Glass Ceilings

Women and men in Southern Africa media

LESOTHO



gender links

GEMSA
Gender and Media Southern Africa

Gender and Media Diversity Centre

OSISA
Open Society Initiative for Southern Africa

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Gender Links (GL) is a Southern African NGO committed to a region in which women and men are able to participate equally in all aspects of public and private life.

GLASS CEILINGS: WOMEN AND MEN IN SOUTHERN AFRICA MEDIA - LESOTHO
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SUMMARY OF KEY QUANTITATIVE FINDINGS FOR LESOTHO MEDIA HOUSES				
CATEGORY	% LESOTHO		% REGION	
	Female	Male	Female	Male
Percentage of employees by sex	73	27	41	59
OCCUPATIONAL LEVELS				
Non-permanent	n/a	n/a	36	64
Unskilled	74	26	29	71
Semi-skilled	78	22	55	45
Skilled technical	45	55	45	55
Professionally qualified	57	43	31	69
Top management	56	44	23	77
Senior management	50	50	28	72
Board of directors	47	53	28	72
CONDITIONS OF EMPLOYMENT				
Full-time open-ended contract[1]	74	26	42	58
Freelance	25	75	43	57
Full-time, fixed-term contract	0	0	37	63
Part-time	0	0	23	77
DEPARTMENTS[2]				
Percentage of women and men in:				
Human resources	100	0	44	56
Finance & administration	80	20	54	46
Printing & distribution	50	50	24	76
Editorial	48	52	42	58
Advertising/Marketing	36	64	57	43
Design	20	80	31	69
Production	0	100	30	70
Technical/IT	0	100	16	84
Investigative reporting	0	100	20	80
POLICIES	**Lesotho**		**Region**	
Existence of a gender policy	25		16	
Existence of a sexual harassment policy	50		28	
Need for gender policy, or improving one	75		68	

[1] This is mainly in the editorial department.
[2] This includes management of all departments.

EXECUTIVE SUMMARY

This audit of women and men in Lesotho media houses is part of the *Glass Ceilings: Women and Men in Southern African Media* report, conducted by Gender Links (GL) in partnership with the Gender and Media Southern African (GEMSA) network in Lesotho.

The findings will be used in a global study being carried out by the International Women's Media Foundation (IWMF), through the Gender and Media Diversity Centre (GMDC).

The centre is a partnership between media-development organisations, training and higher-learning institutions for the "collection and connection" of knowledge, and "collaboration" to advance gender equality and diversity in the media across the globe. The GMDC has also facilitated partnerships around the fourth Global Media Monitoring Project (GMMP), and second Southern African Gender and Media Baseline Study (GMBS) to be made in 2009/2010.

The study took place in the context of the August 2008 Southern African Develop-ment Community (SADC) Protocol on Gender and Development, urging the media and all decision-making bodies in the region to achieve gender parity by 2015.

The gender protocol also calls for the mainstreaming of gender in all media laws, policies and training. It urges the media to give equal voice to women and men, challenge gender stereotypes and ensure balance and sensitivity in all coverage - especially that relating to gender violence.

In Lesotho the study is based on research carried out in four media houses, with a total of 1 124 employees. Researchers conducted in-depth case studies of two media houses and interviewed four journalists/senior managers/editors for their perspectives on the results. A further 21 senior staff responded to perception questionnaires.



Libakiso Matlho, Women in Law Southern Africa, Lesotho, celebrates the Gender Protocol *Photo: Gender Links*

In total, 126 media houses (about half of all media houses[3]) in 14[4] of the 15 countries of the Southern African Development Community (SADC), representing 23 684 employees, participated in the research. Some 463 respondents filled in the perception questionnaires. Relevant regional comparisons are made throughout the report. This report should be read in tandem with the regional report: *Glass Ceilings: Women and Men in the Southern African Media*.

Sophia Tlali, GEMSA facilitator in Lesotho along with Sikhonzile Ndlovu, media literacy programme co-ordinator, undertook the research in Lesotho. Rochelle Davidson Mhonde, researcher at Gender Links, conducted profiles and case studies. GL executive director Colleen Lowe Morna, deputy director Kubi Rama and assistant director (media research and policy) Dumisani Gandhi edited the final report.

[3] The Media Action Plan on HIV/AIDS and Gender, led by the Southern African Editors' Forum (SAEF) estimates that there are 255 media houses in the SADC region.
[4] The Angolan researcher failed to deliver results on time.

Key findings of the study include:

- ***Almost three-quarters of all media employees in Lesotho media houses are women:*** Women constitute 73% of employees in media houses; there is only 27% representation of men. The main reason for this is that the Ministry of Communications, which includes *Radio Lesotho* and *Lesotho Television*, represents more than 90% of the sample size in Lesotho, and females constitute 75% of the ministry. This figure skews the data in some instances, and the effect is analysed in this report. That said, the proportion of women in media houses in Lesotho is much higher than the average of 41% for women in Southern African media houses.

- ***But there are significant gender gaps in the private media:*** Women constitute 75% of employees in state-owned media, while the smallest media house has less than 30% women. There is thus the peculiar situation in Lesotho that while women constitute the bulk of those in the public media, there are still significant gender gaps in the private media.

- ***Women constitute close to half of the boards of directors:*** Women constitute 47% of those on boards of directors in media houses in Lesotho, compared to 28% in the regional study. This is a significant difference.

- ***More than half of all top management are women:*** Women occupy 56% of top management posts in media houses in Lesotho, more than double the regional average of 23%, which is significant.

- ***There is gender parity in senior management positions:*** Women constitute 50% of those in senior management in media houses in Lesotho, nearly double the regional average of 28%. The Lesotho findings for women in senior management illustrate that women are breaking down the glass ceiling in these levels of management.

- ***Conditions of employment for women vary among media houses:*** The state-owned media employ all of their women on full-time, open-ended contracts, while in other media houses less than 50% of female employees are on such contracts, similar to the 42% in the regional study. This reflects a high level of job security for women in the Lesotho state media.

- ***Men dominate in many departments in media houses in Lesotho:*** This is particularly the case in the technical/IT (100%), production (100%) and design (80%) departments.

- ***More women in editorial departments than in the region:*** In Lesotho 48% of those in the editorial departments are women. This is moderately higher than the regional average of 42%.

- ***There are more women in the support departments:*** While women in the Lesotho media are under-represented in many areas of work, they constitute an overwhelming majority in categories considered "women's work", including human resources (100%) and finance and administration (80%). These departments also have a high proportion of people in lower paid clerical and administration posts. In the region women dominate in finance and administration (54%) and in advertising and marketing (57%).

- ***Women earn, on average, 19% less than men in the private media in Lesotho:*** Only the private media that participated in this study gave figures for earnings. Not surprisingly, given the gender gaps in these media houses, women also earn, on average, a lot less than men.

- ***There are no targets for achieving gender parity in media houses:*** None of the media houses in the study could point to specific targets for ensuring gender equality in line with the SADC 2015 parity goal. This is a serious concern in the private media, where the gender gaps are still glaring.

- ***Career pathing for women in Lesotho media houses is not a priority:*** With the considerably higher levels of women in managerial positions in Lesotho media houses than in the region, none of the media houses in Lesotho has a strategy to fast-track women. Also, none of the media houses (0%) in Lesotho have strategies

for promoting women within media houses, while the regional average for such strategies is 32%. This is a glaring difference that needs to be addressed.

- ***There is not enough effort to target good women candidates:*** Of the sample, 50% of the media houses stated that they had a database of women candidates, and 25% target women. In the regional sample 36% of media houses have a database of women candidates, and more than double (54%) specifically seek to recruit women for jobs. Again, there is an urgent need for improvement.

- ***Commitment to maternity but not paternity leave:*** In the Lesotho sample 75% of the media houses offer maternity leave. This is lower than the regional average of 81%. None of the Lesotho media houses has paternity leave, while a third in the region do offer paternity leave. The low commitment to paternity leave across the region perpetuates the belief that child rearing is a female responsibility.

- ***Child care is not a priority, but flexitime is high on the agenda in Lesotho media houses:*** None of the media houses in the Lesotho sample offered child-care facilities, compared to 17% in the regional sample. But 75% of media houses in Lesotho (the same as in the region) said they offered flexitime.

