# Glass Ceilings

## Women and men in Southern Africa media

TANZANIA




gender links

GEMSA
Gender and Media Southern Africa

Gender and Media Diversity Centre

OSISA
Open Society Initiative for Southern Africa

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

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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, Kubi Rama and Dumisani Gandhi
Cover Photo: Emelda Mwamanga, owner and editor of Bang Magazine, being interviewed by Josephine Shemi by Trevor Davies
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| SUMMARY OF KEY QUANTITATIVE FINDINGS FOR TANZANIAN MEDIA HOUSES | | | | |
|---|---|---|---|---|
| CATEGORY | % TANZANIA | | % REGION | |
| | Female | Male | Female | Male |
| Percentage of employees by sex | 36 | 64 | 41 | 59 |
| **OCCUPATIONAL LEVELS** | | | | |
| Non-permanent | 55 | 45 | 36 | 64 |
| Unskilled | 39 | 61 | 29 | 71 |
| Semi-skilled | 0 | 100 | 55 | 45 |
| Skilled technical | 25 | 75 | 45 | 55 |
| Professionally qualified | 38 | 62 | 31 | 69 |
| Top management | 21 | 79 | 23 | 77 |
| Senior management | 30 | 70 | 28 | 72 |
| Board of directors | 22 | 78 | 28 | 72 |
| **CONDITIONS OF EMPLOYMENT** | | | | |
| Freelance[1] | 59 | 41 | 43 | 57 |
| Full-time open-ended contract | 36 | 64 | 42 | 58 |
| Part-time | 35 | 65 | 23 | 77 |
| Full-time, fixed term contract | 24 | 76 | 37 | 63 |
| **DEPARTMENTS[2]** | | | | |
| *Percentage of women and men in:* | | | | |
| Human resources | 68 | 32 | 44 | 56 |
| Finance & administration | 56 | 44 | 54 | 46 |
| Design | 51 | 49 | 31 | 69 |
| Editorial | 36 | 64 | 42 | 58 |
| Production | 33 | 67 | 30 | 70 |
| Advertising/Marketing | 32 | 68 | 57 | 43 |
| Technical/IT | 30 | 70 | 16 | 84 |
| Printing & distribution | 0 | 100 | 24 | 76 |
| **BEATS[3]** | | | | |
| *Top three beats covered by women* | | | | |
| Gender equality | 100 | 0 | 71 | 429 |
| Health | 100 | 0 | 59 | 41 |
| Human Rights | 100 | 0 | 42 | 58 |
| *Top beats covered by men* | | | | |
| Disaster/War/Conflict | 0 | 100 | 35 | 65 |
| Economics/Business/Finance | 0 | 100 | 39 | 61 |
| Investigative/In-depth stories | 0 | 100 | 20 | 80 |
| Lifestyle | 0 | 100 | 55 | 45 |
| Science & technology | 0 | 100 | 39 | 61 |
| **POLICIES** | **Tanzania** | | **Region** | |
| Existence of a gender policy | 21 | | 16 | |
| Existence of a sexual harassment policy | 21 | | 28 | |
| Need for a gender policy or to improve one | 50 | | 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] Most of the media houses in this study did not give adequate information concerning beats; only three media houses filled out this section. Consequently this section is not representative of a sufficient number of media houses.

# EXECUTIVE SUMMARY

This audit of women and men in Tanzania 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 Tanzania.

The findings will be used in a global study being carried out by the International Women's Media Federation (IWMF) 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 took place in the context of the August 2008 Southern African Development Community (SADC) Protocol on Gender and Development that urges 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 Tanzania the study is based on a quantitative questionnaire conducted in 14 media houses, with a total of 970 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 36 senior staff responded to perception questionnaires.

In total, 126 media houses (about half of all media houses[4]) in 14[5] of the 15 countries of the Southern African Development Community (SADC), representing 23 684 employees, participated in the research. Some 463 respondents filled in perception questionnaires. Regional comparisons are made throughout the report, which should be read in tandem with the regional report: *"Glass Ceilings: Women and Men in the Southern African Media."*

Gladness Munuo, GEMSA facilitator in Tanzania, along with Charles Kayoka, an independent consultant, undertook the research in Tanzania. Arthur Okwemba, independent consultant, 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 include:**

- ***Almost two-thirds of all media employees in media houses in Tanzania are men:*** Women constitute 36% of employees, compared to 64% men. The regional average of women in the media is 41%.

- ***None of the media houses has achieved gender parity:*** In the state-owned media women constitute only 34% of employees.

[4] 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.
[5] The Angolan researcher failed to deliver results on time.



Participants at the Tanzania Communications Regulatory Authority Gender Policy Workshop *Photo: Colleen Lowe Morna*

- ***Women constitute less than a third on media boards of directors:*** Women constitute a very low 22% of those on boards of directors in media houses in Tanzania, compared to 28% in the regional study.

- ***And even less in top management:*** Women occupy only 21% of top management posts in media houses in Tanzania, slightly less than the regional average of 23%.

- ***Almost a third of senior management positions are filled by women:*** Women constitute 30% of those in senior management in media houses in Tanzania, similar to the regional average of 28%.

- ***Men get better working deals:*** Men (64%) are more likely than women (36%) to be employed on open-ended, full-time contracts, compared to the regional averages of 58% for men and 42% for women. A high percentage of women (59%) are on freelance contracts in Tanzania media houses; these women are also represented in the 55% of non-permanent female employees.

- ***Men dominate in most departments in media houses in Tanzania:*** This is particularly the case in printing and distribution (100%); technical/IT (70%); advertising/marketing (68%); and production (67%) departments.

- ***There are more women in the supportive roles within departments:*** While women in the Tanzania media are under-represented in most areas of work, they are in the majority in areas considered "women's work" (including secretarial or other supportive roles) within departments such as human resources (68%) and finance and administration (56%).

- ***Fewer women in editorial departments than in the region:*** In Tanzania only 36% of those in editorial departments are women - lower than the regional average of 42%.

- ***The gender division of labour in beats is still pronounced:*** Though in most media houses male journalists cover most of the beats, only women covered some beats considered "soft", or those characterised as "women's issues". Among them are gender equality, health and human rights. Only male journalists were assigned to economics/business/finance and investigative/in-depth stories.

- ***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 Tanzania media houses is not a priority:*** Only 7% of them have strategies to fast-track women. And less than a third (29%) said they considered gender in the promotion process. The regional average is a similar 32%.

- ***There is not enough effort to target good women candidates:*** Of the sample, 14% of the media houses stated they had a database of women candidates, and 21% sought women specifically. In the regional sample, 36% of the companies have a database of women candidates, and a much higher proportion (54%) seek to employ women.

- ***Commitment to maternity but not paternity leave:*** In the Tanzania sample, 71% of the media houses offer maternity leave; this is lower than the regional average of 81%. Only 7% have paternity leave, while a third in the region offer paternity leave. The low commitment to paternity leave across the region perpetuates the belief that child-rearing is a female responsibility.

- ***Child care is not a priority, but flexitime is high on the agenda in Tanzania media houses:*** Only 7% in the sample offered child-care facilities, compared to the regional average of 15%, and 57% in Tanzania offered flexitime time. This remains considerably lower than the regional average of 75%.

- ***Tanzania media houses doing slightly better than the region on gender policies, but wish to improve:*** More than one-fifth (21%) of the media houses in Tanzania stated they had gender policies; the same percentage had sexual harassment policies. Half media houses showed interest in developing a gender policy or improving one. Only 16% in the region said they had gender policies, while 28% had sexual harassment policies.




Gender benders: Masai men braid hair at the Dar market *Photo: Trevor Davies*

# TANZANIA MEDIA CONTEXT



Keen media audience *Photo: Trevor Davies*

The United Republic of Tanzania is on the east coast of Africa, and includes the three islands of Zanzibar. It borders on Mozambique, Malawi and Zambia in the south, Zaire, Burundi, Rwanda and Uganda in the west, and Lake Victoria and Kenya in the north.

The population is estimated at 40.4 million, and the main languages are Kiswahili (the official language), Kiunguju, English, Arabic and Zanzibar. Tanzania became independent from British colonial rule in 1964. Jakaya Kikwete is now president.

Tanzania's media scene, once small and largely state-controlled, developed rapidly following the advent of the multi-party era in the mid 1990s. State-run TV, launched only in 2001, seven years after the first private station, went on air in 1994. TV viewing is now eroding radio's dominance.

Although growth of the broadcast media has been hindered by a lack of capital, dozens of private FM radio stations are on the air, most of them in urban areas.

The print media in Tanzania are now a mixture of private-owned and a few government- owned newspapers, with the private ones in the majority. The numbers of daily newspapers and weeklies continue to increase. A concern to many is that control of the private media by a few proprietors could pose a greater threat to Press freedom than state regulators.

The Tanzania Communications Regulatory Authority (TCRA), established by the TCRA Act of 2003, is an independent body regulating the postal, broadcasting and electronic communications industries in Tanzania. It merged the former Tanzania Communications Commission and the Tanzania Broadcasting Commission. Its role includes licensing the postal and broadcasting services and the electronic communications sectors.[6]

Media NGOs in Tanzania include the Gender and Media Network of Southern Africa Tanzania chapter (GEMSAT), the Tanzania Media Women's Association and the Tanzania chapter of the Media Institute of Southern Africa (MISA), among others.

