Glass Ceilings

Women and men in Southern Africa media

SWAZILAND



gender links

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Gender and Media Southern Africa

Gender and Media Diversity Centre

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

GLASS CEILINGS: WOMEN AND MEN IN SOUTHERN AFRICA MEDIA - SWAZILAND
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ISBN: 978-1-920550-13-4

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Back Photo: Gender and media activists at a workshop by Colleen Lowe Morna
Design and Layout: Debi Lucas
Printer: DS Print Media
Sponsors: OSISA and the MDG 3 FUND of the Netherlands Government

This report has been produced with the financial assistance of the Open Society Initiative of Southern Africa (OSISA) and the MDG 3 Fund of the Netherlands Government. The views expressed herein are those of Gender Links and can therefore in no way be taken to reflect the official opinion of OSISA or the MDG 3 Fund.

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SUMMARY OF KEY QUANTITATIVE FINDINGS FOR SWAZILAND MEDIA HOUSES				
CATEGORY	% SWAZILAND		% REGION	
	Female	Male	Female	Male
Percentage of employees by sex	40	60	41	59
OCCUPATIONAL LEVELS				
Non-permanent	56	44	36	64
Unskilled	36	64	29	71
Semi-skilled	57	43	55	45
Skilled technical	50	50	45	55
Professionally qualified	21	79	31	69
Senior management	29	71	28	72
Top management	33	67	23	77
Board of directors	33	67	28	72
CONDITIONS OF EMPLOYMENT				
Part-time	56	44	23	77
Full-time open-ended contract	41	59	42	58
Freelance[1]	33	67	43	57
Full-time, fixed term contract	23	77	37	63
DEPARTMENTS[2]				
Percentage of women and men in:				
Finance & administration	71	29	54	46
Advertising/Marketing	63	37	57	43
Editorial	35	65	42	58
Design	23	77	31	69
Printing & distribution	19	81	24	76
Technical/IT	3	97	16	84
Human resources[3]	0	100	44	56
Production[4]	n/a	n/a	30	70
BEATS				
Top three beats covered by women				
Science & technology	60	40	39	61
Youth	57	43	52	48
Lifestyle	55	45	55	45
Top three beats covered by men				
Sports	20	80	24	76
Sustainable development & environment	25	75	33	67
Disaster/War/Conflict	25	75	35	65
Investigative/In-depth stories	27	73	20	80
POLICIES	**Swaziland**		**Region**	
Existence of a gender policy	0		16	
Existence of a sexual harassment policy	0		28	
Need a gender policy or to improve one	33		68	

[1] This condition of employment refers only to freelancers in the departments of production in media houses.
[2] The statistics are inclusive of managers within these departments.
[3] There was only one person assigned to the human resources department, and this has skewed the value of 100%.
[4] None of the media houses in this study gave information for their production departments.

EXECUTIVE SUMMARY

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

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

The centre is a partnership between media development organisations and training and higher-learning institutions to "collect and connect" knowledge, and collaborate on advancing 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 undertaken 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 urges the media to give equal voice to women and men, challenge gender stereotypes and ensure balance and sensitivity in all coverage - especially of gender violence.

In Swaziland the study is based on a quantitative questionnaire distributed in three media houses, with a total of 230 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 13 senior staff responded to perception questionnaires.

In total, 126 media houses (about half of all media houses[5]) in 14[6] 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. Regional comparisons are made throughout the report, which should be read in tandem with the regional study: *"Glass Ceilings: Women and Men in the Southern African Media."*

Bheki Maseko, MAP facilitator in Swaziland, undertook the research in Swaziland. Rochelle Davidson Mhonde, senior 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.

Key findings of the study are:

- ***Women are fairly well represented in media houses overall:*** Women constitute 40% of employees. The regional average of women employees in media houses is only slightly higher, at 41%.

- ***There are differences between media houses:*** The media house with the least number of employees has the highest representation of women at 50%, while the state broadcaster, representing almost half of the employees in this study, has the lowest representation at 37%.

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

- ***Women constitute a third of the board of directors and of top management:*** Women constitute 33% of those on boards of directors in media houses in Swaziland, compared to 28% in the regional study. Women also occupy a third of top management posts in media houses in Swaziland; 10% more than the regional average of 23% women.

- ***But fewer senior management positions are filled by women:*** Women constitute 29% of those in senior management in media houses in Swaziland, similar to the regional average of 28%.

- ***Men get better work deals:*** Men (59%) are far more likely than women (41%) to be employed in open-ended, full-time contracts, compared to the regional averages of 58% for men and 42% for women. More than half the part-time contracts go to female employees, twice as high as the regional average.

- ***Men dominate in most departments in media houses in Swaziland:*** This is particularly the case in technical/IT (97%) and printing and distribution (81%).



Two journalists working on a story in Swaziland *Photo: Trevor Davies*

- ***There are more women in the supportive roles within departments:*** While women in the Swaziland media are under-represented in most areas of work, they constitute the majority in areas considered to be "women's work" (including secretarial or other supportive roles) within departments such as: finance and administration (71%) and advertising/marketing (63%).

- ***Lower proportion of women in Swazi editorial departments than the regional average:*** In Swaziland only 35% of those in the editorial departments are women; this is lower than the regional average of 42%.

- ***The gender division of labour in 'beats' is still pronounced:*** Male journalists dominate in many of the "hard" beats such as: disaster/war/conflict (75%), investigative/in-depth reports (73%) and political stories (60%). Still, there are many beats covered equally by male and female journalists alike, including courts, education, entertainment/arts/culture, health and crime.

- ***There are no specific targets for achieving gender parity in media houses:*** None of the media houses in the study could point to targets for ensuring gender equality in line with the SADC 2015 parity target.

- ***Career pathing for women in Swaziland media houses is not consistent:*** None of the media houses in Swaziland has a strategy to fast-track women within the organisation. Yet two-thirds of the companies claimed they considered gender in promotion processes - more than twice the regional average of 32%.

- ***Similarly, efforts to target good women candidates are not consistent:*** Of the sample none of the media houses had a database of women candidates, yet 67% claimed they sought women specifically. In the regional sample 36% of media houses have a database of women and a lower proportion (54%) in the region seek to employ women.

- ***Commitment to maternity but not paternity leave:*** In the Swaziland sample 100% of the media houses offer maternity leave; this is significantly higher than the regional average of 81%. None of the Swaziland media houses has paternity leave, while a third in the region do offer it. The low commitment to paternity leave across the region perpetuates the belief that child rearing is a female responsibility.

- ***Child care is not considered, but flexi-time is high on the agenda in Swaziland media houses:*** None of the companies in the Swaziland sample offered child care facilities, compared to 15% in the regional sample. But all the media houses in Swaziland said they offered flexi-time. This is significantly higher than the regional average of 75%.

- ***Swaziland media houses do not have gender policies, but wish to improve:*** A third of the media houses in Swaziland stated they would like a gender policy; none of them has a sexual harassment policy. While better than Swaziland, only 16% of media houses in the region said they had gender policies, while 28% said they had sexual harassment policies.

SWAZILAND MEDIA CONTEXT



Challenging the gender division of labour *Photo: UNDP*

The Kingdom of Swaziland is landlocked and almost surrounded by South Africa, with Mozambique to the east. The population is estimated to be 1.4 million. King Mswati III is the head of state. By tradition the king reigns along with his mother or a ritual substitute. As the monarch, the king not only appoints the prime minister - the head of government - but also appoints a small number of representatives for both chambers of parliament.

The new Swazi Constitution came into force in February 2006, and enshrines freedom of expression and freedom of the Press. Nevertheless, the new Swazi constitution has left King Mswati III in overall control of the kingdom, and the media are harassed if they try to publish anything critical of him. The gender dimensions to the limitations on freedom of speech and freedom of the Press will be discussed in this report.

There are numerous media organisations representing the media and advancing the cause of media freedom in Swaziland. These are the Swaziland chapter of the Media Institute of Southern Africa (MISA), the Swaziland National Association of Journalists (SNAJ), the Southern African Editors' Forum, Swaziland Media Women's Association (SMEWA), the Swaziland Media Publishers and Allied Workers' Union (SMEPAWU) and Swaziland Media and Gender Watch (SMEGWA).