- ***Lesotho media houses do much better than the region on gender policies, but nevertheless wish to improve:*** A quarter (25%) of the media houses in Lesotho have gender policies, half (50%) have sexual-harassment policies and 75% wish to improve their gender policy. Only 16% in the region said they had gender policies, while 28% said they had sexual harassment policies.

LESOTHO MEDIA CONTEXT

The Kingdom of Lesotho is landlocked, and completely surrounded by South Africa. It has about 2.14 million people, of which 99.7% speak Sesotho, with English used as the language for business. The kingdom is a fragile democracy - a hereditary constitutional monarchy, with the king as head of state without executive or legislative powers. Executive power is vested in the Cabinet headed by a prime minister.



Probing media performance *Photo: Susan Tolmay*

The Press's growth and size are inhibited by Lesotho's weakened infrastructure, dependence on South Africa (35% of male wage-earners work as miners), and a mostly rural population with a low per capita income.

A high proportion of the domestic labour force (57%) is employed in agriculture, and 86% of the population are subsistence farmers. These factors mean newspapers, radios, television and the Internet are unaffordable luxuries. The HIV/AIDS prevalence of 23% threatens life expectancy, population size and socio-economic productivity (to which media patronage is a contributing factor)[5].

There is a great need for improvement in government-media relationships, and media freedom is far from being attained. There are many laws that stifle media freedom in Lesotho, such as the Lesotho Telecommunications Act No 5, 2000, Printing and Publications Act, 1967 and the Parliamentary Powers and Privileges Act, 1994.

The political climate remains harsh, so journalists often face intimidatory action by the government, and attacks and recriminations for supporting political parties opposing the government.

The media associations with international links that operate in Lesotho are: the National Union of Journalists and the Media Institute of South Africa (MISA, the local chapter being called Media Institute of Lesotho, or

[5] See http://www.pressreference.com/Ky-Ma/Lesotho.html

MILES), News Share Foundation (a journalists' co-operative), the Commonwealth Journalists' Association, and the Adopt-A-Media Network.
MILES' steadfast advocacy of constitutional reforms, and a self-regulating, media-driven body in opposition to the government's media-control legislation, holds promise for an improved free Press.

Gender and media in Lesotho

The Gender and Media Baseline Study (GMBS) of 2003 found that women constituted 21% of news sources in Lesotho. In the Global Media Monitoring Project (GMMP) conducted two years later, this had significantly dropped to 15%.



Sofia Tlali, GEMSA facilitator in Lesotho, speaking at a MAP launch on World Aids Day 2008 *Photo: Susan Tolmay*

Women's voices were virtually absent in certain occupational categories, such as politics and crime. They predominate in issues around gender-based violence, being seen as primary sources on the topics of children and gender equality. The GMBS also found that women constitute 18% of print journalists. While the GMBS research focused on the representation and portrayal of gender in editorial content in the media, the current research seeks to probe the gender dimensions of institutions and media practices, and how these affect media output.

The work on institutional transformation builds on ongoing collaboration to develop HIV/AIDS policies for newsrooms. Since March 2005, GL has worked with 13 media houses in Lesotho in developing gender-aware HIV/AIDS policies as part of the Media Action Plan (MAP) on HIV/AIDS and Gender led by the Southern African Editors' Forum (SAEF). By March 2008 all 13 had drafted policies, and all have since adopted them (including *Radio Lesotho, Public Eye, People's Choice FM* and *Lesotho TV*).

MAP has a solid footing in Lesotho. The media bought in and showed commitment to the process, hence the quick gains. But MAP's goals can be realised only if the other arms of the project - training, information and ethics, ensure that commit-ments are acted upon, and the policies are effectively implemented. This is what needs to happen in Lesotho.

METHODOLOGY

With 19 media houses, Lesotho is ranked as a "low-density" country. Table one shows that the sample of four media houses, with a total of 1 124 employees, includes state/public media, broadcast and print media, private/commercial and community media.

Table one: Media houses that completed the questionnaires in Lesotho

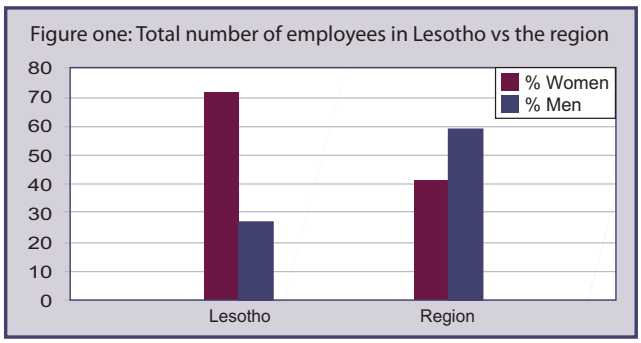
Media House	Type	Classification	Number of Employees		
			Women	Men	Total
Ministry of Communications[6]	TV, Radio	Public	790	258	1048
PC FM	Radio	Pte/Commercial	14	19	33
Public Eye	Print	Pte/Commercial	8	17	25
TK FM	Radio	Community	5	13	18
Total			**817**	**307**	**1124**

[6] The Ministry of Communications includes employees from Radio Lesotho and Lesotho Television. It is also over 90% of the sample size in Lesotho, and thus skews data in certain instances. This is however, discussed and analysed appropriately throughout this report.

Human resources managers or payroll administrators provided most of the data, while those who responded to perception questionnaires did so in interviews.

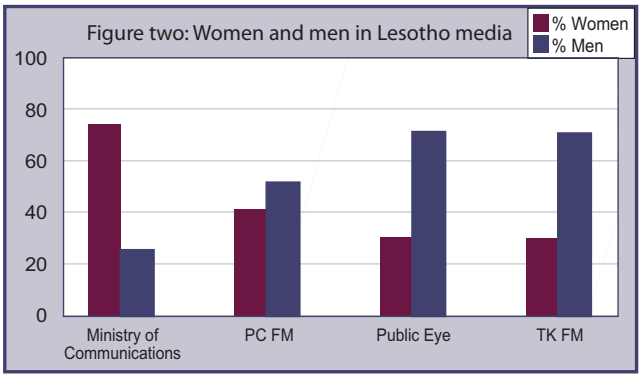
The data for the *Glass Ceilings: Women and Men in the Southern African media* were collected in July-August 2008. The research team gathered and compiled all the questionnaire findings using Ms-Excel spreadsheets to generate graphs and tables.

FINDINGS



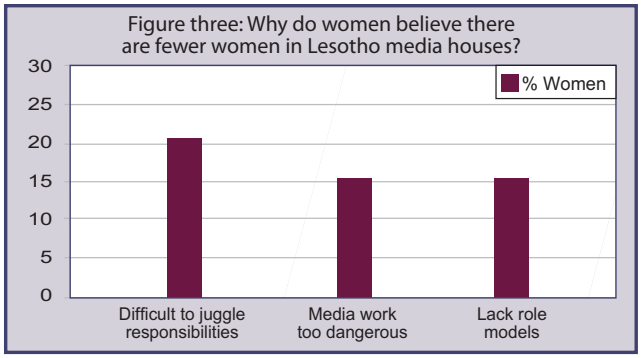
Women and men in the Lesotho media versus the region

Figure one shows that overall women constitute 73% and men 27% of those in Lesotho media houses, compared to 41% and 59% respectively in the region. This represents a much better state of affairs in Lesotho than the region, but in many cases within specific media houses they still fall short of the SADC target of gender parity by 2015 in Lesotho.



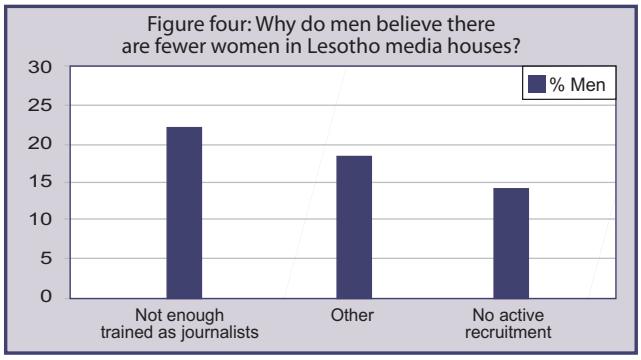
Variations by media house

As illustrated in Figure two, most media houses have more men than women. The public broadcaster, however, represented here by the Ministry of Communications, has more women than men. This is also the institution with the most employees. *TK FM*, with 72% men, and *Public Eye* with 68% men, had the most glaring gender gaps. The finding concords with other research showing a high level of women in the Lesotho public service.



