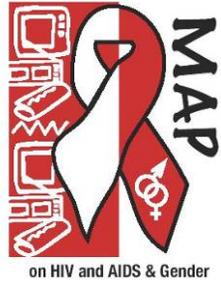


The Southern African Media Action Plan



MAP Policy Sector Overview

March 2008



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OVERVIEW

Synopsis

This report covers the progress made by Gender Links as the agency responsible for policy under the Media Action Plan (MAP) on HIV and AIDS and Gender in 2007. It gives a general overview of the progress made so far and then enumerates the key activities, undertaken in this period followed by country reports outlining the state of implementation in each country and explaining of the challenges, opportunities and recommendations for the policy roll out in these countries. The list of facilitators who were responsible for the policy rollout in individual countries is attached at **Annex A**.

Background

The Media Action Plan (MAP) is a collaborative effort coordinated by the Southern African Editors Forum (SAEF) working with civil society organisations with the aim of improving the quality and quantity of coverage of HIV and AIDS and gender in Southern African newsrooms. MAP is divided into five sectors namely policy, monitoring, ethics, training and information. The policy sub-sector is led by Gender Links working with the Media Institute of Southern Africa (MISA) and Gender and Media Southern Africa (GEMSA) Network. Monitoring is led by the Media Monitoring Project (MMP). Ethics is led by MISA. Training is led by Panos. Information is led by SAFAIDS.

Aims of MAP

- To ensure that 80% media houses in the SADC region have HIV and AIDS and Gender policies and programmes by the end of 2008.
- To improve coverage of HIV and AIDS and Gender.
- To promote diversity.
- The equitable and fair treatment of all within media workplaces.
- Mitigate the effects of HIV and AIDS on the media industry.
- To identify and recognise progressive newsroom leadership; the development and implementation of HIV and AIDS and gender policies which are making a difference in the work place and in the coverage of these issues by media houses.

Progress to date

Table 1 below summarises the cumulative progress made from March 2006 to February 2008. It shows that as at February 2008, the number of draft policies at hand now stands at 59 or 27% of the targeted 218. Out of the 59 draft policies, 30 have been formally adopted while 29 are yet to be formally approval as working policies for the respective media houses. What this means is that 30 media houses have so far gone through the full cycle from getting the buy-in from management up to drafting and policy adoption.

Country	Baseline study launch	Management Meeting	Situation analysis	In-house works hop	Draft Policies	Policies finalised	Total target
Botswana	1	7	5	2	2	1	11
Lesotho	1	16	13	13	13	6	17
Malawi	1	23	23	15	15	7	27
Mauritius	1	7	3	3	3	2	13
Mozambique	1	20	17	14	14	11	34
Namibia	1	8	6	4	2	1	18
South Africa	1	2	2	1	-	-	17
Swaziland	1	6	6	6	6	2	7
Tanzania	1	13	10	7	2	-	38
Zambia	1	19	9	8	2	-	23
Zimbabwe	1	-	-	-	-	-	13
Total	11	121	94	73	59	30	218

Table 1: Summary of country progress to date

In the period under focus, Gender Links and partner organisations began the policy roll out process building on the successes of the pilot phase that took place in the previous year. Most media houses are opting for gender aware HIV and AIDS policies and less on gender policies. Below is a summary of the activities undertaken in the period under focus.

1) Backstopping by the MAP programme manager

Following the training of MAP facilitators in March 2007, facilitators began intensive work on the roll out of policies in-country. They filed monthly reports to the MAP manager who kept a tracking facility and held regular teleconferences with facilitators. Detailed country reports are attached at Annex A. In addition, the MAP manager made the following backstopping visits:

Botswana: In July 2007 the MAP programme manager made a backstopping visit to Botswana meet media managers and ensure that there was progress in the roll out process. However, only one meeting materialised with Gabz FM. Other media houses were not forthcoming even after previously confirming appointments.

Lesotho: In August 2007, the MAP programme manager visited Lesotho on a backstopping mission and visited 10 media houses as follows: *Informative, Moeletsi oa Basotho, Thaha-Khube FM, People Choice FM, catholic Radio FM, Mo Afrika and Mololi*. Other media houses visited included the four government controlled media houses Lesotho Television, Lesotho News Agency, Radio Lesotho and *Lesotho Today*. Three of the media houses set dates for the workshop stage while government media and *Mololi* gave buy-in to the MAP process. The country facilitator then followed up on these media to conduct workshops and do situation analyses as required. In the other media houses, management was not available even after confirming the appointments.

Namibia: In July 2007 the MAP programme manager made a visit to Namibia for backstopping. He co-facilitated a Stage 3 workshop at the Namibian Broadcasting Corporation (NBC) with the two country facilitators and a task team was formed to start drafting the policy for the state broadcaster. Other meetings were held with Cosmos Radio and UNAM Radio to seek buy-in for the beginning of the roll out process. The MAP programme manager also visited Katutura Community Radio to follow up on the implementation of the policy and invite the station to enter the awards.

Follow up visits were done in October 2007 and meetings were held with the NBC resulting in the finalisation of a draft policy. Two workshops were also conducted at *New Era* and UNAM Radio. Task teams were formed for the two media houses to begin the process of drafting policies.

Tanzania: In August 2007 the MAP programme manager visited, *Tanzania Daima*, Habari Corporation and Mwananchi Corporation and conducted situation analyses for the two media houses. A meeting was also held with *Chama Cha Mapinduzi* and a date for a workshop was agreed upon. The country facilitator later followed up on these media houses and so far Mwananchi Corporation and *Chama Cha Mapinduzi* have conducted workshops and are in the process of drafting policies. The MAP Manager also made a follow up visit to Tanzania in December 2007 and met staff and management at *Wapo/Msema Kwelli* to help them on how to draft their policy.

Swaziland: Lubombo Community Radio Station: In April 2007 a stage 3 workshop was held at Siteki Hotel in Swaziland with staff and management at Lubombo Community Radio Station. A task team was set up and started the drafting process. The country facilitator made the follow ups the task team finally produced draft policy that is yet to be adopted.

Meetings were also held at *The Swaziland Times*, Voice of the Church, Channel Swazi and Radio Swaziland. These media houses had all gone through the workshop stage and were in the process of drafting policies. The major problem at these media houses was on how to do the actual drafting of policies. This was explained by the end of the year the country consultant had followed up and provided direct support leading to the submission of policies by the end of the year.

2) MAP road shows

Gender Links in collaboration with the Southern African HIV and AIDS Information and Dissemination Service (SAFAIDS) conducted two road shows in the period under focus. The first road show took the two organisations to Malawi and Zambia in June 2007.

Media houses visited in Malawi were as follows:

- Capitol Radio,
- Malawi Broadcasting Corporation,
- Power FM 101,
- Joy FM Radio,

- *Daily Mail*, and
- Nation Publication Limited publishers of *The Nation*, *The Sunday Nation* and *The Weekend Nation*.

The Malawi leg of the road shows had a huge impact as two radio stations, Capitol Radio and Joy FM Radio interviewed the MAP manager and the SAFAIDS Head of HIV/AIDS Communication & Knowledge Management. Together with the newsroom visits, this generated interest in the MAP process and made it easier for the country facilitator to make progress in the roll out process.

In Zambia a visit was made to Yatsani Radio while meetings were also held with the *Zambia Daily Mail* News Editor, Amos Chanda. It was difficult to meet other media houses some of them were unavailable despite having given firm appointments.

A second road show with SAFAIDS was done in November 2007 and covered Lesotho and Swaziland and it demonstrated once again the advantage of working in partnership in order to accelerate the pace of implementation.

The media houses visited in Lesotho were as follows:

- The Public Eye
- Radio Lesotho
- Lesotho Television
- Catholic Radio FM
- Moeletsi oa Basotho
- Mololi
- Informative Newspaper
- Thaha-Khube FM

Most of the media houses visited in Lesotho were at various stages of drafted policies. The MAP manager and facilitator gave direct input to the work of the task teams to help speed up the drafting process. *Public Eye*, which had been difficult to move to the drafting process and also gave a date for the workshop which the MAP facilitator has since followed up and for which a draft was produced and adopted.

Apart from the policy roll out issues, SAFAIDS managed to enlist many of the journalists visited onto the Media Resource Desk to ensure they are kept informed with regular updates of accurate information on HIV and AIDS.

In Swaziland visits were made to the following media houses:

- *The Swazi Observer* which was the first media house in Swaziland to draft a MAP policy.
- Voice of the Church
- Swazi TV
- Swaziland Broadcasting and Information Service (radio Swaziland)

The Swazi Observer has since adopted its policy and during the meetings they were anxious on issues related to training and building the capacity of journalists in the coverage of gender and

Another visit was also made to Swazi TV which is only media house not to have given buy in to the MAP process in that country. Swazi TV is engaged in a parallel process of drafting their own policy but they said they would consult MAP for editorial aspects of the policy.

3) SPI-MAP Media Awards

Another significant innovation in 2007 were the Sol Plaatje Institute-Media Action Plan (SPI-MAP) HIV and AIDS and Gender Media Awards. Gender Links signed a Memorandum of Understanding with the Sol Plaatje Institute (SPI) to come up with the inaugural SPI-MAP HIV and AIDS and Gender Media Awards.

The objective of the awards is to recognise good newsroom leadership and institutional practice in responding to the challenge of HIV and AIDS and its gender dimensions particularly by those media in the SADC region as a way of encouraging media houses to adopt policies and enhance the goals of the Media Action Plan (MAP) on HIV and AIDS and Gender.

Entries were invited from media houses (print, radio and television) from the Southern Africa Development Community (SADC) region that were part of the Media Action Plan (MAP) on HIV and AIDS and Gender or had independently developed their own HIV and AIDS and Gender policies and are in the process of implementing such policies.

