Glass Ceilings

Women and men in Southern African media



NAMIBIA

gender links

GEMSA
Gender and Media Southern Africa

Gender and Media Diversity Centre

OSISA
Open Society Initiative for Southern Africa

MDG3*Fund*
of the
Netherlands Government

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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 - NAMIBIA
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Gender Links
9 Derrick Avenue
Cyrildene, 2198
Johannesburg, South Africa
Phone: 27 (11) 622 2877
Fax: 27 (11) 622 4732
Email: map@genderlinks.org.za
Website: www.genderlinks.org.za

Editors: Colleen Lowe Morna and Kubi Rama
Cover Photo: Che Ulenga, DJ at Base FM
by Colleen Lowe Morna
Back Photo: Women's voices being heard
by Gender Links
Design and Layout: Debi Lucas
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OSISA
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MDG3Fund
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Netherlands Government

SUMMARY OF KEY QUANTITATIVE FINDINGS FOR NAMIBIAN MEDIA HOUSES				
CATEGORY	% NAMIBIA		% REGION	
	Female	Male	Female	Male
Percentage of employees by sex	40	60	41	59
OCCUPATIONAL LEVELS				
Non-permanent	24	76	36	64
Semi-skilled	57	43	55	45
Unskilled	47	53	29	71
Skilled technical	42	58	45	55
Professionally qualified	33	67	31	69
Senior management	35	65	28	72
Top management	42	58	23	77
Board of directors	39	61	28	72
CONDITIONS OF EMPLOYMENT				
Freelance	21	79	43	57
Part-time	33	67	23	77
Full-time, fixed term contract	48	52	37	63
Full-time open-ended contract	42	58	42	58
DEPARTMENTS				
Percentage of women and men in:				
Finance & administration	70	30	54	46
Editorial	44	56	42	58
Advertising/Marketing	56	44	57	43
Human resources	67	33	44	56
Production	39	61	30	70
Technical/IT	5	95	16	84
Design	44	56	31	69
Printing & distribution	23	77	24	76
BEATS				
Top beats covered by women				
Disaster/war/conflict	100	0	35	65
Education	100	0	54	46
Gender equality	100	0	71	29
Gender violence	100	0	71	29
Lifestyle	100	0	55	45
Religion	100	0	52	48
Top beats covered by men				
Agriculture	0	100	41	59
Courts	0	100	37	63
Crime	0	100	37	63
Human rights	0	100	42	58
Media	0	100	42	58
Science and technology	0	100	39	61
POLICIES	**Namibia**		**Region**	
Existence of a gender policy	27		16	
Existence of a sexual harassment policy	36		28	
Need for or improving existing gender policy	45		68	

EXECUTIVE SUMMARY

This audit of women and men in Namibia media houses is part of the *Glass Ceilings: Women and Men in Southern African Media* conducted by Gender Links (GL). The findings will be used in a global study being carried out by the International Media Women's Federation (IMWF) through the Gender and Media Diversity Centre (GMDC).

This centre is a partnership between media development organisations and training and higher learning institutions to "collect and connect" knowledge, and collaborate 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) being undertaken in 2009/2010.

The study was made in the context of the August 2008 Southern African Development 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 exhorts the media to give equal voice to women and men, challenge gender stereotypes and ensure balance and sensitivity in all coverage – especially on gender violence.

In Namibia the study is based on research carried out in 11 media houses, with a total of 815 employees. Researchers conducted in-depth case studies of two media houses and interviewed six journalists/senior managers/editors for their perspectives on the results. A further 44 senior staff responded to perception questionnaires.

In total 126 media houses (about half of all media houses[1]) in 14[2] 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. This report should be read in tandem with the regional report: *"Glass Ceilings: Women and Men in the Southern African Media."*

Emily Brown, head of the Media Technology Department at the Polytechnic of Namibia, and Sikhonzile Ndlovu, GL media literacy co-ordinator, undertook the research in Namibia as well as conducted case study and profile interviews. GL executive director Colleen Lowe Morna and deputy director Kubi Rama edited the final report.

Key findings of the study include:

- ***There are more men than women in media houses in Namibia:*** Men constitute 60% of employees in media houses – 20% more than the 40% for women. The proportion of women in media houses in Namibia is close to the 41% for women in Southern African media houses overall.

- ***But there are differences between media houses:*** Three out of the 11 media houses surveyed have achieved parity. These are Namibian Economist (55%) The Namibian (54%) and Allgemeine Zeitung with 52% women. Namibia FM 99 had the lowest proportion of women at 18%.

- ***Women constitute more than a third of the boards of directors:*** Women constitute 39% of those on the boards of media houses in Namibia, compared to 28% in the regional study.

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

- They constitute a substantial proportion of those in top management. Women occupy 42% of top management posts in media houses in Namibia, significantly more than the regional average of 23%.

- Men dominate in senior management: Women constitute 35% of senior management in media houses in Namibia, higher than the regional average of 28%., but still pointing to a "glass ceiling" in the Namibian media.

- Men get better working deals: Men (58%) are more likely than women (42%) to be employed in open-ended, full-time contracts. The figures are the same in the region for this type of contract. In Namibia 21% of those on freelance contracts are women, compared to 43% in the regional study. This reflects a much higher level of job security for women than for men in the Namibian media. Men constitute 79% of those in freelance contracts and 67% of part-time employees.



Sandra Willams, Base FM station manager *Photo: Trevor Davies*

- Men dominate in all but three departments in media houses in Namibia: This is particularly the case in the departments of technical/IT (95%) printing and distribution (77%) and production (61%).

- There are more women in the support departments: While women in the Namibian media are under-represented in all areas of work, they are more numerous in areas considered to be "women's work", such as finance and administration (70%), human resources (67%) and advertising/marketing (56%). In the region women dominate in finance and administration (54%) and in advertising and marketing (57%).

- More women in editorial departments than in the region: In Namibia 44% of those in the editorial departments in media houses are women, slightly higher than the regional average of 42%.

- Women earn more, on average, than men: Namibia is the only country in the study in which, for those media houses that submitted data, women earn, on average, 20% more than men. This reflects the relatively more senior status of women in Namibian newsrooms.

- The gender division of labour in beats is still pronounced, with a few exceptions: Male journalists dominate in all of the hard beats such as agriculture (100%), crime (100%) and science and technology (100%) men also dominate in human rights and media, considered "soft" beats. Women journalists predominate in education (100%); gender equality (100%); gender violence; lifestyle (100%) and religion (100%.) It is interesting to note that women also dominate in disaster/war/conflict, considered a hard beat, and normally a male preserve.

- There are no specific targets in place 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 target.

- Career pathing for women in Namibian media houses is not a priority: Only 18% of media houses in Namibia have strategies to fast-track women within the organisation. This is slightly higher than the region's 10%. Very few Namibian media companies (18%) in Namibia have strategies for promoting women. This is substantially lower than the regional average of 32%.

- There is not enough effort to target good women candidates: Of the sample 36% of the media houses stated they had a database of women candidates, and 45% specifically seek to employ women. In the regional sample 36% have a database of women candidates, and a much higher proportion (54%) target women for jobs.

- Commitment to maternity but not paternity leave: In the Namibia sample 73% of the media houses offer maternity leave; this is lower than the regional average of 81%. Only 9% of Namibian media houses have paternity leave, much lower than the regional average of 33%. The high commitment to maternity leave and low commitment to paternity leave across the region perpetuate the belief that child- rearing is a female responsibility.

- Child care is not a priority but flexitime is high on the agenda in Namibian media houses: None of the media houses in the Namibian sample offered child-care facilities, compared to 15% in the regional sample. But 64% of media houses in Namibia (and 75% in the region) said they offered flexitime.

- Less than a third of Namibian media houses have gender policies: 27% of the media houses in Namibia stated they had gender policies; 36% had sexual- harassment policies and 45% showed interest in improving an existing gender policy. Only 16% of media houses in the region said they had gender policies, while 28% said they had sexual-harassment policies.



Men dominate in the technical skilled category

Photo: Gender Links

NAMIBIA MEDIA CONTEXT



Namibia is media friendly *Photo: Colleen Lowe Morna*

Namibia, a large and sparsely populated country on Africa's south-west coast, has enjoyed stability since gaining independence in 1990 after a long struggle against rule by South Africa. The population is estimated at 2.1 million.

Germany took control of the area which it called South West Africa in the late 1800s. The discovery of diamonds in 1908 prompted an influx of Europeans. South Africa seized it from the Germans in World War One, and administered it under a League of Nations mandate.