**Gender and media in Tanzania**

The Gender and Media Baseline Study (GMBS) of 2003 found that women constituted 16% of news sources in Tanzania. In the Global Media Monitoring Project (GMMP) conducted two years later, this had increased slightly to 18%.

Women's voices were virtually absent in some occupational categories, such as politics and economics. They dominate as sources on gender-based violence, and are also seen as the primary sources on topics involving children and gender equality.

The GMBS found that women constitute 21% of print journalists. While the GMBS research focused on the representation and portrayal of gender in editorial content in the media, the current research seeks to probe the 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 HIV/AIDS policies for newsrooms. With 38 media houses consulted, Tanzania had the highest number under the MAP rollout.

[6] Please see: http://www.tcra.go.tz/about/profile.php

Progress has nevertheless been slow, but by the end of 2008 a total of 28 media houses had adopted policies. Despite the Tanzania companies being generally receptive to MAP, there is a need to go back and apply the policies and interact with those still outside the fold. Gender policies must also be instituted, because although HIV/AIDS polices are gender-aware, they are not a substitute for stand-alone policies on gender.

## METHODOLOGY

With 73 media houses, Tanzania, and is a "high-density" media country. Table one shows that the sample of 14 media houses, with a total of 970 employees, included state/public media, broadcast and print media, private/commercial and community media.

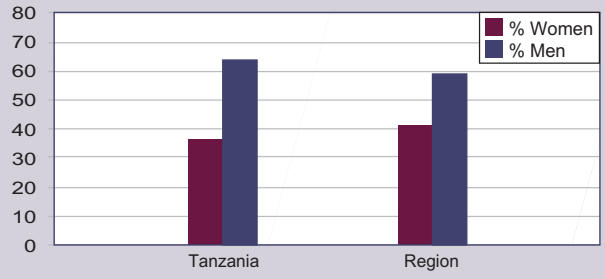
**Table one: Media houses that completed the questionnaires in Tanzania**

| Media House | Type | Classification | Number of Employees | | |
|---|---|---|---|---|---|
| | | | Women | Men | Total |
| Abood Media Co Ltd | Radio | Private | 17 | 33 | 50 |
| Africa Media Group | TV, Radio | Private | 11 | 17 | 28 |
| Free Media Ltd | Print | Private | 27 | 31 | 58 |
| Global Publishers Ltd | Print | Private | 13 | 50 | 63 |
| Majira | Print | Private | 5 | 18 | 23 |
| Mwananchi Communications Ltd | Print | Private | 145 | 242 | 387 |
| New Habari Ltd | Print | Private | 14 | 20 | 34 |
| Peoples Media Comm Ltd | Radio | Private | 19 | 37 | 56 |
| Radio-TV Tumaini | Radio | Community | 20 | 21 | 41 |
| Star TV/RFA | Television | Private | 18 | 34 | 52 |
| Tanzania STD Newspaper LTD (TSN) | Print | Public | 20 | 39 | 59 |
| Times Radio FM 100.5 | Radio | Private | 13 | 22 | 35 |
| Uhuru Publications Ltd | Print, Radio | Private/party affiliated | 12 | 38 | 50 |
| Upendo FM Radio | Radio | Private | 15 | 19 | 34 |
| **Total** | | | **349** | **621** | **970** |

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

## FINDINGS

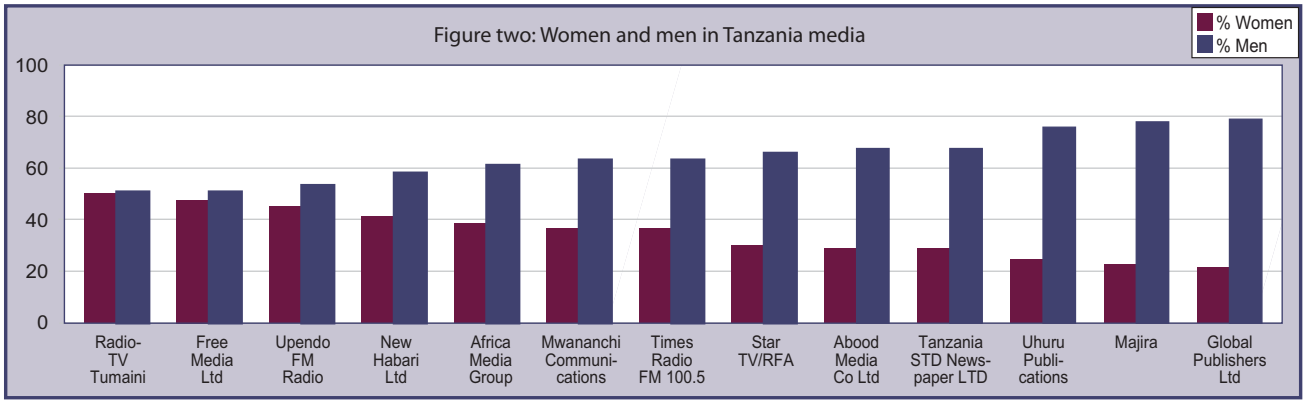
Figure one: Total number of employees in Tanzania vs the region




### Women in the Tanzania media

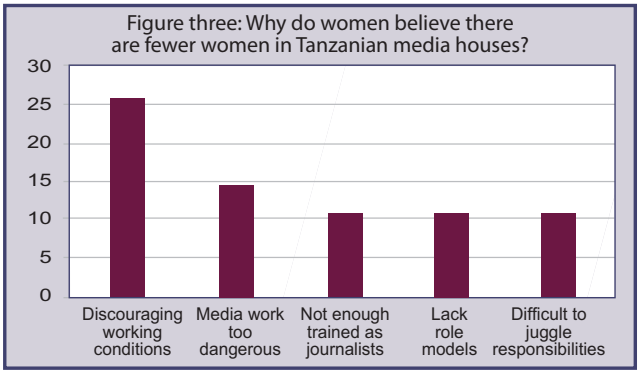
Figure one shows that overall women constitute 36% and men 64% of those in Tanzania media houses, compared to the regional averages of 41% and 59% respectively. In most cases the companies still fall short of the SADC target of gender parity by 2015.

## Variations by media house

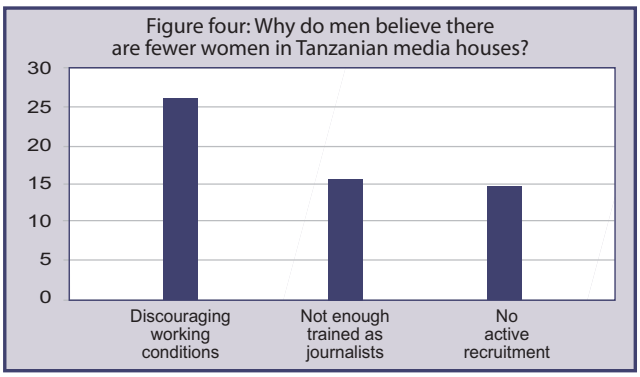



As illustrated in Figure two, all the Tanzania media houses have more men than women, and the public newspaper, *Tanzania STD*, has only 34% representation of women. This is also the media house with the most employees. *Global Publishers Ltd*, with 79% men, and *Majira* with 78% men, had the most glaring gender gaps.

## Why are there fewer women in Tanzanian media houses?




The main reasons why women and men believe there are fewer women in media houses in Tanzania are shown in Figures three and four. The highest proportion of women (26%) and men (27%) cited discouraging working conditions as the main reason. The second most prominent reason given by women (14%) was that media work was too dangerous, while men (16%) believed the second-biggest hindrance was that not enough women trained as journalists, and 11% of women agreed with this.




Another 11% of women said there was a lack of role models to encourage and mentor young female journalists, with the same percentage citing the difficulty of juggling professional and private responsibilities. Interestingly, 14% of male respondents said media houses were not doing enough to recruit female employees.

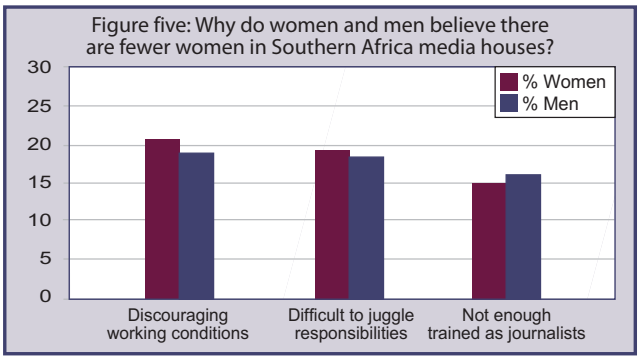



Figure five shows that across the region, most men and women cited discouraging work environments and difficulty in juggling responsibilities as key obstacles to women working in media houses. In the regional study 17% of the men agree with the Tanzanian men who say there is a lack of training within media houses.