The awards were held on 9 September 2007 the sidelines of Highway Africa in Grahamstown, South Africa. The winner in the SPI-MAP HIV and AIDS Institutional Leadership Media Award was Malawi Broadcasting Corporation while *The Times of Zambia* were the runners up. The Mauritius Broadcasting Corporation won the SPI-MAP Gender Institutional Leadership Media Award with the Malawi Broadcasting Corporation a runner up.

The prizes included a token cash amount, a floating trophy for winners but more significantly, a week's training by a reputable media trainer on HIV and AIDS and Gender in the media. The trainers have been identified for both Malawi Broadcasting Corporation and Mauritius Broadcasting Corporation to do the training. However, convenient dates for both the trainers and trainees still need to be identified but it is likely to be in April/May 2008 period.

4) Extending MAP to the Francophone countries

One of the most significant developments during this period has been the extension of MAP to three Francophone countries- DRC, Madagascar and Seychelles, as well as the translation of all key MAP documents for this purpose.

Coordination: The Francophone project has been coordinated from Mauritius, which has one of the strongest GEMSA chapters, Media Watch Organisation, well known for its monitoring and engagement with the media. MWO President Loga Virahsamy has served as part time coordinator of the Francophone project, ensuring a wide-level of enthusiasm that augers well for the policy roll out phase.

Fact-finding mission: As part of the expansion of the MAP project to the Francophone countries, Ms Virahsamy led a fact finding mission to DRC in July 2007. This exploratory visit secured strong partnerships with three key strategic organisations, PANOS Paris, the media regulatory authority Haute Autorite des media (HAM) and Union Nationale des femmes Congolaises (National Union of Congolese Women) or UCOFEM. After establishing a working relationship with de la Fédération des Femmes Madagascar was identified and working relations established. In Seychelles Gender Links already had working relations with GEMSA member GEM Plus.

Enhancing the HIV and AIDS and Gender Baseline Study: Using methodologies developed in the Global Media Monitoring Project, the Gender and Media Baseline Study and the HIV and AIDS and Gender Baseline Study, Gender Links developed an enhanced monitoring tool used to conduct monitoring in these countries. This will also now be used in the follow up monitoring at the end of the project. GL collaborated with organisations in the Democratic Republic of the Congo (DRC), Madagascar and Seychelles to train team leaders and monitors for the Francophone HIV and AIDS and Gender Baseline Study.

Training workshops: The training and contracting of monitors and team leaders took place on 1 and 2 October 2007 in the DRC. The training was also done in Seychelles on 14 October while in Madagascar it was done on 18 and 19 October 2007.

MAP road show in Seychelles and DRC: During the training workshops in Seychelles, the MAP Manager also made visits to various media houses to generate media interest for MAP in anticipation of the policy roll out in that country.

Monitoring exercise: Monitoring of the media in the three countries took place from 22 October to 8 November 2007. The monitoring forms, databases and monitored artifacts were sent to Gender Links for verification and analysis.

Data analysis and report writing: GL has analysed the extensive data from the Francophone monitoring project and designed a report template for the three countries. The MAP manager, Francophone coordinator and team leaders are working on finalising the reports.

Next steps: The next steps on the Francophone process include:

- Launch of the Francophone HIV and AIDS and Gender Baseline Study in respective countries on 3 May, World Press Freedom Day.
- Printing of the Francophone version of Diversity in Action for use in policy roll out.
- Policy roll out in the three countries.

5) Glass Ceiling Research in South Africa: After two presentations on MAP to the South African National Editors Forum, SANEF approached GL to assist with a study on glass ceilings in newsrooms. SANEF felt that most newsrooms had already made significant progress on HIV and AIDS and that the major gap in South Africa related to gender. GL worked with the diversity committee of SANEF to design and conduct research on where women and men are in newsrooms; how much they earn; what work they do etc. This groundbreaking research was jointly launched on 3 May 2008- World Press Freedom Day and generated considerable media coverage. GL is working on a pilot project with the *Mail and Guardian* on developing a gender policy.

6) Important related activities

Regulatory authorities

As GL has worked with media houses on HIV and AIDS policies, it has also embarked on a similar initiative with media regulatory authorities. This work at the macro level is intended to strengthen the work at newsroom level. Initiatives undertaken include:

Press Council of Botswana: As part of its programme to ensure media regulatory authorities mainstream gender in their work, in July 2007 Gender Links held a workshop with the Press Council of Botswana (PCB) to help them develop a gender code of ethics. PCB is a media self regulatory body. Participants were invited from the PCB membership, the media in general as well as academics and gender and media civil society organisations. At the end of the workshop a draft gender code of ethics was produced and is currently going through the adoption process.

Tanzania Communications Regulatory Authority (TCRA): In August 2007, Gender Links also extended support to TCRA - an independent statutory body from Tanzania. TCRA is mandated by law to regulate telecommunications, broadcasting and postal services, as well as to provide for the allocation and management of radio spectrum, covering electronic technologies and other Information and Communications Technologies (ICT) applications. A workshop to develop a gender policy for TCRA was held in Dar es Salaam from 20 to 21 August and at the end of the workshop a draft gender policy was produced and is going through the adoption process at the regulatory authority.

MAP and Regulatory Authority (DRC): While in the DRC for the Francophone baseline study training in October 2007, the MAP Manager and GL Board Member Loga Virahsawmy also held meetings with the DRC media regulatory authority haute Autorite des Medias (HAM) and UCOFEM with regard to developing a gender code of ethics for HAM as part of the broader aim of extending MAP to regulatory authorities. An explanation was given to the coordinator of the Centre for monitoring at HAM, Mr. Tiefolo Banza on the need for the media regulatory authority to develop a gender and HIV and AIDS Code of Ethics. Such codes would make it easier for HAM to ensure that media were balanced and reported accurately on the issues of the day. Mr. Banza welcomed the GL proposition to extend the Code of Ethics for regulatory authorities to DRC. He said he would talk to the Director of HAM who he is sure will accept and then get back to GL.

In-house audience research: In the period under review, Gender Links also helped *The Voice* newspaper from Botswana and *The Swazi Observer* from Swaziland to carry our in-house audience research on their readers' preferences. The purpose of this research was to generate gender disaggregated feedback from their audiences in order to help these media houses to improve their coverage, marketing and responsiveness to preferences of their readership. Two reports have been produced and so far the outcomes of the research have been shared with the editor and the proprietor of *The Voice* newspaper in Botswana. A similar exercise is planned with *The Swazi Observer* in April 2008.

Challenges

There are several cross-cutting issues identified by the programme manager and facilitators that have caused delays in the roll out process. They are as follows:

Coordination: More could be done to ensure the smooth coordination of MAP. The Southern Africa Editors Forum has not had staff coordination capacity and partly as a result of this, there has been a lack of communication among partners in the roll out process resulting in duplication of activities. This has caused confusion in the media sector and caused delays in getting buy-in to MAP. An example of where coordination would have been useful is the localised version of MAP running in Botswana.

Parallel programmes by organisations external to MAP: There have been cases in Swaziland and Tanzania where organisations doing similar work have come up with programmes that confuse the policy roll out process. For example in Swaziland, the Swaziland Business Coalition on HIV/AIDS is working with Swazi TV on HIV and AIDS policies which has made it difficult for the facilitator to move in. In Tanzania an organisation called Health Initiative also has a similar programme that is causing confusion in the media thus slowing down the process. Again strong coordination would have assisted in building synergies rather than appear to be duplicating each others efforts.

Staff turnover and bureaucracy within newsrooms: another factor that has slowed down the roll out process is a problem internal to media houses in which appointments are reneged on, refusal to release certain information and failure to set dates for workshops. In some cases, because of the high staff turnover in this sector, change of staff (new boards, new editors or journalists etc) almost always means the facilitators have to start the process all over again to ensure new staff members give buy-in to the process. This has resulted in the roll out process stalling in certain media houses.

Mergers and closures: Linked to staff changes is also the problem that after giving buy-in and working on the policy process some media houses go close down for various reasons leading to lost time, effort and resources.

Fear of committing to MAP: Some media houses take a long time to give buy-in because they fear that committing to MAP has financial implications that they cannot afford to assent to. This is despite assurances from MAP facilitators. However, in some

cases MAP has been stalled because media houses want to be paid a lot of money for attending workshops and also to be given materials like cameras and computers for being part of MAP. They insist on getting these things first before the drafting process is done and this also presents a peculiar problem that also delays the roll out process.

Lack of policy drafting capacity: in most newsrooms the task teams that are set up to do the drafting of policies often take too long because they are unable to do this exercise even after the workshop stage. This has resulted in many media houses getting stuck on the drafting hence the delays in producing policies.

Resistance to MAP: Some media houses remain suspicious of outside NGO initiatives, and are unwilling to open up their internal processes to external scrutiny.

Gender or HIV and AIDS: Most media houses have opted for gender aware HIV and AIDS policies but have not gone on to develop stand alone gender policies as well (as recommended in the MAP handbook). There is need to focus in the coming year on gender policies through first rolling out the glass ceiling study building on data collected through MAP.

Outputs

In the period 2007-2008 MAP built on the successes of 2006-2007 as follows:

- The period under review saw the number of media houses that have given buy-in to the MAP policy roll out process increased from 57 (26%) in March 2007 to 121 (55.5%) out of the targeted 218 media houses.
- In total 94 media houses have proceeded to stage 2 (situation analysis) compared to 28 in March 2007.
- Thirty policies were formally adopted and 29 policies have been drafted and are now awaiting approval.
- Launch of the ground breaking Glass Ceiling Study in South Africa that has opened the door for development of gender policies in this countries, and provided a methodology that can be cascaded in the region.
- A successful fact finding mission was carried out to the DRC to explore the feasibility of carrying out an HV and AIDS and Gender Baseline Study
- Three training workshops for team leaders and monitors were held in DRC, Madagascar and the Seychelles.
- Baseline data for reports on HIV and AIDS and Gender in Seychelles, DRC and Madagascar.
- Extension of MAP process, on a pilot basis to media regulatory authorities.

