Glass Ceilings

Women and men in Southern Africa media



ZAMBIA

gender links

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Gender and Media Southern Africa

Gender and Media Diversity Centre

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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 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 - ZAMBIA
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OSISA
Open Society Initiative for Southern Africa

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SUMMARY OF KEY QUANTITATIVE FINDINGS FOR ZAMBIAN MEDIA HOUSES				
CATEGORY	% ZAMBIA		% REGION	
	Female	Male	Female	Male
Percentage of employees by sex	33	67	41	59
OCCUPATIONAL LEVELS				
Non-permanent	33	67	36	64
Semi-skilled	67	33	55	45
Unskilled	21	79	29	71
Skilled technical	54	46	45	55
Professionally qualified	37	63	31	69
Senior management	33	67	28	72
Top management	11	89	23	77
Board of directors	27	73	28	72
CONDITIONS OF EMPLOYMENT				
Freelance	38	62	43	57
Part-time	40	60	23	77
Full-time, fixed term contract	10	90	37	63
Full-time open-ended contract	30	70	42	58
DEPARTMENTS				
Percentage of women and men in:				
Finance & administration	49	51	54	46
Editorial	38	62	42	58
Advertising/Marketing	46	54	57	43
Human resources	32	68	44	56
Production	23	77	30	70
Technical/IT	17	83	16	84
Design	11	89	31	69
Printing & distribution	6	94	24	76
BEATS				
Top three beats covered by women				
Entertainment	63	38	42	58
Lifestyle	60	40	55	45
Economics/Business/Finance	50	50	39	61
Top three beats covered by men				
Agriculture	0	100	41	59
Religion	20	80	52	48
Investigative/In-depth reports	20	80	20	80
Labour	27	73	36	64
POLICIES	**Zambia**		**Region**	
Existence of a gender policy	22		16	
Existence of a sexual harassment policy	11		28	
Need gender policy or to improve one	78		68	

EXECUTIVE SUMMARY

This audit of women and men in Zambia media houses is part of the *Glass Ceilings: Women and Men in Southern African Media* conducted by Gender Links (GL).

The findings will be used in a global study being carried out by the International Media Women's Foundation (IMWF) 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 to advance gender equality and diversity in the media across the globe.

The GMDC has also facilitated partnerships around the fourth Global Media Monitoring Project (GMMP), and second Southern African Gender and Media Baseline Study (GMBS), being undertaken in 2009/2010.

The study was made in the context of the August 2008 Southern African Development Community (SADC) Protocol on Gender and Development, 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 of gender violence.

In Zambia the study is based on research carried out in nine media houses, with a total of 416 employees. Researchers conducted in-depth case studies of two media houses, and interviewed six journalists/senior managers/editors for their perspectives on the results. A further 33 senior staff responded to perception questionnaires.

In total, 126 media houses (about half of all media houses[1]) in 14[2] of the 15 countries of the Southern African Development Community (SADC) representing 23 684 employees participated in the research. Some 463 respondents filled in the perception questionnaires. Regional comparisons are made throughout the report, which should be read in tandem with the regional one: *"Glass Ceilings: Women and Men in the Southern African Media."*

Perpetual Sichikwenkwe, Gender and Media Southern Africa Network (GEMSA) country facilitator, undertook the research in Zambia. Sikhonzile Ndlovu, GL media literacy co-ordinator conducted the case study and profile interviews in Zambia, and compiled this report. GL executive director Colleen Lowe Morna and deputy director Kubi Rama edited the final report.

Key findings of the study include:

- ***There are more men than women in media houses in Zambia:*** Men constitute two-thirds of employees in media houses, with women making up only 33%. The proportion of women in media houses in Zambia is lower that the average of 41% in the Southern African region.

- ***There are wide differences between media houses:*** Two out of the nine media houses surveyed have achieved parity - Monitor and Digest Newspaper (59%) and MOBI TV International (53%). Yatsani Radio (17%) and 5FM Radio (18%) have the lowest percentages of women employees.

