fiscal, political, and administrative institutions. The most difficult and controversial issue of all is deciding which tier of government controls which resources.

Gender and Governance

By Susan Tolmay
Gender Governance Manager



"Over the years, Gender Links has done some of the most ground-breaking and important work regarding African women and the media--and more!--in the continent. Its media monitoring and audience research has provided the evidence needed to begin to shift media in the southern African region on African women's portrayal and representation--as well as an example to other regions. And its campaigning on gender justice has contributed to the expected adoption of SADC's protocol on women's rights. Congratulations! And thank you."

Muthoni Wanyeki
FEMENET

In preparation for ten elections across the region in 2004/2005, GL conducted a ground breaking study: *Ringing up the Changes, Gender in Southern African Politics* on the impact of women in politics in the region. GL developed a variety of media resources from the study and used this in newsroom training in all countries preparing for elections that resulted in a dramatic increase in the quantity and quality of coverage on gender and elections in the region.

In 2005, GL and several NGOs in the region conducted an audit of the Southern African Development Community (SADC) Declaration on Gender and Development that led to a campaign to increase the target for women in decision-making from 30 to 50 percent and to elevate the declaration to a protocol. SADC Heads of State agreed to the former at their 2005 summit and gave the go-ahead for consultative processes on the latter. GL coordinates the Southern African Protocol Alliance that aims to ensure a comprehensive sub-regional instrument that will enhance existing commitments and ensure accountability for gender equality at a sub-regional level.

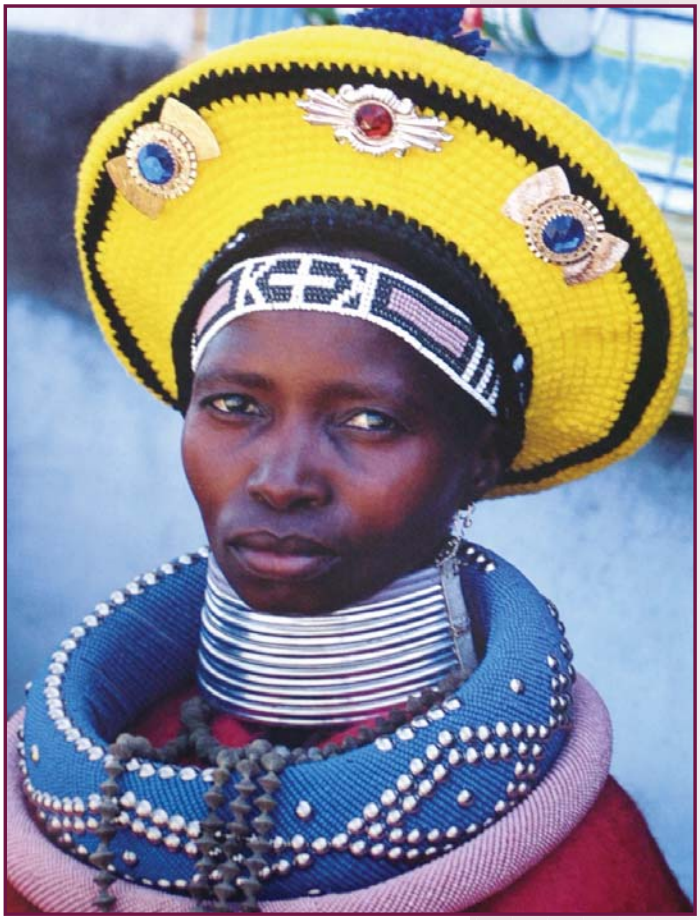
GL has extended its gender and governance research in the new study: *At the Coalface: gender and local government.* Future plans include pressing home the numerical gains made in 2004/2005 in getting more women into parliament in the 2009/2010 elections in the region. GL also plans to support local authorities across the region in developing gender strategies and action plans.

GL's previous work with the City of Joburg on a gender and communication training course and assisting them draft a gender policy stood the organisation in good stead when the City was recruiting an organisation to assist them with their Women Development Strategy. The South African Local Government Association (SALGA) has come on board as a partner in a number of GL's activities and co-hosted the launch of *At the Coalface: Gender and Local Government in Southern Africa* which brought together approximately 150 key stakeholders, including local government councillors from the Gauteng province as well as key partners involved in the research and other partners from the Southern Africa Gender Protocol Alliance.

SADC and Gender Campaign

This campaign grew out of an audit of the Declaration on Gender and Development in 2005, which showed that while progress has been made since the document was signed in 1997 there are still many gaps. The SADC Gender Protocol Campaign is a civil society initiative in support of efforts by the SADC Gender Unit to elevate the SADC Declaration on Gender and Development to a Protocol that encompasses and enhances all existing regional and international commitments for achieving gender equality.

Such a Protocol would be a global first that would place SADC at the cutting edge of innovative strategies for giving global and continental commitments meaning at sub-regional level. The campaign also seeks to use the opportunity to revive the women's movement in the region that has dissipated somewhat since the Fourth World Conference on Women ten years ago; as well as build the skills and capacity of women's NGOs in lobbying and advocacy, including use of the media, new information and communication technologies, as part of this important process.



At the 2005 summit, Heads of State (HOS) raised the target for women in decision making from 30 to 50 percent in line with the African Union (AU) positions but did not set a timeframe. They also stated that further consultation is required on elevating the Declaration to a Protocol. Activists welcomed the progress over women in decision-making, but stressed that gender equality is far broader than this.

In 2006, the SADC GU formed a task team of government and civil society organisations to draft the Protocol. The GL Executive Director is a member of the task team. In May 2006 GL arranged a workshop where alliance members received training on writing opinion and com-mentary pieces to be used in a supplement produced for the Heads of State Summit 2006. The supplement was produced and placed in the Public Eye newspaper, a leading newspaper in Lesotho. At the 2006 summit, Heads of State agreed to consider the Protocol in 2007, following in-depth consultations at country level during the course of this year.

In September 2006 the task team and a team of experts developed a Zero draft of the Protocol. In November 2006 Gender Ministers met in Lesotho, added their comments to the draft and made it available for comment. They agreed to lead national level consultations in their countries. GL convened a civil society strategy meeting for the 2007 Heads of State summit in March 2997.

Outputs

- Input into drafting of the SADC Gender Protocol.
- Supplement produced and inserted into the Public Eye newspaper during the Heads of state Summit.
- Summary of cyber dialogue held at the Heads of State Summit.

Outcomes

Although at the time of writing the Heads of State had still not adopted the Protocol the issue is now firmly on the regional agenda. It has provided a major rallying point for gender activists and organizations in the region.