Gender and media in Swaziland

The Gender and Media Baseline Study (GMBS) of 2003 found that women constituted 17% of news sources in Swaziland. In the Global Media Monitoring Project (GMMP) conducted two years later, this increased to 24%.

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 gendered dimensions of the institutional composition and practices of the media, and how this affects media output.

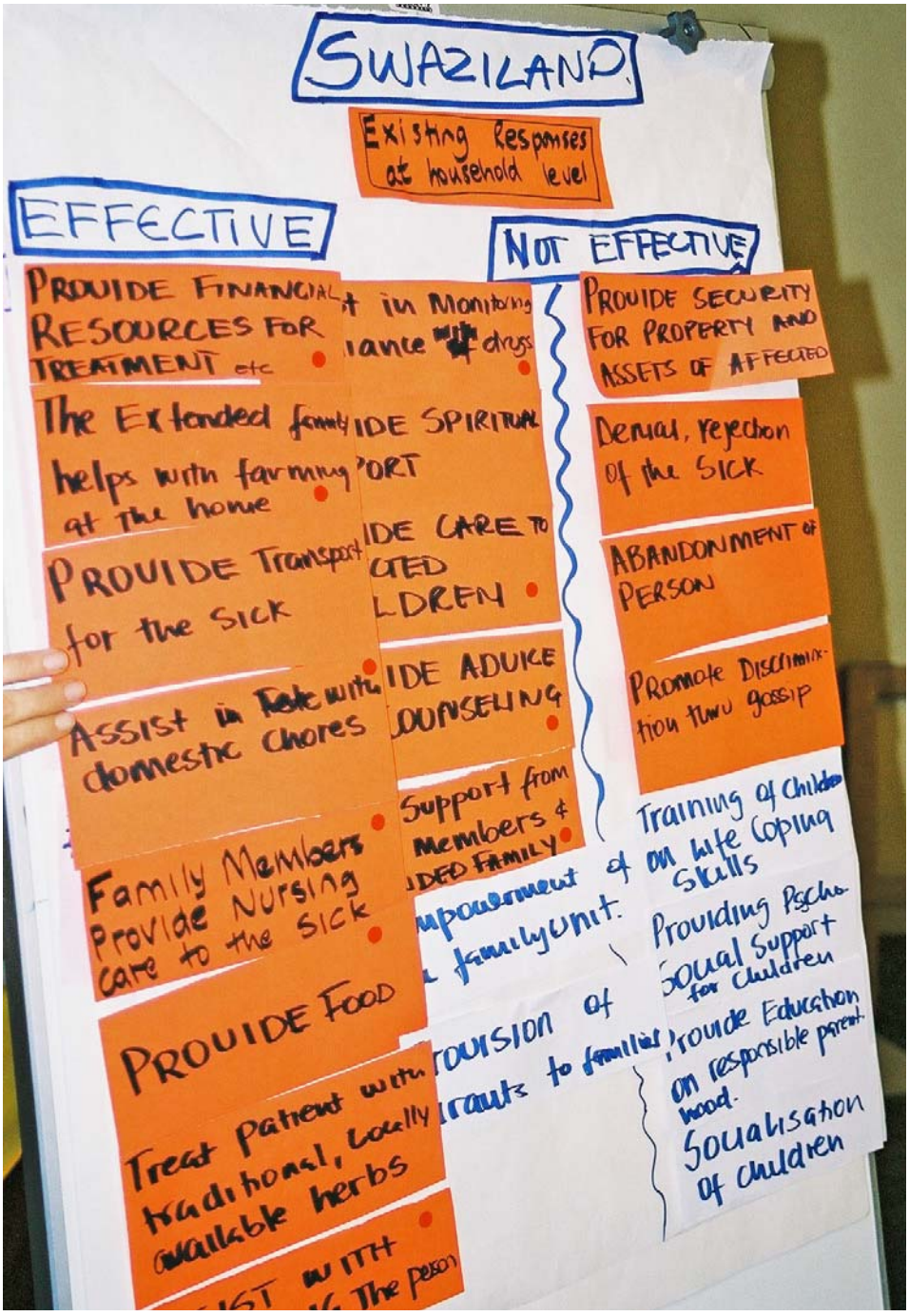
The work on gender and institutional transformation builds on continuing collaboration to develop editorial policies on HIV/AIDS. With six media houses targeted, Swaziland was relatively open to drafting and adopting HIV/AIDS policies. By the end of 2008, all six media houses had adopted policies (including the *Swazi Observer*).

Though the media in Swaziland were receptive to the Media Action Plan (MAP), there is a need to go back to institute gender policies. Though the HIV/AIDS polices are gender-aware, they are not a substitute for stand-alone gender policies.

METHODOLOGY

The Swaziland study covered three media houses. Table one shows that the sample of three media houses, with a total of 230 employees, included state/public media, broadcast and print media and private/commercial media.

Table one: Media houses that completed the questionnaires in Swaziland					
Media House	Type	Classification	Number of Employees		
			Women	Men	Total
Business Sunday	Print	Private	6	6	12
Swaziland (SWD) Broadcasting & Information Services	Radio, Television	Public	38	66	104
The Swazi Observer	Print	Private	48	66	114
Total			**92**	**138**	**230**



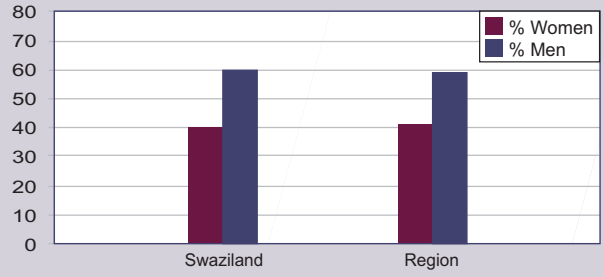
Human resources managers or payroll administrators provided most of the data while those who responded to perception questionnaires did so in interviews. The research was conducted in July - August 2008. The research team gathered and compiled all of the questionnaire findings using Ms-Excel spread-sheets to generate graphs and tables.

FINDINGS

Women in the Swaziland media

Figure one shows that women constitute 40% and men 60% of employees in Swaziland media houses, similar to the regional averages of 41% and 59%. In most cases, within each media house, they still fall short of the SADC target of gender parity by 2015 in Swaziland.

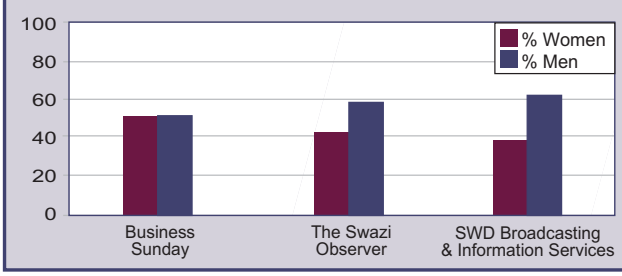
Figure one: Total number of employees in Swaziland vs the region



Variations by media house

As illustrated in Figure two, two-thirds of the media houses surveyed have more men than women. Only *Business Sunday* has equal numbers of female and male employees. The public broadcaster, SWD Broadcasting & Information Services, with 63% men and 37% women, had the most glaring gender gap.

Figure two: Women and men in Swaziland media

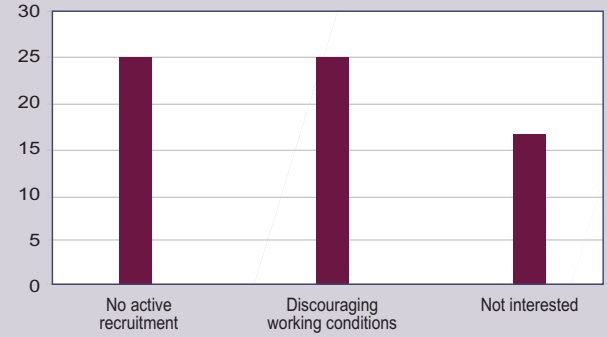


Why are there fewer women in Swaziland media houses?

The top reasons why women and men believe there are fewer women in media houses in Swaziland are shown in Figures three and four. Men and women alike cited the lack of active recruitment and discouraging working conditions as the main reasons for fewer women in media houses.

An equal percentage of women (17%) gave "women are not interested" and "it is difficult to juggle personal and professional responsibilities" as among the main reasons. Only 11% of men cited difficulty in juggling duties as a reason.

Figure three: Why do women believe there are fewer women in Swaziland media houses?