Why are there not more women in the private media in Lesotho?

The top three reasons given by women and men as hindering women from working in media houses in Lesotho are shown in Figures 3 and 4. Difficulty in juggling responsibilities was cited by the highest proportion of women (21%) as the main reason, while the lack of training was blamed by the highest proportion of men (23%).



It is interesting that 16% of female respondents believed a major hindrance was that "media work was too dangerous", and another 16% said there was a lack of role models to encourage and mentor young female journalists. It is also of interest that 14% of male respondents said media houses were not doing enough to recruit female staff.

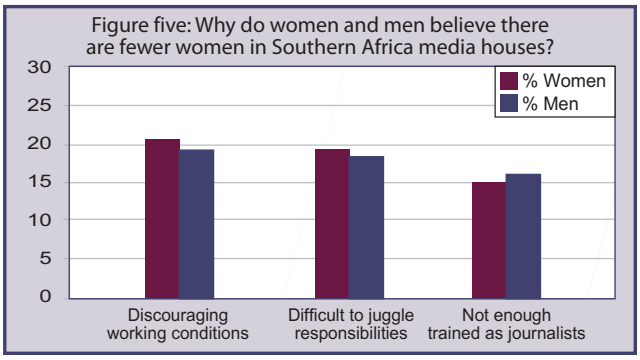


Figure five shows that the findings in Lesotho mirror those of the region. Across the region the largest proportion of men and women cited discouraging work environments and difficulty in juggling responsibilities as the key reasons. Many of the men in the region (17%) agree with the men in Lesotho that there is a lack of training within media houses.

Threats to freedom of expression is a concern



Debating gender in Lesotho *Photo: Gender Links*

Threats to freedom of expression is one barrier to women going into the private media in Lesotho. Another is the greater demands in commercial media where women are more likely to face challenges balancing their home and work lives than in the more laid back public service.

One female respondent said: "Despite the fact that this country claims there [is] freedom of expression, there's nothing like that. [There is] too much fear due to government interference and threats, [and this] makes women shy away from that threat. [Also] media needs 24-hour commitment, which interferes with family life."

The lack of role models also comes up. As another female employee stated, "media work requires commitment and courage. Some people still don't understand how much effort needs to go into it. At times the kind of treatment women get after writing or reporting on sensitive issues is unbearable. Women have never really been in top positions in the media, only a few of them have. This is one factor discouraging women from joining the profession."

Male respondents on the other hand believed that the insecurity women felt may have had more to do with a lack of training and recruitment in media institutions.

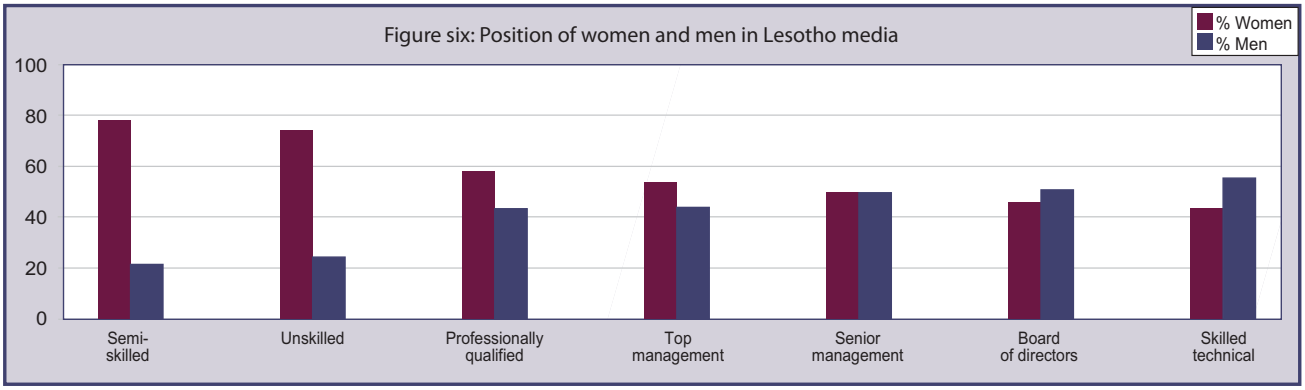
A male news editor said: "With regard to not enough women being trained as journalists, I do not have proper statistics, but given the number of women in journalism one can conclude that there are not enough being trained." But this lack is compounded by the fact that media houses do not more vigorously recruit women.

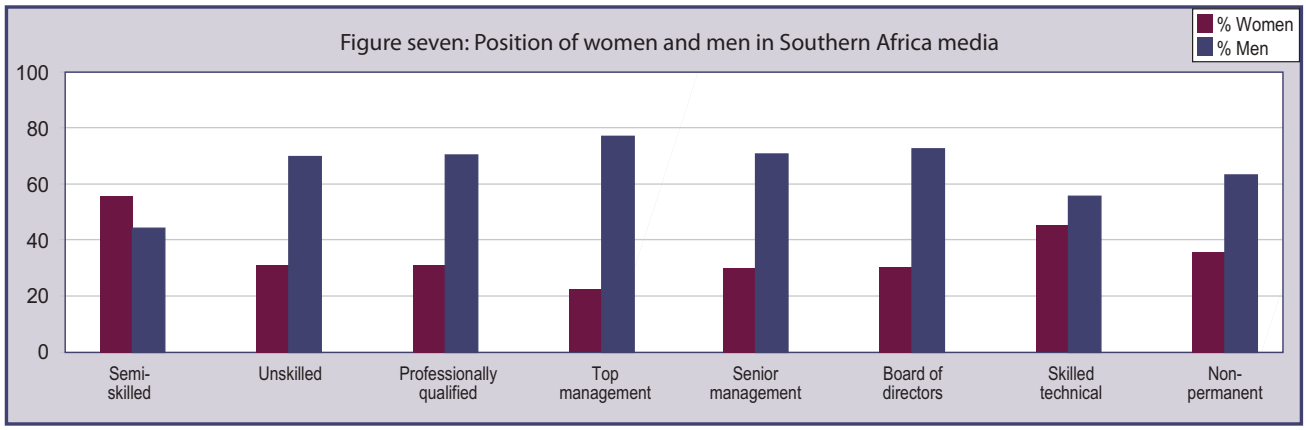
"Our media house has only two women reporters, but when one looks at the number of women who apply for these positions, one sees that there are more men than women who apply, which leads back to the conclusion that there are not enough women trained. Besides, women are easily intimidated when out in the field to gather news."

Women in Lesotho are pushing through barriers to top echelons

The study sought to determine the number of women and men in the different occupational levels in media houses. Table two indicates into which categories the positions fall.

Table two: Occupational levels and examples of positions	
Occupational levels[7]	**Examples of positions**
Board of directors	CEO, Editor in Chief
Top management	Managing editors within media houses
Senior management	Editors of different sections
Professionally qualified and experienced specialists and mid-management	Assistant editors, news presenters/anchors, correspondents, designers, producers
Skilled technical and academically qualified workers, junior management, supervisors	Reporters, sub-editors
Semi-skilled and discretionary decision-making	PA's, executive assistants
Unskilled and defined decision-making	Secretaries, clerks, drivers, receptionists
Non-permanent	Freelance writers





Figures six and seven illustrate where women are within the media hierarchy. The two graphs show that Lesotho has higher representation of women than the region at all occupational levels. Women constitute more than half of the top management in Lesotho, twice as high as the regional average of 23%, and this is commendable. At the second-highest managerial level, senior management, there is gender parity in Lesotho. Women also constitute 47% of the boards of directors - much higher than the regional average of 28%.

Nevertheless, in Lesotho media women comprise the majority of lower occupational levels: 78% semi-skilled and 74% unskilled staff, compared to 55% and 29% respectively in the region. The majority of the 73% female

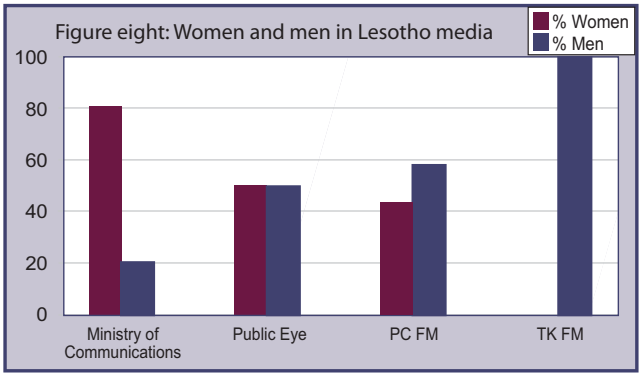
[7] The categories are based on the Employment Equity Act of South Africa and the Patterson scales.