The Namibians achieved independence in 1990 after a bush war of almost 25 years. Inter-racial reconciliation encouraged the country's white people to remain, and they still play a major role in farming and other economic sectors.[3]

Namibia is one of the more media-friendly countries in Africa. The constitution provides for Press freedom, and on the whole this is respected by the government. Media rights body Reporters Without Borders says there is "no major obstacle to the circulation of news".

Broadcasters and the private Press give coverage to the opposition, including views critical of the government. The Namibian Broadcasting Corporation is the national broadcaster. It comprises one television station and a few radio stations. There are also private and community broadcasters such as *Namibia FM 99, Base FM* and *Live FM*.

The *Namibia Press Agency (NAMPA)* is the national print news agency, established in 1991. It distributes local, regional and international news and pictures to local and international media in Namibia.

There are around 20 private and community radio stations. BBC World, CNN and South African and international TV channels are available via cable and satellite. Radio France Internationale broadcasts on FM in the capital.

Gender and media in Namibia

The Gender and Media Baseline Study (GMBS) of 2003 found that women constituted 19% of news sources in Namibia. In the Global Media Monitoring Project (GMMP) conducted two years later, this had risen to almost a quarter at 24%.

Women's voices were virtually absent in certain occupational categories, such as politics, religion, police, military, science and technology. They predominate as victims of violence and sex objects. The GMBS also found that women constitute 24% of print journalists. While the GMBS research focused on the representation and portrayal of gender in the editorial content in the media, the current research seeks to probe the gender dimensions of institutional composition and practices of the media, and how this affects media output.

[3] http://news.bbc.co.uk/2/hi/africa/country_profiles/1063245.stm

The work on gender and institutional transformation builds on continuing collaboration to develop HIV and AIDS newsroom policies. GL has been working with 13 media houses in Namibia in developing gender-aware HIV and AIDS policies as part of the Media Action Plan on HIV and AIDS and Gender (MAP), led by the Southern African Editors' Forum (SAEF).

Of the 13 media houses, six have adopted HIV/AIDS policies. These include the *NBC, New Era, Base FM* (formerly known as Katutura Community Radio) *Live FM* and *UNAM Radio*.



Live FM receives a certificate from GL Executive Director, Colleen Lowe Morna, for its participation in MAP
Photo: PON

METHODOLOGY

Namibia is a "medium-density" country. Table one shows the sample of 11 media houses with a total of 815 employees. These included state/public media, broadcast and print media, private/commercial and community media.

Table one: Media houses that completed the questionnaires in Namibia

Media House	Type	Classification	Number of Employees		
			Women	Men	Total
Namibia Press Agency	Print	Public	17	19	36
Namibia FM 99	Radio	Private	5	23	28
Live FM 90.3	Radio	Community	3	5	8
Namibia Economist	Print	Private	11	9	20
New Era	Print	Private	30	33	63
The Namibian	Print	Private	43	36	79
Base FM	Radio	Community	10	12	22
Namibian Sun	Print	Private	10	10	20
Namibian Broadcasting Corporation	Radio/TV	Public	171	312	483
Allgemeine Zeiting	Print	Private	16	15	31
Republikein Pty Ltd	Print	Private	11	14	25
Total			**327**	**488**	**815**

Human resources managers or payroll administrators provided most of the data while those who responded to perception questionnaires did so in interviews conducted in February 2009. The research team gathered and compiled all questionnaire findings using Ms-Excel spreadsheets to compile graphs and tables.

FINDINGS

Women are under-represented in the Namibian media

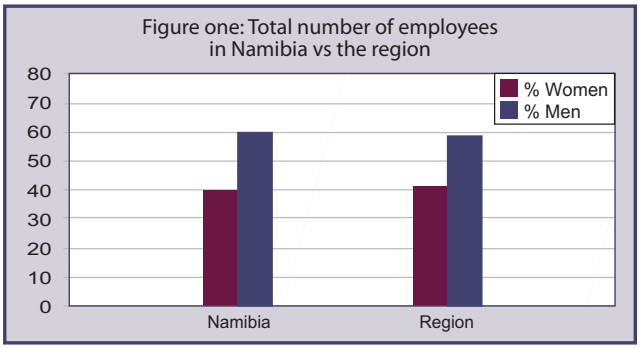
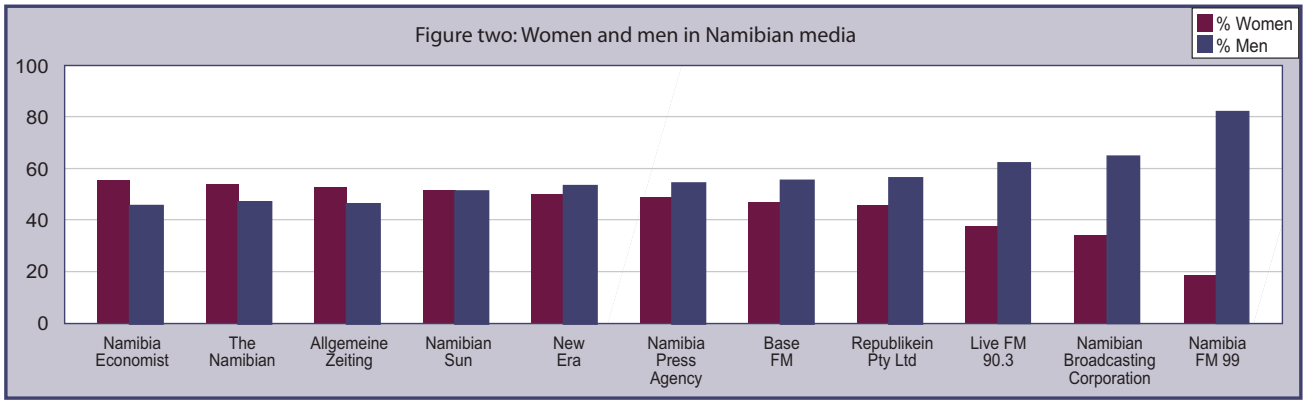


Figure one shows that overall women constitute 40% and men 60% of those in Namibian media houses, compared to 41% and 59% respectively in the region. In most cases the companies still fall far short of the SADC target of gender parity in all decision-making areas by 2015 in Namibia.

Variations by media house



As illustrated in Figure two, seven out of the 11 media houses surveyed in Namibia have less women than men. *Namibia Economist* (55% women) leads followed by *The Namibian* with 54%, *Allgemeine Zeitung* (52%) and *Namibian Sun*, with 50% women. The *NBC*, the public broadcaster, had the most employees of any media house in this study, with 65% of them men and 35% women. *Namibia FM 99* has the most glaring gender gap, with 82% men and 18% women.

Women are also more likely to be employed in the print media than in broadcast media. *Namibia FM 99* (18%), *NBC* (38%), Live FM (38%) and *Base FM* (45%) have fewer women. *Republikein*, though a print medium, is part of the bottom pack at 44% women

Why are there fewer women in Namibian media houses?

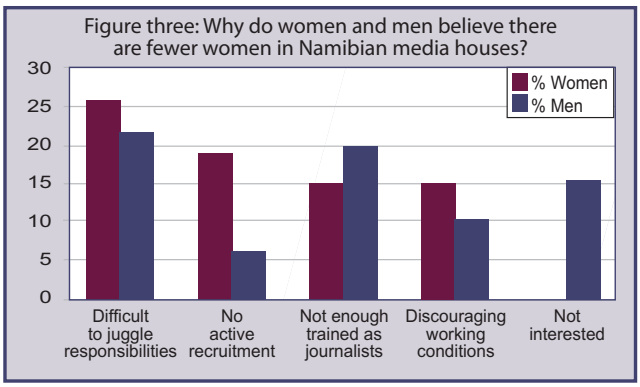
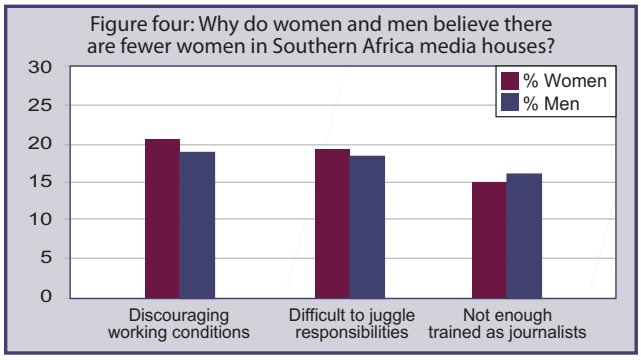


Figure three shows the top three reasons why women and men believe there are fewer women in media houses in Namibia. The largest proportion of women (26%) and men (22%) cited difficulty in juggling responsibilities as the main reason for fewer women in media houses.