Next steps

- Conduct an audit of consultative initiatives that have been led by gender machineries in each country.
- Develop key messages around the Draft Protocol.
- Develop a media strategy in the run up to the HOS summit, including a plan for opinion and commentary articles to be written about the Draft Protocol and placed in media in the region.
- Participate in in-country consultations on the Draft Protocol being led by gender machineries in each country ahead of the Heads of State Summit in August 2007.
- Participate at the SADC Stakeholders meeting on the Draft Protocol.
- Lobbying and advocating for the adoption of the Protocol.
- Popularising the Protocol once it has been adopted.

Photo: Colleen Lowe Morna



Mobised: Zambian activist Sarah Longwe

At the Coalface:
Gender and Local Government in Southern Africa

A key finding of *Ringing Up the Changes* conducted in 2003/04 was that local government is a missing ingredient in the gender and governance discourse.

Over a year in the making the study, which took place in four countries (Lesotho, Mauritius, Namibia and South Africa), included interviews and discussions with a total of 946 people from 69 local authorities and observing 41 council meetings in the four countries.

The study included the country with highest level (58 percent) of women in local government in the region (Lesotho) and the country (Mauritius) with one of the lowest levels (6.4 percent). Namibia and South Africa have between 40 and 42 percent women in local government. All of the case study countries have different electoral systems and approaches to quotas.

A key finding of the research is that irrespective of the political and electoral backgrounds, if there is political will gender parity in local government can be achieved and there is no longer any excuse for any country in the region not to achieve this goal. However, a lot more needs to be done to ensure that women are able to participate effectively and make a difference at the local level. A key conclusion of the report is that unless gender is systematically mainstreamed into the work of local government, increased representation of women at local level may become a case of "jobs for the girls" rather than gender equality for the region.

At the Coalface: Gender and Local Government in Southern Africa was launched on 22 March 2007, in collaboration with SALGA Gauteng at an event which brought together approximately 150 key stakeholders, including local government councillors from the Gauteng province as well as key partners involved in the research and other partners from the Southern Africa Gender Protocol Alliance.

The partnership with SALGA is integral to the future plans of the governance project in South Africa, which include dissemination of the research linked to capacity building around gender mainstreaming in local government, and to ensure that local government authorities are involved in the comprehensive follow up plans.

Outputs

- Four comparative case studies of approaches to increasing the representation of women in local government.
- Practical recommendations and strategies for countries seeking to rapidly increase women's representation at local level in a way the minimises conflict and enhances good governance.
- Recommendations for increasing the effective participation of women, and good governance, in countries that have achieved a higher representation of women at local level.

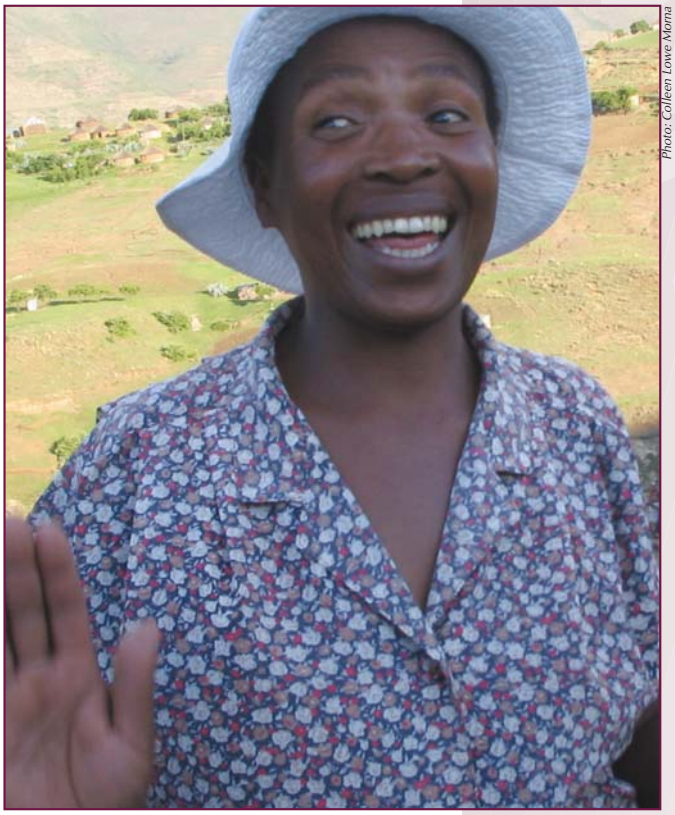


Photo: Colleen Lowe Morna

Matau Moreki, a counselor

Outcomes

- Advancing the SADC and Gender 2005 campaign.
- Contribution to an important new area of the gender and governance discourse.

Next Steps

- Launch *At the Coalface: Gender and Local Government* in all case study countries. Launches to be officiated by ministers, senior government officials.
- Conduct five-day workshop with Ministry of Local government, local government association, and key councillors from each district on mainstreaming gender in the work of local government.
- Agree on roll our of gender action plans to all Councils.
- Media coverage and awareness raising on gender and local government.
- Develop a simple training kit and templates for mainstreaming gender in local government based on pilot projects.
- Train in-country facilitators to support the development of gender action plans in each district.
- Roll out gender action plans in all districts in the four "at the Coalface countries."
- Replicate the above process in four new countries each year over the next two years.

City of Joburg – Women Development Strategy

In 2004/05 Gender Links conducted training with City of Joburg councillors on Gender, Communications and Local Government that led to a draft gender policy for the City. The Deputy President spoke at the launch of this book which was a joint certificate awarding ceremony for councillors who had completed the course, on 10 October 2005.

In 2006 GL responded to a call for proposals by the Community Development Department of the City of Johannesburg for support in finalising the City of Johannesburg's innovative Women Development Strategy. The objective of the project was to consolidate the draft Women Development Strategy by incorporating relevant inputs from the Women's Dialogues workshops which were held in the City in 2005 and to hold consultative workshops with women in the City on the proposed strategy and incorporate suggestions made in these workshops into the plan.

"In my capacity as Speaker of the City of Joburg responsible for councillor capacity building, I worked with Gender Links on a ten module course that they provided on gender and communications to 24 councillors in the municipality, the benefits of which are evident in the increased knowledge and confidence they exhibit around gender issues. One of the significant outputs of this process was the development of a draft gender policy.

In August 2007, and in my capacity as MMC for Community Development, the City of Jo'burg contracted GL to facilitate consultations with women in all of the regions of the City on the Women Development Strategy. The purpose of these consultations was to incorporate the suggestions made by these women into a comprehensive planning framework identifying key objectives, actions, responsibilities and timeframes for actions in a number of thematic areas including, amongst others, health, HIV and AIDS and World Cup 2010.

Gender Links' work in the area of gender and local governance is commendable and I have no hesitation in recommending their work."