Mpulukeng Tsoelipe, assistant station manager at *TK FM* *Photo: Sikhonzile Ndlovu*

employees in Lesotho media houses are in the lower-skilled sections. Having a lot of female employees does not necessarily lead to gender equality - especially if they are not in decision-making roles.

Lesotho media and the regional average have the same percentages of women and men in the skilled technical category (45% and 55% respectively). But at 57% Lesotho has almost twice as many women in the professionally qualified category as the region has with a figure of 31%. This is an encouraging finding, as journalists are included in this figure, suggesting that women are breaking barriers by starting in the newsroom in Lesotho.

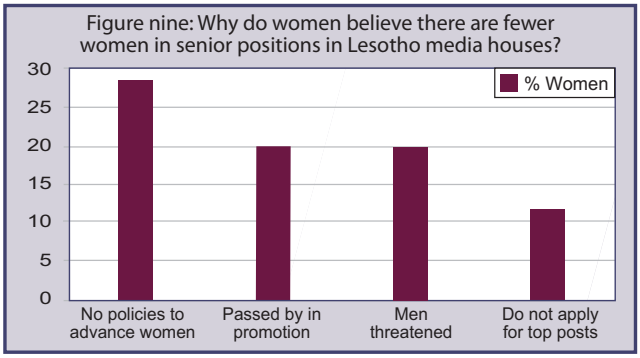


Variations by media house

In Lesotho the boards of directors in media houses consisted of no more than seven people. The Ministry of Communications has 80% female representation on the board. This is also the media house with the highest representation of female employees within any media house in the Lesotho study.

Figure eight shows that two media houses have achieved either gender parity or are reasonably close to it: *Public Eye* and *PCFM*. TKFM, a community radio station, had zero representation of women on their board of directors, and on business grounds alone, the station should try to change this imbalance.

Why are there fewer women than men in senior positions in private media?



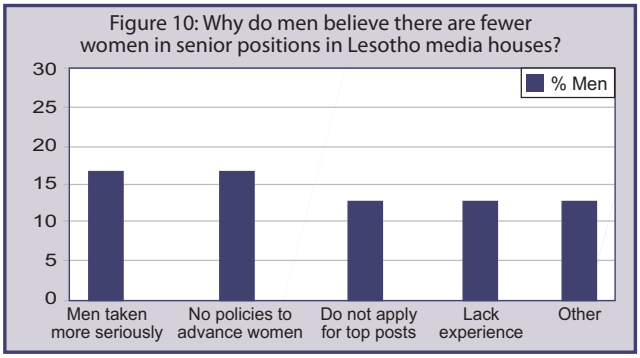
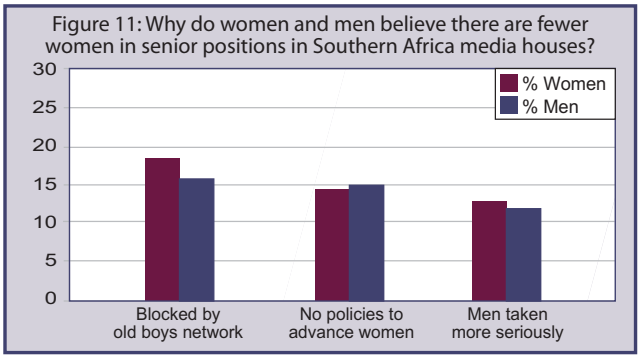


Figure nine shows that in Lesotho the highest proportion of women cited that there were "no policies to advance women" as the main reason for the glass ceiling in media houses, while higher proportions of men



(Figure 10) believed the main reasons for women being scarce in decision-making were that men were taken more seriously, and there were no policies to advance women in media houses. Respondents in the rest of the region also cited the "old boys' network" as the main reason for women not advancing, with men citing "no policies to advance women" and women saying "men are taken more seriously" as their second reasons.

Continuous challenges and pressures for women at the top

Lerato Tsoane is programmes manager for Lesotho TV, and acting interim station manager for Radio Lesotho in the Ministry of Communications.

She left nursing school in 1985, and was not sure of where to go next. But in 1987 Lesotho News Agency was recruiting, and they gave her a job. After training she was employed as a reporter (junior journalist), then worked as a newscaster, and later as presenter of a current affairs show. After a few years in the media she went back to further her studies in journalism, and received a BA from Rhodes University.

Tsoane has worked in media houses for more than 12 years, and has been a senior manager for four years. She says that during this time "I found it challenging moving across various media. Before I had a degree it was difficult to get ahead, but after the degree - combined with my experience - I got the position of programmes manager for Lesotho TV.

"[But] education is not seen by many others as a good reason for promotion – they will think it's because you were having an affair with so and so. People are silent about abuse. Some women think 'if I don't get this position through my education and experience, I will sleep with this man to get ahead'. "

Tsoane now holds dual managerial positions as the acting director-station manager of Radio Lesotho and programmes manager for Lesotho TV. She also started Radio Lesotho, and was tasked with merging news and current affairs, then establishing a new radio concept - *Ultimate Radio* - the commercialising of Radio Lesotho.

One of the main challenges of being a senior in the media is tackling the incompetence of some officials in decision-making within the Ministry of Communications. "No one wants to challenge those above in higher government office. They are not making government understand the obstacles we face. Sometimes people are given responsibilities when they don't have that position."

She also mentions that "Women face the problem of being undermined by men. If you discipline one of the men, and you are younger, though you are his senior he won't listen. Also just because he's a man."

The other difficulty is sustainability - the structure often does not accommodate people without degrees, and there is no system to monitor performance. In addition the ministry lacks a solid training policy.



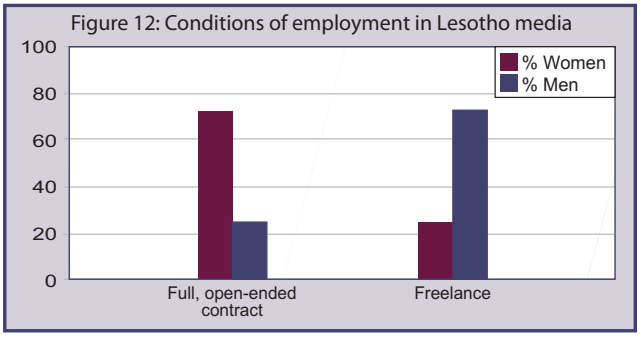
Lesotho TV reporter at work *Photo: Colleen Lowe Morna*

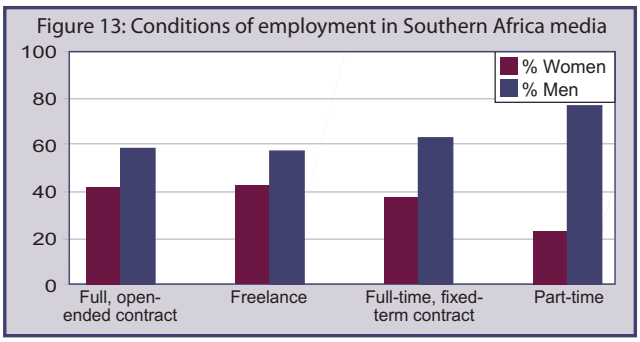
"The structure we have generally denies upward mobility. That's why staff don't understand how others have achieved. We don't have woman-to-woman support. HR does not support mentoring. And the politics - there are favours that happen according to your political affiliation," says Tsoane.

Despite all she has been through, Tsoane still firmly believes women should be placed in management. We are only three - we are not being represented fairly. I think we perform better than men, especially in managerial positions."

The positions occupied by women and men, as well as the terms and conditions of their service, determine what they earn, and can be a big structural barrier to achieving gender parity.