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

- ***Women constitute less than a third of the boards of directors:*** Women constitute 27% of those on boards of directors in media houses in Zambia, compared to 28% in the regional study.

- ***Women are virtually absent in top management.*** Women occupy 11% of top management posts in surveyed media houses in Zambia; lower than the regional average of 23%.

- ***Men dominate still in senior management positions:*** Women constitute 33% of those in senior management in media houses in Zambia, higher than the regional average of 28%. These findings point to the "glass ceiling" that women come up against in the media - barriers to their breaking into management.

- ***Women are more likely to be employed part-time than as freelancers or full-time employees in media houses in Zambia:*** Men are more likely to be employed full-time than women, and make up 90% and 70% of those in full-time, fixed-term contracts and full-time, open-ended contracts respectively. Women predominate in the part-time category at 70%. This is the category with the least job security.

- ***Men dominate in all departments in media houses in Zambia:*** They make up 94% of those in printing and distribution, 89% in design, 83% in technical/IT departments. Women feature better in finance and administration (49%), advertising and marketing (46%) and editorial at 38%. The regional averages for women are better: advertising and marketing 57%, finance and administration 54% and editorial 42%. They make up 44% in human resources in the regional study.

- ***There are more women in the support departments:*** While women in the Zambian media are under-represented in all areas of work, they are more numerous in areas considered to be support roles, such as in the finance and administration departments, which have 49% women. Men are predominant in production, design, printing and distribution.



Men dominate the media in Zambia *Photo: Colleen Lowe Morna*

- ***Fewer women in editorial departments than in the region:*** In Zambia 38% of those in the editorial departments of media houses are women; this is lower than the regional average of 42%.

- ***The gender division of labour in beats is still pronounced, with a few exceptions:*** Male journalists dominate in all of the "hard" beats, such as agriculture (100%) and investigative/in depth reports (80%). They also predominate in religion (80%), considered a "soft" beat. Women journalists predominate in entertainment (63%) and lifestyle (60%).

- ***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 Zambian media houses is not a priority:*** None of the surveyed media houses have strategies to fast-track women. In the region only 10% of media houses have such strategies in place. However, a third of Zambian media houses (33%) said gender was a consideration in promotion. This is almost the same as the regional average of 32%.

- ***But more than half of media houses keep data banks of women candidates:*** Of the sample 56% of the media houses claimed to have a database of women candidates, and 89% targeted women. In the regional sample 36% of media houses have a database of women candidates and a lower proportion (54%) in the region seek to employ women.

- ***Commitment to maternity but not paternity leave:*** In the Zambia sample 78% of the media houses offer maternity leave; this is lower than the regional average of 81%. Only 22% of the media houses have paternity leave, lower than the regional average of 33%.

- ***Child care is not a priority, but flexi-time is common in Zambian media houses:*** None of the media houses in the Zambian sample offered child care facilities, compared to 15% in the regional sample. But 78% of media houses in Zambia (and 75% in the region) offer flexi-time.

- ***Less than a third of Zambian media houses have gender policies:*** Of the media houses in Zambia 22% stated they had gender policies; 11% have sexual harassment policies and 78% showed interest in developing a gender policy or improving an existing one. Only 16% of media houses in the region said they had gender policies, while 28% said they had sexual harassment policies.



Gender economy and the media workshop in Zambia *Photo: Colleen Lowe Morna*

ZAMBIA MEDIA CONTEXT



Perpetual Sichikwenkwe (centre) at a gender and media workshop *Photo: Colleen Lowe Morna*

Zambia is a Southern African country with a population of around 12.2 million. It has more than 70 ethnic groups, most of which are Bantu-speaking. Zambia attained its independence from British colonial rule in 1964.

Zambia hosts tens of thousands of refugees who have fled fighting in the Democratic Republic of Congo. State-run radio and television services dominate Zambian broadcasting, and the Zambia National Broadcasting Corporation (ZNBC), has a single-channel, state-run television station.

Community media are also viable in Zambia. There are several community newspapers and radio stations. Yatsani Community Radio Station is an example of one that serves a specific community interest - the Catholic Church[3].