## Continual defeat whilst trying to advance

Many of the respondents in this study believe family commitments, work being too dangerous, and lack of role models are the primary reasons why women do not enter or stay in the media industry. As one male respondent put it: "Working in a media house needs commitment. Women have other responsibilities."




One woman, Margaret Sembeyu, a sub-editor on Mwanachi Communications Ltd's *Citizen* newspaper, is particularly discouraged by her struggle as a female journalist trying to make it to the top,and says: "I have worked in editorial departments for 15 years. During all this time I have been employed as a sub-editor, either for the dailies or weekend newspapers.

"In 1994 I left teaching and joined the *Tanzania Standard* newspaper as a sub-editor. But after serving in this position for 11 years without a promotion, I left in 2005 in protest and decided to venture into business.

"But I still had this burning desire to continue in the media, so after six months I decided to go back, this time to the *Citizen* newspaper, where they offered me a sub-editing job that I still hold to date. I write a column *Talking Gender* for the *Sunday Citizen*. On many occasions I have taken up the issue of promotion with top management without success. All they have done is to promise that something will be done. Nothing ever happens after that.

"When you complain and ask why other people are being promoted, they say they have strengths which I do not have. Yet nobody explains these strengths or gives you a convincing reason why you cannot be promoted. Sometimes you just hear people murmuring that the bosses say they cannot promote a woman.

"I have given up, because you complain to the same men who have made up their minds that they will not promote a woman. Some of these men are less educated than I, and would feel threatened if I were to be their boss or hold an influential position in this company.

"I am really demotivated and unhappy. I always ask myself why these people think the only position I deserve is that of a sub-editor, when less educated men whose work I have to improve are paid better than I am. I can't work optimally as I constantly think I am wasting my time in the media. There is no future for me here, after being in the same position for 15 years. Were it not for my children, I would have quit long ago.

"There are strong male-chauvinist tendencies in this newsroom. We have this group who believe a woman's place is in the kitchen. This has been put to me by male journalists who tell me to be very thankful that I am a sub-editor, and not whine about not being promoted.

"Many of these men believe that just because you are a woman you cannot deliver. Most of the promotions are based on cronyism. The most senior women in this newspaper are the features editor and graphic designer. This tells you something about this company.

"Even for those who have managed to break the glass ceiling it has not been easy. A couple of months ago a woman managing editor was not allowed to attend management meetings because she was a woman. She had to fight her way through. But when a man replaced her, the same objections were not extended to him.

"To demolish the current practices and change men's attitudes about women, there is a need to sensitize them on gender issues, and why it is important to recognise and appreciate the contribution of women.

"Secondly, appraisal of women should not be done by their male bosses, who are either chauvinistic or less educated than they. Such men will not give good comments about the highly educated and experienced woman under them. There is a need to put a gender policy in place, then sensitize the bosses on its provisions. We also need to ensure that many female correspondents are employed full-time, to stop this misuse of women journalists."

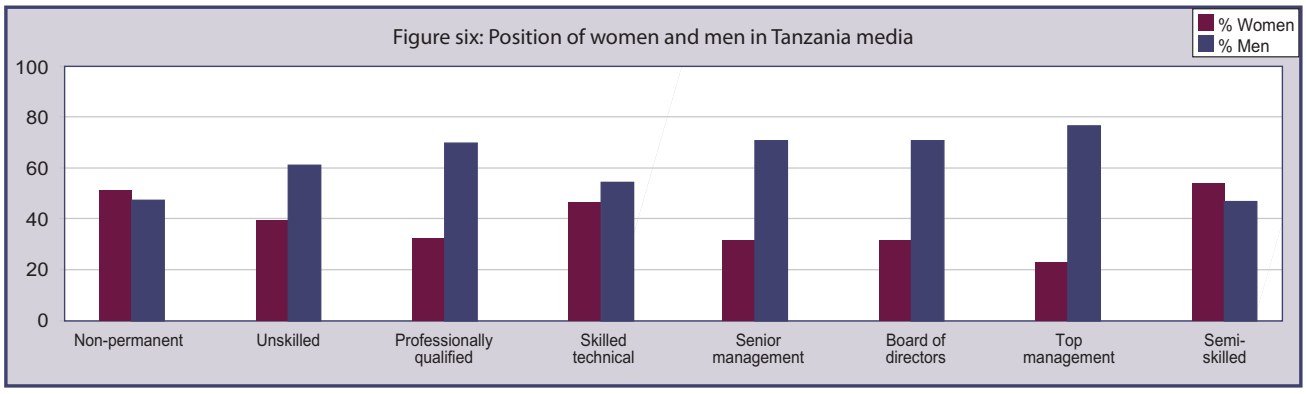
**Women still struggling to push through barriers into top echelons**

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.

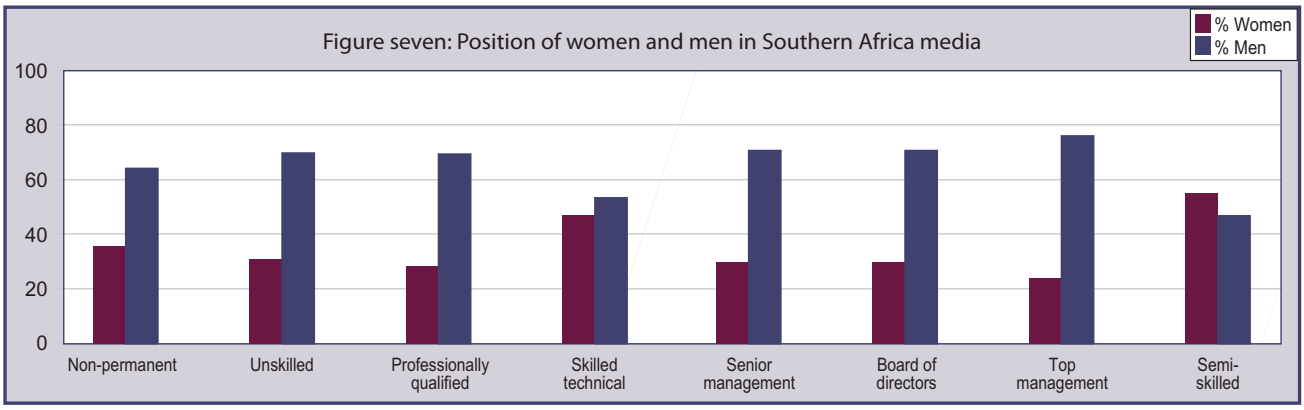
**Table two: Occupational levels and examples of positions**

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

Figures six and seven illustrate where women are within the media hierarchy in Tanzania and the region. In the first significant managerial level, senior management, women constitute 30% in Tanzania, marginally better than the regional average of 28%. In Tanzania women make up little over one-fifth of top management. This is similar to the regional average of 23%. But when it comes to boards of directors Tanzanian women constitute only 22%, quite a lot lower than the regional average of 28%.



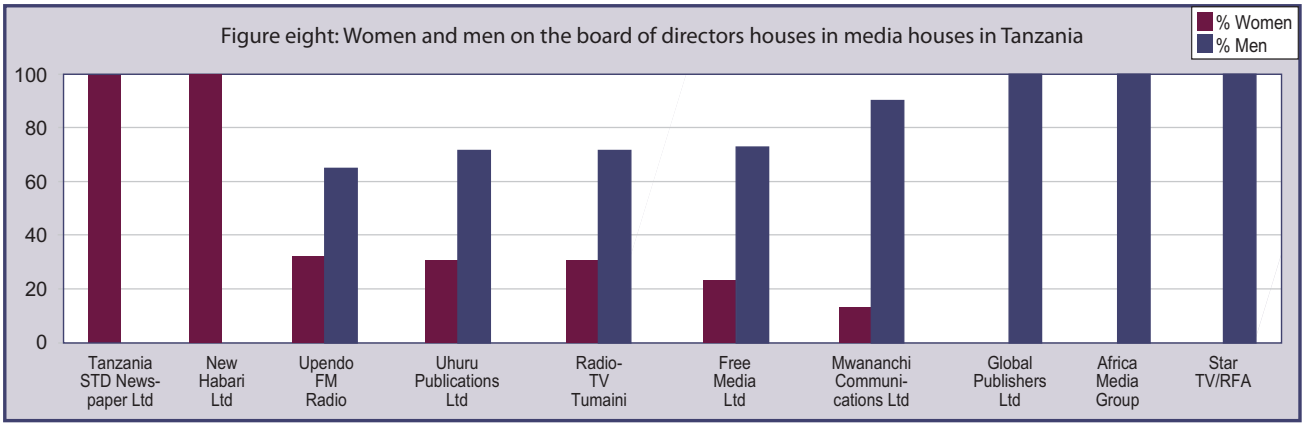

[7] The categories are based on the Employment Equity Act of South Africa and the Patterson scales.




There are more women (55%) than men (45%) in non-permanent posts in Tanzanian media houses; this may signify job insecurity for women. Almost 40% of the unskilled employees are women, but at 38% of professionally qualified employees, Tanzanian women score better than the average for women in the region - only 31%.