Conditions of employment in Lesotho vs the region





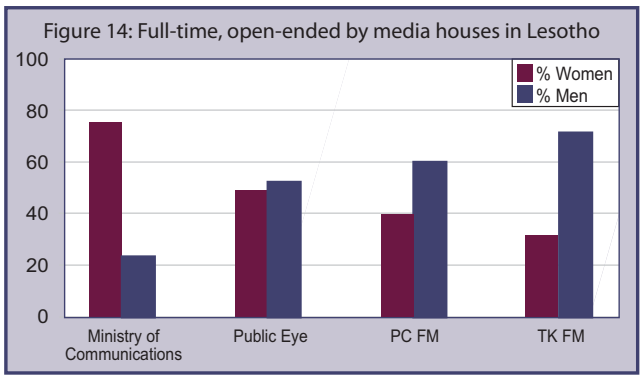
Figures 12 and 13 illustrate the conditions of service for media practitioners in Lesotho and the Southern African region. Women in Lesotho are far more secure in their jobs than the average person in the region as a whole.

The most secure form of employment is the full-time, open-ended contract. In Lesotho 75% of such contracts go to female employees, while in the region only 42% of women have this privilege. It should be noted however, that this is closely correlated to the high proportion of women in state media.

It is noteworthy that there are more freelance men in Lesotho than women, and far more men working part-time in the region. This is because men normally predominate in production and in printing and distribution, which offer many unskilled jobs, although unlike in the rest of the region women have now reached parity in printing and distribution in Lesotho.

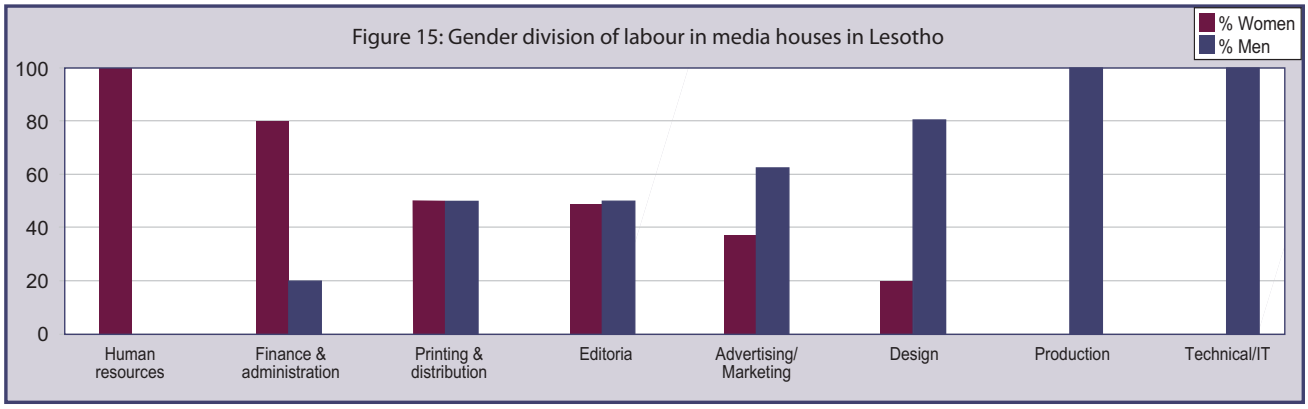
Nevertheless, in Lesotho more than 90% of all employees are on full-time, open-ended contracts, and less than 10% are freelance[8]. None of the employees in Lesotho was on full-time, fixed-term or part-time contract. We consequently could not make comparisons between Lesotho and the region in this aspect.

Conditions of employment by media house

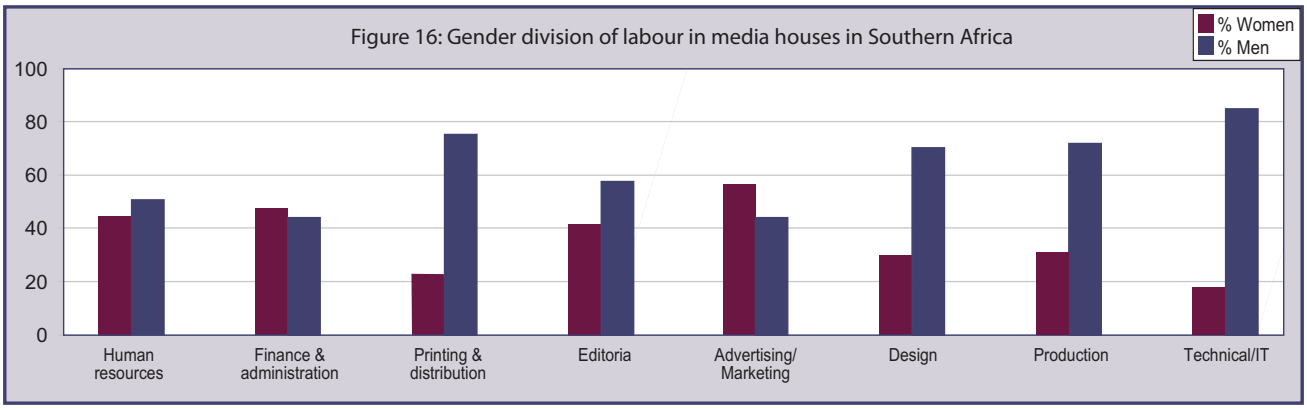


The conditions of employment in Lesotho mirror the percentage of female and male employees in particular media houses (see Figure two). In particular they show that while women in state media have quite secure working conditions, this is not the case in the private media where gender gaps are still pronounced. For example, in Public Eye women constitute 30% of those on full open-ended contracts compared to 70% in the Ministry of Communications.

Gender division of labour in the media

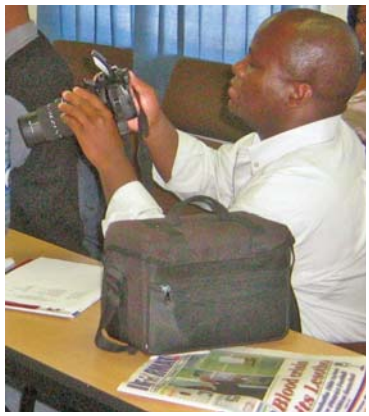


[8] In the Ministry of Communications each employee (female and male) is on a full time, open-ended contract based on the information given; consequently the high percentage of women (over 70%) at the Ministry of Communications skews the data.



Figures 15 and 16 show where men and women are employed within the media house. Although overall women predominate in the Lesotho media, Figure 15 shows that women totally occupy human resources departments (100%) and dominate in finance and administration (80%). In the region women constitute about 44% of the HR departments, and represent a little more than half the employees in the finance and administration category.

There is clear room for greater employment of women in advertising and marketing (dominated by men 64% to 36%), and in design (men far ahead 80% versus 20%) in Lesotho media houses, as these are areas in which women can excel. The percentages for women are lower in Lesotho than in the region for both advertising/marketing (57%) and design (31%).



Men still dominate in photo journalism in Lesotho *Photo: Sikhonzile Ndlovu*

But it is encouraging to note that there is an increasing proportion of women in editorial departments, which offer the jobs of editor, sub-editor, journalists for hard news, features, arts and entertainment, women's pages and sport, and photographers. Women have almost reached parity (48%) in editorial offices in Lesotho, compared to 42% in the region.

In the Lesotho media, women are not represented in production and technical and IT departments. While the region has higher representation than Lesotho in these categories, the numbers are still significantly low (30% and 16% respectively). Lesotho needs much improvement in gender parity within media house departments. However, there are some interesting gender benders. For example, the Lesotho media have, achieved gender parity in the printing and distribution departments, while the region still has a way to go (24% female, 76% male).

Differences in earnings

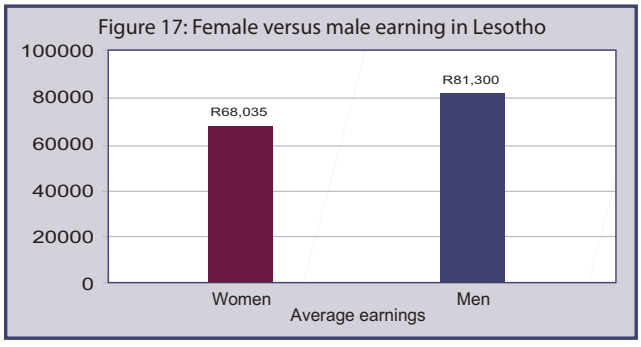


Figure 17 displays the average earnings of female and male employees in Lesotho for the three private media houses that gave data for earnings. The Ministry of Communications was unable to give disaggregated information on earnings by sex, thus could not be used for this study. In the three media houses that provided data, men make about R13 256 or 19% more a year more than women.