Zambia News Agency (ZANA) is the country's state-owned news agency, the only mainstream media organisation providing wide news coverage by well-trained journalists in regional and district offices. Its headquarters are in Lusaka, and it has bureaus in the provinces.

The majority of these regional offices are in rural Zambia, where 70% of the country's population is concentrated. ZANA also reflects the world to Zambians through long-standing relationships with world news agencies like Reuters, Xinhua (New China News Agency) and the Deutsche Press Agentur (DPA), the German news agency[4].

Gender and media in Zambia

The Gender and Media Baseline Study (GMBS) of 2003 found that women constituted 13% of news sources in Zambia. In the Global Media Monitoring Project (GMMP) conducted two years later, this had risen slightly to 17%.

Women's voices were virtually absent in certain occupational categories, such as politics, religion, police, military, science and technology. They predominate as victims of violence and sex objects.

The GMBS also found that women constitute only 16% of print journalists in Zambia. While the GMBS research focused on the representation and portrayal of gender in the editorial content in the media, the current research seeks to probe the gendered dimensions of the institutional composition and practices of the media, and how this affects media output.



Launch of Gender and HIV/AIDS policies in Zambia *Photo: Zarina Geloo*

[3] http://news.bbc.co.uk/2/hi/africa/country_profiles/1069294.stm
[4] http://www.zana.gov.zm/ agency PANAPRESS

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

Fourteen out of the targeted 20 media houses have developed policies, but only 11 have taken them through to adoption. Another four other media houses are at various stages of implementation. Media houses that have completed all stages are Radio Yatsani, Radio Phoenix, National Mirror, Guardian Weekly and 5FM Radio, among others. As with other countries, the media in Zambia opted for HIV/AIDS policies and ignored gender policies. The policies did encompass gender, but concentrated mainly on HIV/AIDS.

METHODOLOGY

Table one: Media houses that completed the questionnaires in Zambia

Media House	Type	Classification	Number of Employees		
			Women	Men	Total
Guardian Weekly	Print	Private	9	11	20
Monitor and Digest Newspaper	Print	Private	24	17	41
MOBI TV International	Television	Private	10	9	19
Multimedia National Mirror	Radio	Community	9	35	44
Radio Phoenix	Radio	Private	21	29	50
Yatsani Radio	Radio	Community	3	14	17
Zambia News and Information Services	Print	State-owned	18	38	56
ZDML	Print	State-owned	41	110	151
5FM Radio	Radio	Private	3	14	17
Total			**138**	**278**	**416**

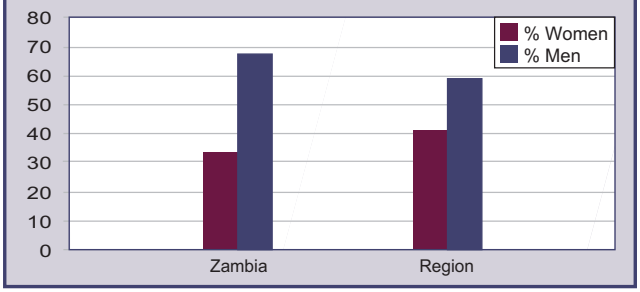
Table one gives a detailed breakdown of the nine media houses that participated in the study, which covered a broad range of print and electronic media. Human resources managers or payroll administrators provided most of the data while those who responded to perception questionnaires did so in interviews. The interviews were conducted in July 2008. Two media houses declined to answer questions relating to remuneration. The research team gathered and compiled all the questionnaire findings using Ms-Excel spreadsheets to generate graphs and tables.