The second reason given by men (20%) is that not enough women train as journalists, while 18% of women and 6% of men attributed the low proportions of women to lack of recruitment. The discouraging working conditions were cited by 15% of women and

10% of men, while 16% of men believed women were just not interested in working in the media – a view that women did not share. Women expressed more concern about discouraging working conditions than men, possibly as a result of gender-unfriendly editorial departments.



Across the Southern African region, the largest proportion of women and men cited discouraging work environments and difficulties in juggling responsibilities as the key reasons for fewer women in media houses. The regional finding differed from the Namibian findings in that discouraging working conditions ranked third among the reasons given by women and men. Very few women and men believed that not enough women trained as journalists in Namibia

Juggling time


Viola Zimunya, Editor of New Era
Photo: Gender Links

More than a quarter of the women (26%) in Namibian media houses and a similar proportion of men cited juggling domestic and professional responsibilities as the major reason for fewer women than men in the media industry.

A number of women and men cited the non-conducive working environment as a deterrent to women. Viola Zimunya, editor with *New Era*, said on some occasions special considerations were made when an assignment involved long distances, or when one had a baby.

Gwen Lister, Editor of *The Namibian*, said one of the major challenges of her career was to "manage the balancing act between being a wife, a mother and a person with dangerous job". This called for exceptionally hard work, something Lister could handle but which most women find daunting.

Doro Grebe, a female journalist at *Allgemeine Zeitung*, said '"A job in the media is extremely time-consuming, and thus often not practicable for women with families." A male journalist at the *Namibia Broadcasting Corporation* who preferred to be referred to as K Onesmus concurred, saying: "Journalists must at all times look for stories and follow leads, something difficult to do if one has to juggle other responsibilities."

I K Zemburuka, another male employee at the *NBC*, added: "The travelling also does not help, especially for a female journalist with a family to attend to." Michael Jaeger from NBC believes journalism comes with an element of danger, something which can discourage women from pursuing it as a career.

Nomfundo Mdevulana of *Base FM* said having more female role models would definitely encourage women to join the profession. This shows that while media are sometimes sensitive to women's needs, it is only on rare occasions that concessions are made.

Reggie Schalk a male journalist with *Live FM*, cited a lack of interest in media work as a reason for the low numbers of women. Natasha Uys, a journalist at *The Namibian*, said "Most women who study media opt for safer options like PR."

Tabby Moyo, of the *Namibian Sun*, felt cultural expectations made it difficult for women to effectively work in the industry, especially where a lot of travel is involved.

When asked what they thought gender meant, women (76%) and men (62%) thought it meant "male and female". Only a minority of the Namibian sample chose "gender means socially constructed roles". This shows there are low levels of gender awareness in Namibian media houses.

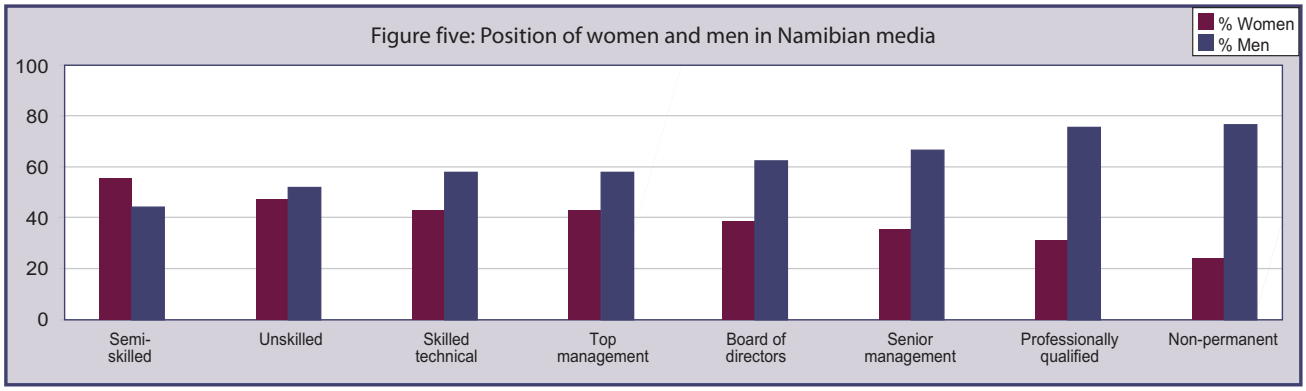
Women are under-represented in the top echelons

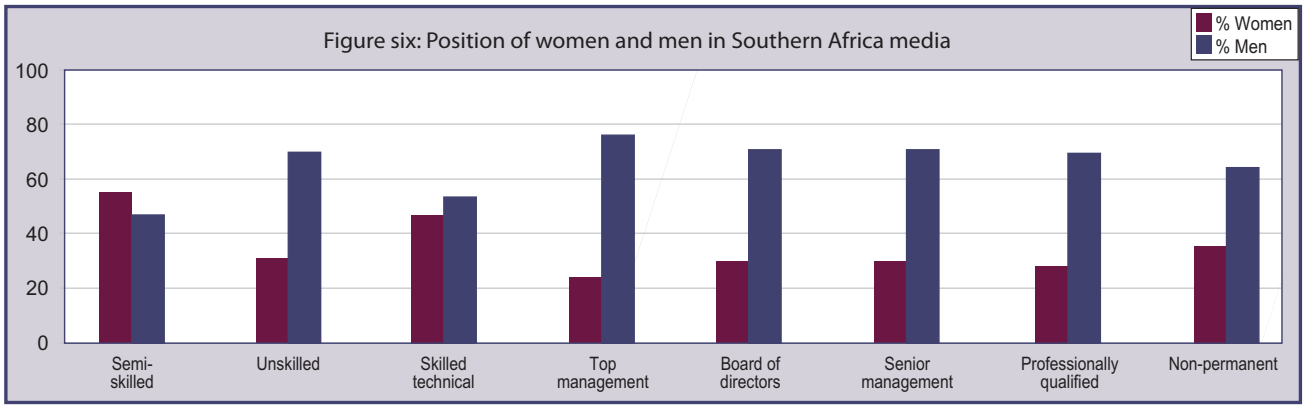
The study sought to find out the number of women and men at the different occupational levels in media houses. Table two provides a description of which positions within the media houses falls within which categories.

Table two: Occupational levels and examples of positions

Occupational levels[4]	Examples of positions
Board of directors	CEO, managing director
Top management	Editor-in-chief, managing editors (often with the addeded reponsibility of finance)
Senior management	Editors of different sections
Professionally qualified and experienced specialists and mid-management	Assistant editors, chief sub-editors, news presenters or 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 five and six illustrate where women are within the media hierarchy. The two graphs show that in general women are poorly represented at the top echelons, but have higher representation in lower positions.





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

Women constitute 42% of the top management in Namibia, considerably higher than the regional average of 23%. In Namibia they account for 39% of the boards of directors, again much higher than the regional average of 28%. But women make up only 35% of senior management in Namibia - a little more than a third, although this is higher than the regional average of 28%.

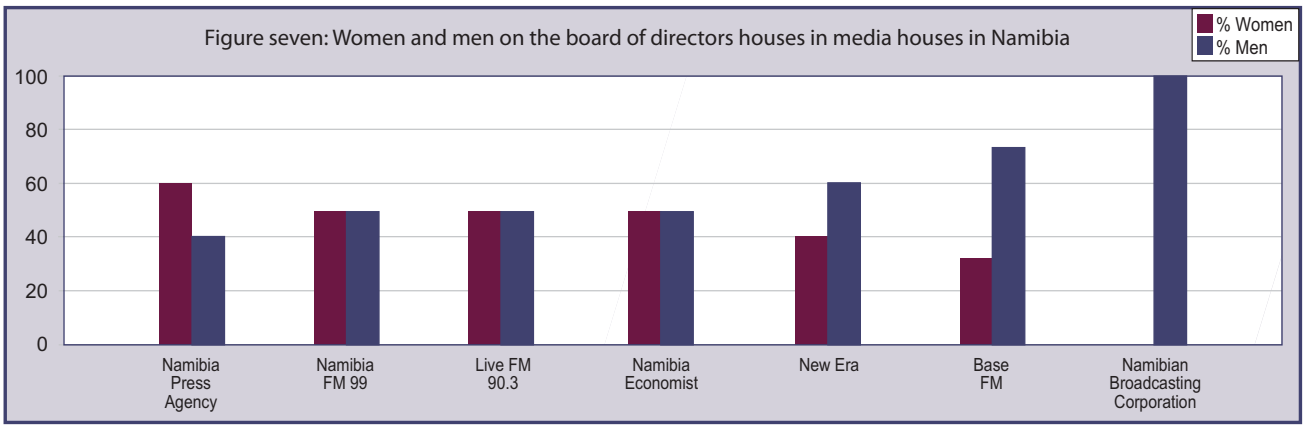
While men dominate in all but one category in the media in Namibia, female representation in the top echelons is generally better than the regional average. They comprise 42% in top management, 39% on the board of directors, 35% in senior management and 33% in the professional category.