While 16% of men believe not enough women train as journalists, only 8% of women agreed. Another 8% of women said there were not enough role models to encourage and mentor young female journalists, and 16% of men agreed with this. It is significant that more than one in 10 male respondents (11%) believe females are not competent enough to stay in the media industry.

Figure four: Why do men believe there are fewer women in Swaziland media houses?

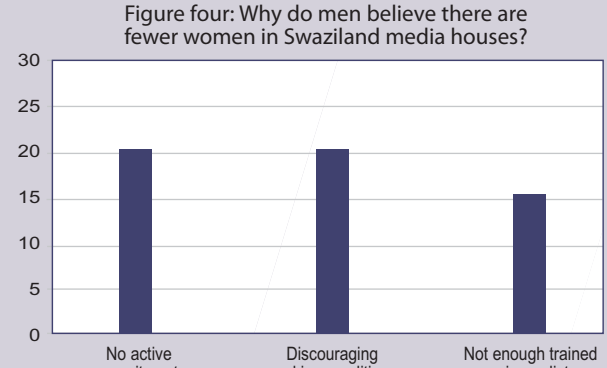
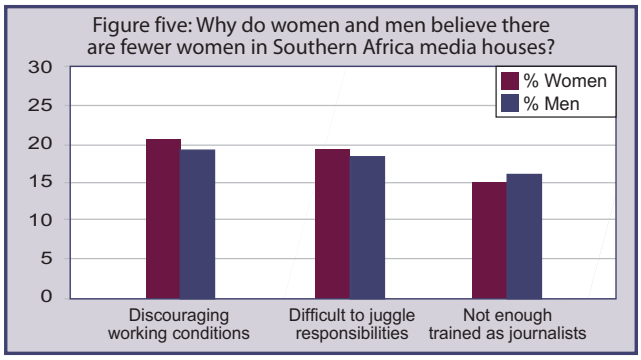


Figure five shows that men and women in the region cited similar reasons as to why there are fewer women in media houses. Across the region, most men and women cited discouraging work environments and difficulty in juggling responsibilities as the key reasons for fewer women in media houses.



Attitudes of society prevent conducive media environment

Many of the respondents in this study believe family commitments, work being too dangerous, and a lack of role models are the primary reasons why women do not enter or stay in the media industry.

As one female respondent put it: "Unlike other careers, journalism is not an 8am-5pm job. You are likely to spend more time at work chasing stories, and have little time for your family. Married women thus find it difficult to work in media, especially print media."

Many respondents blamed the patriarchal society and cultural norms do not see women in certain professions, much less as decision-makers in those professions.

As one male respondent stated: "Women are not taken seriously in most cases, considering the Swazi culture that a man is 'head of a woman'. That's what makes women less considered for higher positions."



Stewart Tsela explaining Swazi culture and the influence on the media environment *Photo: Bheki Maseko*

And another male concurred: "Women and men are not treated equally. Women are still considered as minors, even at the workplace. This is a norm with our culture, thus no matter how competent they may be, they are made to be subordinate."

Stewart Tsela, editor at Radio Swaziland (part of the Swaziland Broadcasting and Information Services), commented: "The restrictions are more from the traditions, not necessarily from the media house. It is unspoken - it is within us as Swazis."

Setsable Sibisi, head of current affairs and a senior journalist at Swazi TV, used her own experience to explain the situation: "It is our way of life in Swaziland. There are certain restrictions like where a woman can't go etc. So our traditions are restrictive to women. For example, the issue of how we are expected to dress. You have to make sure it is a skirt and you have to tie your hair..."

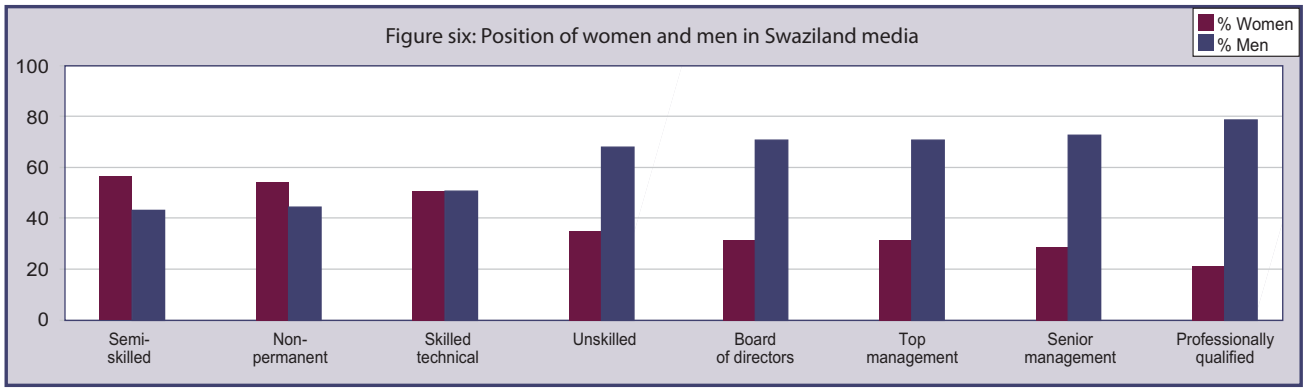
Many of the respondents, both male and female, said that the cultural environment in Swaziland creates a discouraging working environment for women in the media. All of the social norms are brought into the industry and are continually upheld. Unfortunately there have been only a few cases in which the media have gone against this norm, and stood up as an example for society to follow.

Women still struggling to push through barriers to top echelons

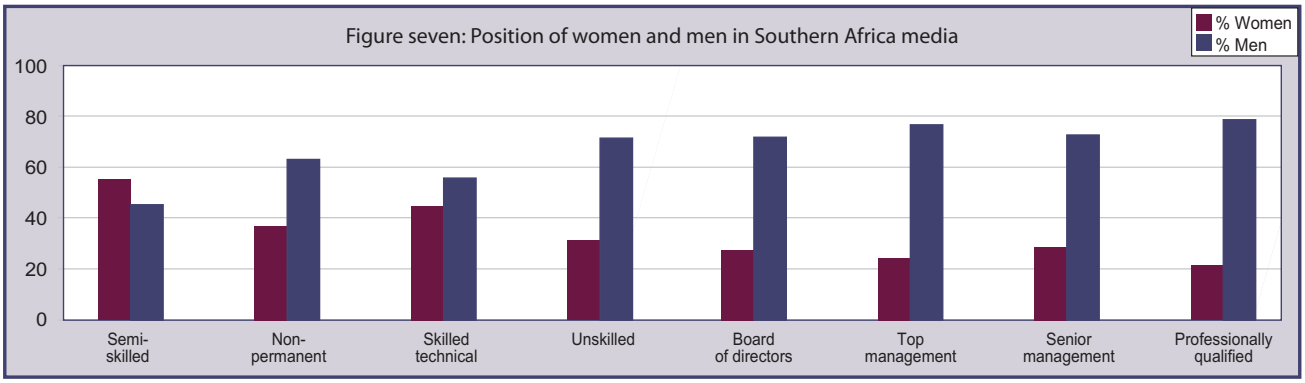
Table two: Occupational levels and examples of positions

Occupational levels[7]	Examples of positions
Board of directors	CEO, managing director
Top management	Editor-in-chief
Senior management	Editors of different sections
Professionally qualified and experienced specialists and middle management	Assistant editors, news presenters/anchors, correspondents, designers, producers and chief sub-editors
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, drivers, receptionists
Non-permanent	Freelance writers

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.



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

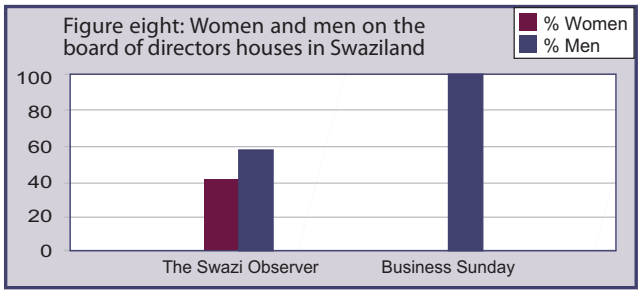


Figures six and seven illustrate where women are within the media hierarchy in Swaziland and the region. Women constitute just one-third of the top management in Swaziland, but this is still 10% higher than the regional average of 23%. In the senior level of management women constitute 29%, similar to the regional average of 28%.