FINDINGS

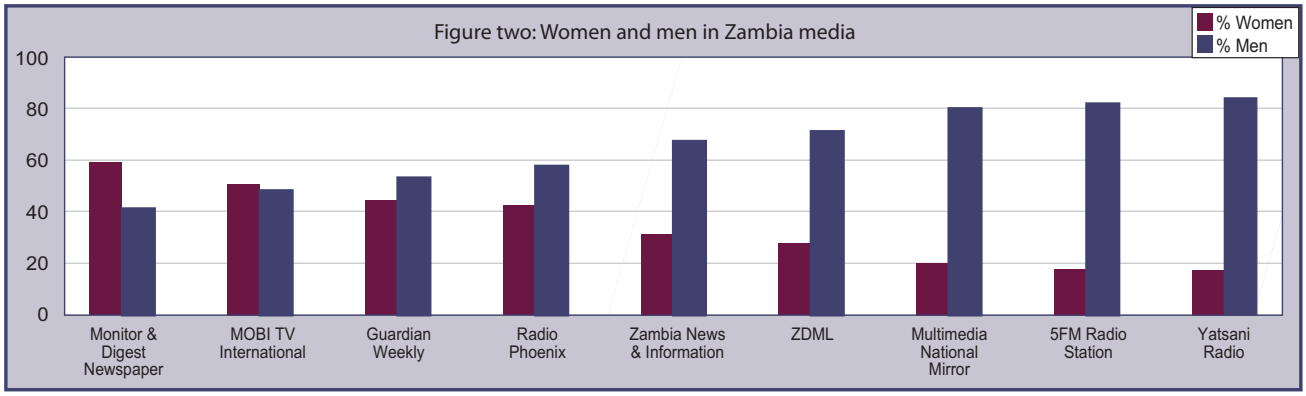
Women are under-represented in the Zambian media

Figure one shows that women constitute only a third of employees at the surveyed media houses. This is lower than the regional average of 41%. Very few media houses in Zambia look poised to achieve the 50% parity in all areas of decision-making by 2015.

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

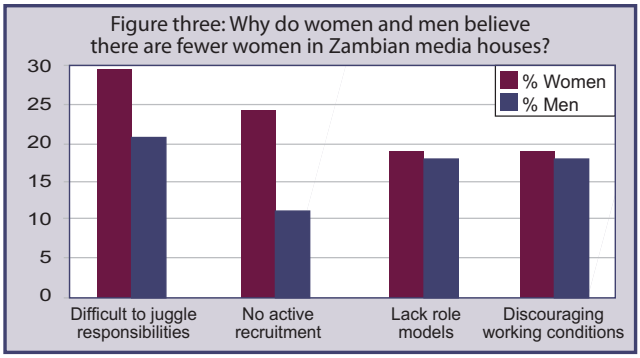


Variations by media house



Two media houses in the Zambia sample have achieved or exceeded solo proportion of female employees. As shown in figure two, *Monitor and Digest* has the highest proportion of women (59%) followed by MOBI TV international. The *Guardian Weekly* and Radio Phoenix are close to achieving balance with 45% and 42% women respectively. Yatsani Radio, with 17%, has the lowest proportion of women in the Zambian sample. This is followed by 5FM Radio with 18%.The government-owned Zambia News and Information Services (ZANIS) and Zambia Daily Mail Limited (ZDML) fell within the bottom five, with 32% and 27% female representation respectively.

Why are there fewer women in Zambian media houses?



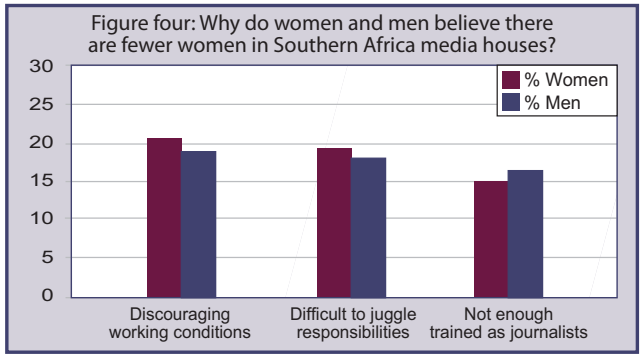


Figure three shows that the main reason cited by the majority of women (29%) and men (22%) in Zambia for the low representation of women in the media is difficulty in juggling responsibilities. The second reason cited by women (24%) is that there is no effective recruitment, a view shared by only 11% of men. For men, important reasons were that women lack role models and are discouraged by media working conditions (both 17%).