Cll Nandi-Mayathula Khoza
MMC Community Development
City of Johannesburg

In August 2006 (women's month) half-day workshops were arranged in each of the 11 regions of the City. The purpose of these workshops was to engage with women in the City on the proposed strategy and to get their suggestions and buy-in to the plan. The premise on which the strategy is based is that women should be encouraged to meaningfully participate in their socio-economic empowerment. The strategy covered seven key areas: economic empowerment; health, safety and the environment; HIV and AIDS; arts, culture and sport; transport, housing and services; World Cup 2010 and institutional arrangements.

At the workshops in each region women were divided into groups to discuss each of the different key areas. The discussions were facilitated by GL and officials from the City and each group completed a framework which identified strategic objectives, actions to be taken, where the responsibility lay for these actions and the timeframes in which the actions should be completed. The result of these processes was that each region developed their own strategy relevant to their particular circumstances which then fed into the main holistic strategy for the City.

No two workshops were the same and in each region women spoke openly about the issues that were affecting them in their particular area. In total about 1000 women and men (although they were in the minority) participated in the consultations which resulted in a comprehensive plan for the City to address the development of its women. One of the most innovative outcomes of the strategy was a plan to mainstream gender in the Soccer 2010 to ensure that women also benefit from this world class event.



Outputs

- A finalised Women Development Strategy for the City of Joburg based on inputs from the workshop.
- A costed Implementation Plan for the Women Development Strategy.
- A monitoring and evaluation mechanism/tool to gauge the effectiveness of the implementation of the Women's Development Implementation Plan over a five year period.

Outcomes

Increased awareness and buy-in from women in the City of the proposed Women Development Strategy.

Next steps

Close synergies have been identified between the governance and gender justice programmes and work is being done with SALGA to localise the national action plan to end gender violence by assisting municipalities to develop their own action plans relevant to their local circumstances.

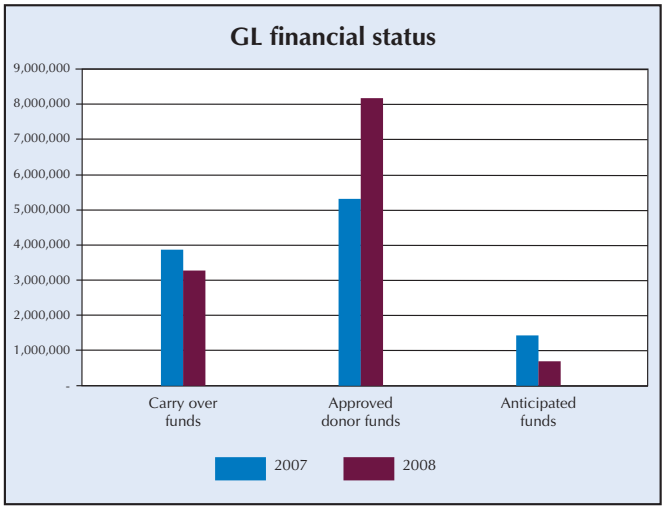
Financial Report

By Michael Havenga



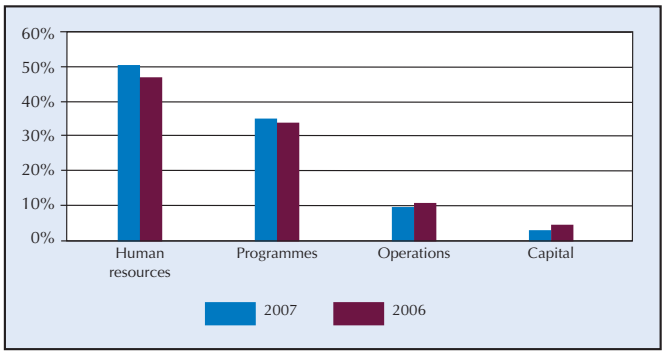
Gender Links ended the 2006/2007 financial year with a positive audit and in a comparatively healthy financial position. Compared to the previous year GL had lower carry over funds but a higher proportion of approved funds. Carry over, plus approved plus anticipated amounted to R12 million compared to R10.9 million the previous year.

Comparative position 2007 vs 2008 financial year



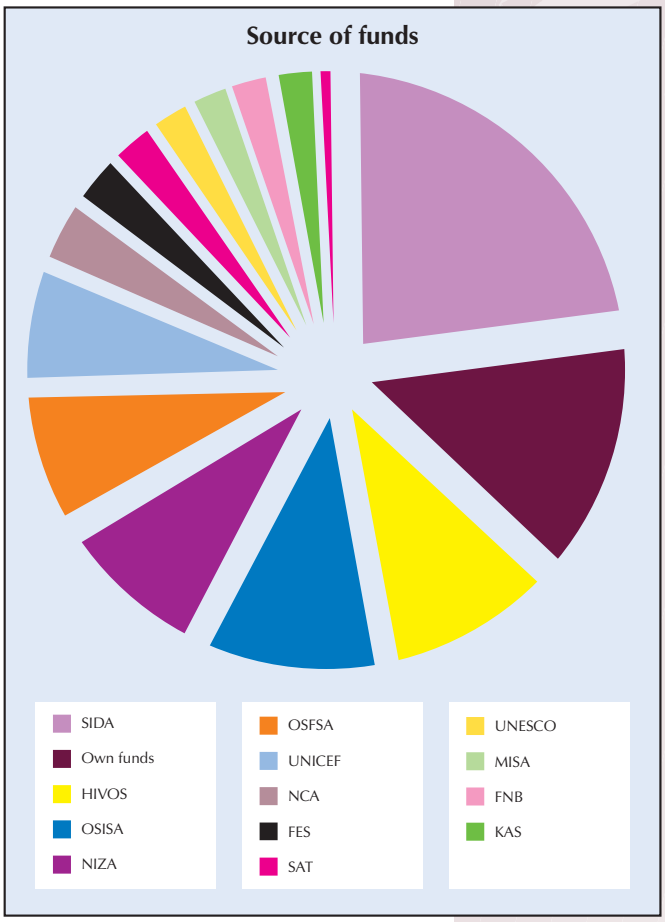
Expenditure

Our expenditure continued to show a health balance between staff and human resource costs (about half the total) and the balance between programme, operational and capital costs. Compared to 2005/2006, GL spent a slightly higher proportion on human resources (consistent with increasing the staff base) as well as programmes. GL spent a slightly lower proportion on operational and capital costs. Capital costs were high in 2005/2006 due to the purchase and repair work on a house.