Outcomes

- Steady progress: Although the policy roll out process is behind schedule, it has been steady and thorough. Consultants have only been paid on the basis of stages actually completed, therefore funds are still available for continuation of the process.
- Exciting prospects for MAP policy roll out in Francophone countries.
- Research methodologies on glass ceilings in newsrooms and in strengthening HIV and AIDS and Gender baseline studies to be applied in ongoing activities (see below)
- Increased awareness of MAP through the media awards initiative

- Improved collaboration between MAP partners at a bilateral level, although overall coordination needs strengthening.

Next steps

GL has planned a meeting for MAP consultants and partners linked to the Media Partners Consultation (MPC) in March 2008 to fine tune the strategy for the coming year. SIDA, the main funder of the MAP policy roll out process will be present at these meetings. GL will hold its annual review meeting with SIDA after the MAP consultations.

Key recommendations:

1) Review and fine tuning of targets: In individual meetings with consultants, as well as in the team meeting, GL will seek to narrow targets down to those that can be achieved in the coming year. During 2008/2009, important links have now been made with all media houses. It is now possible to assess those that will come on board; those that already have their own processes and do not require MAP support (as is the case in several South African media houses) and those that are resistant. It is important to prioritise completing media houses that we have started, before embarking on new ones. From this thorough assessment, realistic targets will be set in each country. Management arrangements will also be reviewed to ensure that these targets can be met.

2) Glass ceiling study and focus on gender: During the last review meeting with SIDA GL raised the concern that given the choice, most newsrooms have opted for gender aware HIV policies but have not gone the next step to also develop gender policies. *Diversity in Action* sets out why both policies are necessary, because there are a lot of gender issues in newsrooms and news content that go well beyond HIV and AIDS. SIDA approved resources in the coming period for more focus on this issue. In the meanwhile, the experience of working on the glass ceiling report with SANEF has underscored the value of collating baseline human resource data on this process. GL has approached OSISA for funding to extend this data collection to the rest of the region. Much of the data is already available through the situation analyses conducted by facilitators; the questionnaire simply requires more depth. GL is therefore recommending rolling out the Glass Ceiling study to MAP newsrooms in 2008/09 in collaboration with interested partners such as MISA and FAMSA; and using this to renew the push on gender policies in the final year of MAP.

3) MAP expansion: Finalise the Francophone Baseline Study, launch and disseminate its findings to allow for the MAP policy process to begin in the DRC, Madagascar and Seychelles. MAP partners should also explore opportunities for expansion into these countries to ensure media in these countries receive the same support as their counterparts in the Southern Africa Development Community (SADC).

4) Revised time frames: The timeframe for the implementation of MAP should be extended from February 2009 to February 2010 as the roll out process has been slower because of various reasons outlined; and to accommodate the various new developments/synergies outlined above. It is anticipated that from now onwards the

process should move faster as most media houses have gone past the difficult first stages into the stages where they are beginning to draft policies. It would be a disservice to leave this process hanging in the balance when so much time and resources have been put into taking them to where they are now. It is also important to remain true to the original vision, which was to develop gender aware HIV and AIDS and gender policies as well as stand alone gender policies. It should be noted in the case of SIDA that this will not require additional resources but rather an extension of the time frames by one year:

Table 2: Summary of proposed work plan

KEY ACTIVITIES 2008/2009	KEY ACTIVITIES 2009/2010
Complete roll out according to fine tuned targets	Gender policies in newsrooms
Complete Francophone HIV and AIDS Baseline study; launch on 3 March	Region wide HIV and AIDS and Gender Baseline study for M and E and major advocacy push, along with glass ceiling findings, in 2010.
Policy roll out in Francophone countries	
Glass Ceiling study in all newsrooms	

- 4) **Coordination:** The emergence or parallel processes by MAP partners resulting in duplication of duties and delay in the roll out process call for greater coordination in order to ensure accelerated progress in implementing MAP. Moreover, as more media houses draft and adopt policies, it is important that other legs of MAP – training, information, ethics etc must follow up to ensure the achievements of MAP are sustained the aims of the MAP process are fulfilled. In particular, country level initiatives like the localised MAP process in Botswana that has mobilised considerable internal resources should be encouraged by SAEF as the policy process simply lays a framework that requires extensive follow up, beyond the scope of this project.
- 5) **Active collaboration:** activities such as the road shows done by SAFAIDS and Gender Links should be encouraged as they have given fresh impetus to the MAP process particularly in Malawi, Lesotho and Swaziland where they have been done. Other arms of MAP can join such road shows or plan separate activities in order to further the goals of MAP.
- 6) **Media Awards:** Run the second and expanded edition of the HIV and AIDS and Gender Institutional Leadership Awards as an incentive for the MAP process and a way pf publicising and advertising the MAP process in conjunction with the Gender and Media Summit in August 2008.

COUNTRY REVIEW

Botswana

Introduction

The policy roll out process in Botswana was being facilitated by Pamela Dube. However, not much progress was made in the period under review. The new facilitator got full time employment and could not give enough attention to the MAP process. Partly as a result of this, progress was painstakingly slow and as shown in the table below very little was gained from the previous except the adoption of a policy for *The Voice*..

Media Action Plan		Stage 1	Stage 2	Stage 3	Stage 4	Complete
Large						
Mmegi/The Reporter	1	1	1			
Daily News	1	1				
BOPA	1	1				
Radio Botswana 1 & 2	1					
Medium						
The Botswana Guardian & Midweek Sun	1	1	1	1	1	
The Voice	1	1	1	1	1	1
The Botswana Gazette	1	1	1			
Gabz FM	1					
Yarona FM	1	1	1			
Sunday Standard	1					
Small						
The Mirror	1					
Total	11	7	5	2	2	1

Process

There was very little progress on MAP during the period under focus. Only one draft policy was completed by *The Voice* but the rest of the media houses did not make any significant progress from where they were in 2006-2007.

The middle management at Gabz FM expressed interest in MAP but they wanted more time to talk to the proprietor. However, progress was destabilised after the death of the proprietor of the media house before concrete buy-in had been given.

After a long period of no progress the roll out process at *The Guardian/Midweek Sun* had resumed with a scheduled meeting between the facilitator and the papers task team. The paper had set as its target the day of launch to coincide with World AIDS Day, on 1 December 2007. However, the process did not take off and the deadline lapsed.

Challenges

- The MISA Botswana Chapter has led an initiative that caused some confusion in newsrooms. GL has sought meetings to seek better coordination and this will be discussed further at the MPC.
- The MAP facilitator in the country got a full time job and has not been able to deliver.
- Bureaucratic delays within media houses resulting in slow progress to move to the next stages of the roll out process

Recommendations

- Learn more about the local MAP process at the MPC and support this process in any way that might be helpful, rather than duplicate efforts.
- Redeploy the financial resources to other countries

The Democratic Republic of the Congo (DRC)

Introduction

As part of the objective to expand into the Francophone countries, from 22 to 27 July 2007 Gender Links undertook an exploratory mission to the DRC to find and build partnerships and determine the feasibility of replicating the HIV and AIDS and Gender Baseline Study.

Identifying partners: Potential partners were identified before the mission took off and appointments arranged with them ahead of the visit. These four partners were PANOS, the media regulatory authority Haute Autorite des medias (HAM) Electoral institute of Southern Africa (EISA and Union Nationale des femmes congolaises (National Union of Congolese women) (UCOFEM).

Activities: Four meetings were held with potential partners in the DRC. Three of the meetings were held with the individual organisations and then one final meeting was a roundtable meeting with all the partners held on 26 July at the Memling Hotel in Kinshasa. Ms Aziza Bangwene, DRC representative of PANOS; Tiefelo Banza representing haute Autorite des Medias and, Anna N'gamba and Dorothee Swedi Mubaki representing UCOFEM. The three organisations expressed interest in partnering Gender Links as a long term strategic partner and for purposes of conducting the HIV and AIDS and Gender Baseline Study report. Banza also expressed interest in long term collaboration with Gender Links in developing codes of ethics for the media while UCOFEM also wanted to be part of the GEMSA. It was finally agreed that UCOFEM heads the project and HAM facilitates the monitoring while PANOS could give the logistic support including venue and use of internet, among others.

After the agreement on the collaboration, the media to be monitored were identified as follows:

Broadcast media

Private Radio

- Maendelo (from the province of Bukavu)
- Mwangaza (from the province of Lubumbashi)
- Okapi (United Nations radio covering the whole DRC)
- Digital (covering the whole of DRC)

Television

- Le RTNC (the national television)
- RTGA (private television based at Kinshasa)
- KHRT (from the province of Mbuji-Mayi)
- Tropicana (private television of Kinshasa)

Print media

- Le Potentiel

- Le Phare
- Reference Plus
- L' Observateur
- Agence Congolaise de Presse
- Uhuru

However, because of issues of lack of access, cost implications and security fears in the in the DRC some of the media houses could not be monitored this time. However, this mapping exercise formed the basis for the subsequent training workshops and the contracting of monitors and team leader to carry out the Francophone HIV and AIDS and Gender Baseline Study.

Lesotho

Introduction:

The MAP process in Lesotho is facilitated by Sophia Tlali who is an independent consultant. Since the beginning of the 2007-2007 year when she was contracted, there has been phenomenal progress in which out of the 17 media houses on her contract, 13 have drafted policies and they are at various stages of adoption and implementation.

Table Three: Overview of MAP Progress in Lesotho						
		Stage 1	Stage 2	Stage 3	Stage 4	Complete
Large						
The Public Eye	1	1	1	1	1	1
Lesotho TV	1	1	1	1	1	
Radio Lesotho	1	1	1	1	1	
Catholic Radio FM	1	1	1	1	1	1
Moeletsi Oa Basotho	1	1	1	1	1	
Lesotho Today	1	1	1	1	1	
Medium						
Leselinyane La Lesotho	1	1				
Mo Afrika newspaper	1	1				
Harvest FM	1	1				
People's Choice FM	1	1	1	1	1	1
Lesotho News Agency	1	1	1	1	1	
MoAfrika FM	1					
Mololi	1	1	1	1	1	
Small						
Bang Newspaper (Informative)	1	1	1	1	1	1
Joy FM	1	1	1	1	1	
Mosotho	1	1	1	1	1	1
Thahakhube FM	1	1	1	1	1	1
TOTAL	17	16	13	13	13	6

With a target of 17 media houses Lesotho started from nothing in March to become the biggest mover in the policy roll out process. Sixteen out of the 17 media houses (94%) have given buy-in to the process which surpasses the targeted 80% by the end of 2008. So far thirteen media houses or 76% of the targeted media houses have draft gender aware HIV and AIDS policies so far. Only one media house has drafted both an HIV and AIDS as well as a Gender policy.