These proportions are significantly higher than the regional averages, in which women make up 31% of those professionally qualified, 28% in the board of directors, 28% in senior management and 23% in top management. This could be because a few media houses such as *New Era, The Namibian* and *Base FM* have women in top and senior management.

Namibian media have a high proportion of women in the semi-skilled and unskilled categories, making up 57% and 47% in these respectively. As in Namibia, regional media houses also have a high concentration of women in the semi-skilled category at 55%. Women make up 29% in the unskilled category - lower than Namibia's average.

The skilled technical category is dominated by men both in Namibia and in the region: in Namibia women comprise 42% of this category, marginally lower than the regional average of 45%. But at 24% Namibia has fewer women in the non-permanent category than the regional figure of 36%.

Variations by media house



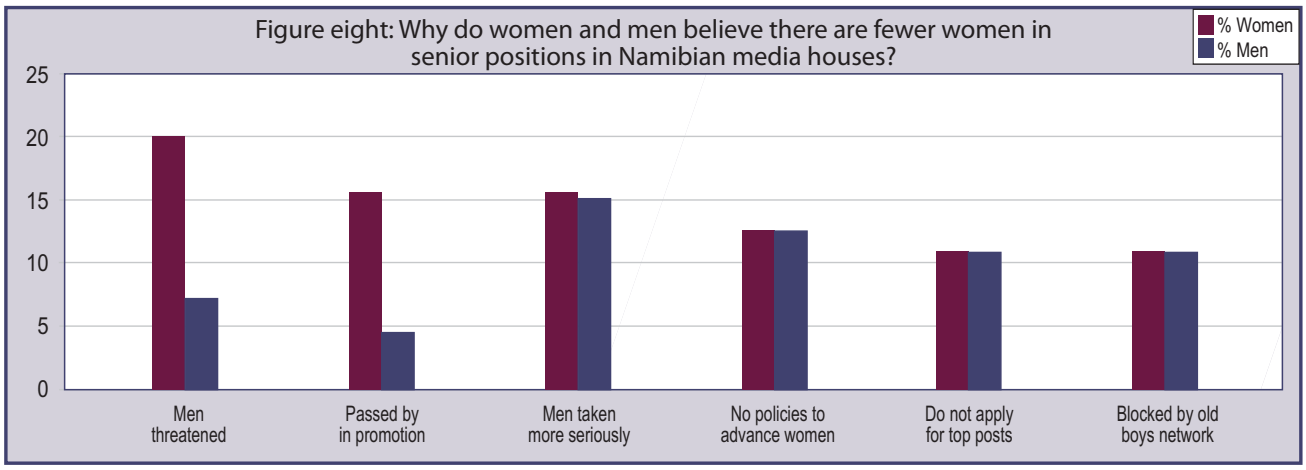
The findings in Namibia media houses generally indicate that women are well represented on boards of directors. Figure seven shows that *NAMPA* has 60% women on its board. *Namibia Economist, Namibia FM99* and *New Era*, all with 50% females on the board, have set good examples in the Namibian media.

Base FM with 40% and the national broadcaster *NBC* with 30% have the lowest proportions of women on their boards. Gender disaggregated statistics could not be obtained for *Namibian Sun, Allegemeine Zeiting* and*The Namibian*.



Emily Brown, Head of Media Technology at Polytechnic of Namibia setting up interviews for Glass Ceiling *Photo: Gender Links*

Why are there fewer women than men in senior prositions?



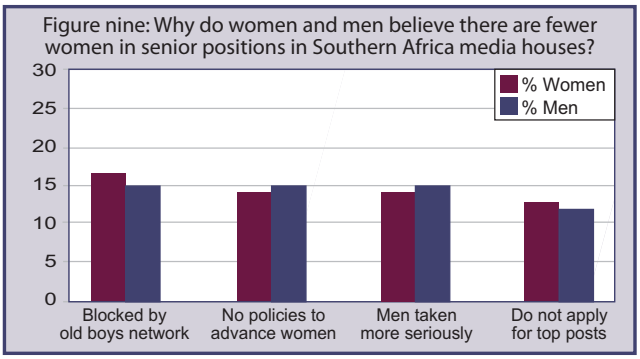


Figure eight shows that in Namibia the highest proportion of women attributed the glass ceiling in media houses to men feeling threatened. A fair number of women (16%) said men were taken more seriously, and the same proportion said being passed over for promotion was a big factor. The largest proportion of men (15%) felt men being taken more seriously accounted for the low proportion of women in senior positions. They gave the next most important reason as the lack of policies to advance women in media houses, while to a lesser extent they blamed the old boys' network and women not applying for top positions as the main reasons for women being scarce in decision-making. Women respondents in the region cited the old boys' network as the main reason for women not advancing, while mens' main reasons were a lack of gender policies and that women don't apply for the top posts. In Namibia an equal number of women and men (11%) cited the old boys' network as a hindrance.

How one woman shattered the glass ceiling

Gwen Lister, editor-in-chief of *The Namibian*, has a career spanning more than three decades of commitment to journalism, with some "incredible moments" and a great deal of solidarity with many of those she has worked with.


Gwen Lister *Photo: Gender Links*

Lister could not help smiling as she recalled her 'baptism of fire" in journalism just after finishing her studies at the University of Cape Town.

She joined the *Windhoek Observer* in 1976, when the late Hannes Smith was the editor. Motivated by idealism and a hatred of apartheid, political reporting became her main focus.

When Lister started out her main challenge was proving herself in a male-dominated industry. Her editor did not believe women could do the hard work or have the commitment required by the industry. Years later Smith would acknowledge Lister as one of the best journalists he had ever worked with. She says this was probably the biggest challenge of her life.

Lister's success came despite a number of obstacles. She has been jailed under various draconian laws such as the Internal Security Act and the Official Secrecy Act, among other repressive laws. This put pressure on her both as a woman and a mother. When she was incarcerated in 1988 she was seven months pregnant, and this proved to be a very testing time for her.

Lister has had to struggle to manage the balancing act between being a partner, a mother and pursuing her career. This meant a lot of sacrifice and hard work, but she excelled in all three. Her job proved to be dangerous when *The Namibian's* offices were mysteriously burned before Namibia's independence.

On the professional front Lister has had to put in long hours and make difficult decisions in steering *The Namibian* from a pre- to a post-independence publication:, from a donor-funded entity to a self-sufficient undertaking that would continue to reflect democratic principles in ownership, mission and social responsibility towards its staff and the wider Namibian community.

Lister says the best aspect of all has been to have a career in which one invests great passion, and even the bad times were overcome by dedication to the ideal of Press freedom as an absolute, non-negotiable backbone of a democratic system.

"As a woman who set out to prove herself in what was largely a man's world, and still is in many ways, I did not have the luxury of support from women's networks and organisations at the time. So it is perhaps true to say that I, like perhaps other women who have gone into tough jobs, subverted my femininity in the interests of concentrating on wider human-rights issues."

She says of herself, "I have an implicit belief in equality, and so while people are individually 'different', they are also the same in a certain sense. And to treat everyone with fairness has been an operative principle of mine. Women, by and large, especially those I've worked with, have been less intimidated by me than most men who continue to believe that a strong woman is something of a threat. Not necessarily the men I've worked with and who've come to know me over time, but the broader male community perhaps.

"Having been editor since the inception of the newspaper, I think the mere presence of a woman heading the organisation has been helpful to greater gender-awareness. But I have also been careful not to alienate some of the really great male staff members we've worked with.

"There has always been a predominant presence of senior women at *The Namibian*, so I believe this has helped the men in our midst recognise that women have the same abilities, commitment, work ethic and dedication that they do, and sometimes even more so!"

Conditions of employment

The study found that there is a mix when it comes to the working conditions to which men and women are subjected. The positions occupied by women and men as well as the terms and conditions of service have implications for what they earn, and can be a significant structural barrier to achieving gender parity.