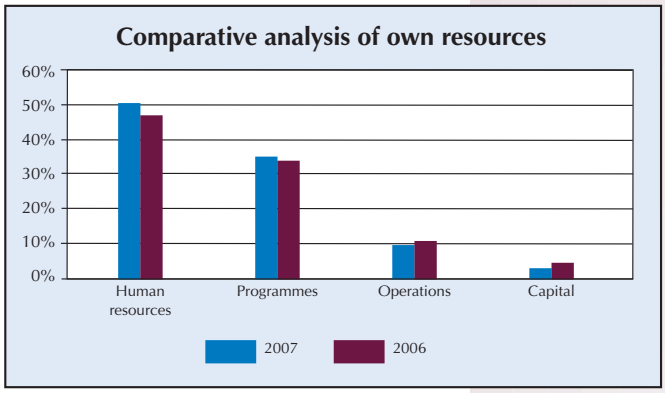
Source of funds 2006/2007

SIDA, which supports the MAP project, topped the list of donors (25 percent) followed by Hivos (10 percent); OSISA (9.4 percent) and NIZA (6.9 percent). The diversification of the portfolio is healthy, and reduction from 25 to 13 sponsors greatly assists financial administration. Strong support by a bilateral donor (Sweden) and news of funding for our governance work by DANIDA as this report was being finalised gives GL hope for a more manageable funding portfolio in the future.



Comparative analysis of own resources

GL is pleases that 13% of resources came from funds generated internally (R 841,906 or double the previous year). This resulted from increases in the sale of publications; renting out of our conference and office facilities; interest received and reclaim of Value Added Tax (VAT).



Financial Report

Sustainability

"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.

A **key recommendation** is that donors enter into long-term (3-5 year) funding agreements with GL and that they also include core costs for 5 staff salaries in key posts (the Executive Director, Deputy Director, Head of Research, Head of Training and Office Manager) and other running costs in these agreements. A special donor round table meeting should be convened by GL for this purpose, with the assistance of some of its long-standing donor partners." - GL evaluation 2006

During the next three years a key focus will be to ensure GL's sustainability through increasing the proportion of core funding raised; greater cost recovery, wise investments and exploring business opportunities.

GL recognises that in the gender and media field much of the funding comes from private foundations that are not in a position to provide core funding. Hivos, a northern NGO, is the only donor that currently provides GL with any kind of core support, amounting to less than two percent of GL's annual budget. To determine what would be a reasonable mix of core support and project funding GL prepared an indicative budget for 2007-2010.

The calculations are based on:

- A costing of human resources (based on the staff complement proposed in this strategy and consultant costs), operational and capital costs.
- Estimates of project costs based on the priorities identified in the strategy.
- An assumption that 10 percent of project costs can be put towards operational costs (most projects make such a provision).
- 5% inflation escalation each year.

When expected resources from projects that can be applied to covering project costs, operational and human resource costs are subtracted from the total, there is a shortfall of 10-15 percent each year. This resonates with GL's own assessment that it is operating at about 85 percent of the staff and operational funds that it needs.

Next steps

- Make a case for donors that are in a position to do so (especially bilateral donors) to contribute at least 10-15 percent of their funds to support core costs, and work to increase this proportion over the three years.
- Convene a donor round table with donors that may be in a position to structure a basket funding arrangement with GL.
- Demonstrate GL's commitment to sustainability through continued improvement of costs recovery (through VAT reclaims, interest, sale of publications and renting of the conference facility); explore options for gradually developing advisory services into a business unit; and of joining no-risk-attached broad based empowerment investments in South Africa that could yield a flow of some core support in the future.

INCOME STATEMENT FOR THE YEAR ENDING 28 FEBRUARY 2007

Source	Funds Received (R)	Other Revenue (R)	Interest Received (R)	Total (R)	Prior Year (R)
Donor Funds				**5,736,016**	**7,426,725**
NIZA	458,039				
UNESCO	187,496				
Foundation for Human Rights	15,000				
HIVOS	661,564				
Friedrich Ebert Stiftung	279,811				
OSFSA	359,900				
SIDA	1,692,404				
OSISA	619,277				
KAS	138,038				
UNICEF	358,330				
NCA	308,582				
SAT	232,175				
CAGE	125,400				
Media Institute SA	150,000				
First National Bank	150,000				
Donor Funds (GEMSA)				-	**909,063**
Sub Total	**5,736,016**	-	-	**5,736,016**	**8,335,788**
Other Revenue		363,123		**363,123**	**79,595**
Interest Received			273,930	**273,930**	**139,097**
Extraordinary Item-VAT				**243,511**	**219,378**
Total	**5,736,016**	**363,123**	**273,930**	**6,616,580**	**8,773,858**

Expense summary and percentages for the year ending 28 February 2007				
	2007 (R)		2006 (R)	
Expense	**Amount**	**%**	**Amount**	**%**
Human Resources				
Staff	2,229,141	31.15%	1,857,807	30.31%
Partners/Consultants	1,398,353	19.54%	1,074,032	17.52%
Sub Total	**3,627,494**	**50.69%**	**2,931,839**	**47.84%**
Programmes				
Workshops	1,855,249	25.92%	1,360.071	22.19%
Publications & Productions	613,500	8.57%	686,531	11.20%
Conference Facilities	38,658	0.54%	7,192	0.12%
Website & IT Costs	92,357	1.29%	111,243	1.82%
Sub Total	**2,599,764**	**36.33%**	**2,165,037**	**35.33%**
Operational Expenses				
Audit Fees	19,020	0.27%	14,219	0.23%
Bank Charges	40,073	0.56%	34,337	0.56%
Cleaning	16,522	0.23%	-	0.00%
Courier & Postage	30,411	0.42%	13,441	0.22%
Depreciation	70,640	0.99%	61,968	1.01%
Electricity, Water & Rates	22,198	0.31%	863	0.01%
Entertainment	5,559	0.08%	-	0.00%
Equipment Maintenance	47,613	0.67%	141,209	2.30%
Governance	51,478	0.72%	50,767	0.83%
Interest Paid	31,220	0.44%	33,181	0.54%
Insurance	16,582	0.23%	-	0.00%
Levies	2,315	0.03%	5,693	0.09%
Loss on Sale of Asset	25,266	0.35%	5,693	0.09%
Motor Vehicle Expenses	27,581	0.39%	46,019	0.75%
Printing & Stationery	96,770	1.35%	83,176	1.36%
Registration Fees	-	0.00%	4,000	0.07%
Repairs & Maintenance	29,465	0.41%	28,761	0.47%
Rent	-	0.00%	42,866	0.70%
Security	4,012	0.06%	-	0.00%
Subscriptions	300	0.00%	-	0.00%
Staff Welfare	20,803	0.29%	12,731	0.21%
Telephone & Fax	127,434	1.78%	78,782	1.29%
Travel	39,766	0.56%	17,253	0.28%
Sub Total	**725,028**	**10.13%**	**674,999**	**11.01%**
Capital Expenditure	**204,537**	**2.86%**	**356,999**	**5.82%**
Totals	**7,156,823**	**100.00%**	**6,128,874**	**100.00%**

REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)

We have audited the annual financial statements of **Gender Links (Association Incorporated Under Section 21)** set out on pages 4 to 12 for the year ended 28 February 2007. 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 2007 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 pages 13 to 14 and 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 Accountants & Auditors
Chartered Accountants (S.A.)
Registered Auditors