Progress to date

The country facilitator approached all 17 media houses on her contract and managed to get buy-in from all except *Mopheme –The Survivor*. *Mopheme* was then replaced by Lesotho News Agency which gave buy-in to the process.

The other media houses that gave buy-in were as follows: The Public Eye, Lesotho TV, Radio Lesotho, Catholic Radio FM, Moeletsi oa Basotho, Lesotho Today, *Leselinyane La Lesotho*, *Mo Afrika Newspaper*, Harvest FM, People's Choice FM, *Informative*, Joy FM, *Mosotho* and Thaha Khube FM.

Several media houses that have gone through the drafting process and most of them are calling for training to ensure that they are able to implement the policies that they now have.

Catholic Radio has a good plan that is suited to its religious background. But the media house does not have proper sources or professional religious networks and its coverage tends therefore to be to be overly dogmatic. They need to build a resource base of contacts to develop a comprehensive Christian outlook toward HIV and AIDS and Gender in order to back up their action plan.

The radio station feels that the training should focus on gender mainstreaming and understanding the broader aspects of Christian morality with regards HIV and AIDS. They also felt there was need to come up with monitoring and evaluation mechanisms for their editorial practice to ensure that the stories have included a gender perspective and to develop a directory of (data base) women sources.

Harvest FM came on board much later than the others they are keen to complete the process fairly quickly. Stage 1 has already been completed and the facilitator will move on to do a situational analysis with them and guide them through the policy drafting process.

Informative, formerly *Bang Newspaper* has partnered with *Varsity Breeze* a newspaper insert produced by the National University of Lesotho Students. The paper adopted its policy in January 2008 and is very keen on other aspects of MAP such as training in mainstreaming gender and HIV and AIDS into newsroom and work place practice. The paper is already in the process of implementing some aspects of its policies on reporting HIV and AIDS. For example, the paper has begun profiling people living with HIV and AIDS who are willing to be examples to others on positive living and needs help in creating a directory of people living with HIV and AIDS.

Thaha–Khube also adopted its policy in early 2008 and have already begun implementing their policy. The radio station, which mainly targets the youth, has a programme for the youth which includes messages on the youth and HIV and AIDS. However, like other media that have adopted policies in Lesotho they need training on how to effectively implement their policy.

Moeletsi oa Basotho is the only media house in Lesotho that drafted separate gender and HIV and AIDS policies. However, they have not adopted their policies. The paper is also working on a drafted action plan. However, they have been delayed by the fact that they are renovating their building which is disrupting their progress. They are one Media House whose self evaluation during the workshop was very thorough and they got commitment from the entire management to change their obsession with politics and do more developmental especially to monitor their contribution toward the achievement of the Millennium Development Goals on HIV and AIDS and Gender.

Mololi news paper has gone through all the stages and drafted a gender aware HIV and AIDS policy. However, *Mololi* a paper owned by the ruling party in Lesotho and the party itself is not particularly keen on the policy even though they agreed to the process. The Editor doesn't feel that she has enough support of the higher echelons in the party to implement the policy fully as political stories take precedence over anything else.

The government controlled media, that is **Lesotho News Agency, Lesotho Today, Lesotho Television and Radio Lesotho**, went through the process of coming up with gender aware HIV and AIDS policies. However, the adoption process has taken longer because of bureaucratic delays. The MAP facilitator is making efforts to make a presentation to the minister to ensure the adoption of the policies as working documents for the government media.

People's Choice FM completed an in-house workshop and drafted their policy and adopted the policy. They are already seeking ways of mainstreaming HIV and AIDS into their programming to ensure that the message gets to all Basotho. For example, they are planning a Miss P.C. FM pageant that they hope to use as a vehicle for raising awareness about HIV and AIDS. They want to do it by district to ensure close involvement of people at a local level. The radio station also felt there was need for some training so that they can produce good programmes in line with their policy.

Leselinyana has lost almost all its staff and the publication has been infrequent and erratic. Sometimes there is no issue for three successive months. This makes it difficult to include them in the MAP process until there is some form of stability.

Moafrika FM and *Moafrika* news paper

Moafrika FM has been withdrawn from finishing up their policy. But, toward the end of the year there may be an opening for further discussions with the Proprietor.

Joy FM has changed management so it was difficult for the new manager to take the policy on board. He says his need is to assist him to understand the resource implications. His team however went through the workshop and is ready to include gender and HIV and AIDS in their programming.

Strengths

Except one media house, the media in Lesotho has been receptive to MAP

The media is easily accessible as it is concentrated in Maseru

The facilitator is well know in media circles making it easy for her to access the media

Challenges

- Lack of capacity to draft policies by task teams has often delayed the drafting process
- Making form appointments tedious as management at media houses take too long to agree to meet facilitator which affects the pace of implementation
- Internal politics has resulted in some media houses not giving buy-in to the MAP roll out process.

Recommendations

- The MAP Country Facilitator for Lesotho has to undergo a TOT on gender mainstreaming before the bulk of the individual gender mainstreaming work has to be done since most of the media houses have drafted their policies and are at various stages of adopting them.
- MAP manager to come and help finish off the remaining media houses as well as meet officials from government controlled media houses to brief them about the draft policies. This will speed up the adoption process as this has stalled.
- Four media houses that are giving problems

Madagascar

As part of the objective to expand into the Francophone countries, Gender Links first sought to identify partners and general buy-in from critical institutions in the country.

Gender Links first established relations with a gender civil society organisation, the Federation pour la Promotion Feminine et Enfantine (FPFE). The Honorary President of the organisation who is also the Deputy Mayor of Tamatave gave their buy-in to the process thus making it easy to work in Madagascar. FPFE also joined GEMSA and are the affiliate body for GEMSA in Madagascar.

This prepared the groundwork for the training of team leaders and facilitators for the Francophone baseline study on 18/19 October, facilitated by the MAP Francophone coordinator and GL Executive Director. Most of the participants for the training were all drawn from the membership of the FPFE although they came from different professional backgrounds.

GL through its Mauritius contacts has close links with key media houses in Madagascar that are run by Mauritian companies. These have indicated a keen interest in the policy roll out process.

Malawi

Introduction

The policy roll out process in Malawi is being facilitated by Pushpa Jamieson who is based in Lilongwe. Malawi is one of the countries that have moved rapidly in the implementation process compared to other countries in the region. The country facilitator continued from where she left in the 2006-2007 year.

Table Four: Overview of MAP Progress in Malawi						
Media houses		Stage 1	Stage 2	Stage 3	Stage 4	Complete
Large						
Daily Times	1	1	1			
The Nation	1	1	1	1	1	
Malawi News	1	1	1			
Sunday Times	1	1	1			
Capital Radio	1	1	1	1	1	1
Power 101 FM	1	1	1	1	1	1
Radio Islam	1	1	1	1	1	
Transworld Radio Malawi FM	1	1	1			
MBC	1	1	1	1	1	1
Television Malawi (TVM)	1	1	1			
Medium						
Sunday Nation	1	1	1	1	1	
Radio Alinafe	1	1	1			
Radio Maria	1					
The Chronicle	1	1	1	1	1	1
The Dispatch	1	1	1	1	1	1
The Weekend Nation	1	1	1	1	1	
The Courier Newspaper	1	1	1	1	1	1
MIJ FM	1	1	1			
Joy Radio		1	1	1	1	
Guardian Newspaper	1	1	1	1	1	
Radio Zodiak	1	1	1			
Independent Newspaper	1	1	1	1	1	1
The Democratus Newspaper	1	1	1	1	1	
Small						
The Inquirer	1					
UDF News	1					
Calvary Family Radio	1					
Dzimwe Radio	1					
Star Radio	1	1	1	1	1	
Total	27	23	23	15	15	7

A lot of progress has been made in Malawi as over 23 (85%) of the 27 media houses have gone through the situation analysis stage while 15 (55.5%) have done workshops and drafted their policies. Only four media houses, two of which are no longer operational are yet to be visited. Malawi is on course to finish with the MAP process in 2009.

Process

Media owners, directors and management at media houses in Malawi have shown willingness to develop and implement HIV and AIDS policies that will guide how they treat HIV and AIDS and gender in their coverage as well as how to deal with HIV and AIDS in the workplace.

Several media houses have completed the final draft of their policies. The drafts were emailed to the MAP Manager at Gender Links for comments and recommendations. The media houses with completed drafts in 2007 were as follows:

- The Nation
- Sunday Nation
- Weekend Nation
- Democratus Newspaper
- The Guardian Newspaper
- Radio Islam
- Joy Radio
- Star Radio

Star Radio this radio station has not as yet had a workshop as they decided that they would elect a task team to develop a policy which would then be discussed during a workshop which would be held at a later date. The country facilitator is still waiting for confirmation for the date of the workshop and date for the launch of the finalised policy.

Next steps

Adoption and launch of policies

The facilitator will be visiting the other media houses to encourage them to set dates for the launch of their policies. The facilitator has already requested for meeting officials from media houses that gave the buy-in for a meeting but the meetings have not yet been confirmed.

The facilitator will target media houses that are on stage 2 to ensure they quickly move to the policy drafting stage. Policy launches now have to be followed up for those media houses that have produced and finalised their drafts. Radio Maria which is situated in the southern region of Mangochi has been difficult to access, but the media house is to be approached through Radio Alinafe (both Roman Catholic) that is based in the centre of the country. Work will begin in April with Radio Maria.