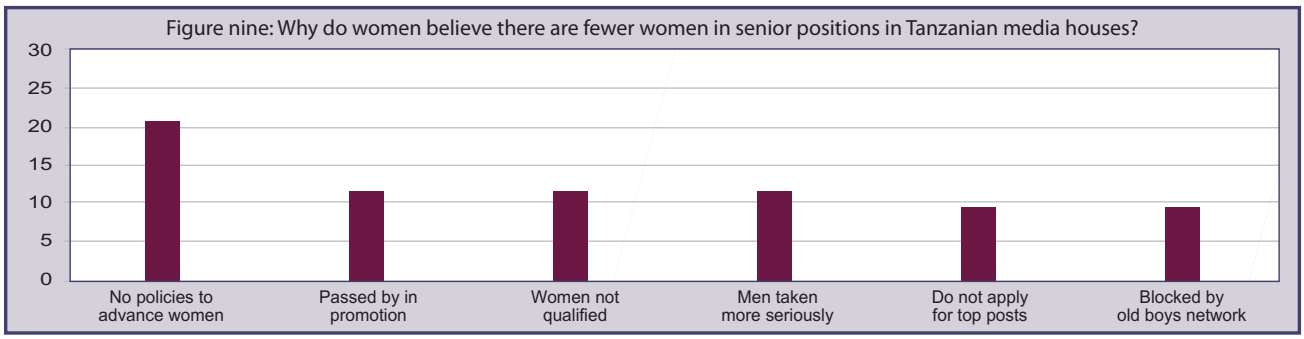
This is an interesting finding in that journalists are included in this occupational level. Though the percentage is still low, it suggests women are breaking the barriers by taking jobs in Tanzania editorial departments.

**Variations by media house**

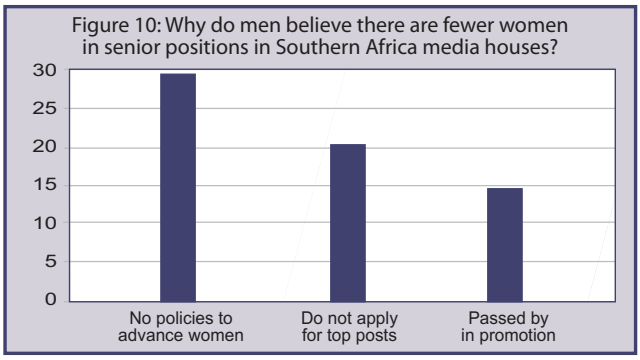



Media houses vary considerably in size, and in the smaller media houses there may be only one or two directors. For instance, the media houses (Tanzania STD Newspapers and New Habari Ltd), with 100% representation of women on the board, have one female. Whereas, *Mwanachi Communications Ltd* has nine board members and only one is female.

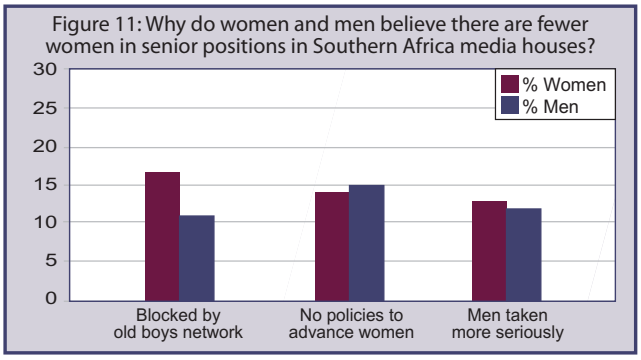
The majority of the media houses in Tanzania are not close to achieving gender parity at the topmost board level. Three out of the 10 media houses represented in this graph[8] had no representation of women on the board. These boards have more than three members, all male.




[8] Four media houses in this study did not give figures for board members: Abood Media Co Ltd, Majira, Peoples Media Comm Ltd, and Times Radio fm 100.5




Figures nine and ten show that in Tanzania the highest proportion of women and men cited "no policies to advance women" as the main reason for the glass ceiling in media houses. The same percentage of women in Tanzania (12%) cited "passed by in promotion", "women not qualified" and "men are taken more seriously" as among the main reasons. Conversely, the second main reason that men in Tanzania thought prevented women from breaking the glass ceiling is simply because they do not apply for the post.




While men in the region (Figure 11) also cited no policies to advance women as their main reason, women in the region believe blocked by the old boys' network is the main challenge for women advancing to senior posts within media houses.

## The fight for equality



Ichikaeli Maro (left), chairperson for TAMWA, with Eddie Sanga (right), the former chairperson
*Photo: TAMWA www.tamwa.org/images/vision_img_r.jpg*

Ichikaeli Maro is a sub-editor for the weekend publications at Tanzania Standard Newspapers Ltd (TSN). Though she has broken some barriers she has had to fight every step of the way, and says: "I have decided to develop a thick skin and push for women's rights, no matter the circumstances and consequences."

Whereas some women have been discouraged, Maro still has the perseverance and the willpower to fight, not only for herself but for other women in the media to be acknowledged for their abilities.

This has come with many challenges: "It was in 1989, while working [for TSN], that I got a scholarship to read for a master's degree in media studies from Cardiff University. On graduation in 1990, TSN promoted me to Journalist Grade 1, and a few months later to sub-editor."

"This is where my story of tribulation and let-downs starts. I have stagnated in this position for 19 years, except for brief moments when I was made a chief sub-editor and then editor of a Sunday newspaper. During my brief sojourn as a Sunday news editor, men complained that the paper had become too feminine, forcing the management to move me and my deputy editor, who was a woman, to the daily newspaper, where I was demoted back to sub-editor."

"It seems someone in this company feels this is the position best suited to me. It is hurtful and discouraging, but I have decided to fight for my rights and those of other women in the newsroom from within. It is very difficult for a woman journalist to climb up the ladder and join the so-called club of men, especially in an editorial department like ours, where men are intensely conservative."

"And the women's contribution is rarely recognised by top management, which is largely male. If they see you shining or getting scoops, they start murmuring that you have sexual relationships with the sources. This has happened to me several times, with men claiming men in government or private companies give me classified information in exchange for sexual favours."

"The situation is no better when a woman holds a senior position, as a senior title holds more weight on paper than it does in reality, and you still have to fight to be recognised. The company seems unprepared to embrace suggestions on gender issues, or to act on suggestions to improve the wellbeing of women in this department."

"For me it has been a journey of tremendous struggle to see that women are recognised. For instance, while serving as a features editor they refused to allow me to attend management meetings when men in the same position were allowed to do so. The main reason for denying participation was that I was a woman. I fought it by taking my case to the top management, and threatening to resign if I was not allowed to attend management meetings. It worked."

"In the 1990s I got several promotions and assignments that made me more visible. But this was because of the gender-sensitive male boss, who believed women were just as good as men. There are other times when you go for interviews and are in competition with men who have lower qualifications than you do. And when the results are announced, they are at the top."

"To rub salt into the wound, the same men are tagged on you to train them, after which they become your boss. It is just demotivating and annoying. The other problem is the boss who appraises you is a man, who has lower academic qualifications than you do, and who believes a woman cannot lead. Such men will not give you marks, no matter how hard you work. This is the situation in which I find myself."

"Men view me as a rebel and a stubborn woman who does not respect men and their position in society. Others refer to me as a trouble-maker and unmanageable, while others see me as a nuisance trying to challenge men's superiority. Being vocal seems to be my biggest undoing, as I rub the men the wrong way. Even some of my fellow women in the sub-editors' room think I am going too far, and need to be diplomatic in my approach. They are resigned to men being in power, and whatever I do, nothing will change. I have refused to listen to this."

"On many occasions I fight for the rights of senior women journalists asking why they cannot be promoted. For instance, we have three women with a master's degree and all are still sub-editors. They have stagnated in the same position for years. I always remind the management about this."

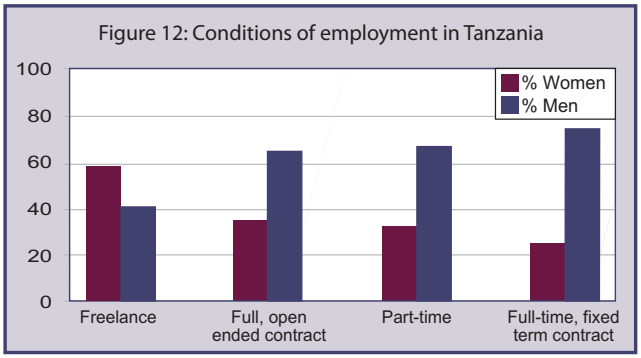
"For the junior women journalists I usually take the management to task on why they have to keep them as correspondents, and not offer them full-time jobs, the way they do with male counterparts. I also hold sessions with young female journalists, sensitizing them on their rights and how to fight for them. A couple of years ago, four of us in the *Daily News* came together and formed a group that fought injustices suffered by women journalists."