Per: FF
Weltevreden Park
22 March 2007

GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)
(Registration number 2001/005850/08)
BALANCE SHEET
at 28 February 2007

	Note	2007	2006
Assets			
Non-current assets		4,275,000	3,471,117
Fixed assets	2	1,354,484	1,255,854
Investments	3	2,920,516	2,215,263
Current assets		328,837	1,867,968
Trade and other receivables		42,520	56,291
Cash and cash equivalents		286,317	1,811,677
Total assets		4,603,837	5,339,085
Liabilities			
Non-current liabilities		4,585,837	5,327,657
Funds received in advance	4	4,502,442	4,859,984
Long term liabilities	5	83,395	467,673
Current liabilities			
Trade and other payables		18,000	11,428
Total equity and liabilities		4,603,837	5,339,085

GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)
(Registration number 2001/005850/08)
CASH FLOW STATEMENT
for the year ended 28 February 2007

	Notes	2007	2006
Cash flows from operating activities		39,724	991,871
Cash (utilised in)/generated by operating activities	8.1	(446,497)	666,577
Interest received		273,930	139,097
Interest paid		(31,220)	(33,181)
Extraordinary items		243,511	219,378
Cash flows from investing activities		(899,790)	(1,178,381)
Expenditure to maintain operating capacity			
Fixed assets acquired		(204,537)	(1,180,881)
Proceeds from disposal of fixed assets		10,000	2,500
Investments		(705,253)	-
Cash flows from financing activities		(665,294)	327,337
Funds received in advance		(281,016)	(140,336)
Loans repaid		(384,278)	-
Loans raised		-	467,673
(Decrease)/increase in cash and cash equivalents		(1,525,360)	140,827
Cash and cash equivalents at beginning of the year		1,811,677	1,670,850
Cash and cash equivalents at end of the year		286,317	1,811,677

GENDER LINKS (ASSOCIATION INCORPORATED UNDER SECTION 21)
(Registration number 2001/005850/08)
DETAILED INCOME STATEMENT
for the year ended 28 February 2007

	2007	2006
Expenditure	7,156,822	6,123,181
Auditors' remuneration	19,020	14,219
Bank charges	40,073	34,377
Capital expenditure	204,537	356,999
Cleaning	16,522	-
Conference facilities	38,658	7,192
Consulting fees	1,398,355	1,074,032
Depreciation	70,640	61,968
Electricity and water	22,198	863
Entertainment	5,559	-
Equipment maintenance	47,612	141,209
Governance	51,478	50,767
Insurance	16,582	-
Interest	31,220	33,181
Lease rentals	-	42,866
Loss on disposal of fixed assets	25,267	-
Motor vehicle expenses	27,581	46,019
Postage	30,411	13,441
Printing and stationery	96,770	83,176
Publications and productions	613,499	686,531
RSC levies	2,315	5,693
Registration fees	-	4,000
Repairs and maintenance	29,465	28,761
Salaries and wages	2,229,141	1,857,807
Security	4,012	-
Staff welfare	20,803	12,731
Subscriptions	300	-
Telephone and fax	127,434	78,782
Travel - local	29,693	17,253
Travel - overseas	10,073	-
Website costs	92,357	111,243
Workshops	1,855,247	1,360,071

Assessment of action plan

ACTIONS PROPOSED BY GL IN RESPONCE TO 2006 EVALUATION		
OBJECTIVES	**RECOMMENDATIONS - EVALUATION**	**PROPOSED ACTIONS**
I. **STRATEGIC POSITIONING**		
Ensure that GL positions itself strategically and is able to continually adapt its position to ensure relevance and sustainability.	The board of GL and the organisation overall should pro-actively focus on the issue of expanding or refocusing its mission as it develops its next three-year strategic plan.	1. Undertake an environment scan to fine tune GL's positioning. 2. Develop a strong and well articulated conceptual framework for GL's work within the rights, democracy and good governance discourse. 3. Fine tune mission statement. 4. Rationalise and align programmes. 5. Articulate this clearly through POA's, in project proposals, on the website.
II. PROGRAMME OF ACTION		
GENDER AND MEDIA		
Research and policy Build on and leverage cutting edge research work that has had a catalytic effect in transforming gender relations in and through the media	GL will be required for a ***few more years*** to continue leading and building capacity (among gender and media networks) not only in developing and refining their application of research techniques, training, advocacy and developing in-country quantitative and qualitative monitoring tools, but also in terms of 'best practise' internal institutional management (the latter would be a new role).	1. Conduct cutting edge research that builds on research conducted to date, especially in relation to audiences, bench marking progress, and opening new areas of research such as entertainment and advertising. 2. Maintain the momentum of policy work in news rooms that has been given impetus by MAP and the SANEF glass ceiling study. 3. Give impetus to new areas of policy work with regulatory authorities and media NGOs. 4. Work with partners in conducting the second Gender and Media Baseline Study in 2008/2009 to benchmark progress made generally, as well as specifically in the coverage of HIV and AIDS and Gender.
Training Target training tools and initiatives more effectively to ensure maximum leverage and impact.	Owing to the success of the high number of journalists reached through newsroom training, GL is now seriously considering using this form of training much more extensively. It is very cost effective in logistic terms, However, it exacts a high human cost and is an important justification for having a full time training co-ordinator. The MAP on HIV and AIDS and Gender, provides a strategic entry point for newsroom engagements.	1. **In-house:** Use the policy process to open doors for more direct newsroom interventions, given the success of this approach as highlighted by the evaluation. Develop an accredited newsroom gender training course through SAQWA as a pilot for gaining greater formal accreditation of GL's work (a recommendation made in the evaluation). 2. **Entry level**: Sustain work started on mainstreaming gender in media training to ensure that this is cascaded more effectively. 3. **In-service:** Reinforce training through running short courses with media training institutions. 4. **Training tools:** Develop relevant training tools for electronic media; grow and leverage the use of the Virtual Resource Centre (VRC).
Develop programmes targeted at community media.	GL targets mainly the mainstream media (state and privately-owned media) and appears to enjoy limited relationships with community media.. This is an *acknowledged area of weakness by GL*, that has arisen as a result of the need to target media efforts where it has the widest reach, and also because the community media sector is not well organised in many countries.	5. **Community media:** Forge new links with community media, by adapting existing materials and tools to this sector.
Mirror on the media Build the capacity of networks and the public to engage critically with the media.		1. Initiate new areas of media monitoring in addition to the news, such as advertising and entertainment. 2. Expand the media literacy programme through deepening engagements with schools, including programmes run over school holidays.
Write about rights To link gender activists and the media; give voice to women; prompt debates; show in practical ways how to mainstream gender in media.		1. Strengthen the Opinion and Commentary Service through marketing the service; password system; electronic sales. 2. Develop new formats for the Opinion and Commentary Service, e.g. radio and digital stories. 3. Develop and market the Media Diversity Journal.
Gender and media diversity centre: To create a centre for the systematic collection and dissemination of indigenous knowledge on gender and the media, as well as for debates, seminars and critical thinking.	There is need for some form of repository that can be accessed by the public, including schools and universities. The idea of having a Gender and Media Centre has been explored by the evaluators and is the subject of a separate report.	1. Use the feasibility study to develop a business plan. 2. Establish the advisory group. 3. Together with members of the advisory committee, fund raise for the centre, especially physical space, equipment and manager.