Trans World Radio – Meeting for workshop to be confirmed – a tentative date to be set for March.

Radio Zodiak - Still waiting for date from Lupeska. Management has agreed that policy will be completed and launch early this year. Facilitator will be paying regular visits to media house in order to encourage completion and launch of policy

Radio Alinafe: as a religious radio station, it has been suggested by management that contact with Father Jana should be made after Easter to plan a way forward. Facilitator will be working closely with the media house.

At the Daily Times, Malawi News and Sunday Times the facilitator will seek to get confirmation for dates to hold workshop as soon as possible.

A meeting with the director general of TV Malawi has been requested but there are continued delays in securing this appointment because of the change of staff which included transfers of staff who were supposed to drive the process. Meeting with Director General has been set up and is expected to kick start the process again.

Strengths

- Media owners and managers receptive to MAP
- SAEF has been very supportive in Malawi

Challenges

- The people tasked with the actual development have difficulties committing time to do the work resulting in unnecessary delays in the roll out process.
- Where such commitment is available, there often are capacity problems in terms of drafting skills to ensure sound policies.
- The long distances that the facilitator has to travel between Lilongwe and Blantyre to do her work in media houses that are mainly concentrated in these cities is an added cost that delays the process

Recommendation

To ensure accelerated implementation of MAP in Malawi in 2008-2009, the following actions are suggested:

- Hold joint or group workshops for media houses at Stage 2 within the same city instead of approaching them individually.
- Gender Links to cover costs for holding the joint workshops that the facilitator must account for and which are based on key deliverables mainly the policies and reports on activities.
- With constant encouragement and help from the facilitator the policies of media houses concentrated on have completed their policies. This has resulted in too much time being spent on a media house. It is the plan to have the completed policies launch as early as possible this year by approaching those who committed to policy development to push for launch dates.
- It is expected that the same kind of time will be spent by the facilitator on the other media houses this year in order to get the process moving.

Mauritius

Introduction

The MAP process in Mauritius was being done by Loga Virahsawmy. The roll out process during the year 2007 has been very tedious and time consuming and results have been very slow in coming. Table Five below gives an overview of progress made in the period under review:

Table Five: Overview of MAP progress in Mauritius						
		Stage 1	Stage 2	Stage 3	Stage 4	Complete
Large						
MBC (3 TV channels and 8 radio channels)	1	1	1	1	1	1
Le Defi/Hebdo, Defi Sexo, BombayMasala, News on Sunday, Defi Sports and Radio Plus, Defi Jeunes	1	1	1	1	1	1
Le Mauricien/Weekend/Weekend Scope	1					
Le Matinal	1					
La Sentinelle: L Express/5 plus/radio One	1	1				
Medium						
Business Magazine	1					
Le Dimanche	1	1				
Top FM	1					
Small						
La Vie Catholique	1	1	1	1	1	
Impact News	1	1				
Star	1	1				
Le militant	1					
La voix Creole	1					
Total	13	7	3	3	3	2

As shown in the graph, progress has been slow with seven (53.8) having given the buy-in while three (23%) have proceeded to policy drafting stage.

Process

The Editor in Chief of *Impact News* gave buy-in to proceed in January 2007. However a change in management slowed down the process but eventually a situation analysis was conducted. What stalled progress was that the Editor in Chief did not want to take any decision as management changed. This newspaper now forms part of a group with *Le Dimanche* and *Star*. Further follow up on this media house has resulted in the paper suggesting that a joint workshop be held with other media houses as *Impact News* does not have sufficient staff for a full workshop.

The roll out process at *Le Dimanche* was delayed because although the Editor in Chief suggested that a senior journalist be in charge of the project, they found it difficult to host a workshop with only three journalists. It was suggested that this be done with Impact News but as Impact News could not take any decision due to the change of management, the workshop never took place. The Officer in charge who is Communications Manager of the new group that would take over these three newspapers was contacted. He asked for all the documents before giving a reply. The reply came on 6th March 2008 and the workshop will be held at the end of April 2008.

Despite the merger of these three papers they will retain their titles. Hopefully they will have their own Gender and HIV and AIDS Policies by the end of April 2008.

La Vie Catholique held its workshop in March 2007 and a draft HIV and AIDS policy was produced in June 2007. However, this has not yet been officially adopted due to administrative problems and the misfortune of its Editor in Chief who recently committed suicide. A new female Editor in chief was appointed recently and it is hoped she will help take the process to its conclusion.

The facilitator had a few meetings at *La Sentinelle*, which is among largest media house in Mauritius with one daily, three weeklies, one monthly and a radio station. The organisation also has two newspapers in Madagascar. There have been problems in scheduling a workshop as dates have been scheduled and re-scheduled with the last date being 29 February 2008. *La Sentinelle* also said they did not have the time to help the country facilitator with a situation analysis.

There has also been little progress with the group of *Le Mauricien* with its three media outlets. The facilitator was asked to send all details about the MAP process by e-mail including a template for the policy but there has not been any response from them.

Efforts to set up an appointment with *Le Matinal* have been fruitless in the period under focus.

A workshop has been confirmed with *La Sentinelle* but it will only happen after the independence celebrations and all related activities to be over.

There is only one newspaper that has not been contact and that is *La Voix Creole*.

Strengths

- The facilitator is well known in media circles and well positioned to do the roll out process
- The work and reputation of Gender Links and the Media Watch Organisation the two organisations associated with the facilitator is well publicised in Mauritius
- The most important and biggest media house in Mauritius which is also state-controlled has a Gender and HIV and AIDS policy which is being implemented. The Mauritius Broadcasting Corporation has 11 radio channels including Rodrigues and Agalega and is in charge diffusing the BBC and Radio France International. The MBC has five radio channels in Mauritius and two in Rodrigues. They also rebroadcast BBC

and Radio France Internationale. *Le Defi* media group which has six media outlets and one radio has a Gender and HIV and AIDS policy. These successes as well as that of *La Vie Catholique* which is small media house should help to get buy-in from smaller media houses.

Challenges

- Institutional changes like the merger of *Le Dimanche, Impact News and Star* tends to delay MAP as these organisations regularise their new identities.
- Management at media houses are very slow in giving firm appointments and sometimes these are continuously postponed
- Change of staff in small media houses especially when the champions leave, results in the need to start the process all over again.
- Doing situation analysis has proved to be very difficult. Media managers feel very uncomfortable to give information

Recommendations

- Media houses that are reluctant should be left out as this can bring more problems when country facilitators need them for media coverage of events or asking them to send participants to attend workshops.
- SAEF could consider a workshop in South Africa for Editors in Chief of the SADC region especially now that Madagascar, DRC and Seychelles are new to the project.
- It is important to do some monitoring once policies have been officially launched.
- Monitoring reports should be sent to media houses at least twice a year.

Mozambique

Introduction

The MAP process in Mozambique is coordinated by Eduardo Namburete, a Media Consultant and lecturer at the Eduardo Mondlane University's School of Communication and Arts.

Table Six: Overview of MAP Progress in Mozambique						
		Stage 1	Stage 2	Stage 3	Stage 4	Complete
Large						
TVM	1	1	1	1	1	
Magazine Independiente	1	1	1	1	1	1
Noticias	1	1				
Savana	1	1	1	1	1	
Zambeze	1	1	1	1	1	1
Radio Klint (RTK)	1					
Radio Terra Verde	1	1	1	1	1	1
STV/Radio SFM/O Pais	1					
TV Mira-Mar	1	1				
9 TV	1					
Radio Mocambique	1					
Radio miramar	1					
Domingo	1					
Fim De Semana	1	1	1			
Meia Noite	1	1				
Radio Capital/ Radio transmu	1	1	1	1	1	1
Medium						
Mediafax	1	1	1	1	1	
Canal de Moçambique	1	1	1			
A Tribunafax	1	1	1	1	1	1
Radio Pax	1					
Radio Escola Moatize	1					
Radio Maria (Religious)	1					
Radio Mutiana (Ntyana)	1	1	1	1	1	1
Small						
Correio da Manha	1	1	1	1	1	1
Diario de Noticias	1	1	1	1	1	1
Expresso	1	1	1	1	1	1
Faisca	1					
Jornal Amanhecer	1					
O Autarca	1					
Vertical	1	1	1	1	1	1
Wamphula	1	1	1	1	1	1
Expresso da Tarde	1	1	1			

Matinal	1					
Folha de Moçambique	1					
Total	34	20	17	14	14	11

Map has made steady and significant progress in Mozambique with over half the media house having given buy-in to the roll out process and moved onto the situational analysis stage. Fourteen (41%) of the media houses have drafted policies and 11 adopted their policies as working documents for their media houses.

While the target for the period under focus was 34 media houses as per the facilitator's contract a careful review of the list by the facilitator showed that some of the media houses listed under different names, but they are in fact the same media house.

This was the case with Radio MiraMar and TV MiraMar, both belong to the same MiraMar media group, while Savana and Mediafax, both belong to Mediacoop Group.

Other media houses that were originally in the contract have gone extinct and these were:

- *MeiaNoite*, which closed down after few months of operations;
- RTK was sold to another group;
- 9 TV no longer exists, it has been replaced by a new television TIM (Independent Television of Mozambique)

As a result of these adjustments, only 29 media houses are left on the facilitator's contract. Out of the 29 media the facilitator has managed to take 14 media houses with policies developed, out of which 11 have adopted the policies and 3 are still in the process of adoption.

Process

After having indicated their willingness to participate in the MAP process Some media houses like Fim de Semana later decided to withdraw from the process under the saying they were not ready to make any public commitment with regard to HIV and AIDS and Gender.

The national public radio, Radio Moçambique, has indicated interest in engaging in the process but they have not yet given permission to conduct the situation analysis and in-house workshop. This could have been caused by changes in the management of the station. A new CEO has been appointed and he is still in the process of familiarizing with the media house.