There are more women (56%) than men (44%) in the non-permanent occupational levels in Swaziland media houses; this may signify job insecurity for women in the media, but is also related to women juggling domestic and work responsibilities.

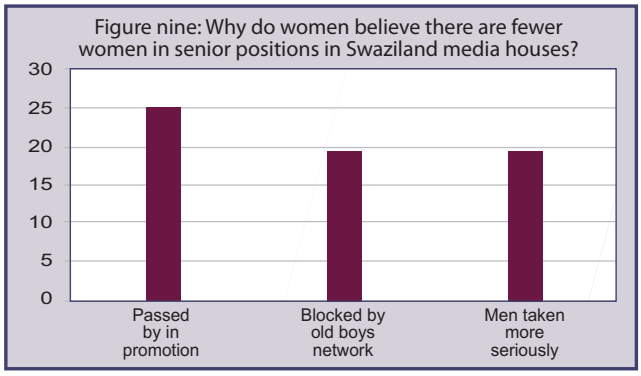
Almost 40% of the unskilled employees are women, but women comprise only about one in five professionally qualified employees, a lower percentage than the regional average of 31%. This is an interesting finding in that journalists are included in this occupational level. This is the level with the lowest representation of women in Swaziland media houses, suggesting that women are finding it difficult to break the barriers in Swaziland editorial departments.

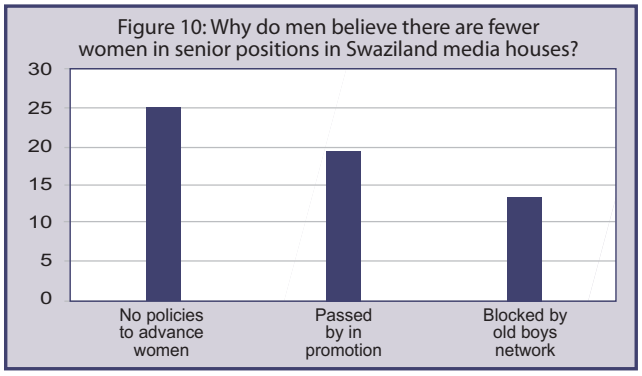
Variations by media house



Media houses vary considerably in size, and in the smaller media houses there may be only one or two directors. For instance, the board of the media house *Business Sunday*, with 100% representation of men, has only two members. The *Swazi Observer* has seven board members, three of them female. This media house is quite close to achieving gender parity. The public broadcaster did not give information on board members.

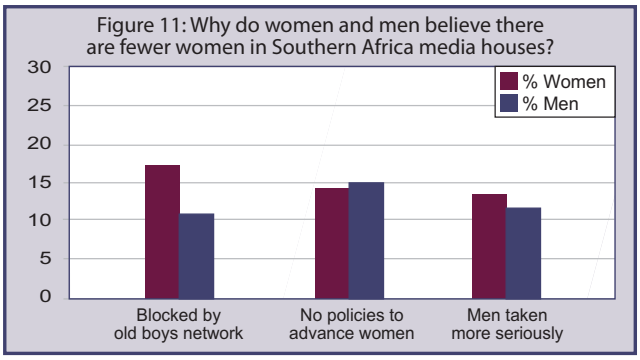
Variations by media house





Figures nine and 10 show that in Swaziland a quarter of the women cited women being passed by for promotion as the main reason for the glass ceiling in media houses, while 25% of men cited "no policies to advance women" as their main reason.

Almost one in five Swazi women in the media blame the old boys' network for blocking their progress (19%), while the largest proportion of women in the regional study (17%) gave the "network" as the main barrier preventing women from advancing to senior posts.



In the regional study (Figure 11), the highest proportion of men (15%) believe the lack of policies to advance women is the main reason fewer women are decision-makers. Men feeling threatened by female managers was seen as a difficulty by 13% of women in Swaziland, while another 13% cited 'other' as a challenge. This could include cultural constraints and low remuneration.

The importance of mentoring in breaking the glass ceiling

Nomile Hlatshwayo is business editor at the *Times of Swaziland*. She studied journalism at the University of Swaziland (2000-2003), then went to the *Times of Swaziland* as a reporter on entertainment for a year. She was then moved to the business section as a reporter, and after a year was promoted to editor of this section.


Nomile Hlatshwayo discussing the challenges of being a female manager
Photo: Bheki Maseko

In describing her experiences as a female editor, Hlatshwayo said: "They didn't have a choice (but to make me editor of the business section). It was me and another lady, and they didn't think she could cut it. Plus I did economics as a major subject. So I am not sure if it was support for women. In the media you are just thrown into the deep, and you have to swim to the shore. So it's been a very challenging experience."

Still, Hlatshwayo has succeeded in being an inspiration, and fully commits herself to mentoring other female journalists to become decision-makers in the media.

"One of the major obstacles is lack of mentorship and coaching in the media - there's no such! Then there's the perception that it's a male job because women can't put in odd hours, and they don't trust your judgement. They ask 10 times "are you sure you got this right?"

"The lack of training is also a major challenge. Newspapers tend not to mind much about training. And it's very important to continue training. You have to look for short courses yourself - workshops etc. When you want to do extra schooling the resources are very scarce.

"My department is one of the few that has been hiring female journalists consistently. I have hired males - but my focus has been on women. And I have pestered management about women for managerial positions, because it wasn't a good environment.

"When you are a woman they just want you to sit there in the meetings and be quiet. So they took somebody that I had mentored and put her in a senior position because of that. They called for a meeting

to ask our views on how to get more women into managerial positions. They are starting to realise the value that women bring."

Hlatshwayo believes having more women in the editorial department and in decision-making could make a valuable impact: "I think with more women, it could influence the way we report, because obviously we see things differently from men. For instance, crime stories. If I was the editor I wouldn't put brutal stories on the front page.

"Before I came in, there tended to be a male-dominated approach - your hard-core business jargon. I have tried to simplify the stories so that they are accessible to everyone, and a school child can actually understand it. And we have incorporated more women business people.

"We always try to get a female voice in every story wherever possible. And now it's incorporated in our checklist saying 'whenever a woman's voice is available it should be included'. It fades with time, but it's just about re-orienting the new journalists.

"They used to call only the police when there was a story about rape, but now they will source a woman. More than half the population is female, so it will help to increase our readership. I would even change the content, because if you read the stories, they are biased. For instance, love affairs - they always reveal the identity of the woman and not that of the man."

For Hlatshwayo, the journey has been short (only five years), but she has managed to make a big mark for female decision-makers in the media. She encourages a gender policy, though she admits the environment is not conducive.

She says there are no real excuses. "What I ask them [the male managers] is how do other industries that have irregular hours and women staff manage? We could learn from these industries. It's also an issue of availability of resources.

"I am the editor who still has to do reporting. I am not complaining about the odd hours, but there are ways to get around it. The male managers have assistants, so we could also have assistants. It's a lame excuse not to hire more women in senior positions."

Conditions of employment

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 significant structural barrier to achieving gender parity.