Assessment of action plan

OBJECTIVES	RECOMMENDATIONS - EVALUATION	PROPOSED ACTIONS
GENDER JUSTICE		
To strengthen strategic communication campaigns through building these around multi-stakeholder national action plans that are grounded in communities through a close link with local government.	Gender Links should internally map already existing Gender Justice and Governance organisations and their programmes in the SADC region to carefully assess whether GL can feasibly extend into these areas and whether duplication of roles (and clashes)whether duplication of roles (and clashes) could arise with any existing institutions.	1. Participate in the coordination committee of the South African National Action Plan Task Team. 2. Assist in developing targets and indicators for the plan. 3. Link the gender justice and governance programmes through pilot projects to localise the National Action plan, using the City of Johannesburg Women's Development Strategy as an entry point. 4. In partnership with GEMSA networks in-country and members of the Protocol Alliance, build on work started in Zimbabwe, Namibia and Mauritius to assist in the development of National Action Plans to end Gender Violence in SADC countries. 5. Link the gender justice and governance programmes through developing indicators for measuring gender violence as part of the SADC Gender Protocol campaign. 6. Link the Write about Rights and Gender Justice programme through further training of trainer sessions on producing "I" Stories as part of the National Action Plan (NAP) process. 7. Monitor progress across the region through the monthly e news Gender Justice Barometer.
GENDER AND GOVERNANCE		
To support campaigns to strengthen regional commitment to gender sensitive governance; raise awareness of the role and needs of women in local government; and extend pilot projects to build their capacity.		1. Support the campaign to elevate the Declaration on Gender and Development to a Protocol through work on the task team; assisting in developing of a tool kit for in-country consultations; lobbying and advocacy at the heads of state summit; popularising the Protocol when it is adopted. 2. Publicise "At the Coalface, Gender in Local Government," including a launch at the 2007 Heads of State summit where HOS have requested comprehensive statistics on women in all areas of decision making. 3. Develop a tool kit for mainstreaming gender in local government based on the three pilot projects conducted in 2004/2005, and the development of the Women's Development Strategy for the City of Johannesburg. 4. Conduct training of trainer workshops with SALGA. 5. Extend work piloted in South Africa to other countries in the region. 6. Link local government programme with media programmes focused on community radio, and with Write about Rights through the "I" stories. 7. Link governance and GEM Training projects through newsroom training in the run up to elections in the region 2008-2010; generate content for the Opinion and Commentary Service through the training; monitor media's performance in covering gender and elections through the Mirror in the Media Project.
ADVISORY SERVICES		
Leverage tools developed by GL by gradually developing GL advisory services into a business wing that can conduct audits, assist in developing gender strategies, and support institutional strengthening of NGOs.	Create a new programme area that involves institutional capacity building of gender and media and gender advocacy NGO's. Partners can share best practises and models with each other in such a programme, and GL should particularly communicate its Assessment and Planning Model, as well as other aspects of its institutional policies and practises.	1. Document GL's experiences in developing management systems, including use of IT into a user-friendly manual for NGOs. 2. Train a core cadre of associates in GL approach and methodology 3. Put together project teams as and when required to undertake assignments. 4. Provide quality assurance and control.
III. INSTITUTIONAL GROWTH AND DEVELOPMENT		
GOVERNANCE		
Ensure strong and transparent governance.		1. Increase the size of the Board from the current (legally required minimum of eight) to ten and ensure greater gender balance and regional diversity through this process. 2. Ensure that annual Board meetings are well serviced, comprehensive, review and fine tune strategic objectives. 3. Ensure that quarterly Executive Committee meetings serve as an effective decision-making structure, monitoring and evaluation tool in between Board meetings.
STAFF		
Complement: Match staff complement with funds at hand by mounting a	The evaluators recommend that the Board of GL consider the appointment of an additional Office Administrator and the creation of a	Develop a staff plan to match the POA, and as part of efforts to secure core funding.

Assessment of action plan

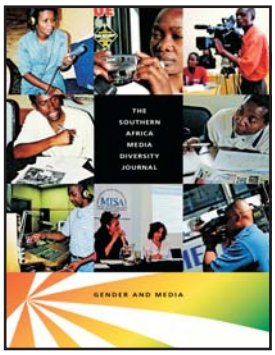
OBJECTIVES	RECOMMENDATIONS - EVALUATION	PROPOSED ACTIONS
campaign to raise core funds.	separate post for a full-time Deputy Director. It should further carefully assess in relation to the current POA and possible extension of the POA whether the staff complement will be sufficient. *It is recognised that appointing more staff is contingent on the raising of core-cost funding.*	
Capacity building To ensure that GL is a learning organisation; that staff learn through the work that they do.		Assist staff in developing career plans; build skills needs assessment into performance evaluation; develop comprehensive in-house capacity building plans.
Retention Develop ways of ensuring that staff are retained for longer periods.	In general the Board should also consider strategies for retaining staff, particularly in the Editor's post.	Explore the provision of longer term contracts as funding becomes more available. Assess other incentives to increase retention.
IT		
To remain at the cutting edge of use of IT to lever-age GL's work.		1. Internal: Ensure management of the database; P drive; general systems. 2. External: Regular updating of the website; strategic use of the list serve and cyber dialogues. 3. New applications: Develop relationship with World Bank and IFC for the use of video conferencing; skype for teleconferencing.
IV. NETWORKS AND PARTNERSHIPS		
To strengthen systems for ensuring strong and mutually reinforcing partner relationships.	The Board of GL should formally evaluate key partner and network relationships every year when drafting its annual Programme of Action.	1. Add partnerships and networks to formal M and E system, encompassing proposals from the evaluation for use of an external evaluator as well as an adaptation of GL's 360 degree feedback system.
	Such evaluations could make use of external independent assessment and research, as well as key partners participating in a GL retreat to discuss the results... facilitated by an independent organisational development expert. Donors should be willing to fund partnership evaluations.	2. Build evaluation of partnerships into all projects undertaken in partnership with other organisations.
To assist GEMSA in becoming fully autonomous and developing in-country capacity.	GL should propose that GEMSA conducts surveys in the SADC countries to establish country and regional needs. These could be used to guide the choice of projects and may give GEMSA country networks a stronger sense of ownership of projects.	3. Support for in-country strategy and action planning workshops and donor round tables.
V. SUSTAINABILITY		
Core funding To put forward a case for and raise at least 15 % of the budget in core funds over the next three years.	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.	Develop a rationale and indicative budget for core funding; canvass this with key donors with the aim of securing at least 30% core funding by the end of the three year plan.
Cost recovery		Develop cost recovery measures put in place for publications; photo library; conference centre; VAT
Investments		Seek out strategic investment opportunities through Amalungelo Trust.
Business opportunities	GL could seriously look into the possibility of generating income through the establishment of a separate business wing that would offer high-level gender consultancy services. This proposal should not be misunderstood as a simple extension of the work of GL, but the development of a professional business arm of GL.	Use this three year period to gradually grow the advisory services portfolio; assess the possibilities for expanding this and the management requirements.