The national public television broadcaster, Televisão de Moçambique, has gone up to the point of developing the policy but did not adopt it or at least not made public.

The *Daily Noticias*, which is also owned by the Government through the Central Bank, showed some reluctance in participating in the process. For more than three occasions the facilitator approached the managing director to explain the process and he promised to think about it and give a feedback. However, up to now there has been no response

from him. To make matters worse the media house is now under a new board of directors which essentially means starting the buy-in process all over again. The facilitator is planning to meet the new CEO and present the MAP process, hoping that this time the response will be different.

The roll out process with respect to the church-related Radio and TV stations MiraMar has slowed down. After an initially agreeing to the MAP process they suddenly developed cold feet when it came to the situation analysis and in-house workshop. They were interested in developing HIV and AIDS and Gender policies but were not comfortable in releasing information for situation analysis or allowing for in-house workshop. They wanted to have the policies developed at management level, with the support of MAP, and the management would then hold discussions with the staff internally.

The table below shows the current status of the MAP process in Mozambique:

	Media house	Status	Observation
Large			
1	TVM	Policy Developed	Not adopted
2	Magazine	Policy Adopted	
3	Noticias	Accepted to participate but on hold	Further contact to be made with new management
4	Savana/MediaFax	Policy Developed	Not adopted
5	Zambeze	Policy Adopted	
6	Radio Terra Verde	Policy Adopted	
7	STV/SFM/O Pais	Several contacts made	Further contacts to be made
8	R MiraMar/TV MiraMar	Accepted to participate	Reluctant in allowing access to information for situation analysis and in-house workshop, further contacts to be made
9	Radio Mocambique	Showed interest but on hold	Further contact to be made with the new management
10	Domingo	Several contacts made	Further contact to be made with new management
11	Fim de Semana	Withdrawn	Withdraw from the process after having accepted
12	Radio Capital/Transmundial	Policy Adopted	
Medium			
13	Canal de Mocambique	Policy Developed	In process of adoption
14	A Tribunafax	Policy Adopted	
15	Radio Pax (Religious Community)	Initial contact made via telephone (the media house is based in Sofala province)	Further contact to be made locally
16	Radio Escolar Moatize (Religious Community)	Initial contact made via telephone (the media house is based in Tete)	Further contact to be made locally

		province)	
17	Radio Maria (Religious)	Initial contact made	Ready to start policy process
18	Radio Ntyana	Policy Adopted	
Small			
19	Correio da Manha	Policy Adopted	
20	Diario de Noticias	Policy Adopted	
21	Diário do País	At stage 2	
22	Faisca	Initial contact made	Further contact to be made
23	Jornal Amanhecer	Initial contact made	Further contact to be made
24	O Autarca	Initial contact made via telephone	Further contact to be made locally
25	Vertical	Policy Adopted	
26	Wamphula	Policy Adopted	
27	Expresso	Policy Adopted	
28	Matinal	Initial contact made	Further contact to be made
29	Folha de Mocambique	Initial contact made	Further contact to be made

As shown in the table above, 48.2 per cent of the media houses have developed their policies. There are also media houses that have been contacted but the policy process has not started yet due to several reasons, but with further contacts the process will move forward.

Challenges

- The media houses see relevance in the policy process, but there are some challenges:
- Fearing of making commitments that they will not fulfill
- Fear that by making such commitments they will incur financial costs that they cannot afford.
- Suspicion especially among the public media houses of any initiative coming from external organisations.
- Other media houses have difficulties in following the steps or formula proposed by the MAP as they want to jump straight to development of the policies without going through the situation analysis and in-house workshop for employees

Recommendations

- MAP should liaise with the National AIDS Council and other relevant organisations in the so that the policy process will not be seen as an initiative run from outside.
- The government has developed some initiative to encourage the media to improve their ability to report on HIV and AIDS. If these initiatives could be integrated with the policy process it would help the smooth progress of the process.
- It is recommended that partner organisations, MISA, SAEF, GEMSA, at national level be actively involved with the policy process.
- Based on the findings of this first phase of the policy process we would recommend that the media houses be allowed to follow their own way to develop the policies, instead of the steps designed by the MAP. Some media houses want to develop policies but are not willing to go through the 5 steps.

Namibia

Introduction

The MAP process in Namibia for the period 2007-2008 was co-facilitated by Emily Brown, a lecturer at the Polytechnic of Namibia and Michael Conteh an independent consultant. Table Seven below illustrates the progress made during the period under focus by the two facilitators.

Table Seven: Overview of MAP Progress in Namibia						
		Stage 1	Stage 2	Stage 3	Stage 4	Complete
Large						
Republikein	1					
New Era	1	1	1	1		
NBC	1	1	1	1	1	
One Africa TV	1	1	1			
The Namibian	1	1				
The Economist						
Medium						
Radio Energy	1					
Radio Wave	1					
Cosmos	1	1				
Radio 99	1					
Radio Kudu	1					
Channel 7	1					
Allgemeine Zeitung	1					
Small						
NAMPA	1	1	1			
Radio Omulunga	1					
Radio Olive	1					
UNAM Radio	1	1	1	1		
Katutura Community Radio	1	1	1	1	1	1
Total	17	8	6	4	2	1

As shown progress was slow as only eight media houses including the ones from the previous year gave buy-in to the MAP policy roll out process. Six of the media houses proceeded to Stage 2 and four onwards to the workshop stage. So far only two draft policies have been produced and none have been adopted.

Progress to date

After the launch of the baseline study through inception workshops in the 2006-2007 period, 2007-2008 was a year aimed at ensuring policy roll-out in media houses. Below is the progress report, the challenges met and the proposed strategy for 2008-2009.

There is only one media that has gone through the full cycle of drafting a policy in Namibia and it is Katutura Community Radio (KCR) which has a gender-aware HIV and

AIDS policy. However, the KCR Board still needs to give their approval so that the policy can be launched and be implemented with the full backing of the board.

Visits to media houses

After conducting situation analyses for *New Era*, Namibian Broadcasting Corporation and UNAM Radio some progress was recorded in July 2007 when a workshop was held with Namibia Broadcasting Corporation with representatives of the key departments at the Namibian public broadcaster.

In October and November workshops were also conducted *New Era* Newspaper (an English daily, subsidised by government and, therefore, a parastatal), and UNAM Radio, University of Namibia-based community radio station. The Namibia Broadcasting Corporation came up with its first draft of a Gender Aware HIV and AIDS Policy which awaits further buy-in and discussion among staff and the board before it is approved.

At *New Era* and UNAM Radio the responsible staff members or task teams are currently still drafting the policies which will then be sent to the facilitator and onwards to the MAP Manager for quality control and discussions before they are taken to the boards of the respective organisation for approval and implementation.

The facilitator plans to resume discussions with **One Africa Television** which is at Stage 2 so that a convenient time can be set for conducting a workshop so that the policy drafting process can begin. The process at One Africa television was significantly delayed last year as the organisation was still, recruiting news staff so that they could be brought on board. The recruitment process was extremely time-consuming, but they seem to have progressed considerably in this regard and therefore the policy process is likely to go ahead in the coming year.

The MAP facilitator finally got the agreement to proceed with the policy roll out process at Kosmos Radio after months of failing to secure the appointment with appropriate people at the Radio Station. The facilitator finally met the Managing Director, Kolie van Coller on 26 November who agreed to the process. A situation analysis form was left with Mr. van Coller and the facilitator will proceed to the next stages through the contact nominated by Mr. van Coller.

Challenges

While media houses have been keen on MAP progress on the implementation of the policy roll out has been painstakingly slow for several reasons among other the following:

Internal developments within media houses: sometimes members of staff at the media organisations go on strike or are disgruntled about their working conditions to the extent that they are not cooperative when it comes to external issues such as MAP. This was the case with staff at the National Broadcaster, who went on strike at the end of 2007 and again in January 2008. Similarly, members of staff at Namibia's wire service NAMPA were involved in negotiations with government regarding remuneration.

Under such circumstances the progress is stalled and the facilitator has to wait until the newsroom staff is ready to deal with external projects aimed at improving reportage, especially with regard to HIV and AIDS and gender. Fortunately, management and senior staff at some of the media houses realise the value of the MAP process.

Another issue has to do with ability to draft policies. Most participants at workshops do not have experience in drafting policy documents and these are the people upon whom this responsibility is thrust to come up with the policies. As a result the drafting process takes a very long time getting off the ground resulting in the slow implementation of MAP. This was the case with Namibia Broadcasting Corporation and New Era.

There was also a problem regarding the second MAP contract in Namibia. One facilitator resigned from his task and a new one was recruited but no progress has been reported on his contract. Although no payment was made to him, this has had a debilitating effect on MAP progress in Namibia.

The way forward

Review non performing contract and have only one facilitator.

Visit the only three media houses *Republikein*, Radio Energy and Radio Wave that have not been visited and get them moving onto the next stages beginning from April onwards.

The MAP Manager should make frequent but targeted visits to help increase the momentum for the roll out in Namibia. The roll out process in Namibia has been severely slow considering that the Programme Manager observed that there is no resistance to the process. Out of the 18 media houses targeted in this country, only eight (44%) have given by-in to the MAP process and seven of these are being done by one facilitator. Only two (constituting 11%) have drafted policies while two other media houses are at drafting stage.

The process of drafting policies in Namibia is very slow. This is particularly true of the Namibia Broadcasting Corporation (NBC) for which a workshop was held in July and the policy was only done in October with the help of the MAP Programme Manager. This is a clear case where the facilitator and programme manager need to move in and help where there is no capacity to draft policies. The same applies for new Era and UNAM Radio that have already gone through the workshop process but are yet to produce the first drafts of their policies.

Another cause for the slow pace of implementation is that only one facilitator is putting in some work into MAP in Namibia. The other facilitator has not done anything since being contracted in July 2007. This issue will be speedily resolved in the revised strategy for 2008.

Seychelles

The work on the Francophone project also provided opportunities to carry out a MAP road show in the Seychelles. While in the Seychelles, the programme manager visited media houses in this country to begin selling MAP ahead of the planned launch of the baseline study results and in the longer term, the roll of MAP policies in this country's media houses.