Conditions of employment in Swaziland versus the region

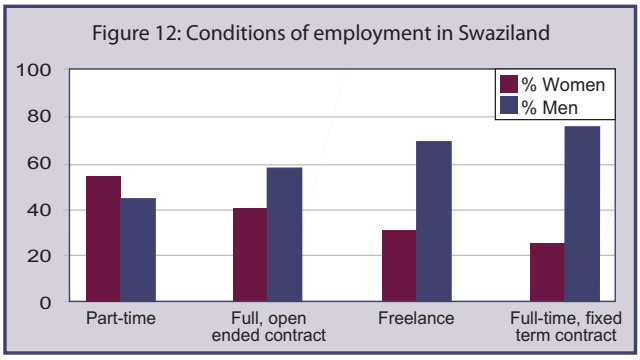


Figure 12: Conditions of employment in Swaziland

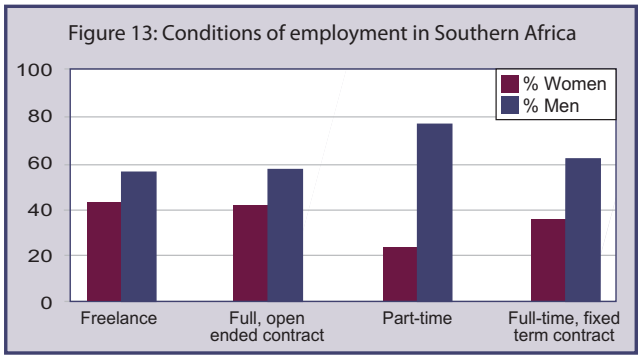
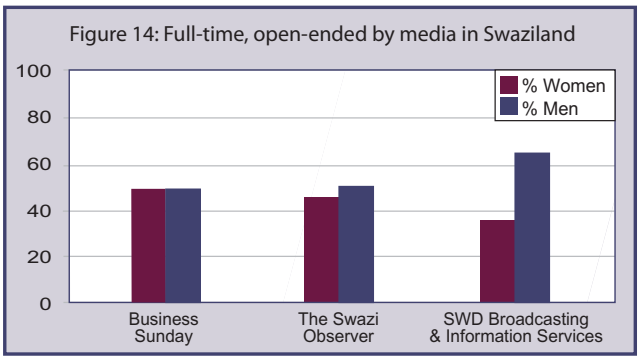


Figure 13: Conditions of employment in Southern Africa

Figures 12 and 13 illustrate the conditions of service for media practitioners in Swaziland and the Southern African region. The most secure form of employment is full-time, open-ended contracts. Similar to the region, 41% of women media workers are on such contracts in Swaziland.

The next most secure form of employment is the full-time, fixed-term contract. Again, men constitute the majority as 77% of those with such contracts, compared to 23% of women. Women constitute more than half (56%) of part-time employees in Swaziland media houses, while only a third of women are freelancers.

Conditions of employment by media house

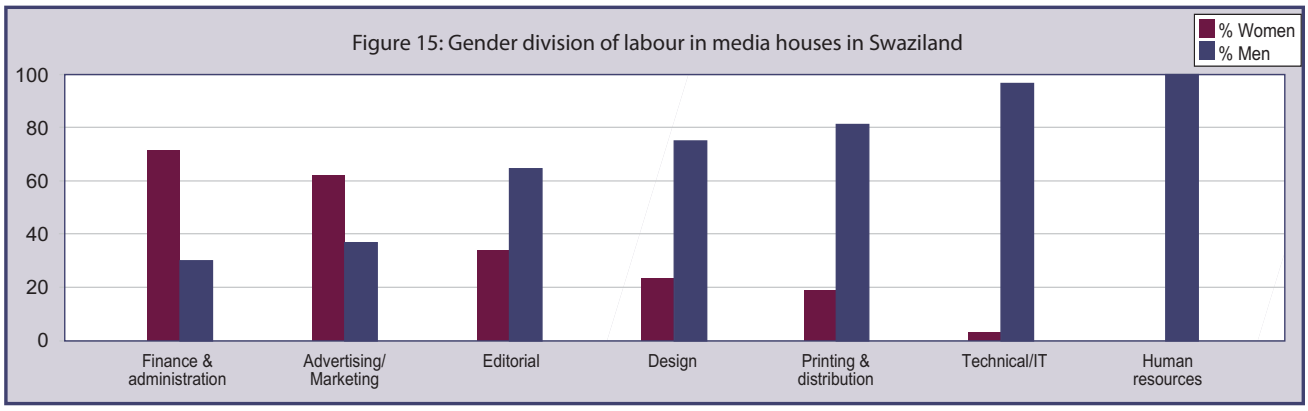


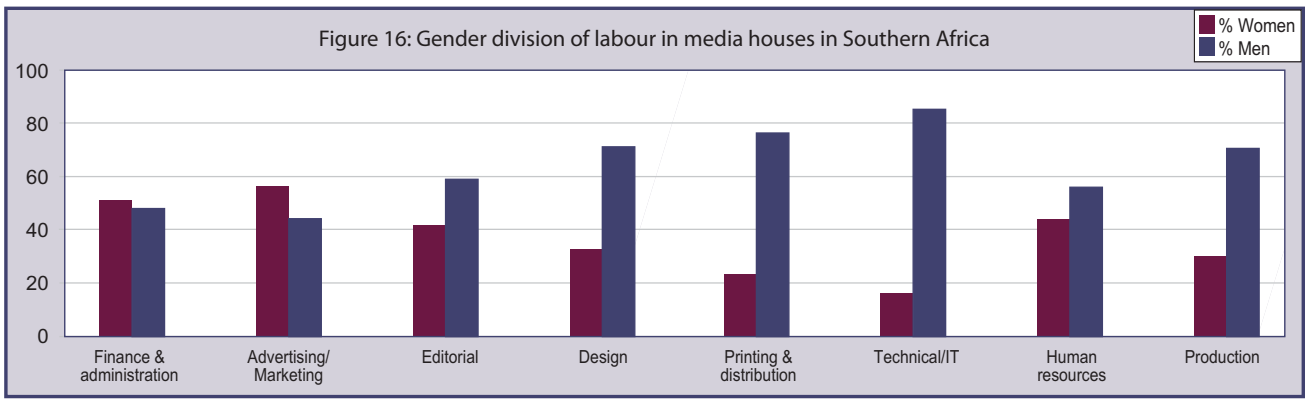
Business Sunday has equal numbers of full-time, open-ended contracts to women and men; this is also the media house with the same number of female and male employees. The *Swazi Observer* gives marginally more men (54%) than women (46%) this type of contract, but the public broadcaster, SWD Broadcasting & Information Services, gives only 35% of such contracts to female employees.

Gender division of labour in the media

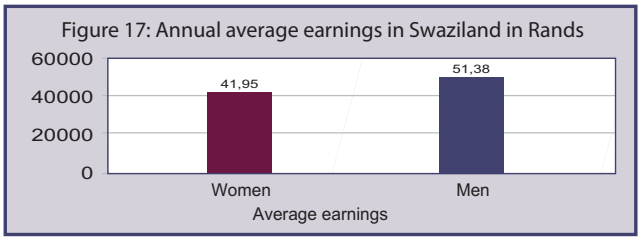
Figures 15 and 16 show where men and women are employed within media houses. Women dominate finance and administration (71%) and advertising/marketing (63%). But in the regional sample they constitute little over half of the employees in those departments. Though in the region as a whole there is an increasing proportion of women in the editorial departments (42%), where editors, sub-editors, reporters, feature writers and photographers are found, Swaziland media houses have female representation of only 35% in this department.

In Swaziland media women constitute 19% in the printing and distribution department and only 3% in the technical/IT department - significantly less than the regional averages (24% and 16% respectively). In the design department women represent 23%, while the regional average is 31%. In all of the departments, Swaziland is below the regional average of representation of women.