Women more likely to be employed on a full-time than part-time basis

Figure 10: Conditions of employment in Namibia

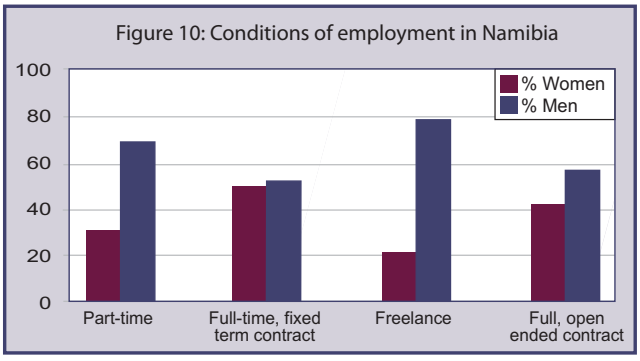
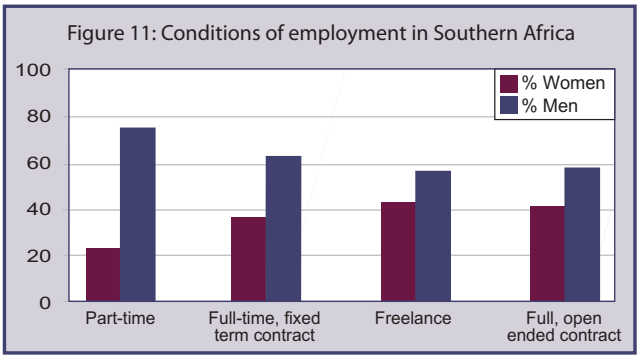


Figure 11: Conditions of employment in Southern Africa



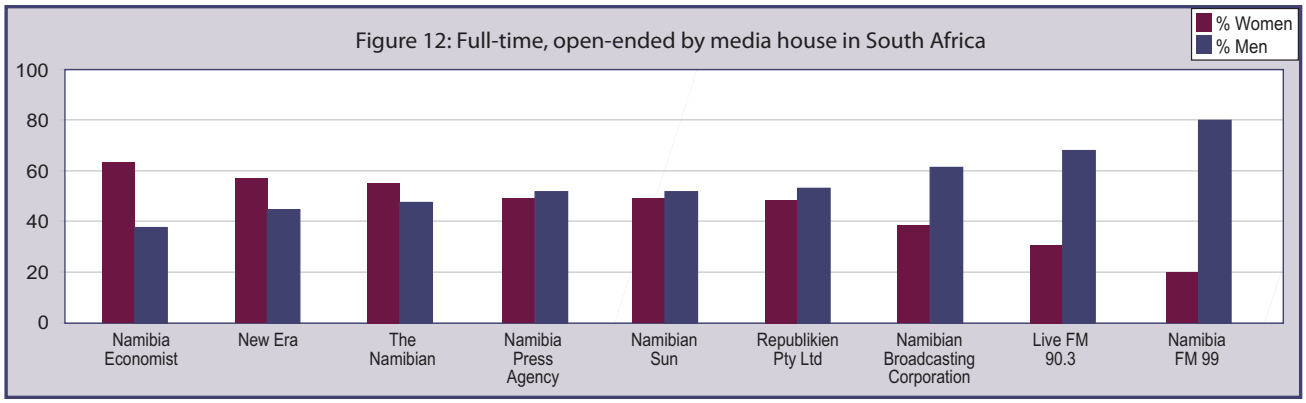
Figures 10 and 11 illustrate the conditions of service for media practitioners in Namibia and the Southern African region. The most secure form of employment is the full-time, open-ended contract, and there are more men than women in this category. Namibia has the same proportion of women (42%) on full-time, open-ended contract as the average for the Southern African region.

The next most secure form of employment is the full-time, fixed-term contract. Again, more men than women are on such a contract, although parity is close as women constitute 48%. The regional average for women on this kind of contract is lower, at 37%.

Men in Namibia constitute 79% of all freelance journalists (in the region this is 57%). Interestingly, both in the region and in Namibia (67% and 77% respectively) men constitute the majority of part-time employees. This is usually a category in which women predominate, due to the dual roles they play in the home, and this anomaly has implications for their earnings.

Women on full-time contracts are fewer than men, but they also do not predominate as freelancers or part-time workers, which puts them in a particularly vulnerable position. With greater efforts and commitment to gender parity the conditions of employment can be balanced.

Conditions of employment by media house

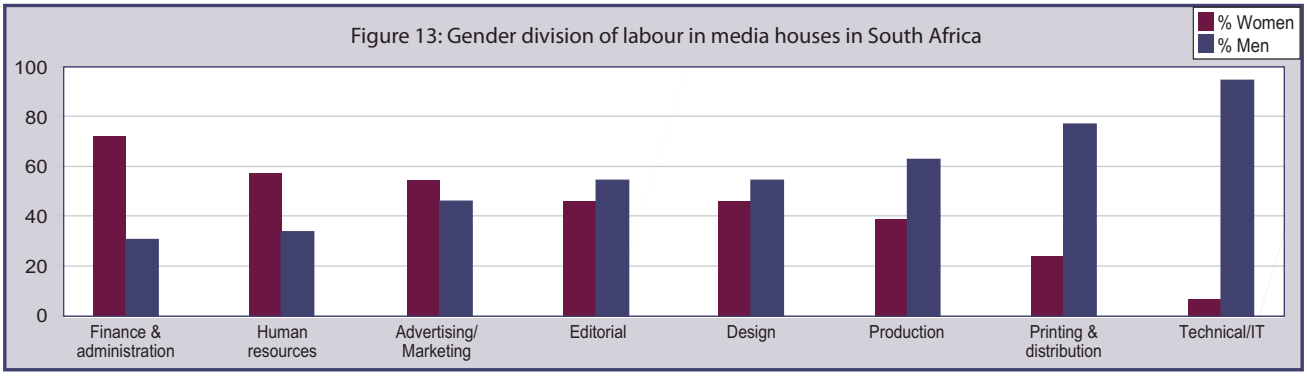


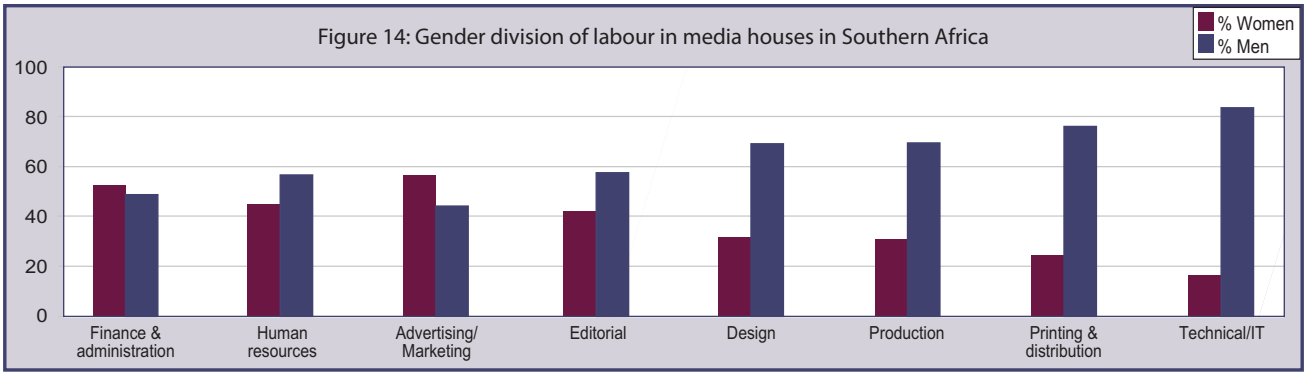
The *Namibia Economist*, which has a majority of women employees, also has the highest percentage of women with full-time, open-ended contracts. *Namibia FM 99*, which has the lowest percentage of women, also has the lowest proportion of women on full-time, open-ended contract (20%).

New Era has the second-highest number of women on such a contract (56%), followed closely by *The Namibian*, with 55%. It is significant that women have achieved parity on the *New Era* board of directors, as this may well be the reason for women being given a better deal.

The proportions of women on full-time, open-ended contracts range between 20% and 62%. The pattern emerging from these findings is that media houses with higher numbers of women are likely to employ more women on a full-time basis, whereas those with low proportions of women are likely to employ them part-time or as freelancers.