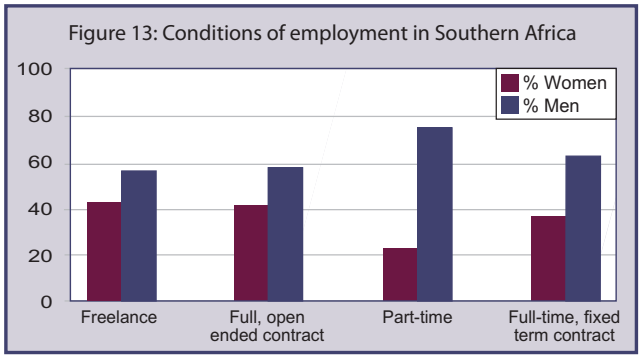
"There is a need to have more men and women who are gender-sensitive in the media. Having men who believe in gender issues is one of the key strategies in ensuring more women are recruited and promoted."
"Myself and other women in the company are trying to find ways to push for the implementation of the gender policy adopted in 2008. This will be my biggest task as long as I am working for this company."

## Conditions of employment

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

### Conditions of employment in Tanzania versus the region

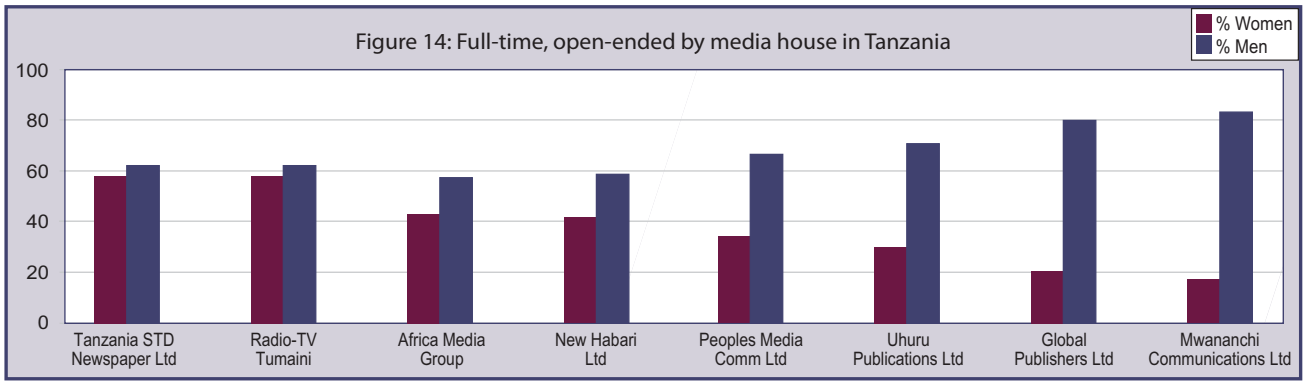



Figures 12 and 13 show the conditions of service for media practitioners in Tanzania and the Southern African region. The most secure form of employment is full-time, open-ended contracts. In the region 42% of women media workers are on such contracts. In Tanzania the figure is only 36%.

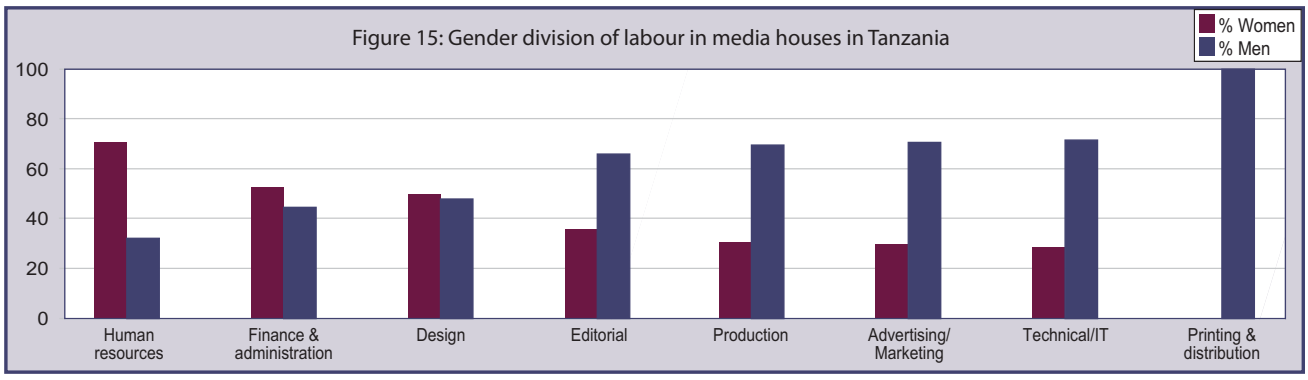
The next most secure form of employment consists of full-time, fixed-term contracts. Again, men constitute the majority with 76% of those with such contracts, compared with 24%. Women make up 35% of part-time employees in Tanzanian media houses, while 59% of them are freelancers.

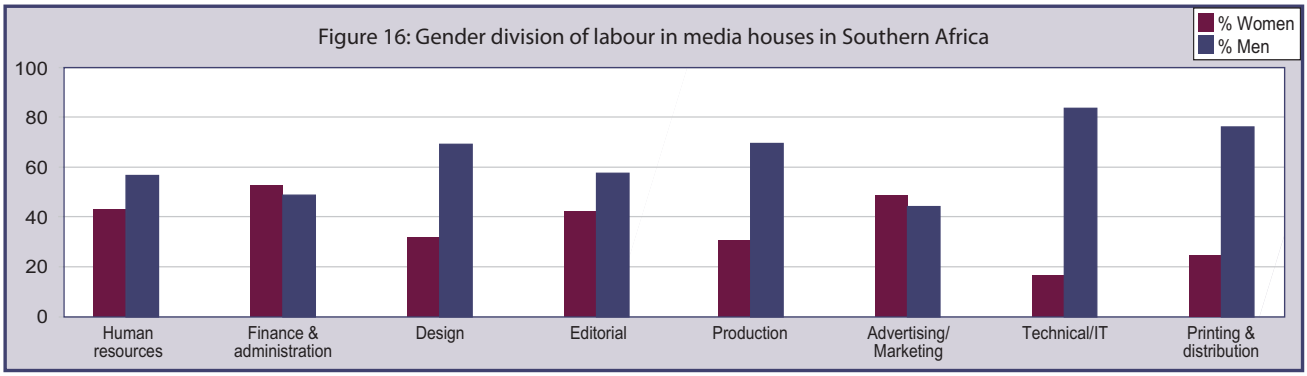
### Conditions of employment by media house




Tanzania Standard Newspapers Ltd and *Radio-TV Tumaini* are close to awarding an equal number of full-time, open-ended contracts to women (48%) and men (52%). But Mwanachi Communications Ltd, the largest media house in this study, awards less than 20% of these contracts to female employees.

### Gender division of labour in the media

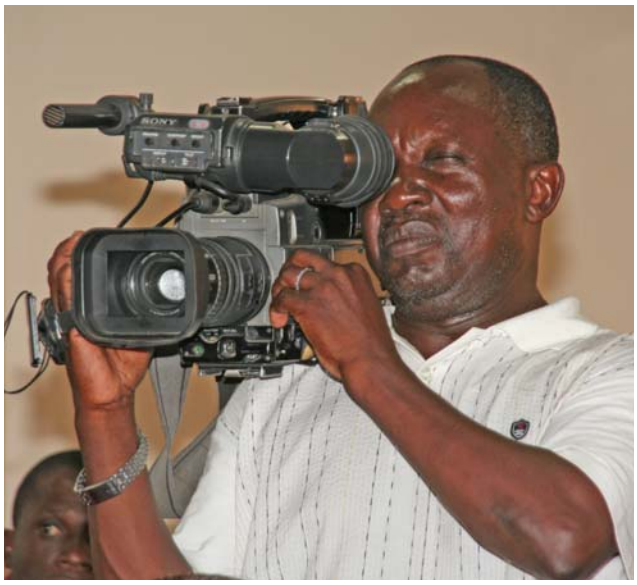





Figures 15 and 16 show in which departments men and women are employed within media houses. Women are in the majority in the human resources (68%) and in the finance and administration (56%) departments. In the region, however, women constitute about 44% of the HR departments and represent a little over half of the employees in the finance and administration occupational category.

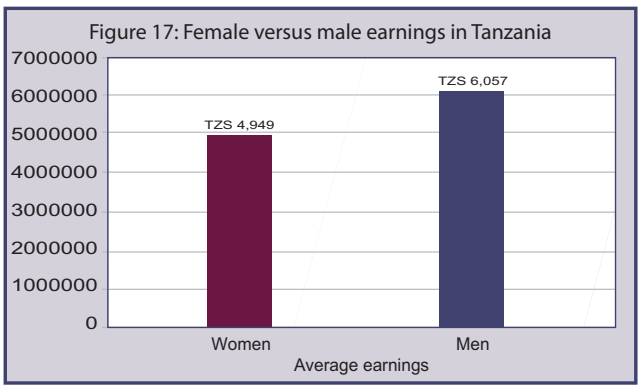
Although there is an increasing proportion of women in the editorial departments of the region, where editors, sub-editors, reporters, photographers and feature writers are found, at an average of 42%, Tanzanian media houses have female representation of only 36% in this department.