Workshop report

Workshop Report March 2006 - February 2007

Workshop	Date	Country	Partner	M	F	U	Total
GENDER AND MEDIA							
Research and policy							
GMMP							
GMMP video conference	8 March	SA (regional)	World Bank, IFC, GEMSA	16	20		36
MAP							
SIDA Review Meeting	15 March	SA Regional	MMP, SAEF	2	4		6
HIV and AIDS facilitators training	24-27 March	SA (regional)	MAP	7	7		14
Launch HIV and AIDS Baseline Study	3 May	SA	GEMSA, UNAIDS	14	19	2	35
Inception	7 June	Swaziland	MAP	24	12	4	41
Inception	17 July	Malawi	MAP	10	7		17
	28 June	Zambia	MAP	14	9	2	25
	18 Nov	Tanzania		8	20		28
In house wkshop MBC	28-29 August	Malawi	MAP	16	7		23
Mtg with BTV	12 Oct	Botswana	MAP	2	1		3
In house wkshop Daily News	17 Nov	Tanzania	MAP	17	10		27
Meeting MAP partners	13 Feb	SA (regional)	MAP				
Training new MAP facilitators	14-16 Feb	SA (regional)	MAP	3	9	0	12
Audience research							
Launches		Malawi	GEMMA	15	7		22
		Seychelles	GEM Plus	5	7		12
		Zimbabwe	GEMZI	20	10		30
		Tanzania	GEMTAN	12	22		32
Audit of public service media bodies							
Meeting of consortium	5 May	SA	FXI	3	3		6
Meeting of consortium		SA	FXI				
Hearing, HRC	10 July	SA	HRC	2	5		7
Final meeting of consortium		SA	FXI	2	4		6
TRAINING							
Business Unusual							
Training	29 May	Malawi	MIJ	10	4		14
	26-30 June	Zambia	ZAMCOM	12	8		20
	5-6 June	Zimbabwe	GEMZI	16	5		21
	19 May	Mauritius	MWO	7	10	2	19
	3-7 July	Seychelles	GEM PLUS	3	6		9
Video conference	10 August	SA Regional	GEMSA	14	84		98
Launch Highway Africa	11 Sept	SA Regional	Rhodes University	6	14		20
	26 Feb-2 Mar	Tanzania	GEMSATAN				
WRITE ABOUT RIGHTS							
Capacity building linked to SADC HOS	9-11 July		GEMSA, Protocol Alliance	3	14		17
MIRROR ON THE MEDIA							
Media literacy							
Module one	17 June	SA	GEMSA	10	15		25
Module two	21 June	SA		10	15		25
Module three	28 June	SA		10	15		25
Module four	5 July	SA		10	15		25
Module five	12 July	SA		10	15		25
Module six	19 July	SA		10	15		25
Module seven	26 July	SA		10	15		25
Module eight	2 Aug	SA		10	15		25
Module nine	12 Aug	SA		10	15		25
Module ten	16 Aug	SA		10	15		25
Training of trainers	11-13 Sept	SA-regional	GEMSA, MISA, GAP, SAMGI	11	12		23
Advertising research							
Planning meeting	14 Sept	SA-regional	MWO, GEMZi, GEMSA, Zambia	1	5		6
Training wkshop monitors	30 Nov	SA		1	4		5
Meeting to review findings	14 Feb	SA-regional	Ditto	1	5		6
GEM SUMMIT							
Meeting	7-8 Sept			92	121		213
GENDER JUSTICE							
National Action Plan	3-5 May	SA	NPA, UNICEF	74	190		264
	3-5 May	Namibia	GEMSANAM	7	24		31
	23-25 Aug	Zimbabwe	GEMZI	3	16		19
	3-5 May	Mauritius	MWO	13	16		29
Task team meetings	3 July	SA	NAPSA	4	12		16
	13 Dec	SA	NAPSA	4	21		25
	26-27 Jan	SA	NAPSA	6	16		22
I stories	28 Oct	SA	POWA, GEMSA	1	10		11
	11 Nov	SA	POWA, GEMSA	1	12		13
	15 Nov	SA	POWA, GEMSA	0	9		9
Media debate	15 Nov	SA	MMP, GEMSA	10	26		36
Taking stock	23 Nov	SA (regional)	NAPSA, GEMSANAM, GEMZi, MWO, IMF, WB	4	23	2	29
Take back the Night	25 Nov	SA	GEMSA, City of Jhb, One in Nine				600
(estimates of nos)							
Localising the NAP	30 Nov	SA	SALGA			250	250
NAP Facilitator's meeting	9 March	SA		1	9		10
16 Day Cyber dialogues							
Role of media	15 Nov	SA (regional)		4	9		13
Legislation	24 Nov	SA (regional)		5	8	4	17
MAP HIV and AIDS	1 Dec	SA (regional)		9	14	5	28
Men	6 Dec	SA (regional)		30	18	3	51
Schools	7 Dec	SA (regional)		50	30		80
GENDER AND GOVERNANCE							
Local government							
At the Coalface							
Reference group meeting	18 March			1	15		16
Training	14 June	SA		5	0		5
	29 May	Namibia	GEMSANAM	2	3		5
	1 June	Lesotho	WLSA	6	0		6
	20 May	Mauritius	MWO	7	0		7
Second reference group meeting	11 Feb	SA (regional)		1	11		12
SADC and Gender							
Cyber dialogues HOS (consult Kubi - still await sum			Gender Protocol Alliance	1	6	4	11
ADVISORY SERVICES							
City of Jo'burg WDS							
Workshop with depts	3 Nov		COJ	7	31		38
Second wkshop with depts	13 Nov		COJ	6	4		10
Meeting with 2010	4 Dec		COJ	1	3		4
NETWORKS							
GEMSA capacity building wkshop	20-23 March	SA (regional)		15	15		30
SAMTRAN meeting	24 March	SA (regional)		9	10		19
MPC Meeting	22-23 April			19	16		35
Total workshops Yr 07				**776**	**1202**	**278**	**2255**
Total workshops Yr 06				**476**	**860**	**365**	**1701**
Percentage Yr 07				**39%**	**41%**		
Percentage Yr 06				**36%**	**64%**		