Gender division of labour in the media



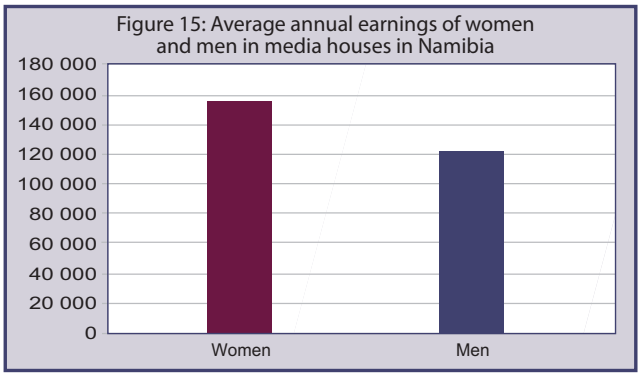


The gender division of labour is pronounced in media houses in Namibia and the region. Women in Namibia predominate in finance and administration (70%), better than the regional average of 54%. Human resources is another department in which women Namibia are represented most, 67% compared to 44% in the regional sample. Women also predominate in the advertising and marketing department at 56% in Namibia, and this is similar to the region's 57%.

There is an increasing proportion of women in editorial departments, where editors, sub-editors, reporters, feature writers and photographers are found, and in Namibia the figure is 44%, compared to 42% in the region.

In Namibia and the region women are least represented in printing and distribution (23% and 24% respectively); technical and IT (5% in Namibia and 16% in the region) and production (39% and 30% respectively). While women comprise only 31% of media designers in the region, in Namibia this figure is higher at 44%.

Differences in earnings



On average women earn $7 000 a year more than men in Namibia.

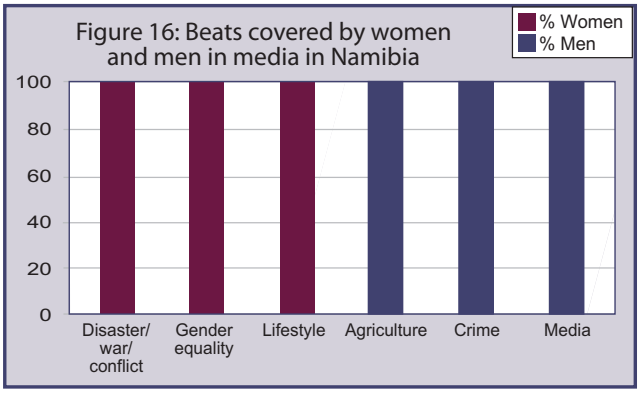
Seven out of eleven media houses in Namibia provided the average annual earnings for women and men. The earnings for the *Namibian Sun, Allgemeine Zeitung, Republikein* and *Live FM* could not be obtained.

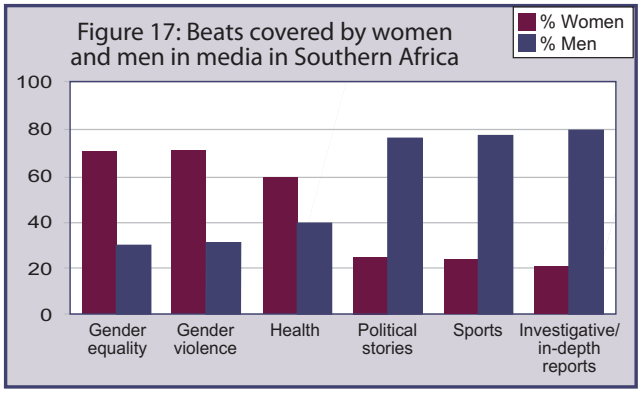
In an unusual finding that reflects the higher prepoderance of women in senior management positions in Namibia, women in the media houses that supplied data earned, on average, N$158 890 per

annum; 20% more that men whose average annual earnings are N$131 635. In US$ terms this is 18 379 for women and 16 479 for men.

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.

Gender division of labour across beats





The beats assigned to male and female journalists reflect the way that newsrooms view the roles of women and men in society. Beats are also significant because they have a bearing on promotion prospects, with "hard" beats generally a more likely ticket to the top than "soft" beats.

Figure 16 illustrates the top beats for women (religion, gender equality, gender violence, lifestyle and disaster/war/conflict), the top beats for men being agriculture, crime, media, human rights and science and technology.

While women predominantly cover the soft beats, there are a few gender benders, with women constituting 100% of those covering disaster/war/conflict. Similarly, men have ventured into human rights and media at 100% in each of those beats.

Figure 17 shows that in the region gender equality, gender violence and health topped the list for women while political stories, sports and investigative/in depth reports topped the list for men.



Live FM 90.3, a community broadcaster *Photo: Gender Links*

Table three: Women and men in different beats in Namibia and the region				
Beats	Namibia		Region	
	% Women	% Men	% Women	% Men
Religion	100	0	52	48
Human rights	0	100	42	58
Media	0	100	42	58
Education	100	0	54	46
General	33	67	37	63
Gender violence	100	0	71	29
Gender equality	100	0	71	29
Agriculture	0	100	41	59
Investigative/in-depth reports	38	63	20	80
Science & technology	0	100	39	61
Lifestyle	100	0	55	45
Disaster/war/conflict	100	0	35	65
Sustainable development & environment	67	33	33	67
Youth	75	25	52	48
Entertainment/art/culture	70	30	42	58
Crime	0	100	37	63
Economics/Business/Finance	71	29	39	61
HIV & AIDS	60	40	53	47
Sports	17	83	24	76
Health	67	33	59	41
Courts	0	100	37	63
Labour	33	67	36	64
Political stories	22	78	25	75

Table three, which reflects the findings for all beats, shows that there are a few gender benders in the Namibian media. For example there are more women than men covering disaster/war/conflict (100%) and economics/business/finance at 71%. The results also show that only men cover media and human rights issues.

In the region there is an increasing number of women covering agriculture (41%), traditionally a male-dominated field in Namibia. Also 58% of men in the region cover entertainment/arts/culture, which is more likely to be the preserve of women.

Gender blind beats?



Despite the persisting gender gaps on news beats, most respondents said gender was not a consideration when it came to assigning stories to reporters. Stefan Fischer, of *Allgemeine Zeitung*, and Gerson Kamatuka, of the *NBC*, for example, said male and female reporters covered virtually all topics. The system is the same at *The Namibian*.

The response of the *Namibian Sun*'s Peter Olivier, however, echoed the general perception that women are good on the entertainment desk and men on the sports desk. He said because of the small size of the newsroom, reporters were all-rounders, except for sport (one male journalist) and entertainment (one female journalist). All other stories were covered based on availability of staff.

Katrina Gowases, a female sports producer at the *NBC*, is an example of a woman who defied all odds to rise through the ranks in sports reporting. She has been a sports reporter for more than a decade, having started as a trainee in 1999, and risen through the ranks to sports producer. Gowases cited examples of how her former male supervisor used to tell her she would never be as good as he was, no matter how hard she worked or studied.

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 are 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 and 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 so than men in every country of the region, with women journalists in some instances consulting up to 40% women sources.[5]

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

	Namibia		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	35	38	31	39
b) Female journalists are more likely to seek out female opinion than male journalists	38	57	46	45
c) Female journalists are more likely to cover gender related topics more than male journalists	65	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	82	61	70	49
e) Where there is a "critical mass" of women in the media house this affects the way that men think and behave	71	54	53	50
f) Men can be as gender aware and sensitive as women	82	88	78	87
g) Women are their own worst enemies	44	40	45	45

[5] 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 4 shows that an overwhelming majority of women (82%) and men (61%) in the Namibia study believe that where women are in senior management, gender is likely to be taken more seriously in the work of the media house. But 82% of the Namibia women and 88% of the men also believe that men can be as gender-aware as women.

Most women (71%) felt it crucial to have a "critical mass" of women in the media if they are to make a difference, and 54% of men agreed with this. Less than half of the women (35%) and men (38%) believe there is no relationship between having women in the media and achieving gender balance and sensitivity in media coverage.

In Namibia most men (57%) are convinced women are more likely to seek female opinion, with women (38%) less convinced. In the region the opinions of women (46%) and men (45%) are virtually the same on that point. Interestingly, 65% of the women interviewed in Namibia strongly believe female journalists are more likely to cover gender-related topics. Yet some 44% of women and 40% of men believe "women are their worst enemies".

Critical mass?



Gender lens? *Photo:Trevor Davies*

Namibian women interviewed said a "critical mass of women" would make a difference, even though men might feel threatened. They argued that having many women in media houses promoted gender balance in all spheres.

Gwen Lister, editor of the *Namibian*, pointed out that some see powerful women as threats. This is often reflected in both the working atmosphere and the content. Some men acknowledged the difference that a critical mass of women would make.

Cyril Lowe, of the *Republikein,* said women were excellent reporters and editors, and if given the peace of mind that their children were taken care of, could meet the demands of the profession. Chris Shipanga of *NAMPA*, also emphasised the importance of gender equality.

Chrispin Inaomba, a male journalist, at *New Era*, believes the high representation of women – in the newsroom especially – leads to better coverage of women's issues. But a female journalist at the newspaper warned that a higher proportion of women does not necessarily mean women are able to participate in decision-making. She emphasised the importance of having women in the right positions linked to decision-making.