In Tanzania media women are not represented at all in the printing and distribution department. In the technical/IT and production departments women constitute about a third of these departments (30% and 33% respectively). But Tanzanian media houses have achieved close to equal numbers of women (51%) and men (49%) in the design department. Still, Tanzania, as in the region, needs much improvement of gender parity within departments within media houses.




Men still dominate in technical pursuits *Photo: Trevor Davies*

## Differences in earnings

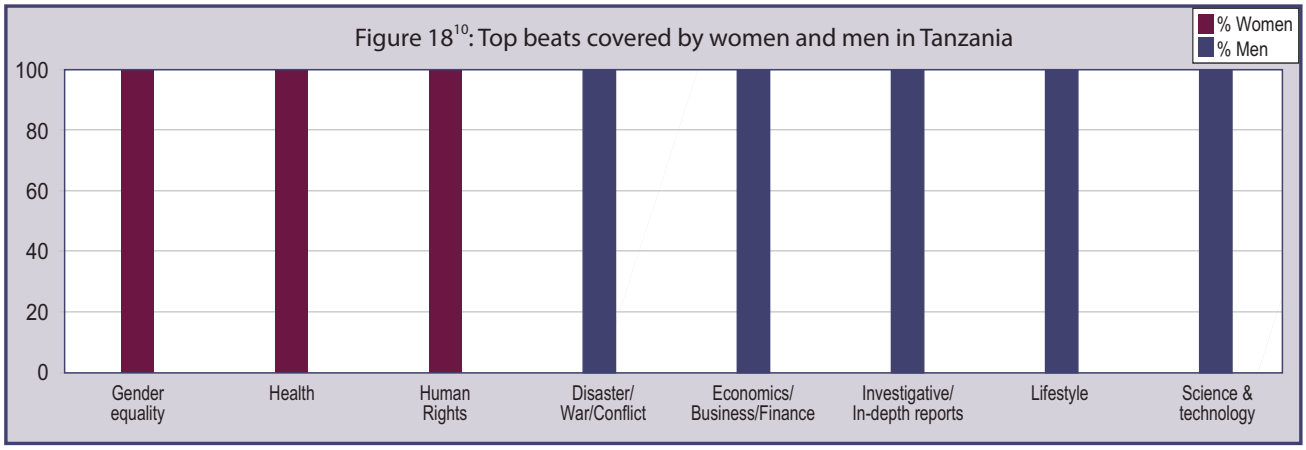


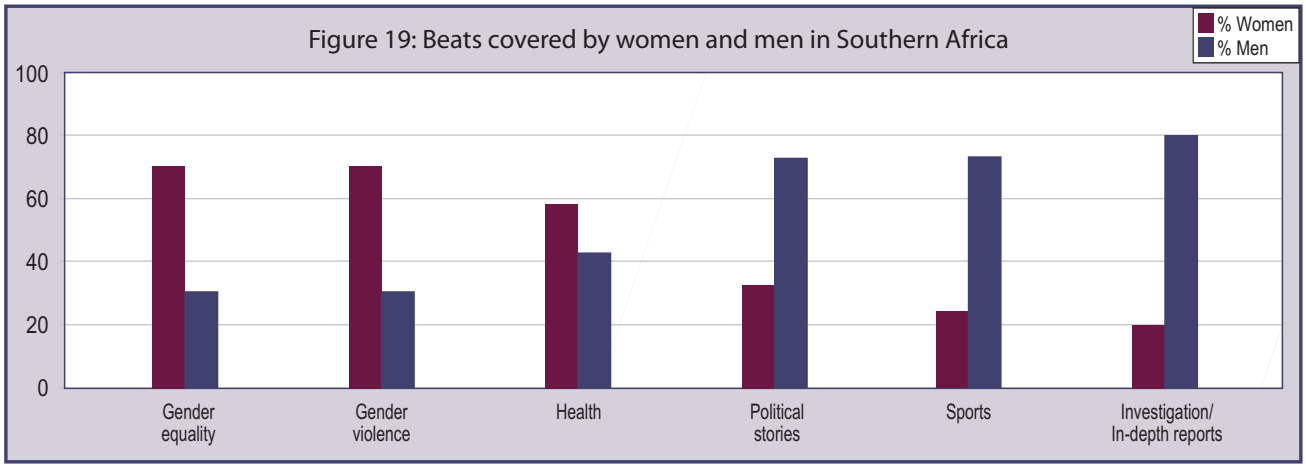

Only three media houses[9] in this study submitted reliable data for earnings. In these media houses men earn, on average, TZS 1 108 271 (roughly US$832) or 22% more than women per annum.

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

[9] These media houses are: *Radio-TV Tumaini, Africa Media Group*, and *Times Radio FM 100.5*. This data cannot be generalised for the remaining media houses who did not give data on earnings.

## Gender division of labour across beats




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

Figure 18 illustrates the top three beats for women (gender equality, health and human rights) and the top beats for men (disaster/war/conflict, economics/ business/finance, investigative and in-depth reports, lifestyle and science & technology).

In Tanzania men dominate in most of the hard beats. Similarly in the region, Figure 19, 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.



Women's work? *Photo: Trevor Davies*

[10] Only four media houses in this study filled out the beats section. The data may thus be skewed when only person is assigned to any beat, representing 100% within a media house.

| Table three: Women and men in different beats in Tanzania and the region | | | | |
|---|---|---|---|---|
| Beats | Tanzania | | Region | |
| | % Women | % Men | % Women | % Men |
| Gender equality | 100 | 0 | 71 | 29 |
| Health | 100 | 0 | 59 | 41 |
| Human Rights | 100 | 0 | 42 | 58 |
| Courts | 88 | 13 | 37 | 63 |
| Sustainable development & environment | 75 | 25 | 33 | 67 |
| Youth | 73 | 27 | 52 | 48 |
| Crime | 60 | 40 | 37 | 63 |
| HIV & AIDS | 50 | 50 | 53 | 47 |
| Religion | 40 | 60 | 52 | 48 |
| Education | 30 | 70 | 54 | 46 |
| General | 30 | 70 | 37 | 63 |
| Sports | 30 | 70 | 24 | 76 |
| Political stories | 29 | 71 | 25 | 75 |
| Entertainment/arts/culture | 17 | 83 | 42 | 58 |
| Disaster/War/Conflict | 0 | 100 | 35 | 65 |
| Economics/Business/Finance | 0 | 100 | 39 | 41 |
| Investigative/In-depth reports | 0 | 100 | 20 | 80 |
| Lifestyle | 0 | 100 | 55 | 45 |
| Science & technology | 0 | 100 | 39 | 61 |

Table three, which reflects the findings for all beats, shows that there are some interesting gender benders in the Tanzania media. For example, an equal proportion of women and men cover HIV/AIDS, and crime, traditionally a male preserve, has 60% female coverage.

**Making a difference?**

The study sought opinions on whether having more women in media houses makes a difference. The Global Media Monitoring Project (GMMP) of 2005 showed that journalists were 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 sources consulted by women journalists, compared to female sources of only 19% used by male journalists. The global findings gave this as 25% for women and 20% for men.

With the exception of Angola, women consulted female sources more than men in every country of the region, with women journalists in some instances consulting female sources up to 40% of the time.[11]

[11] 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 Tanzania? | | | | |
|---|---|---|---|---|
| | Tanzania | | 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 | 39 | 47 | 31 | 39 |
| b) Female journalists are more likely to seek out female opinion than male journalists | 41 | 29 | 46 | 45 |
| c) Female journalists are more likely to cover gender related topics more than male journalists | 50 | 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 | 61 | 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 | 40 | 35 | 53 | 50 |
| f) Men can be as gender aware and sensitive as women | 78 | 63 | 78 | 87 |
| g) Women are their own worst enemies | 63 | 50 | 45 | 45 |

Based on Table four, more than a third of women, and close to half of men, believe there is no relationship between having women in the media and achieving gender balance and sensitivity in media coverage. Fewer men (29%) than women (41%) believe female journalists are more likely to seek female opinion. Both men (75%) and women (50%) believe female journalists are more likely to cover gender-related topics. More women (61%) than men (40%) believe where women are in senior management gender is likely to be taken seriously.

Close to two out of three women see women as their own worst enemies. The majority of women and all men believed men can be as gender-aware as women. Less than half of the women (40%) and 35% of male respondents, felt it crucial to have a "critical mass" of women in the media if they are to make a difference in the behaviour and attitudes of male colleagues.

## Women and media content

Many respondents, both male and female, believe that the presence of women changes the content produced by a media house. Nevertheless the kind of change and the reasons for change varied in responses.

Apolinary Tairo, assistant news editor at Media Express Ltd's newspaper The Express, said: "Women look at issues from a totally different perspective compared to men. They see minute details, which add value to stories and our news mix. Our managing editor, who is a woman, has some of the most fantastic ideas on social issues, which we men journalists are not aware of.

"In the areas of sources, our female reporters are able to access sources who refuse to be interviewed by our male reporters. This is particularly so with politicians, who believe male reporters work in cahoots with the politicians' competitors. Women make good business for the company, because the products they produce are very popular with our readers."