In the regional survey discouraging working conditions, followed closely by difficulty in juggling responsibilities, were the main reasons cited by women and men, with 21% of women and 18% of men citing discouraging working conditions. There was also an observation by 15% of the women and 17% of men that not enough women train as journalists.

Missing from action!

The difficulty of juggling responsibilities is the main reason there are so few women in Zambian media houses, according to both women and men.

Men in newsrooms are aware of the conundrum women face trying to work and maintain the home. Said Radio Phoenix's Paddy Mukando: "Women often have to take care of extra duties outside their work environment. I am often called in to stand in for them."

Margaret Mangani, of the *Times of Zambia*, said: "Young mothers have been told they are always attending to children and husbands."

Julius Sakala, *Radio Phoenix* news editor, pointed to the discouraging working conditions that women in the media often have to contend with. He said: "The newsroom operates from 4am to 10pm, but if there are assignments that need to be finished, staff have to carry on till very late. The nature of the working environment is a deterrent, especially to women." He said he preferred a situation in which women were concentrated in management instead of the newsroom, which put pressure on them.



Julius Sakala, *Radio Phoenix* news editor *Photo: Sikhonzile Ndlovu*

Mactrevor Bwalya, *National Mirror* news editor, said: "The biggest danger of employing women is that out of five days they work three days. They tend to fall sick or claim their children are sick."

He said that as a result, they ended up stretching other colleagues. He argued that women should not bring gender to the workplace if they could not deal with gender issues at home. "Women should start negotiating with their husbands on sharing family responsibilities, so that they can realize their full potential in the media industry."


Mactrevor Bwalya, *MutiMedia's National Mirror* news editor *Photo: Sikhonzile Ndlovu*

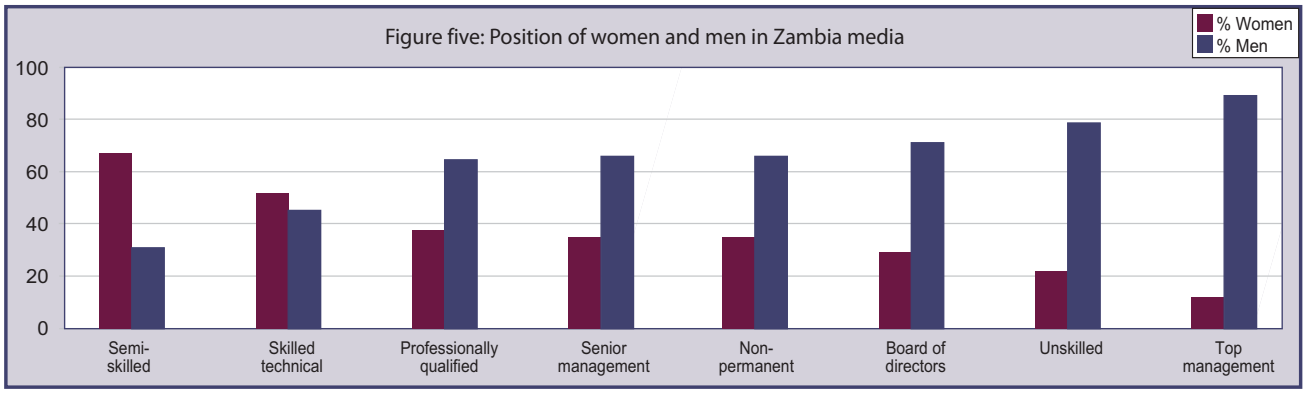
Brighton Phiri, information and research officer for *The Post*, says the media industry - especially the newsroom - operates as a high-pressure zone. This makes it difficult for female journalists to cope, since they come already overburdened by other responsibilities.