Four meetings were held with media houses in Seychelles to sound them out on the possibility of rolling out HIV and AIDS and Gender policies in Seychelles. **The People Weekly newspaper:** A meeting was held with the editor of the paper, Marie-Antoinette Rose, who explained that *The People Weekly* is a political party paper which apart from being the mouthpiece of the ruling party also covered broader issues including social and economic issues. However, she said both the party and the paper did not have a HIV and AIDS or Gender she said neither the party nor the paper had a policy on these issues. They have never had an HIV and AIDS policy and this beat is covered as and when the issue arises. What they have are just editorial codes that apply to each and every story that is written by the paper.

Regar Weekly (Seychelles National Party): The meeting at Regar was with the editor and also secretary general of the Seychelles National Party, Mr. Roger Mancienne. He said his paper was open to any suggestions around HIV and AIDS as long as we proved the relevance of MAP to their paper. He however complained that the problem in reporting on issues such as HIV and AIDS was that government did not allow opposition papers like the one under his editorship access to accurate information which made it difficult to report on such issues.

Seychelles Radio and Television: A meeting was held with Antoine Onezime, chief editor News for both SBC Radio and SBC Television. He explained that SBC radio and television is already covering HIV and AIDS in Seychelles. He informed me that the station is also an active member of the African Broadcasting Media Partnership (ABMP) on HIV and AIDS. Mr. Onezime revealed that there were no newsroom policies – editorial and workplace at SBC. He appeared keen on editorial policies than workplace policies which he said government was adequately dealing with. Mr. Onezime thought it would be good to be part of MAP but he would have to talk to the board so that they give the final buy-in. He said he was already a member of GEMSA and so it showed that he appreciated the work that is also done by Gender Links.

Seychelles Nation: Another meeting was held with the principal editor Robert Andre of *The Seychelles Nation*. However, he could not commit himself to anything and deferred any decision to Mr. Sally, the senior editor at the newspaper.

South Africa

Introduction

The MAP process in South Africa for 2007-2008 was being facilitated by Rene Smith and Libby Lloyd. The policy roll out has been very slow in South Africa. Media houses that expressed interest turned around and frustrated the process later on when it came to the situation analysis stage. However, there is general apathy to the MAP process in South Africa as illustrated in the table below.

Table eight: Overview of MAP Progress in South African						
		Stage 1	Stage 2	Stage 3	Stage 4	Complete
Large						
SABC	5					
National Community Radio Network	5	1	1			
Independent group	5					
Medium						
Grocotts Mail	1	1	1	1		
E-TV	1					
Jacaranda	1					
TOTAL	18	2	2	2	-	-

Only two media houses, one big and another one small had shown interest and begun moving towards the policy drafting process. However, it suffices to say there was general apathy to MAP in South Africa.

Process

When initially approached, the NCRF was very keen to participate in the MAP process through an official letter. They agreed to review existing templates that the NCRF provides for its community radio members and hold workshops on amending these and on developing specific policies if necessary. However, as time went on commitment waned and transformed into resistance.

The process at **SABC** was very slow and did not yield anything in the period under focus. Concerted efforts by the country facilitator, the MAP manager and the GL Executive Director failed to yield a meeting between management at the corporation and MAP. However when such contacts were made SAC said they could not draft or revise their existing policies anyhow because in terms of the law they have to review all their editorial codes and policies through a public process in 2008/2009. They cannot amend these prior to this period. They also said that it was important that organisations such as Gender Links participated in this public process. Regarding human resources policies SABC expressed concern on confidentiality reasons as these were developed with due consideration to the budget, and in consultation with unions and staff structures. They also stated that they regularly reviewed on the basis of a number of considerations - including gender and with regard to HIV/AIDS and saw no need to participate.

In March 2007 the *Independent Group* gave buy-in for the development of a gender policy. Rogany Ramiah, the group human Resources manager said the group was happy with its HIV and AIDS Policy, as it had been drafted "by [their] team of professional medical professionals". She also said they had hectic schedules so difficult to organise meeting with all the relevant stakeholders. The process never moved from stage one to situation analysis and there were no responses to any further communication on the subject. In July 2007 a meeting was held with the *Independent Group* Editor-in-Chief, Peter Sullivan to seek buy-in for the roll out process. While appreciating what MAP wanted to do, Sullivan said the facilitator would have to seek buy-in from the 16 individual titles media conglomerate as he could not impose the policy process on the individual editors.

At the end of 2007 the *Mail and Guardian* expressed interest in developing a workplace gender policy and requested Gender Links to assist in this process. A follow up meeting was held in February 2008 to plot the way forward. A workshop has tentatively been set for the first week of April 2008.

In September 2007 *Grocotts Mail*, a community newspaper based in Grahamstown, gave buy-in to the drafting of an HIV and AIDS policy. Subsequently, a situation analysis and workshop was held in November to begin the process of drafting the policy. However, the point person, the then editor Jonathan Ancer who was responsible for the drafting has since left the paper and this has significantly slowed down progress. However, the MAP manager will follow up and establish the kind of support needed to take the process forward.

Other strategies tried for South Africa include close collaboration with the Southern Africa Broadcasters Association (SABA). In November 2007, the MAP manager and one of the country facilitators for South Africa held a meeting with the Secretary General of SABA, Mr. Arlindo Lopes in order to forge a working partnership on developing HIV and AIDS and Gender Policies. It was agreed that Gender Links and SABA would work in close collaboration and GL would be invited to SABA's meetings particularly meetings of the Gender Committee to provide an advisory role on gender policies and strategies for SABA.

Strengths

Some media houses have independently sought MAP help with their policies
Legal environment makes it a requirement to have similar policies particularly gender policies

Challenges

- Resistance from media houses who see MAP as an activist, external project
- NCRF had funding problems that could have affected their capacity to allow the process to start
- Media in South Africa operates profitably and they use consultants

Recommendations

- The SABC policies review process provides a window of opportunity to contribute to the policy revision process. Therefore there is need to work on a dossier of recommendations for the public process
- Since there are far too many media houses in South Africa and some may embrace the policy roll out process, Gender Links individually or with partners could come up with a pamphlet advertising or selling its capacity to provide such services to media houses.

Swaziland

Introduction

The policy roll out process for Swaziland is being done by Mr. Bheki Maseko. Swaziland had a target of seven media houses and so far the policy roll out process in the country has been a great success. As shown in **Table Nine** below, six out of the seven media have completed their policies and two of them have gone further to adopt and launch their policies.

		Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Large						
The Times of Swaziland	1	1	1	1	1	
The Swazi Observer	1	1	1	1	1	1
Swaziland Broadcasting	1	1	1	1	1	
Medium						
Swaziland Television	1					
Channel Swazi	1	1	1	1	1	
Lubombo Community Radio Station	1	1	1	1	1	
Small						
Trans World radio	1	1	1	1	1	1
Total	7	6	6	6	6	2

Process

The policy roll out was done in the following media houses: The Swazi Observer, The Times of Swaziland, Channel Swazi Television, Radio Swaziland (SBIS), Lubombo Multimedia (Community Radio) and Trans World Radio (Voice Of the Church) respectively.

At Lubombo Community Radio Station a Stage 3 workshop was held in April 2007 with staff members of the radio station at Siteki Hotel in Swaziland. The task team finally submitted the Gender Aware HIV and AIDS policy at the end of 2007.

Another meeting was held with *The Swaziland Times* but due to the change of staff the new HR manager Mr. Sicelo Dlamini was not aware of the MAP process, what its benefits were to the organisation. Before anything could be achieved with Mr. Dlamini he also resigned and this significantly delayed the process until the chief editor Mr. Martin Dlamini took over the process. Eventually a task team derived from an already existent Wellness Committee drafted a Wellness Policy which still requires additional information with respect to issues of covering HIV and AIDS and Gender.

Two meetings were held with the Voice of the Church task team led by Mr. Sandile Malaza. The radio station had already started HIV and AIDS specific programming. For example, they have a talk show called *Be Faithful* whose aim is to engage their audience

on the issue of HIV/AIDS. They also have three programmes every week (Monday; Wednesday and Friday) targeted at adults, children and youths on HIV/AIDS in which they go out into the community to encourage community participation. The radio station finally managed to send in a draft that was finalised and has been approved by the board. The country facilitator is currently working on developing an Action Plan with the task team.

With regards to **Channel Swazi** delays were encountered after the resignation of the original team that attended the workshop stage and had been tasked with drafting the policy. This meant starting all over again with a new team. This significantly delayed the process. However, the radio station finally sent in their draft policy which now awaits board approval.

The Swaziland Broadcasting and Information Service (SBIS) had gone through the workshop stage in 2006 and a task team had been selected. However, it took too long to begin the drafting process because the task team did not have the capacity of drafting the policy. This was further compounded by the fact that the new team leader had not attended the workshop stage and was not fully briefed on how this process was supposed to work. As a result, the country facilitator and the MAP manager had to move in and help in the actual drafting process. Finally the radio station submitted its draft Gender Aware HIV and AIDS policy at the end of 2007.

The backstopping visits included a road show carried out with the Southern African HIV and AIDS Information and Dissemination Service (SAFAIDS) in November 2007. This was a good example of MAP partners working together to accelerate the pace of implementation. During the road show, a visit was made to *The Swazi Observer* the first media house in Swaziland to draft a MAP policy. The newspaper was now concerned with issues on training and ethics and follow up which require the other MAP partners responsible for these issues to move in.

A meeting was also held with the programmes manager at **Swazi TV** which is the only media house that is yet to give buy-in to the MAP process. During the meetings it transpired that the station was willing to develop a Workplace HIV and AIDS Policy. However, Swazi TV was already working in partnership with the Business Coalition Against HIV/AIDS (BICHA) who are assisting them in drafting the workplace policy. It was agreed that since they have already started with BICHA there was no need to interrupt the process, but it would be essential for the station to consider incorporating editorial and programming issues in the workplace policy which was accepted. The plan is to have the station work on its editorial and programming issues starting in March and the process is envisaged to be completed in June 2008 the latest. The focal person is the Programs Manager who will be working in collaboration with the editorial and Human Resources Managers Office in drafting the editorial and programming aspects of the policy.