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 put in place to increase women's participation and representation in media houses. These included whether they had gender policies (or wish to have one), affirmative action (fast- tracking), career pathing and promotion. Table 5 summarises what proportion of the media houses checked "yes" to having the following policies or practices in place:

Table five: Workplace indicators in Namibia and the region		
	% Namibia	% Region
Targeting women	45	54
Data banks for women	36	36
Gender-balanced panels	64	54
Fast-tracking	18	10
Promotion	18	32
Succession	36	35
Flexi-time	64	75
Maternity leave	73	81
Paternity leave	9	33
Child care facilities	0	15
Women's participation	73	63
Sexual harassment policy	36	28
Gender policy	27	16
Need a gender policy or to improve one	45	68

Affirmative action

Despite the SADC target of achieving gender parity in media houses by 2015, only 45% of media houses indicated that they had specific targets for achieving gender equality, compared to the regional average of 54%. Namibia also lags behind the region on maternity leave (73% against 81%) and paternity leave (9% against 33%).

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

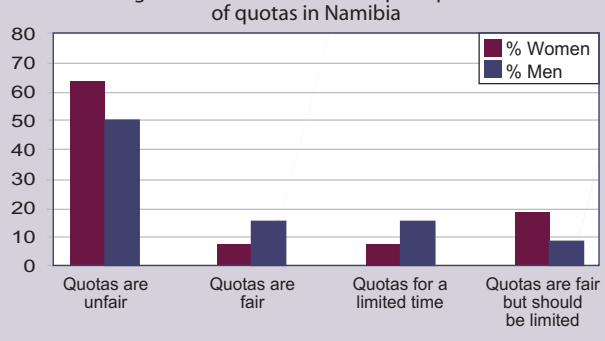


Figure 22: Women and men's perceptions of quotas in Southern Africa



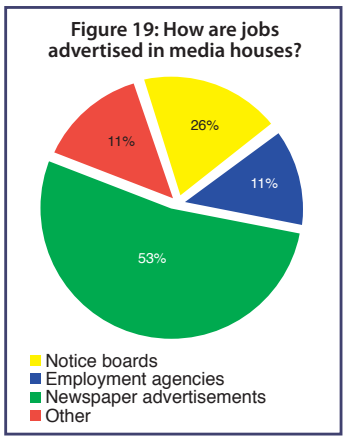
There is a strong belief by both women and men, in Namibia as well as the region, that quotas are unfair, as 63% of women and 50% of men in Namibia were strongly against these, compared to 49% and 59% respectively in the region. In Namibia only 6% of the women, compared to 27% in the region, supported such measures.

Almost one in five women in Namibia (19%) feel quotas are fair but should be limited. In the region the figure is lower at 13%.

The general opinion by both men and women is that hiring of women in media houses should be based purely on merit and qualifications, and not special measures to increase numbers. Chris Shipanga of *NAMPA,* however, felt affirmation action was one practical way of correcting anomalies in the media.

Recruitment

Of media houses in Namibia 36% stated they had databanks for women, and 64% used gender-balanced panels. These strategies are not reflected in the overall figures for the representation of women in Namibian media houses. It is crucial to assess whether women are selected for positions after being specifically targeted.



According to the responses, 53% of job opportunities are advertised in newspapers, 26% on notice boards and 11% via an employment agency. As 11% of advertisements are under the category "other", this could include a range of other means, such as old boys' networks. The information does not show what kinds of jobs are advertised where. Also, a key factor is whether or not these adverts are being sent to any specific women's forums and organisations.

Career pathing, fast-tracking and promotion

Only 18% of media houses in Namibia had strategies to fast-track women within the organisation. This is slightly higher than the region's 11%. A very low proportion of media houses (18% in Namibia as compared to 32% in the region) seriously consider women for promotion.

A few respondents in Namibia feel women should work for promotion and not expect to be fast-tracked into positions they have not worked for. Tabby Moyo of the Namibian Sun warns that the implementation of gender policy may result in the employment of people without the necessary skills, just for the sake of balancing the books.

Work environment

More than half of Namibian media houses (64%) offer flexitime; this is lower than the regional average of 75%, but still supports the perceptions of women (75%) and men (77%) that the media houses in Namibia are sensitive to, and try to accommodate family life and responsibilities. A female journalist from the Republikein bemoaned the lack of flexitime, saying there was no flexibility in the industry, or kindergartens in media houses to reduce the load on women.

There is a higher percentage of media houses offering maternity leave (73%) than paternity leave (9%). This perpetuates the stereotypical attitude that men are not necessarily involved in parenting. None of the media houses said they had child care facilities.

Gender and sexual harassment policies

Namibian media houses (36%) have a higher proportion of sexual-harassment policies than the region (28%). Sexual harassment is of concern in Namibia, as 23% of women felt the levels were high. This is much higher than the regional average of 11%.

Of the media houses sampled 27% said they had a gender policy, higher than the regional average of 16%. Less than half of them (45%) in Namibia want a gender policy or an improved gender policy, compared with 68% in the regional study.

Table six: Workplace indicators by media house										
Work place indicators that exist within media houses in Namibia	Namibia Press Agency	Namibia FM 99	Live FM 90.3	Namibia Economist	New Era	The Namibia	Base FM	Namibian Sun	Namibian Broadcasting Corporation	Allgemeine Zeitung
Targeting women		✔	✔		✔		✔			✔
Data banks for women	✔	✔					✔			
Gender-balanced panels		✔	✔	✔	✔	✔	✔		✔	
Fast-tracking			✔				✔			
Promotion	✔							✔		
Succession	✔		✔			✔	✔			
Flexi-hours		✔	✔	✔	✔		✔	✔		
Maternity leave	✔	✔	✔	✔	✔		✔		✔	✔
Paternity leave					✔					
Child care facilities										
Women's participation	✔	✔		✔		✔	✔	✔	✔	✔
Sexual harassment policy		✔			✔				✔	✔
Gender policy		✔							✔	✔
Need a gender policy					✔	✔	✔		✔	

Table seven shows that five of the 11 media houses specifically target women. While *Namibia FM 99* claimed to have measures in place to achieve gender parity, this did not translate into reality when considering the figures for the positioning of women and men. *Namibia Economist* on the other hand, which does not seem to specifically target women, has women properly positioned. They make up 62% of its board of directors. *New Era* is the only media house in Namibia that offers paternity leave, but the details of the policy could not be obtained.



Radio 99 Editor, Gert Jacobie *Photo: Gender Links*

CASE STUDY:

BASE FM - THE MEDIA THAT MEDIATES



Stella Kavendjii talks to *Base FM*
Photo: Colleen Lowe Morna

It's late afternoon and a current affairs programme is about to go on air. But not before Namibian singing sensation Stella Kavendjii breezes in unannounced into the *Base FM* studio, baby in her arms, and does an impromptu interview on her new album about HIV and AIDS.

Such is the homely atmosphere at this woman-led community radio station that if anyone has an issue, they come in and chat about it. And they are never turned away.

On the afternoon in question, station manager Sandra Williams had to rush off to a funeral of a family member who passed away due to AIDS related causes. She assured a visitor that there would be staff at the station able to talk about why it won the 2008 Media Action Plan (MAP) award for the best gender aware policy and practise on HIV and AIDS in the region. She was right.

Base FM, formerly Katutura Community Radio station, is rooted in a community in which, as reporter Jehoiackim Kateve puts it, "HIV is a reality, not just a story." As the station "owned" by the community, *Base FM* has been at the forefront of fighting stigma, promoting voluntary counselling and testing, and comforting those affected.

So it is with ease and no fanfare that Kavendjii saunters in and is welcomed by one of two female DJs at the station, Che Ulenga, to talk about her new album to be launched on National Testing Day in Namibia. Her message is simple: the best way to fight AIDS is to know your status. One of the songs, "waifu uaripii?" means "where were you?" in Herero. Another, *"okurama kwe temba"* means "love your body; treat it like a temple."

"We (musicians) have a duty to inform people what we know, so that those who are not infected do not fall in the same trap" she said. "For those who are infected and affected, I want them to know we are here for them. I do feel that if I can get the message out then I will be satisfied; my mission will be completed."

Facing off on face book

In another corner of the studio, Ricardo Joacquim, news editor of the rip and read service, is pioneering multi media ways of getting young people involved in the fight against HIV and AIDS. He has chanced on face book; a winner with the youth in the largest township of the Namibian capital. Opening the radio station's face book page, he points to a fresh online conversation with the following postings:

"I am going to get tested today. Who wants to come with me?"
at 3pm."
"It's my birthday. I'll do this for me."
"I just came from there last week."