It should be noted that these figures *do not* reflect differences in earnings of women and men at the *same level*, but are arrived at by dividing total annual earnings of women by number of women, and total annual earnings of men by the number of men. The gender gap in *average earnings* represents differences in conditions of employment, occupational types and the levels of employment of women and men.

The beat goes on?


Public Eye
HEALTHY LIVING
Child grants coming

The media in Lesotho is relatively small and not that well developed. As a result reporters are not really assigned to particular beats. Only one newspaper, Public Eye, answered this question making it difficult to draw and quantitative conclusions. However, in interviews male and female journalists said that there tend to be different expectations of women and

Gender activist Libuseng Nyaka, the health editor at *Public Eye*, commented on her experience of being moved from a hard beat to one regarded as soft: "I had been covering the courts in Parliament. It's normally regarded as a male-dominated beat and then unfortunately I was removed and put to health, because it is regarded as women's issues and soft issues. But I am satisfied because I am changing people's lives. Secondly the editors (who are men) tend to sideline our stories. So I had to address it in my column [see picture of Healthy Living]."

Relebohile Koloti, a journalist at *Radio Lesotho*, confirms Nyaka's experience: "Men still dominate mostly in fields of finance, politics and business. And the women's issues are still development projects in rural areas, discrimination and HIV/AIDS. Not many of the sources are women. There is slow movement towards gender equality within the content."

Conversely, the male respondents did not see how pigeon-holing women to particular beats had limited their careers. As one put it: "The presence of women in the media fraternity brings about a chance, since they address different issues in media coverage such as abuse, equality, health and others which are not of interest to male journalists who prefer scandal and political stories."

Making a difference?

The study sought out opinions on whether having more women in media houses makes a difference. The Global Media Monitoring Project (GMMP) 2005 showed that women journalists were more likely than men to consult female opinion, but this does not mean that 50% of their sources are women.

In the Southern African analysis of the global study, women sources constituted 28% of the total sources consulted by women journalists, compared to 19% of the sources referred to by male journalists (compared to 25% for women and 20% for men in the global findings). With the exception of Angola, women consulted women sources more than men did in every country of the region, with women journalists in some instances consulting female sources up to 40% of the time.[9]

Table four: Women and men's perceptions - does gender make a difference in media houses in the region and in Lesotho?

	Lesotho		Region	
	% Women who agreed	% Men who agreed	% Women who agreed	% Men who agreed
a) There is no relationship between having women in the media and achieving gender balance and sensitivity in media coverage	33	50	31	39
b) Female journalists are more likely to seek out female opinion than male journalists	29	56	46	45
c) Female journalists are more likely to cover gender related topics more than male journalists	63	75	69	62
d) When there are women in senior management positions gender is more likely to be taken seriously in the work of the media house	67	44	70	49
e) Where there is a "critical mass" of women in the media house this affects the way that men think and behave	0	50	53	50
f) Men can be as gender aware and sensitive as women	83	100	78	87
g) Women are their own worst enemies	67	25	45	45

Based on Table 4, only a third of women, and half of the men, believe there is no relationship between having women in the media and achieving gender balance and sensitivity in media coverage.

More men (56%) than women (29%) believe female journalists are more likely to seek out female opinion. The majority of men (75%) and women (63%) believe female journalists are more likely to cover gender-related topics, and that when women are in senior management positions, gender is likely to be taken seriously.

More than two-thirds of women perceive women to be their own worst enemies. The majority of women and all men believed that "men can be as gender-aware as women".

No women, and only half of male respondents, felt it crucial to have a "critical mass" of women in the media if they are to make a difference in the behaviour and mental approach of their male colleagues. This is an interesting perception in Lesotho, where there is a majority of female employees and where there is higher representation of women in managerial positions than in the region. This is in stark contrast to the finding in the region in which 50% men and 53% women felt that having a critical mass of women in the media affects outputs and outcomes.

Can a critical mass change old attitudes?

In interviews, most of the Lesotho women said a "critical mass of women" could only make a difference if there is a corresponding change in culture and traditional attitudes which lags behind the numbers.

Keneiloe Ts'otetsi, an editor at *Radio Lesotho*, said "It will take time to change the culture of the newsroom, but there is more reception than before ... And I think with more female editors men are becoming receptive to decisions that we make as women."

While men may take their time to become supportive, a critical mass of women encourages the other women in the media to make their voices heard: Malakeg Hloma, a male journalist in Ts'otetsi's department, said "[Women] are definitely able to participate in decision-making, especially in our newsroom. Our editor is a woman. And I think that makes a difference. The other women feel they can speak up as well because she's there."

Nevertheless, another female respondent from *Lesotho Television* believed the lack of training was the main obstacle to gender-awareness for both male and female media practitioners. "I have a feeling that lack of professionalism is an obstacle to appreciation of gender as far as the media are concerned. Most of the journalists in Lesotho have not undergone training, and are not well groomed to tackle gender issues."

Workplace policies and practices

The workplace environment has a substantial bearing on achieving gender parity in media houses. Respondents indicated what kinds of practices or policies their companies had in place to increase women's participation and representation in media houses. Among others these included whether they had gender policies (or would wish to have one); affirmative action (fast-tracking); career pathing and promotion.

[9] Lowe-Morna, Colleen, Mirror on the Media, Who makes the news? Mirror on the Southern African findings of the, Global Media Monitoring Project (GMMP) 2005, Gender Links 2006.

Table five summarises what proportion of the media houses checked "yes" to having the following policies or practices:

Table five: Existing workplace indicators in Lesotho compared to regional media houses

	% Lesotho	% Region
Targeting women	25	54
Data banks for women	50	36
Gender-balanced panels	75	54
Fast tracking	0	10
Promotion	0	32
Succession	0	35
Flexi-time	75	75
Maternity leave	75	81
Paternity leave	0	33
Child care facilities	0	15
Women's participation	75	63
Sexual harassment policy	50	28
Gender policy	25	16
Need for gender policy or to improve one	75	68

Affirmative action

Despite the SADC target of achieving gender parity in media houses by 2015, and the fact that there are still significant gender gaps in the Lesotho media, only a quarter of media houses indicated that they had specific targets for achieving gender equality, compared to the regional average of 54%.

Figure 18: Women and men's perceptions of quotas in Lesotho

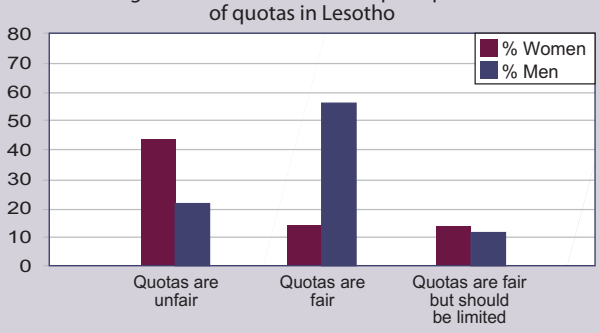


Figure 19: Women and men's perceptions of quotas in Southern Africa

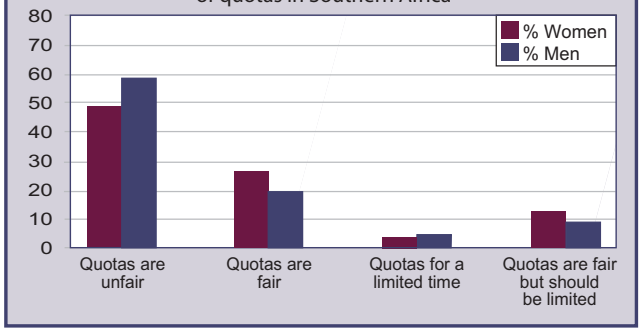


Figure 18 and 19 compare attitudes by men and women towards quotas in Lesotho and the region. Less than a third of women (27%) and men (20%) in the region supported quotas for achieving gender equality in the media. In Lesotho more than half the men - compared to a very low 14% of women - supported such measures.