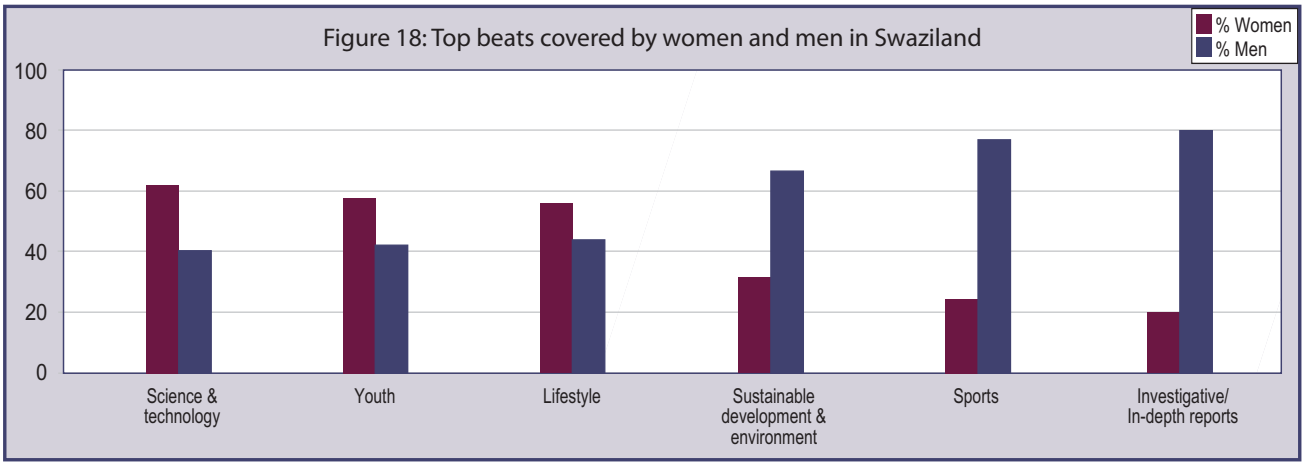
Differences in earnings

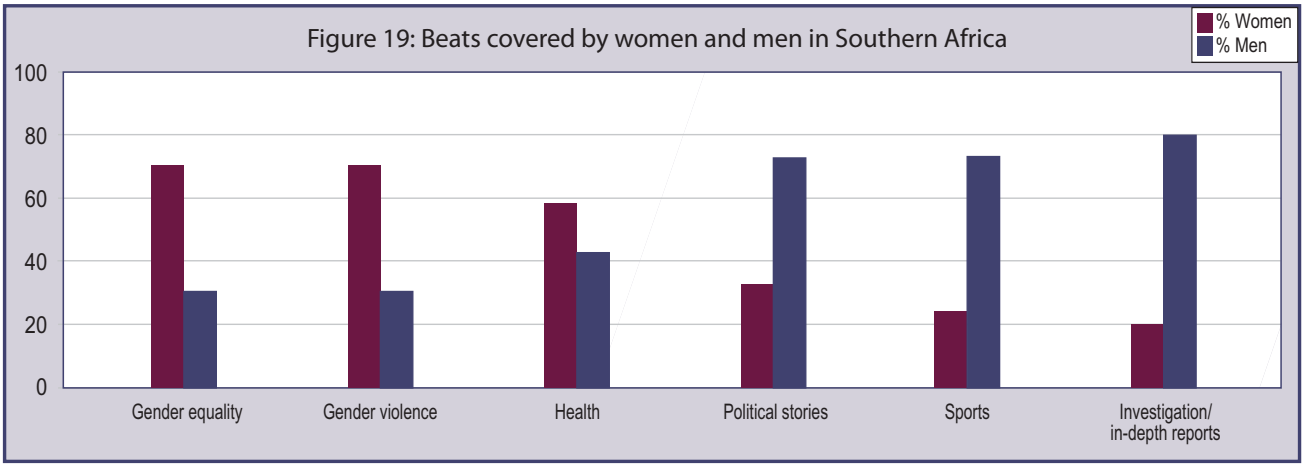


Only one media house, the *Swazi Observer*, submitted reliable data for earnings. Based on Figure 17, men in Swazi media houses make, on average, about R9 428 (about US$1 192) or 22% more than women a year in these media houses.

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 the number of women, and total annual earnings of men by the number of men. The gender gap in average earnings encapsulates differences in conditions of employment, and the occupational types and levels of women and men.

Gender division of labour across beats





The beats assigned women and men reporters reflect how newsrooms view the roles of women and men in society. They are significant also because they have a bearing on promotion prospects, with the hard beats generally a more likely ticket to the top.

Figure 18 illustrates the top three beats for women (science & technology, youth, lifestyle) and the top beats for men (sport, sustainable development & environment, disaster/war/conflict, and, investigative and in-depth reports).

Table three: Women and men in different beats in Swaziland and the region				
Beats	Swaziland		Region	
	% Women	% Men	% Women	% Men
Science & technology	60	40	39	61
Youth	57	43	52	48
Lifestyle	55	45	55	45
Courts	50	50	37	63
Crime	50	50	37	63
Education	50	50	54	46
Entertainment/arts/culture	50	50	42	58
Health	50	50	59	41
Agriculture	45	55	41	59
Gender equality	43	57	71	29
Media	43	57	42	58
HIV/AIDS	40	60	53	47
Political stories	40	60	25	75
Economics/Business/Finance	38	62	39	61
Gender violence	38	62	71	29
Religion	38	62	52	48
Human Rights	36	64	42	58
General	33	67	37	63
Labour	33	67	36	64
Investigative/In-depth reports	27	73	20	80
Disaster/War/Conflict	25	75	35	65
Sustainable development & environment	25	75	33	67
Sports	20	80	24	76



Hard at work! *Photo: Colleen Lowe Morna*

Table three, which reflects the findings for all beats, shows there are some interesting gender benders in the Swaziland media. For instance, 60% of coverage on science and technology is done by female journalists, while the regional average for women is only 39%. Swazi female and male journalists cover the following beats in equal numbers (regional average given in brackets): courts (37%), crime (37%), education (54%), entertainment/arts/culture (42%) and health (59%).

Tradition reinforces gender division of labour in newsrooms



Teetee Zwane speaks on the importance of having gender mainstreamed into all coverage
Photo: Bheki Maseko

Tradition and culture reinforce gender stereotypes in Swazi newsrooms. According to Stewart Tsela, editor at Radio Swaziland: "Women cannot cover the "Incwala" - the annual traditional national prayer to thank God for providing us for the year - because the majority of participants are men."

"It's kind of a belief," he added. "If you see a woman going in front of a warrior to ask questions, it's just not accepted. But there is not that much restriction for us men to cover the Reed Dance. At the Reed Dance I can go and tease a girl and it's accepted. I don't agree with it, but that's the way it is."

Female media practitioners continually have hurdles to negotiate in reporting news. Yet some have found ways of mainstreaming gender in their coverage.

As Teetee Zwane, editor of the Business Desk at the *Swazi Observer* says: "For a long time women's issues have been left out. Men report differently. Compassionate news has been ignored for a long time. We haven't had that human feel to news. We need that female voice to push all that into the media.

"No one has had the passion for issues important to women, and without the media creating awareness of these we will be a long way from gender equality. We have pushed these stories (abuse, HIV/AIDS) and are making people aware. But it's always a female reporter.

"I used to be the focal person on HIV/AIDS, and after me it's another woman. But now we have been able to get these issues mainstreamed into general news. We give them substance, get people reading and sitting up and doing something - action! Not just talking about victims."

Maveni Gwebu a male journalist at Radio Swaziland, maintains that some beats, like HIV and AIDS, are more fitting for women than men. He asks: "If they can't write their own stories - who should write them? If they are not keen on writing about women's issues, why should we?"



Maveni Gwebu covering the Deputy Prime Minister of Swaziland
Photo: Rochelle Davidson Mhonde

Making a difference?

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

In the Southern African analysis of the global study, female sources constituted 28% of the total consulted by women journalists, compared to 19% consulted by male journalists. In the global findings this was 25% for women and 20% for men. With the exception of Angola, women consulted female 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.[8]

[8] 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 four: Women and men's perceptions - does gender make a difference in media houses in the region and in Swaziland?				
	Swaziland		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	0	20	31	39
b) Female journalists are more likely to seek out female opinion than male journalists	75	33	46	45
c) Female journalists are more likely to cover gender related topics more than male journalists	100	43	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	100	40	70	49
e) Where there is a "critical mass" of women in the media house this affects the way that men think and behave	75	60	53	50
f) Men can be as gender aware and sensitive as women	80	100	78	87
g) Women are their own worst enemies	75	75	45	45

Based on Table four, no women and only 20% of men believe there is no relationship between having women in the media and achieving gender balance and sensitivity in media coverage. Significantly, fewer men (33%) than women (75%) believe female journalists are more likely to seek out female opinion.

All of the female respondents and fewer than half the men (43%) believe female journalists are more likely to cover gender-related topics. All women and only 40% of men believe that where women are in senior management, gender is likely to be taken seriously.

Most women (75%) perceive women to be their own worst enemies, in that they do not support one another and try to drag each other down. It is interesting that the percentage of men believing this is exactly the same.

The vast majority of women (80%) and all men believed "men can be as gender-aware as women". More women (75%) than men (60%) felt it crucial to have a "critical mass" of women in the media if they are to make a difference in the behaviour and attitudes of their male colleagues.

Critical mass?

Setsable Sibisi, head of current affairs at Swazi TV, can attest to the non-supportive attitude of male colleagues.

"In the newsroom I have been called a bitch and accused of sleeping with the boss. But I don't let it affect me. There are only two females in the newsroom, and I'm the only female manager. I try not to take it personally, as people will always try to intimidate - so it means I am doing something right, for people to take note."