Another male assistant editor, Gabriel Mgaya, of TSN, says: "Women bring variety to the newsroom and are able to handle certain stories which man can't, especially to do with fashion, beauty and recipes. In

these areas they have stronger abilities than men. Men are good at covering hard, tough tasks like riots, politics and violence, while women are comfortable with magazines and court reporting - easy stuff."

A male reporter, Elias Mhegera, also from TSN, concurs: "Without women, the content is likely to miss out on certain aspects of life, as male journalists tend to concentrate more on violent, political and scandal-related stories.

"This means that without enough women in the newsroom, coverage on food, health, nutrition, safe motherhood and education, among others, will suffer greatly. Lack of such stories also means we are doing a disservice to our consumers, and this may affect the company's sales and advertisements," he says.

Ichikaeli Maro, sub-editor of weekend publications at TSN, agrees that the lack of women in media houses can negatively affect business. "Women are good for business because the nature of stories they do brings increased readership, especially women readers," she says.

But she adds: "Most of the men in our editorial department are gender-blind, and do not consider certain issues as important as women do. Hence the presence of women changes everything. Currently the number of female sources for our news is minimal, as most of our journalists are males who have the misconception that women have nothing to offer. They therefore rarely seek women's views.

"Women are seen as important to content and to business, not just because of the added value they can bring to so-called hard beats, such as politics and business, but because they bring in the social and human element of the day-to-day lives of Tanzanians.

While decision-makers acknowledge the value they bring, women are pigeon-holed into particular areas of content, and their voices as reporters or sources are not seen as valid when it comes to the more serious news."

Maro says gender-blind editors and assistant editors do not see how this affects the careers of women in the media. Women may thus continue to be assigned to stereotypical "easy stories". But it is important that they have noticed how women bring in readership, as well as business to the media house.



Fantastic ideas on social issues *Photo: Trevor Davies*

**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 to increase women's representation in media houses. Among others these included whether they had gender policies or not (or wish to have one), affirmative action (fast-tracking), career pathing and promotion. Table five summarises what proportion of the media houses checked "yes" to having the following policies or practices in place:

| Table five: Workplace indicators in Tanzania and the region | | |
|---|---|---|
| | % Tanzania | % Region |
| Targeting women | 21 | 54 |
| Data banks for women | 14 | 36 |
| Gender-balanced panels | 36 | 54 |
| Fast-tracking | 7 | 10 |
| Promotion | 29 | 32 |
| Succession | 29 | 35 |
| Flexi-time | 57 | 75 |
| Maternity leave | 71 | 81 |
| Paternity leave | 7 | 33 |
| Child care facilities | 7 | 15 |
| Women's participation | 71 | 63 |
| Sexual harassment policy | 21 | 28 |
| Gender policy | 21 | 16 |
| Need a gender policy or to improve one | 50 | 68 |

**Affirmative action**

Despite the SADC target of achieving gender parity in media houses by 2015, only 21% of the companies indicated they had specific targets for achieving gender equality, compared to the regional average of 54%.

Figure 21: Women and men's perceptions of quotas in Tanzania

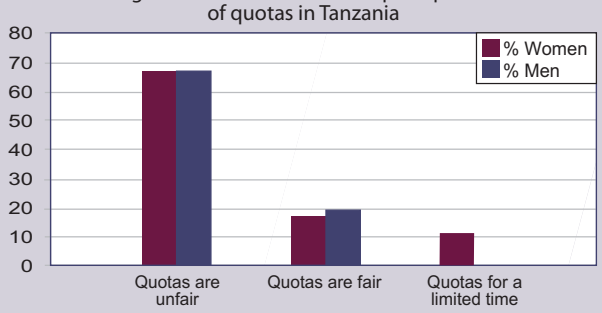
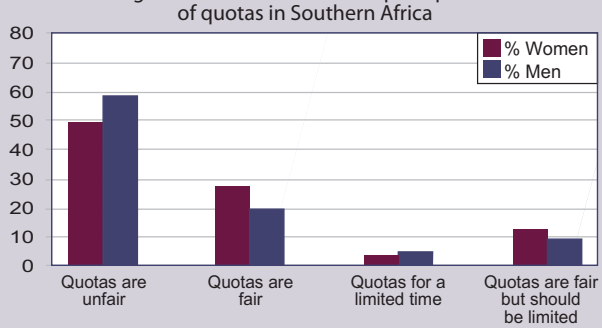



Figure 22: Women and men's perceptions of quotas in Southern Africa




More than two-thirds of men and women reject quotas for achieving gender equality in Tanzania. High percentages of men (59%) and women (49%) in the region agree that quotas are unfair. One in five men believes quotas are fair, while slightly fewer women (17%) agree.

## Quotas perceived as favouring women over men

Markedly few women in the Tanzanian media agreed that quotas are fair, and when the respondents elaborated on this attitude, it was evident that quotas were seen as having a reverse effect on the very group that such policies are there to empower. Women are being labelled as less competent but favoured by the quotas system. Consequently women in media seem defensive, and would like to be seen as competing on a level playing field.



Tanzanian women want to compete equally with men
*Photo: Colleen Lowe Morna*

As one female respondent asked: "Why quotas? Why can't women compete on equal measures with men? Women are as capable as men." And another stated "We must demand merits! Not propping up women just because we want gender Quotas will not help women to progress."

Another female argued: "Women are capable of competing, given good grounds; the quota is not good, it discredits women."

Many male respondents agreed, stating that quotas should be eliminated. "Let women compete on the same level with men", said one. "Quotas belittle women, and cause them to be viewed as weak, destroying the notion of women's equality. Women will resort to favours instead of striving to earn positions. How long do we have to go on favouring them? Professionalism will be endangered if women remain favoured," said another.

While the popular vote says no to quotas, there are some who believe, as one female respondent simply stated: "Quotas must continue." A male respondent remarked: "Quotas must continue to encourage other women, and to have role models."

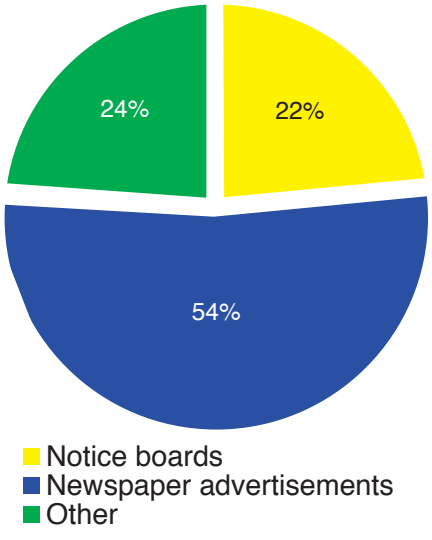
The overwhelming negative response to special measures for increasing the level of women's representation is a concern, because, with few exceptions, nowhere in the world has gender parity in decision-making been achieved without special measures.

**Recruitment**

A very low percentage (14%) of the media houses in Tanzania said they had databanks for women, but more than a third (36%) stated they used gender-balanced panels. It is crucial to assess whether women are selected for positions when they have been specifically targeted.

According to the responses, 53% of job opportunities are advertised in newspapers, 24% are on notice boards and 24% are under the category of "other", which could include a range of other means such as the "old boys' network". The information does not show what kinds of jobs are advertised where. Also, a key factor is whether or not these adverts are being sent to specific women's forums and organisations.

**Figure 23: How are jobs advertised in media houses**




**Career-pathing, fast-tracking and promotion**

In a finding very similar to the region, only 7% of media houses had strategies to fast- track women. Less than a third of media houses (29% in Tanzania compared to 32% in the region) diligently considered women for promotion. Succession planning for women in Tanzania is on the agenda but not in enough media houses: 29% in Tanzania compared to 35% in the region.

**Work environment**

Just over half of the media houses in Tanzania offer flexitime, compared to 75% in the region. This is supported by the perceptions of women (71%) and men (60%) that the media houses in Tanzania are sensitive to, and try to accommodate family life and responsibilities.

But flexi-time is not the only indicator suggesting a media house is gender-sensitive. Although a legislative requirement, 71% of the sample stated that they offered maternity leave and only 7% paternity leave. This perpetuates the stereotype that the mother is responsible for the primary parenting role. Less than 10% of media houses said they had child-care facilities.

**Gender and sexual harassment policies**

Compared to the region, Tanzania media houses (21%) have a slightly lower proportion of sexual-harassment policies than the region (28%). Sexual harassment is of concern in Tanzania, as 21% of women felt there was a high level of sexual harassment. This is almost twice the regional average of 11%.

Just over a fifth of the media houses said they had a gender policy - higher than the regional average of 16%. Half of the media houses in Tanzania and 68% in the region want a gender policy or an improved gender policy.

**Table six: Workplace indicators by media house**

| Work place indicators that exist within media houses in Tanzania | Aboof Media Co Ltd | Majira | Peoples Media Comm Ltd | Free Media Ltd | Tanzania STD Newspaper Ltd | Times Radio FM 100.5 | Global Publishers Ltd | Africa Media Group | Uhuru Publications Ltd | New Habari Ltd | Radio-TV Tumaini | Star TV/RFA | Upendo FM Radio | Mwananchi Communi-cations Ltd |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 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 for or improving existing gender policy | ✔ | | | ✔ | ✔ | | | ✔ | | ✔ | ✔ | | | ✔ |

Table six shows by media house the indicators of gender sensitivity. Interestingly, Free Media has many indicators and is also a media house with one of the highest representations of women in management. They have almost achieved gender parity with 47% female employees. Conversely, Majira, a small media house with very few indicators, has females making up less than a quarter employees.