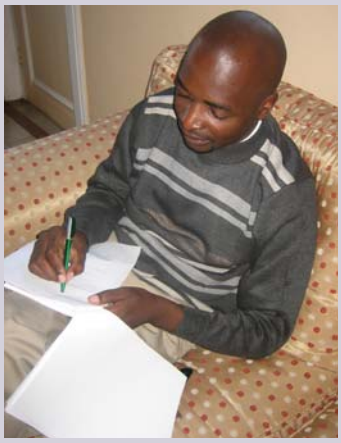
Quotas perceived as "tokenism"

The general objection to quotas in Lesotho is that they could elevate women in the media not worthy of attaining key positions – in other words putting women there for the sake of numbers. Women in Lesotho believe quotas will make them look like "tokens", and they want to be seen as hard-working and just as able to do the job as their male counterparts.

As one female respondent said: "Women should be given the chance to compete with men by introducing quotas for a certain period of time to balance the prevailing situation of imbalance. After such a period the use of quotas must stop, so that they can stand and compete on their own."

But echoing the view of many women and men media managers in Lesotho Tapera Chikuvira, editor of the *Public Eye*, argued: "To me it's not a game of numbers, but I believe everybody who is in the media should be given equal opportunity. No, we shouldn't have a quota. It starts from high school to encourage more female journalists. We encourage women - those who excel - to vie for promotion, not just in the newsrooms." He argued that "the men who are in higher positions are more skilled and have more experience. Women have not been disadvantaged; it's a matter of experience."

A male respondent stated "Men and women have equal potential in making it in the media fraternity, therefore women should not be given any privileges, but try to be more competent, because they are equally as powerful as men."



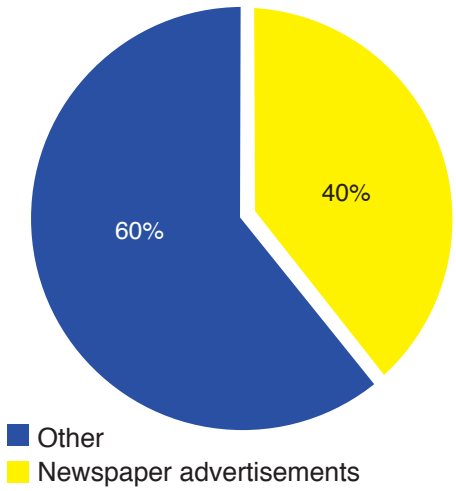
Tapera Chikuvira *Photo: Sikhonzile Ndlovu*

The strong rejection of special measures for increasing the level of women's representation is a concern because, with few exceptions, nowhere in the world has gender parity in decision-making been achieved without special measures.

Recruitment

Half of the media houses in Lesotho stated that they had databanks for women, and 75% stated they used gender-balanced panels. It is crucial to assess whether women are selected for positions after being specifically targeted.

Figure 20: How are jobs advertised in media houses



According to the responses 40% of job opportunities are advertised in newspapers, and 60% of the advertisements are under the category of 'other'. This could include a range of other means – such as the "old boys' network". The information does not show what kinds of jobs are advertised where. Also, a key factor is if these adverts are being sent to any specific women's forums and organisations.

Career pathing, fast-tracking and promotion

There was no indication of either fast-tracking, considering women specifically for promotion or even succession planning. This is a concern in the private media in Lesotho, where the gender gaps are still pronounced. In the region, scores on this front are low. But Lesotho could learn from a few media houses within the region: 10% have fast- tracking strategies, 32% specifically considered women for promotion, and 35% have succession planning for women.

Work environment

The same proportion (75%) of media houses in Lesotho offer flexitime as is offered in the region. This is supported by the perceptions of women (78%) and men (100%) that the media houses in Lesotho are sensitive to, and try to accommodate family life and responsibilities.

Although a legislative requirement, three-quarters of the sample stated that they offered maternity leave, but none offered paternity leave. This perpetuates the stereotype that the mother is responsible for the primary parenting role. None of media houses said they had child care facilities.

Gender and sexual-harassment policies

Compared to the region, Lesotho media houses (50%) have a much higher proportion of sexual-harassment policies than the region (28%). But as mentioned earlier in the report in the profile of Lerato Tsosane (programmes manager at *Lesotho TV*), there is a culture of silence around abuse and sexual harassment. Sexual harassment is of concern in Lesotho, as 20% of women felt the level of harassment was high. This is almost twice the regional average of 11%.

A quarter of the media houses sampled said they had a gender policy - higher than the regional average of 16%. And the other 75% of the media houses in Lesotho and 68% in the region want a gender policy or an improved gender policy.

Table 6 shows that *TK FM*, a media house with the lowest percentage of women managers, has the least number of ticks against policies or policy intentions, suggesting that it is the least concerned with the advancement of women. Conversely *PC FM* (close to achieving gender parity in managerial posts) has the most number of ticks, which indicates a gender-aware workplace environment.

Lesotho media houses demonstrate the value of these indicators, but most still do not have policies as important as, for instance, a gender policy. Interestingly, the public broadcaster is the only media house that has ticked that it does have a gender policy - and it also has high female representation overall and in management. It is heartening that the three private media houses in the study say that they need a gender policy.

Table six: Workplace indicators by media house

Work place indicators that exist within media houses in Lesotho	Public Eye	PC FM	TK FM	Ministry of Communications
Targeting women		✔		
Data banks for women	✔	✔		
Gender-balanced panels	✔	✔		✔
Fast tracking				
Promotion				
Succession				
Flexi-time	✔	✔	✔	
Maternity leave	✔	✔		✔
Paternity leave				
Child care facilities				
Women's participation	✔	✔		✔
Sexual harassment policy		✔		✔
Gender policy				✔
Need a gender policy	✔	✔	✔	

CASE STUDY:

The People's Choice FM (PCFM)

The *People's Choice FM* is an example of a media house in which the numbers speak volumes, with the highest percentage of female employees (42%) among the three private media in the study.

PCFM has undergone a lot of growth and improvement in the past 10 years, since it was founded by Motlasi Majara. They were the first commercial radio station in Lesotho. It proved to be very difficult to sustain, because many in the media industry did not understand the concept of "privately-owned media".

There were many instances in which the government threatened to take them off the air, and also instructed its departments to stop advertising with them. The station adopted different tactics, including a "MISS PC FM" pageant, to raise funds and advertise the station.

They are still learning when it comes to advertisers - and this is also a consequence of lack of competition in the business sector. The slow pace of Lesotho's economy adversely affects privately owned media, and *PCFM* is no exception.

PCFM specifically targeted female employees as a strategy. In 2005-2006 they used adverts stating they were looking for females interested in journalism and broadcasting. Since this time, PCFM has had many females in senior management. The marketing manager, Khauta Mpeqa, says it was good business judgement to increase female employment at *PCFM*.

"We were not trying to fill a quota system. We were just looking for the best. We just knew that we had to have both men's and women's voices on the radio: females like to listen to men's voices, and males like to listen to women's voices." Balancing the ratio of men to women is critical to maintaining their listenership and programming.

Female managers as the example

The employees at PCFM always acknowledge the work ethic and the mentoring of their female editors and managers. Buda Moseme, an acting news editor, emphasised how much he learned from his previous boss: "Falla Lisanyane used to be the news editor. I learned a lot from her. She's been the editor and imparted all her knowledge to me. This perception that media are dominated by men - she didn't believe that. She went out and performed. She's been brave!"

Lisanyane has left *PCFM* to continue her studies in journalism. The director assures that she will be re-employed on her return. In 2007, *PCFM* began drafting a gender policy and a gender-aware HIV/AIDS policy, with the assistance of Gender Links (GL). The policy focused on gender at the workplace and in editorial content. Later they adopted the gender-aware HIV/AIDS policy. They do have a sexual-harassment policy, which employees testify has changed the culture between men and women for the newsroom to be more productive. Though *PCFM* has been a gender-aware corporation, and assures equal rights to men and women in their diversity/equal rights policy, they also wish to draft a specific gender policy.

PC FM: gender-awareness from the top-down

Motlasi Majara is the director and founder of PCFM. He has been in media for more than 20 years, and says he has always had a deep respect for women's issues, as well as a regard for the interests of young people and other vulnerable groups.

He is a trained journalist, presenter and broad-caster. He says in the 'olden days' journalists had more diverse skills. This helped them to be broad-thinking, and facilitated news gathering. He founded the corporation in 1999, and has been acting director ever since.