Setsable Sibisi, as a female manager, does not let her intimidating male colleagues change her course *Photo: Bheki Maseko*



Calsile Masilela stating the importance of a critical mass of women in media for gender equality
Photo: Rochelle Davison Mhonde

Swazi women interviewed said a "critical mass of women" would make a difference in media, especially when it comes to mentoring and being role models for other women

Calsile Masilela, a community reporter from the *Swazi Observer*, said: "If there were women in decision-making roles, content would change. Even your sources were to be more women … but most of the time you find that we are not in managerial positions. "If you are not an editor, nothing will change: so if only more women could be in decision-making roles."

But there will still be men and women who are not supportive of women in decision-making roles. As one male respondent stated: "There is a general belief that men can do a better job as managers compared to women. Women in power are bullies."

Workplace policies and practices

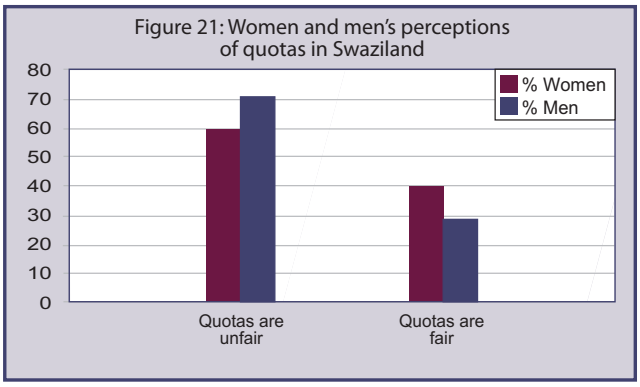
The workplace environment has a substantial bearing on achieving gender parity in media houses. Respondents listed the practices or policies their companies applied to increase women's participation and representation. Among others, these included whether they had gender policies (or would wish to have one), affirmative action (fast-tracking), career-pathing and promotion. Table 5 shows what proportion of the total number of media houses checked "yes" to having the following policies or practices in place:

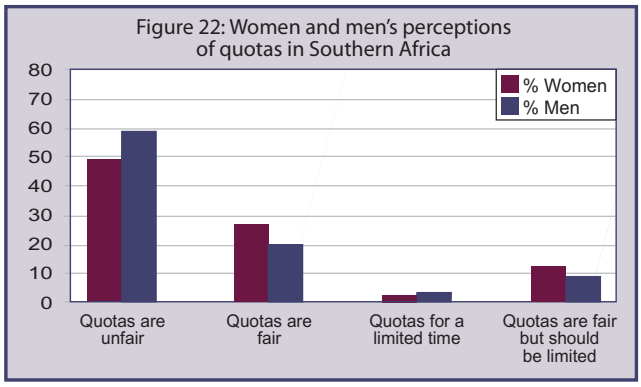
Table five: Workplace indicators in Swaziland and the region

	% Swaziland	% Region
Targeting women	67	54
Data banks for women	0	36
Gender-balanced panels	67	54
Fast tracking	0	10
Promotion	67	32
Succession	67	35
Flexi-hours	100	75
Maternity leave	100	81
Paternity leave	0	33
Child care facilities	0	15
Women's participation	67	63
Sexual harassment policy	0	28
Gender policy	0	16
Need a gender policy or to improve one	33	68

Affirmative action

Two of the three media houses in Swaziland said they had specific targets for achieving gender equality (compared to the regional average 54%).

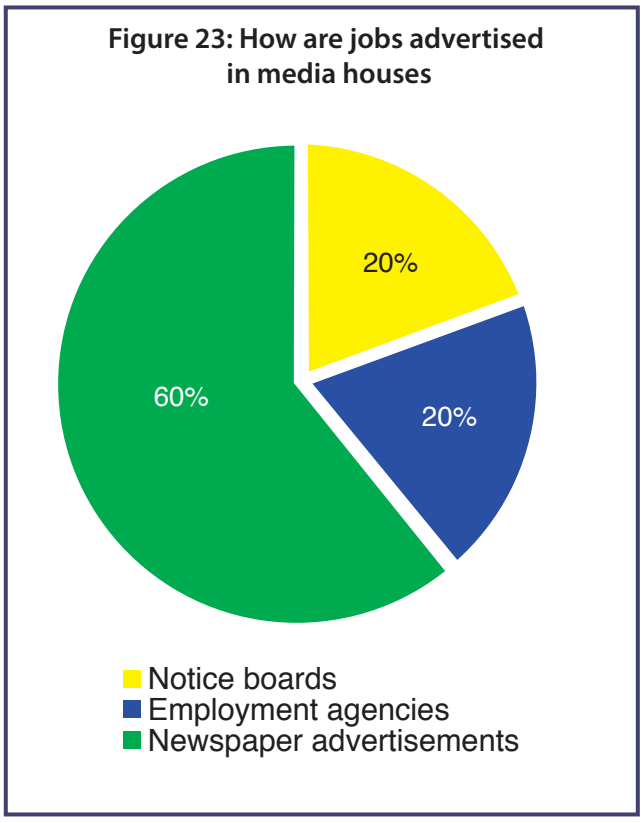




Swazi men (71%) strongly oppose quotas for achieving gender equality in Swaziland. The majority of women (60%) also feel quotas are unfair. This is higher than in the regional study in which 59% men and 49% women opposed quotas.

Recruitment

None of the media houses in Swaziland stated that they had databanks for women, while two out the three said that they had gender-balanced panels. It is crucial to assess whether women are selected for positions after they have been specifically targeted.



According to the responses, 60% of job opportunities are advertised in newspapers, 20% on notice boards and another 20% are given to employment agencies to fill. 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

None of the media houses in this study said they fast-tracked women for promotion, and the regional average is still very low at 7%. Nevertheless two-thirds of the media houses (as compared to fewer than a third in the region) did consider women for promotion. Also, succession planning for women in Swaziland is high on the agenda (67%), showing considerably more awareness than the region does at 35%.

Work environment

All of the media houses surveyed in Swaziland said that they offer flexi-time, compared to 75% in the region. Despite this only 25% of women and 43% of men think the media houses are sensitive to, and try to accommodate family life and responsibilities. All the media houses sampled said they offered maternity leave, while none offered paternity leave. This perpetuates the stereotype that the mother is responsible for the primary parenting role. None of the media houses said they had child care facilities.

Gender and sexual harassment policies

Unlike the regional average (28%), none of the media houses in Swaziland indicated or were aware of a sexual harassment policy in their organisation. But the perceptions of sexual harassment are quite low, with only 20% (the same as in the region) of women saying there were high levels of sexual harassment.

None of the media houses said they had a gender policy; the regional average is 16%. And only one-third said they needed a gender policy, while 68% in the region want a gender policy or to improve a gender policy.

Table six: Workplace indicators by media house

Work place indicators that exist within media houses in Swaziland	The Swazi Observer	Business Sunday	SWD Broadcasting & Information Services
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		✔	

In Table six, media houses show what indicators of improving gender equality they can claim. Interestingly *Business Sunday* has many indicators, and is also the media house with 50% female employees, although no women are in managerial positions. But it was the only media house that indicated a need for a gender policy.

Conversely, the *Swazi Observer*, with very few indicators, has a lower percentage (42%) of female employees, but has the most women in managerial positions. Consequently, the correlation between the number of indicators and representation of women within a media house is not consistent.

This is to some extent explained by the fact that some media houses had already implemented progressive practices before women were employed in greater numbers. But institutional change within a media house has more to do with proper implementation of these indicators and policies than merely having it on paper (as these ticks suggest).

sexual harassment a concern in Swaziland media: Many respondents mentioned that inappropriate sexual verbal communication or gesturing happens constantly in editorial departments. But the term 'sexual harassment' tends to be incorrectly limited to when someone touches another colleague in a sexual way.

As one male respondent stated: "If I tease someone and she appears to be fine - sometimes we continue to make statements, and sometimes they make the statements. They seem to love this because they don't complain. But touching we don't do!" And a female respondent said: "I feel there's still a lot of grey area regarding sexual harassment, so a policy would educate a lot of people."

CASE STUDY:
SWAZI OBSERVER

Swazi OBSERVER

Founded in 1981, the *Swazi Observer* is a daily newspaper published Monday to Saturday. The paper is owned by Tibiyo Taka Ngwane, a Swazi Nation company closely aligned to the monarchy with investments in all sectors of the economy.