Ricardo Joacquim has pioneered E chats
Photo: Colleen Lowe Morna

Alex Samuel, a senior staff member, explains that the station changed its name to "base" because it has gone national, but still has its base in Katutura. "Since the station's inception in 2004 we have grown dramatically. We are now a 24 hour station with a national appeal and reach. But everyone has a base."

He maintains that "what is distinct about *Base FM* is that we cater for all types. We have music, activities, talk shows, discussions about HIV and AIDS. We cater for the youth. We are in tune with the community. We are demand driven."

Different style

Of the 22 staff, ten are women, including the head of the station. Does this make a difference? "Sandra (Williams) brings special qualities," says Samuel. "She places a strong emphasis on team work; compromise; forgiveness. She is a leader with motherly qualities. She creates room for openness."

In April 2008, Williams got the Board of Trustees to approve the station's MAP HIV and AIDS policy; an example, according to Samuel, of the station's open approach. "Media plays a very big role in shaping the way we think. As a media house we realised the difference we could make."

Through its public service announcements, popular talk shows, outside broadcasts and in its news casts *Base FM* has gone about changing the prevailing message of "HIV kills" to one of "take control" and "be your own hero". According to Kateve the emphasis of the station is: "you are killing you; it's not HIV killing you."

As an employee, Samuel says the policy assures him that "if I find out I am positive, I will be treated as equal; I will keep my job and I will be supported." Other provisions are that at least twice a year, *Base FM* staff will be exposed to training on how to report HIV and AIDS and use language that reflects such awareness.

The station also commits to make every effort to access people living with HIV and AIDS: "As an auditory medium, the station lends itself wonderfully to hearing persons living with HIV and AIDS speak about themselves and how they live." Among the innovations of the station are a "speaker's corner" in which- like Hyde Park - members of the community can air their views on any matter of concern.

Going out to make a difference

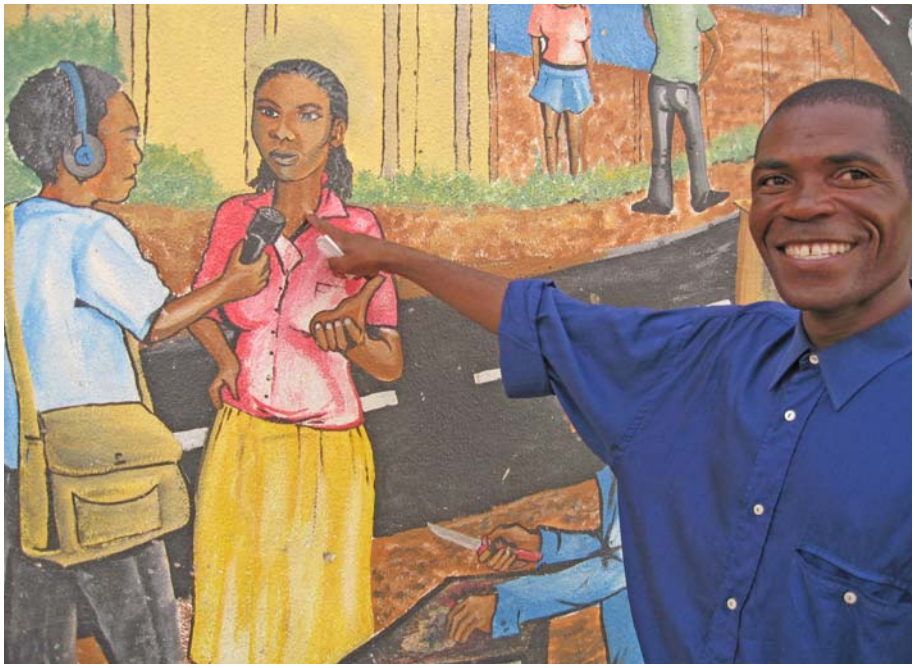
Gender mainstreaming is taken seriously in the HIV policy and the way news is covered. The policy states: "The station shall give equal and fair coverage to both women and men of different educational and cultural backgrounds and class when addressing various aspects concerning HIV and AIDS." It adds that "to avoid stereotyping, ads will depict the voices of a diversity of persons, both male and female."

Award winning journalist Kateve describes how working under a woman manager in a community radio station has turned him into a gender activist. It all started when a woman being followed by a man with a knife late one night phoned the station for help.

As a community journalist, he realised that the police would probably not be much help. So he rushed to the scene where the proverbial might of the pen towered over the sword.

In a community wracked by gender violence, Kateve has become a favourite among women in the community, frequently called on to report on cases that the police frequently turn a blind eye to.

Calling himself the "reporter who does not sleep," Kateve says the notion of the dispassionate journalist is foreign to this station. "We are a media that mediates," he says. "We go out to make a difference."



Journalist with a mission: Jehoiackim Kateve *Photo: Colleen Lowe Morna*

CONCLUSIONS AND RECOMMENDATIONS

The Namibian findings are more progressive than elsewhere in the region. Although overall women are outnumbered by men by a factor of 2:3, a significant number of newsrooms have achieved gender parity and women are relatively well represented at senior management level. This accounts for the fact that Namibia is the only country in the study in which, on average, women earn more than men.

The gender division of labour is, however, evident across departments. Women dominate mostly in support services departments like human resources, finance and administration and advertising and marketing. This gender division of labour is also evident in the content and allocation of beats, with women still covering softer beats and men hard news.

The study also has examples of strong women leaders like Gwen Lister, Vera Zimunya and Sandra Williams. But female power in media houses has not yet translated into gender balance in news content. At 45%, a fair number of media houses expressed a willingness to improve existing gender policies.

Figure 20: Women's top three policies and practices to promote gender balance in Namibia media houses

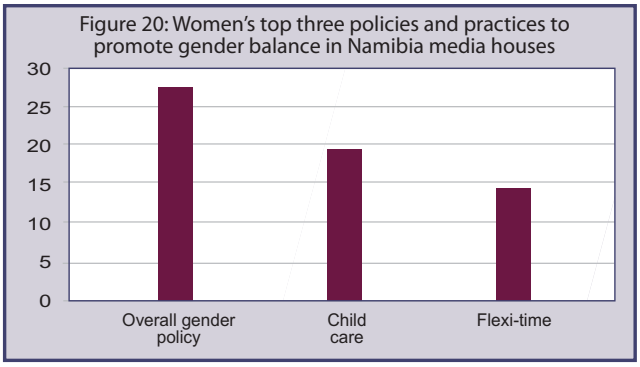
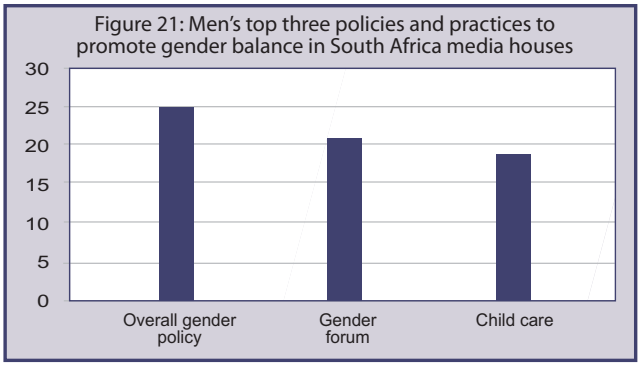


Figure 21: Men's top three policies and practices to promote gender balance in South Africa media houses



Figures 20 and 21 show that roughly the same proportion of men and women rank developing strong gender policies as the most important strategy to achieve balance in and through the media.

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.
- Follow up on and support the 45% (both Namibia and region) of media houses that wish to develop a gender policy or improve an existing one to remove gender inequalities. This will be done in tandem with the advocacy work around 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 institutional make up and media content.
- Ensuring that there are functioning sexual-harassment policies in all media houses.
- Developing strategies that will ensure that gender policies are implemented, including tools for ensuring effective implementation (monitoring and evaluation, self- monitoring, career pathing etc) to ensure the goal of gender parity and sensitivity in newsrooms is achieved.
- 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 manage mainstreaming 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 in five years' time, including Namibia, as a way of gauging progress in achieving gender parity in media houses in Southern Africa.

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.

"As a woman who set out to prove herself in what was largely a man's world, and still is in many ways, I did not have the luxury of support from women's networks and organisations at the time. So it is perhaps true to say that I, like perhaps other women who have gone into tough jobs, subverted my femininity in the interests of concentrating on wider human-rights issues."

- Gwen Lister, editor-in-chief of *The Namibian*