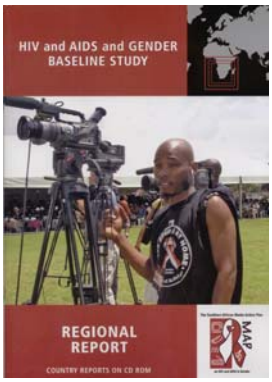
New Gender Links publications



The Southern Africa Media Diversity Journal
Edited by Janine Moolman

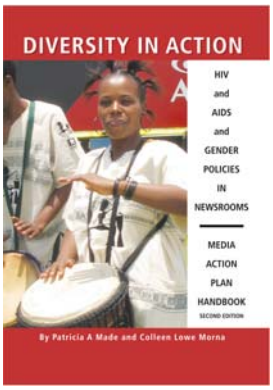
The Southern Africa Media Diversity Journal exists to promote a deepening of media diversity in the Southern Africa region. The journal fills a critical gap between media theory and practice as it publishes analytical and reflective content on media practice for those involved in media – as news producers, news consumers and news shapers. It creates the space for critical reflection, debate, criticism and arguments for media diversity in Southern Africa. Underpinning the journal is the idea that knowledge is produced in multiple sites and that good media practice reflects this in content, policy, training, research and ownership.

R 100.00/ $ 15.00



The Southern African HIV and AIDS and Gender Baseline Study is the most extensive study of its kind ever to be undertaken in the region. A corner stone of the Media Action Plan (MAP) on HIV and AIDS and Gender, the baseline study involved monitoring 37 000 news items in eleven countries of Southern Africa for a one month period. Among the wealth of information generated by this study is the fact that HIV and AIDS constitutes only 3% of total coverage in the region and that People with HIV comprise a mere 5% of news sources on the topic.

The baseline study, conducted by the Media Monitoring Project (MMP) that leads the monitoring and evaluation leg of MAP, and Gender Links, responsible for the policy sub-sector of MAP, provides a key rationale for an ambitious programme to assist media houses in developing HIV and AIDS and Gender policies. MAP is led by the Southern African Editors Forum. Included with the regional report is a CD Rom with the 11 country pamphlets.



Diversity in action
HIV and AIDS and Gender policies in newsrooms – Media action plan handbook
By Patricia Made and Colleen Lowe Morna

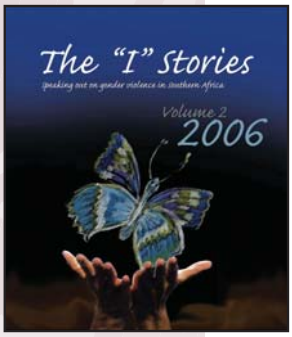
This handbook forms part of the Media Action Plan (MAP) on HIV and AIDS and Gender led by the Southern African Editor's Forum (SEAF), Gender Links (GL), the Gender and Media Southern Africa Network (GEMSA) and the Media Institute of Southern Africa (MISA) are the lead agencies for the HIV and AIDS and Gender Policy sub-sector of MAP.

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.

The handbook is targeted at key decision-makers within media houses who are pivotal to providing vision and effective leadership as well ensuring that policies are turned into action. These include media owners (publishers), boards of directors or other governance structures, senior managers and editors.

R60.00/ $ 10.00

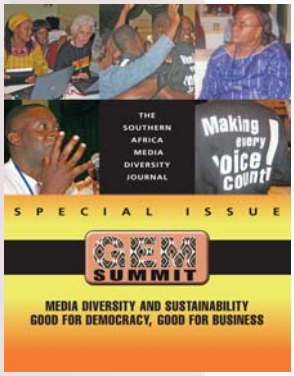
New Gender Links publications



The "I" Stories: Volume 2

The 20 written stories covering topics such as gender violence and the law; domestic work; children; HIV and AIDS and sexual orientation, a foreword to the book warns that these stories "are not for your comfort. Told with the rawness and pain with which they have been experienced, they will shock and upset you…'c9 But they will also give you hope. Hope that women in our region are speaking out. Hope that many years too late politicians have recognised that women's rights are human rights. Hope that our best bet in getting action taken is by breaking the silence."

R60.00/$10.00

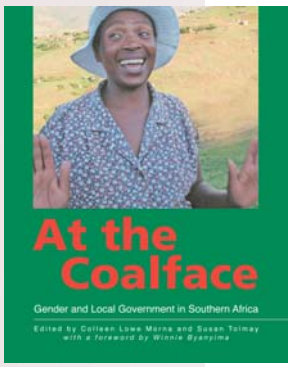


The Southern Africa media diversity journal: Issue 2
Edited by Colleen Lowe Morna and Kubi Rama

The second Gender and Media summit closed in Johannesburg in September 2006 with a call for greater media diversity in all areas - ownership, content and audiences. Held under the theme "*Media Diversity: Good for Democracy, good for business*" the summit highlighted a number of ways in which the media is failing in one of its core functions - giving voice to the voiceless. The summit, convened by Gender Links (GL), the Media Institute of Southern Africa (MISA), and the Gender and Media Southern Africa (GEMSA) Network brought together 224 media practitioners, editors, media marketing executives, as well as gender activists. The two day programme featured 81 examples of good practice in diversifying sources, markets and ownership of the media. Some 50 of these have been selected for this bumper edition of the Media Diversity Journal.

This issue of the Media Diversity Journal reflects the enormous amount of work that is already taking place. It should spur us to take that work to even greater heights. Collectively, we can create a media that is a powerful force in shaping our fragile democracies through ensuring that all citizens, women and men, young and old, of all ethnic and racial hues, have their say. The energy that runs through these pages should serve as an inspiration for all of us.

R 100.00/ $ 15.00



At the Coalface: Gender and Local Government
Edited by Colleen Lowe Morna and Susan Tolmay

With a growing number of Southern African countries from different political and electoral backgrounds showing that gender parity *can* be achieved in local government, there is no longer any excuse for any country in the region not to achieve this goal. However, if women are to make a difference in this sphere of decision-making - the "coalface" of service delivery - far more needs to be done to strengthen local government and to integrate gender considerations into its work.

These are the key findings of a ground breaking new study on gender and local government in Southern Africa by Gender Links, a Southern African NGO that specialises in gender, governance and the media. Over a year in the making, the study included interviews with 478 local councillors, 438 civil society representatives and 30 experts and officials in four Southern African countries, Lesotho, Mauritius, Namibia and South Africa.

R100.00/ $15.00

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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