The newspaper is distributed throughout all four regions of the country in both rural and urban areas. The readership share is about 50% of the print media market. This newspaper is read by all age groups, from the youngest school-going child to the elderly[9].

The *Swazi Observer* has 42% female representation overall: 43% on the board of directors, 100% in top management (this is the female CEO, SM Magagula; and 25% women in senior management. They are also the only media house in this study that expressed an interest in implementing a gender policy to increase female representation at all levels of decision-making and overall in the company.

In August 2008, Dumisani Ghandi, programme manager for MAP at Gender Links, travelled to Swaziland and met the finance manager, marketing manager and the editor of the *Swazi Observer* to discuss the outcomes of the audience research (conducted by Gender Links in 2007), and how they could tap into the audience preferences to increase their share of revenues and readership.



Myzo Magagula (left) CEO of the *Swazi Observer*, Busi Zwane, managing director, Bond Connect, Swaziland and Martin Dlamini, managing editor, *The Times of Swaziland* debating gender and the media *Photo:Trevor Davies*

The paper also adopted and launched their HIV/AIDS MAP policy in 2008 on World Aids Day. Article 19.1.2 of their editorial policy states: "Gender, HIV and AIDS: journalists shall be aware of and be able to present the gender dimensions of HIV and AIDS, bearing in mind that women are the most infected and affected gender... Journalists should also be aware of gender-based assumptions and prejudices, and should guard against continual negative stereotyping."

[9] Please see http://www.observer.org.sz/index.php?page=2

The *Swazi Observer* has made commendable strides towards gender parity, but there is always room for improvement. As the business editor stated: "They have already taken the first step by hiring more females. Now we need capacity building - like training. And of course being able to gain experience. I had a lot of opportunities to attend courses. I would say I've had mentorship, especially when I was a junior reporter.

"My news editor took the time and was never impatient, and my chief editor as well. You could sit next to him while he was editing your story and learn many things - what angle to take etc. I think a gender policy would be very helpful if we had one."

The critical mass of women at this newspaper has had an effect on how business is conducted, and even on how male colleagues understand the importance of gender equality in the media industry.

As one male respondent from the *Swazi Observer* put it: "My institution is a perfect example of what happens when you have a woman CEO. The tendency to focus on women's issues is almost always at the forefront, and this has changed the way we view women's issues in our newsroom."

News editor Ackel Zwane has been at the Observer for 17 years, and has been instrumental in having many of the policies adopted, as well as being largely responsible for the newsroom's gender-aware environment. "I do not believe a person should be oppressed just because she is a woman. This is not a job that requires physical skills, so if a person comes with the skill they should be free to use that.

"I was inspired by a woman, Jane Goddard (reporter in Rwanda, Burundi). She is an American journalist, and there's nothing she can't do. Seeing her in that position (and also GL Deputy Director Kubi Rama) made me want to increase this type of input in our newsroom."



The Swazi Observer, news editor, Ackel Zwane emphasising a point on gender parity in a media house *Photo: Bheki Maseko*

Zwane says women have a profound impact on the way content is handled and read. "I always deal with the circulation manager upstairs - if you put a woman and a child on the front page, look at the sales!

"People want to know about these people. In terms of writing we are able to identify the language we use, and even the sources we use. The sub-editor (a female) will say all your sources are men, yet you are writing a rape story. We really push the story to balance.

"The executive management is very particular. They will say: 'Why are your stories not balanced? For instance, the bread price. We need to get our female MP as a source, because women are the ones who dish out food in the home. She understands the need for bread in a different way'."

Still, Zwane agrees that gender equality will not happen automatically in a media house, and there must be concerted efforts to bring this about: "We try to implement the recommendations of GMBS (the Gender and Media Baseline Study) on how to increase our gender awareness. Our CEO is a woman, so she's very particular on these issues.

"At the entry point for a job we publish the post internally, and then externally. When we shortlist we make sure there is 50/50 representation of males and females. All the policies we developed are being implemented. The most outstanding has been the wellness policy of the Media Action Plan (MAP). You can be terminally ill, but you will get 75% of your salary until you pass away.

"It is also good for the image of the company to avoid discrimination. We are trying to engage the media NGOs to talk about gender equality. Our previous experience with them has been helpful. There is nothing as fulfilling as seeing in practice a theory you learned at some round-table discussion. We would definitely be interested in applying a gender policy here."

CONCLUSIONS AND RECOMMENDATIONS

The study shows there are significantly fewer women in media houses in Swaziland than men, but the average is almost the same as that of the region. The "glass ceiling" is created by several barriers, but persistently by patriarchal attitudes dictating the pace of progress in the media industry.

Swazi women face invisible barriers in most departments, although they predominate in advertising and marketing, at which they excel, and in supportive roles such as finance and administration. Also, the gender division of labour is still alive in the allocation of news beats in Swaziland media houses.

One of the key findings of this study is that media houses are inconsistent in their commitment to gender equality. And there are no comprehensive, systematic policies and practices to narrow the gender gap, with quotas frowned upon by male and female media practitioners alike. None of the media houses indicated that they had a sexual harassment or gender policy, and only one stated that they needed a gender policy.

Respondents were asked what should be done to promote gender balance in media houses. These were their responses.

Figure 24: Women's top three policies and practices to promote Swaziland media houses

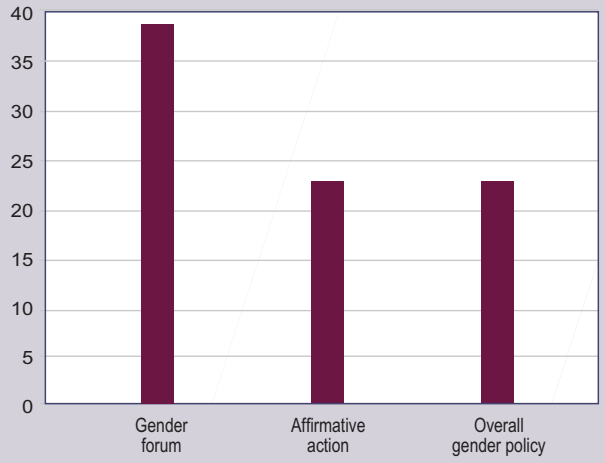
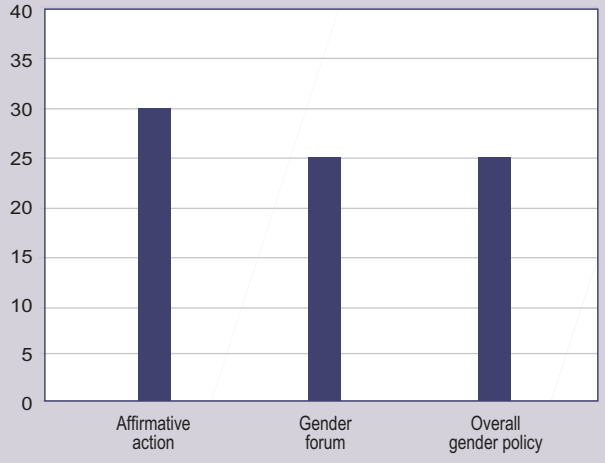


Figure 25: Men's top three policies and practices to promote Swaziland media houses



The largest proportion of women (38%) identified a gender forum as the most important practice to promote balance, followed by affirmative action and an overall gender policy (jointly 23%) as the second most effective measures. The largest proportion of men (30%) saw affirmative action as the key remedy, with a gender forum and an overall gender policy (both 25%) as jointly the second most important practices.

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 33% of media houses in Swaziland interested in developing gender policies, or improving theirs, to do away with 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.
- Ensure that there are functioning sexual harassment policies in all media houses.
- Developing strategies to ensure that policies are implemented, including tools for effective implementation (monitoring and evaluation, self-monitoring, career pathing etc) to help reach the goal of gender parity and sensitivity in media houses. 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 Africa media houses in five years' time, including Swaziland, to gauge progress in achieving gender parity in media houses in Southern Africa.



GEMSA facilitator, Ncane Maziya *Photo: Colleen Lowe Morna*

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.

"We are trying to engage the media NGOs to talk about gender equality. Our previous experience with them has been helpful. There is nothing as fulfilling as seeing in practice a theory that you learned at some round-table discussion. We would definitely be interested in applying a gender policy here."

- Ackel Zwane, news editor of the *Swazi Observer*.