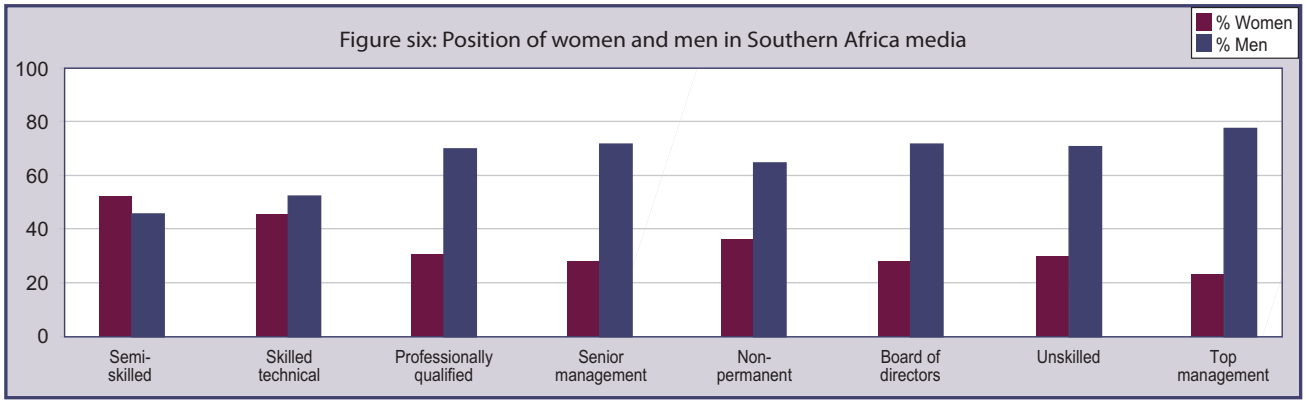
A female journalist from *MOBI TV International* said: "Media houses in Zambia do not employ women. Generally there are a lot of women trained as journalists, but when it comes to recruitment men are preferred." Another female journalist from the *Zambia Daily Mail* said: "Journalism has been generally viewed as a male domain in Zambia because of its public nature."

A number of women in media houses cite the "glass ceiling" as one of the reasons why there are fewer women in the media. A female employee at the *Zambia News and Information Services (ZANIS)* noted: "There are very few women directors in the media. Most women work for a long time and they never get to senior positions. They then decide to leave without achieving much. A lot of men are easily promoted by women."

This has meant that women have very few role models to look up to. A male journalist with *Radio Phoenix* said: "It is a well-known fact that if women want to achieve in the industry they have to compromise their moral values."

There is a general agreement between women and men in media houses that media working conditions often discourage women from seeking employment there. This is exacerbated by having to juggle family and professional responsibilities. There are, however, a few men like Mactrevor Bwalya who feel that women should find a way of "negotiating" with their husbands, especially to reduce the burden of dual responsibilities.





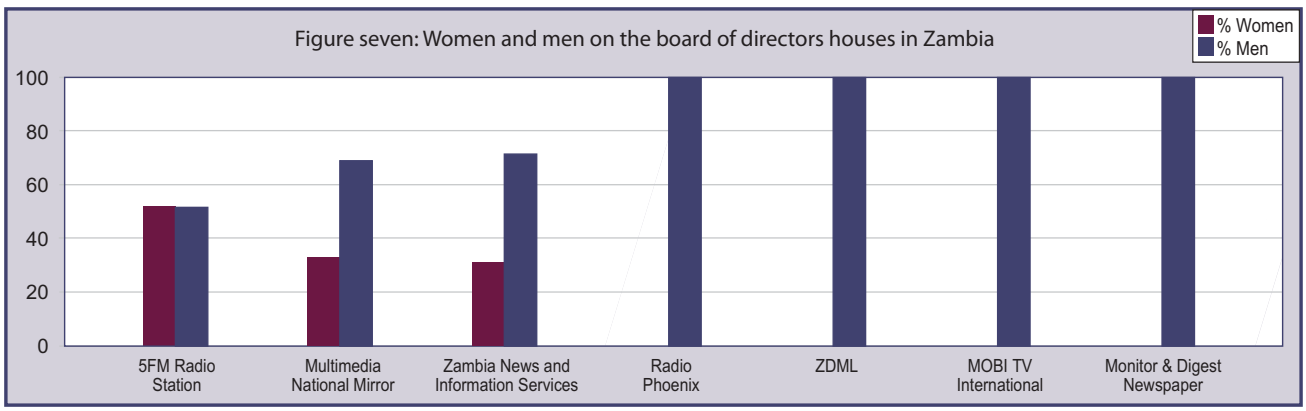
Figures five and six show that men predominate in all categories in media houses in Zambia except for the semi-skilled and skilled technical categories. In the semi-skilled category women represent 67% in Zambia and 55% in the region. In the skilled technical category they represent 54% in Zambian media houses.