Gender activists in Lesotho plan for the Sixteen Days of Activism
Photo: Colleen Lowe Morna

He says there were many more female journalists at the start of the corporation who became enthusiastic, and had a keen interest in social reporting. But now they had diminished in numbers and passion. "They are just using [the media] to while away time until they can enter other professions. The ethics and standards are drastically compromised." But Majara does acknowledge the many constraints on journalism in Lesotho, and on female journalists in particular. Women will not venture into outlying districts, or spend a lot of time in villages with which they are not familiar, because of a lack of security and safety. With the volatile environment, many women are limited to desktop research, and this, he believes, diminishes their ability to write deeper and more investigative stories.

Still, Majara points out, almost three-quarters of the departments are headed by women: programmes, station, and finances. The news department used to be headed by a female (Mrs Falls, as mentioned) but as she had left to study, the department was now headed by a man.

Majara firmly claims his corporation is a gender-aware radio station. He mentions the 16 Days of Activism campaigns of No Violence Against Women, and says these are discussed on radio throughout the year. They have had the wife of the Prime Minister in their studios to discuss the campaigns. He says it is important to debate on the old institutions, and how they silenced women. He urges that "We need modern institutions where women can present themselves freely." The programme Let's Talk is one of those that focuses specifically on such issues, and was designated the best programme by MISA-Lesotho.

Majara says women have a significant impact on the newsroom in ways such as:
- Commitment: "The women here give their very best!"
- Training/mentoring: "They instigate in-house training among our older and newer staff, and willingly share their knowledge with junior staff."
- Flexi-time: "They have motivated the need for flexitime. Also, having women in the newsrooms has allowed their children to come in and watch what their mothers do for a profession – a new generation seeing that women can do the work men do."

Majara believes gender awareness will happen in more media houses if it starts at the top, and as the director he believes it is his duty to ensure gender parity in the newsroom.

Way forward

Majara is the first to acknowledge that PCFM still has some way to go to before reaching gender parity in all aspects, including the content produced. He has strategies that need to be in place or improved in order to reach the target of gender equality:
- Training: "We need more training for both male and female journalists to increase gender-aware content, and their passion for media work."
- Internships: "We need to catch them once they finish school to develop enthusiasm and interest in the media. They are not harnessed, and the government does not give out scholarships to study media and communication, so there is a general lack of interest."
- Flexi-time/study-time: "We do have maternity leave as stipulated by the Labour Laws of the country, and we also allow parents to leave early to sort out childcare. We allow our employees to go back to school. For instance, the news manager has just left to continue her studies in South Africa. She remains an integral part of PCFM, so we made an arrangement to make sure her job is secure. We have others who go for classes."

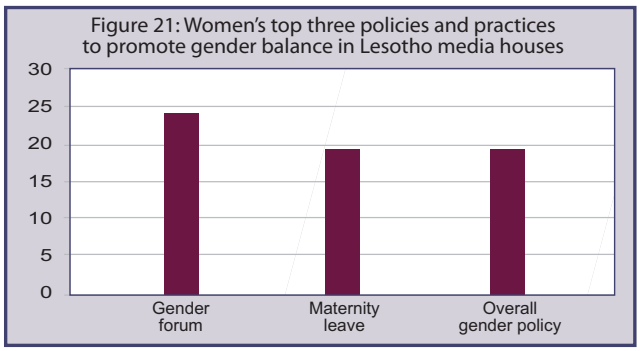
Policies: "We have a diversity policy that includes gender equality, and we also have an HIV/AIDS policy. But we need to look at drafting a specific gender policy that includes some of these strategies discussed."

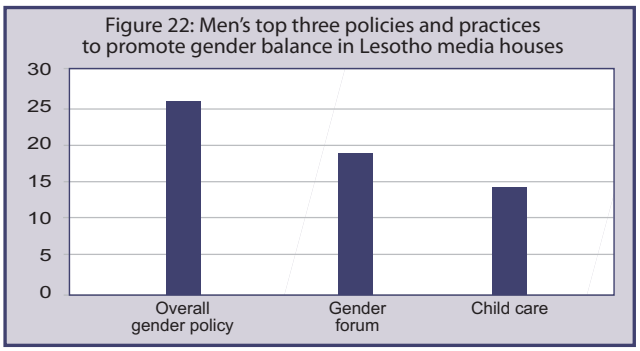
CONCLUSIONS AND RECOMMENDATIONS

The study shows there is a greater proportion of women in media houses in Lesotho than in the region. Although a number of women have reached top and senior management, they still tend to be concentrated in low-skilled jobs, and in departments and areas traditionally identified as women's work. It is also significant that while gender parity has been achieved and even exceeded in terms of overall numbers and at management level in the state media in Lesotho, this is not the case in the private media.

Though there are women in top managerial positions, the "glass ceiling" is created by attitudes that refuse to acknowledge disparities and gender-insensitive work environments. A "critical mass" of women does not necessarily translate into better policies to promote gender equality or a better work environment. As a female journalist at Radio Lesotho stated: "Men tend to be the superiors. Ultimately the mentality will carry on." Women face glass ceilings in all the departments, and although they are creating some cracks in news beats, the gender division of labour is still alive.

One of the key findings of this study is that there is a high level of commitment to gender equality in media houses. But there are no comprehensive and systematic policies and practices to address the gender gap, and quotas are shunned by both male and female media practitioners. Only one media house stated that they had a gender policy, but it is encouraging that the majority wanted a gender policy. Respondents were asked what should be done to promote gender balance in media houses. These were their responses.





Interestingly men listed having an overall gender policy as their top priority while women listed this as third priority. Women listed having a gender forum and maternity leave as their top two priorities. Men listed a gender forum and child care as their second and third priorities.

Key strategies for follow up will include:

- Awareness-raising and publicity through disseminating the findings of this research, and workshops to discuss the findings and forge strategies at regional and national level.
- Supporting the 75% of media houses in Lesotho interested in developing gender policies, or improving existing policies to deal with inequalities. This will be done in tandem with the advocacy work emanating from the global Glass Ceiling Study, as well as the 2009/2010 GMMP/GMBS on media content. The studies will enable advocacy groups to share with media houses data on gender in their institu-tional make up and media content.
- Ensuring that there are functioning sexual-harassment policies in all media houses.
- Developing strategies that will ensure policies are implemented, including tools to monitor implementation (evaluation, self monitoring, career pathing etc) to achieve the goal of gender parity and sensitivity.
- Networking with editors' forums, media unions and media development NGOs for advocacy and lobbying around the SADC Gender Protocol target.
- Training and development programmes to build the capacity to mainstream gender at the workplace and in editorial content.
- Facilitating leadership training for women in media houses.
- The bi-annual Gender and Media Summit, where awards will be made and best practices shared.
- Carrying out another region-wide survey of the position of women and men in Southern African media houses, including Lesotho, in five years' time, to gauge progress in achieving gender parity.

Media provisions in the SADC Protocol on Gender and Development

Ensure gender is mainstreamed in all information, communication and media policies, programmes, laws and training in accordance with the Protocol on Culture, Information and Sport.

Encourage the media and media-related bodies to mainstream gender in their codes of conduct, policies and procedures, and adopt and implement gender aware ethical principles, codes of practice and policies in accordance with the Protocol on Culture, Information and Sport.

Take measures to promote the equal representation women in the ownership of, and decision making structures of the media accordance with Article 12.1 that provides for equal representation of women in decision making positions by 2015.

Take measures to discourage the media from:

- Promoting pornography and violence against all persons, especially women and children;
- Depicting women as helpless victims of violence and abuse;
- Degrading or exploiting women, especially in the area of entertainment and advertising, and undermining their role and position in society; and
- Reinforcing gender oppression and stereotypes.

Encourage the media to give equal voice to women and men in all areas of coverage, including increasing the number of programmes for, by and about women on gender specific topics and that challenge gender stereotypes.

Take appropriate measures to encourage the media to play a constructive role in the eradication of gender based violence by adopting guidelines which ensure gender sensitive coverage.

"There are no other words
that can describe equality. It shouldn't
be favouring - the appointments shouldn't be made
in terms of gender differences, but there should be equality in the true sense. Don't just say we are not giving this position to women because there is that understanding by men that women are only good at certain things, but we should be regarded as equals in every aspect. In the media, if a woman has the qualifications then do not let her gender get in the way of a promotion."
- Lerato Tsoane, programmes manager for Lesotho TV, and acting interim station manager for Radio Lesotho in the Ministry of Communications.