Challenges

- Internal problems within the media houses have resulted in the delay of the policy roll out process e.g., Swazi TV and Channel Swazi
- Once the policy has been put in place there have been delays in adopting the policies
- Parallel processes such as the Swaziland Business Coalition against HIV/AIDS which is working with Swazi TV to draft an HIV and AIDS policy have been counter attractions to MAP resulting in confusion and delays in embracing the MAP process.

Strengths

High level of commitment and support from management to the Task Teams
Structures such as Wellness Committees already in place making it easy to embrace and quickly work on HIV and AID policies

Way forward

As of now consultations and discussions are being made with management of media houses that have not yet adopted their policies. Those that have not adopted are still fine tuning the policy documents and consulting relevant departments and after that management is expected to adopt the policies with possibilities of mini launches in the various newsrooms.

The main focus this 2008 is to work with Swazi TV as they are the only media house that has not finished the HIV and AIDS Policy.

Tanzania

Introduction

The MAP policy process in Tanzania is facilitated by two country facilitators: Ms. Rose Haji Mwalimu, who is also the National Director for the Media Institute of Southern Africa – Tanzania Chapter (MISA-TAN) and Chairperson of Gender and Media Southern Africa (GEMSA) Tanzania Chapter and Gladness Hemedi Munuo MISA-TAN member. Table 10 below summarises progress for Tanzania

Table 10: Overview of MAP Progress in Tanzania						
		Stage 1	Stage 2	Stage 3	Stage 4	Complete
Large						
IPP Media Ltd	2					
TSN	2	1	1	1	1	
TUT	2	1	1	1		
Business Times Ltd	2	1				
Radio Tumaini & Kiongozi	2	1	1			
Dar Es salaam TV; C2C TV;	2	1				
The Express	2					
Habari Corp	2	1	1			
Chama cha Mapinduzi	2	1	1	1		
Mwananchi Corporation	2	1	1	1		
Tanzania Daima	2	1	1	1		
Clouds Entertainment	2					
Msema Kweli; Wapo	2	1	1	1		
Medium						
Power Praise Station	1	1				
Magic FM Radio	1					
Coastal Television Network	1					
Cable Entertainment Network	1					
Radio Kiss FM	1					
Sunrise Fm Radio	1	1	1			
Upendo FM Radio	1	1	1	1	1	
Small						
Hoja Newspaper	1					
Mwafrika	1					
Nyota ya Sport	1					
Sayari	1					
Jitambue	1					
Total	38	13	10	7	2	-

As shown in the table above the roll out process has been disappointingly slow in Tanzania. Out of the targeted 34 targeted media houses only 13 have given buy-in to the MAP process and two have drafted policies while five are still at drafting stage.

The process

The implementation process continued from the gains of 2006-2007. The two country facilitators began the buy in idea from other remaining media houses from March to December, 2007. (Refer the attached progress schedule for the MAP).

In the process we did meet with management of each media house at the level of CEO, in which meetings we handed the baseline study and other relevant materials, we also explain the policy process. The initial reaction of the management in all meetings was very positive and all recognised the need for such policy and indicated their willingness to participate in the process.

From there, we have done stage two, three and four for various Media houses. (Refer the attached Chat).

Tanzania Daima gave the buy-in in May 2007 and the situation analysis was done the same month. The Chief Editor, Absalom Kibanda suggested that the workshop be held but there have been problems with finding that is convenient to conduct the workshop.

Wapo Msema Kweli gave buy-in to proceed with policy process and the station manager Barikiel Gadiel, station manager agreed to a situation analysis. A workshop to begin the drafting process was conducted by the responsible facilitator and the task team has since produced the very first draft of the policy which the country facilitator is still editing.

Habari Corporation gave buy in to proceed in June and permission to conduct a situation analysis was granted in July. However the workshop is yet to be held. Other media house like Morning Star have provided challenges as they have said they will only agree to go for a workshop once there is an assurance that they will get money for it. When they insisted on being paid the facilitator abandoned the radio station.

Strengths

- MAP is receiving a lot of publicity in the media and becoming popular
- Media in Tanzania not resistant to the MAP process

Challenges

- The process of policy roll-out has been very slow due to unnecessary bureaucracy, particularly with the private and religious media houses.
- A USAID funded organisation called Health Fund Initiatives is running a parallel programme that has led to some confusion with the MAP process as it is also moving into media houses and developing HIV and AIDS policies.
- Much time and effort is being devoted into media houses for follow ups but response is almost mute.

- Tanzania is very expensive to visit media houses and make telephone calls. These costs have also delayed progress in the implementation of MAP. Media houses that are out of Dar es Salaam will not be reached as a result.

Recommendations

- Create working relationship with Health Fund Initiatives to avoid duplication and confusion in the roll out process
- Bring in new facilitator to work on Stages 3 and 4 for all facilitators as a way of speeding up the roll out process
- Facilitators to prepare joint/group workshops for several media houses that on stage 2 in order to accelerate the rate of implementation

Zambia

Introduction

The MAP process in Zambia is being facilitated by Pat Mwase, Zarina Geloo and Charles Chisala. As shown in Table 11 below, in the period under review, Zambia had a total target of 23 media shared evenly between the three facilitators. So far two media houses have reached the draft stage while six are still at drafting stage.

Table 11: Overview of MAP Progress in Zambia						
		Stage 1	Stage 2	Stage 3	Stage 4	Complete
Large						
The Post	1	1				
Radio Phoenix	1	1	1	1		
Radio Icengelo	1	1				
The Daily/Sunday Mail	1	1	1	1	1	
Times of Zambia	1	1	1			
National Broadcasting Corp	1	1				
ZANIS	1	1				
Radio Yatsani	1	1	1	1		
Medium						
Radio Q-FM Limited	1	1				
Radio Maria	1					
Radio Breeze	1	1	1	1		
Small						
Zambezi Times	1	1	1	1		
Sky-FM Limited	1	1				
5-FM	1	1	1	1		
Radio Liseli	1	1				
Guardian Weekly	1	1				
Radio Chikaya	1					
FCC Solwezi	1	1	1	1		
National Mirror	1	1				
Mining Mirror	1	1	1	1	1	
Police News	1	1				
Mazabuka Community Radio	1					
Radio Chikuni	1					
Total	23	19	9	8	2	-

Process

The media houses in Zambia quickly moved quickly and gave buy-in to the MAP process in the period under review. Out of the 23 media houses on the three contracts, 19 or 83% have agreed to be part of the MAP process but just half of these have gone to the situation analysis stage.

By April, Radio Breeze and *FCC Solwezi* had moved up to the workshop stage but the process then slowed down until the end of the year without any progress to coming up with draft policies for the two media houses. In May 2007 Radio Yatsani also moved to the workshop stage but since then there has been little progress on moving on to the draft stage.

In June 2007, the *Mining Mirror* and *Zambia Daily Mail/Sunday Mail* produced draft policies and started working on action plans for the effective implementation of the policies. Meanwhile the adoption processes had started as the respective boards of the two media houses looked into the two policies official working documents for the two media houses.

The drafting process for 5 FM started in June 2007 but it has been slowed down by the lack of capacity to draft the policy. Management at the radio station wanted the facilitator to write up the draft. The media house had promised to produce a draft by the July but follow-ups afterwards by the facilitator have not yielded any progress. In January 2008, the responsible facilitator then decided to move in and provide direct help in the drafting process and the policy is expected soon.

Progress in the drafting process for Radio Phoenix has stalled at Stage 3 and *Zambezi Times* that have moved to Stage 3. The process at these media houses has been delayed by internal politics at these media houses as well as movement of key staff that the facilitator had made initial contact with. At *The Post*, the editor was already aware of the MAP process and was very enthusiastic about being part of the process. However, as time went on progress in moving to the next stages was slow.

Progress at ZANIS has been delayed by the change of staff in which the champion, Patrick Jabane, who was in senior management resigned. This has slowed down the progress but the facilitator responsible will revisit the media house and cultivate other contacts.

Strengths

- Media in Zambia is not resisting the MAP process
- The baseline study launch had been a good bill board for the roll out of the process but somehow the momentum it generated began to wane as time went on.

Challenges

- Staff that MAP had made initial contact with and who conversant with HIV and AIDS and media issues have moved or left for greener pastures.
- There is some managers offered resistance in a few media houses by key managers that has slowed down the process
- Lack of policy drafting skills has delayed the movement from the workshop stage to the draft stage.
- The lack of drafting skills has also been compounded by the distance the facilitator has to travel thus reducing the chances of providing direct inputs in the drafting process.
- Lack of understanding of what a policy is and fear that it will cost money

- Transport logistics, failed appointments. After traveling to these distant places, the facilitators find the people they are supposed to meet unavailable resulting in costly delays

Recommendations

- Bigger workshop for more days
- Advocacy materials explaining
- More logistical support needed particularly transportation
- Engage partners like SAEF so that more collaborative actions can be taken

Zimbabwe

Introduction

There has been no recorded progress in Zimbabwe since the launch of the baseline study in 2006 as shown in Table 11 below.

		Stage 1	Stage 2	Stage 3	Stage 4	Complete
Large						
Zim Group of Newspapers	5					
ZBH	5					
Medium						
The Daily Mirror	1					
The Independent Group	1					
The Financial Gazette	1					
Total	13	-	-	-	-	-

Process

Preliminary meetings were held between the country facilitator and ministry of information officials who control the state controlled broadcaster and the Zimpapers Group of Newspapers. However, the facilitator has not had the opportunity to get follow up appointments to go to the next stages.

Annex A: List of MAP facilitators 2007-2008

Country	Facilitator/s	Landline	Cell	Fax	Email
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