Nevertheless, the correlation between the number of indicators and representation of women in Tanzania media houses is not consistent. This is to some extent due to the fact that some companies have already implemented progressive practices. But the institutional change within a media house has more to do with proper implementation of these indicators and policies, and less to do with having them on paper (as these ticks suggest). For instance, the public media house TSN, with few women in management, has most of the indicators - including gender and sexual-harassment policies; yet they wish to improve their gender policy.

## CASE STUDY:

# AFRICA MEDIA GROUP: CHANNEL 10



Gender parity in AMG newsrooms *Photo: Trevor Davies*

Africa Media Group (AMG) was established in 2001 following the merger of Dar es Salaam Television (DTV) and Channel 10.

The company has four TV channels: Channel 10 Satellite TV, which broadcasts in Tanzania and beyond and reaches more than five million viewers; DTV, which airs in Dar es Salaam and immediate environs, being watched by about three million people. The other two are CTC and Cable Television Network (CTN), who air in Dar es Saalam only. The company also runs a radio station, now Magic Radio FM, whose listenership come mainly from Dar es Salaam.

AMG is not a media house that has achieved gender parity, or equal representation of men and women in decision-making roles. They have 39% female representation overall, no women on the board of directors, and no women in top management.

But women seem to be breaking the glass ceiling in the first significant tier of management, with 40% representation in senior management. In its newsroom there are nine female journalists and 10 males.

As a female TV and radio presenter/reporter, Upendo Msuya, says the environment at Channel 10 is very encouraging for a young woman in the media. "Having more women in this newsroom makes me feel at home. The environment is not intimidating as would have been if the majority were men.

"The other thing that inspires me because of more women journalists in this room is they have managed to show men that they too can deliver. I have witnessed women reporters excel and get awards in areas that were predominantly male-dominated, like camera and news editing. Others have been appointed into management positions. This inspires me in that I too can make it and shine. For this reason, I have attempted tasks which I thought were only for men.

"At the moment the editor has assigned me to be in-charge of radio news, preparing them and deciding on what should be aired. All this has come because of my hard work and belief that women can do it. The moment you have more women in the newsroom, the management is confronted with a pool of hardworking women to pick from, and fill management positions. The high numbers also enable women to have critical mass to fight for inclusion in decision-making processes."

This sort of environment enables women to break down stereotypes of women in media: last year, one female journalist spent one month covering the African Union military force fighting rebels in the Comoros Islands. The Tanzanian Government has conferred awards on her for enduring hardship to bring accurate and important stories to the world.

The critical mass of women in decision-making has also had an impact on males in these positions. Said Mihiko, a news editor at Africa Media Group - Channel 10, "Before I started working with female reporters, I had this belief that journalism was not the kind of stuff for them. But my attitude and that of other male journalists changed when these women were assigned to cover conflict stories, and they excelled.

"At the moment, one of our dependable camerapersons is a woman; something men never thought possible. Female reporters like this one have won awards and continue delivering excellent stories, on many occasions outshining male counterparts. The men have come to respect them as equals in the profession.

As the number of women increased, with some getting into leadership positions, women started participating in decision-making. As women began proving that they were just as good as men, the mail attitude changed. Now people in the newsroom are not assessed on their gender, but on their ability to deliver."

### Being deliberate about gender parity

Dinnar Chahali is the chief news editor at Channel 10. She was employed in 1996 as a court reporter. Within four years, she had risen to senior reporter, and by 2002 she was designated chief news editor, a position she holds to date.

In recent years Tanzania has been at the forefront in creating space for women through sensitising the public on gender policies and practices. The government has led by example by appointing more women in political and economic leadership, and sending a positive and strong message to public and private sectors.

AMG, once male-dominated, had to move with the times as well. Fortunately, there were capable women in the newsroom to take up leadership. The management recognised the capability and contributions of women, because they worked with passion and commitment.

There was also a deliberate move to employ women journalists whenever employment opportunities arose. In addition to this, Chahali and her team go to colleges to encourage women journalists to apply for jobs in the company. Because of the emergence of many journalism colleges, there are now many women graduates. In fact, the majority of those graduating from journalism schools are women. And when they apply to the media house, Chahali says she ensures that at least one woman is among those employed.

"If there is one industry that has been long dominated by men, then it is the media industry," noted Chahali, "Such a composition makes it difficult for women to penetrate and show their talent. Having more women in the newsroom is therefore important in showcasing their potential, and proving that they are just as good as, or even better, than their male counterparts."

Things seem to be on track, for now, because there are gender-sensitive women and men in leadership. Still, Chahali knows the reality is "things might change when we leave". So she agues: "Therefore to institutionalise the practice of having equal men and women in the newsroom, we must have a gender policy. This would ensure that equality continues, regardless of who is in authority.

"The other thing I am trying to do is ensure that I and other women journalists leave a good legacy; a legacy of being able to deliver and outshine our male counterparts. Meaning that in future anyone who holds this office will find it difficult not to work with female counterparts, both at management and reporter level."

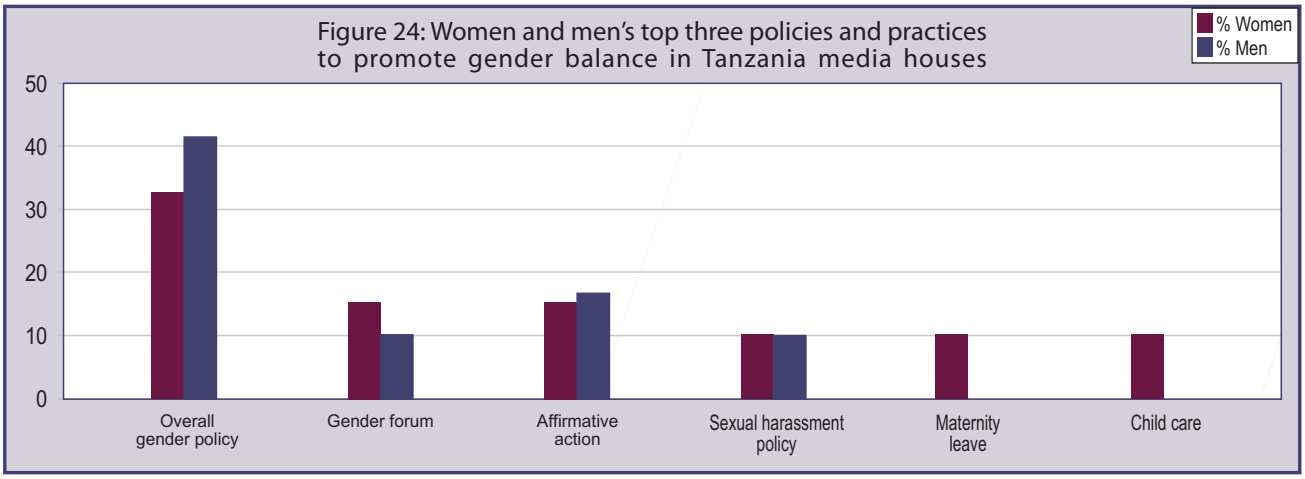
## CONCLUSIONS AND RECOMMENDATIONS

The study shows that as in the Southern African region there are significantly fewer women in media houses in Tanzania then men, especially at senior levels. The "glass ceiling" is created by a number of factors, but persistently by patriarchal attitudes that see men as more able and "fit" to take on media work. Even when women do fight their way to managerial positions, they struggle with gender-insensitive environments.

Women face glass ceilings in most departments, and are seen in large numbers in supportive roles such as human resources. Also, the gender division of labour is still alive among those covering beats in Tanzanian media houses.

One of the key findings of this study is that media houses are inconsistent in their commitment to gender equality. There are no comprehensive or systematic policies and practices to address the gender gap, and quotas are frowned upon by both male and female media practitioners. Only three media houses stated they have a gender policy, although the majority wanted a gender policy.

Respondents were asked what should be done to promote gender balance in media houses. The most overwhelming response was that they need to develop gender policies.




**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 and supporting the 50% of media houses in Tanzania that expressed interest in developing or improving existing gender policies as a way of addressing 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 the policies are implemented, such as tools for ensuring effective implementation (monitoring and evaluation, self-monitoring, career pathing etc) to reach the goals 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 Tanzania, as a way of gauging progress in achieving gender parity in media houses in Southern Africa.



New roles for the future *Photo: Trevor Davies*

# 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.

*"For many years I have encouraged women to form stronger networks within and outside the newsroom to fight for their rights. Such a network within the newsroom can be very effective if they manage to enlist the support of a few men… But more important is the development of a gender policy to define how media houses should handle women and men when it comes to recruitment, promotions and enjoyment of benefits."*

- Apolinary Tairo, assistant news editor, *The Express* newspaper.