Men on the other hand are more visible in top management and on boards of directors. In Zambia they make up 89% of employees in top management and 77% in the region, while in Zambia 73% of the boards of directors are made up of men, close to the regional average of 72%.

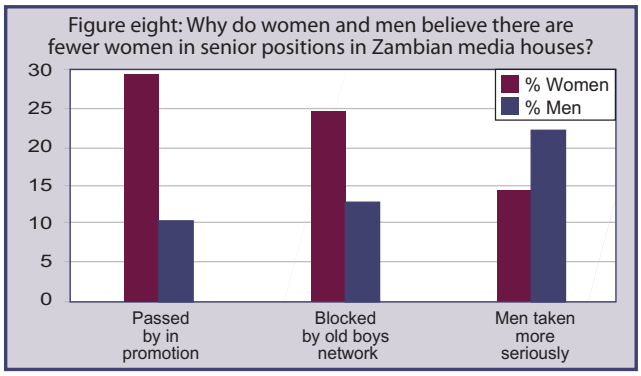
The professionally qualified category comes third in terms of female representation, with 37% in Zambian media houses and 31% in the region.

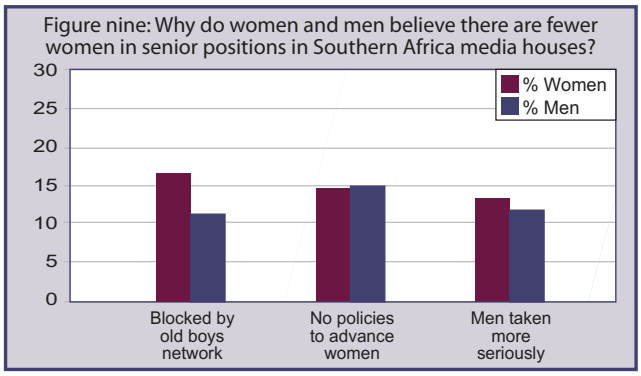
Notably men make up 79% and 71% of unskilled employees in Zambian and regional media houses. This may raise eyebrows since they predominate in decision-making positions, but is explained by the fact that men usually predominate in the lower-paid jobs of production, printing and distribution.

While in the Zambian media houses, the women constitute 54% of the technically skilled, they are noticeably scarce in decision-making positions.



Boards of directors make the decisions on how companies and organizations are run, often in consultation with top and senior management. Figure seven shows there is only one media house in Zambia that has achieved parity on this front - 5FM Radio has exactly the same proportion of women and men. This is despite the fact that the station has a very low proportion of women (18%).





Figures eight and nine show the top three reasons given by women and men for having fewer women in senior positions in media houses in Zambia and the region. In Zambia the highest proportion of women (29%) said women being passed by for promotion was the main reason for low representation in top management, while interestingly only 10% of men agreed.

Some 24% of women blamed the "old boys' network" while only 14% of men concurred. The highest proportion of men (23%) cited men being taken more seriously than women as the main reason, while only 14% of women agreed. A further 17% of men said a lack of policies to advance women was to blame, while only 10% of women agreed with this. These percentages show that the views of men and women differ markedly on why women are not more strongly represented in senior positions.

A male journalist at Muvi TV felt that since men hold the senior positions, whenever there is an opening this network will choose one of its own for the senior position.

Margaret Mangani, a journalist at the *Times of Zambia*, said: "Most women face harassment at the hands of their male colleagues. This is either verbal or they are just looked down upon, and is linked to the general perception that women cannot perform as well as men can."



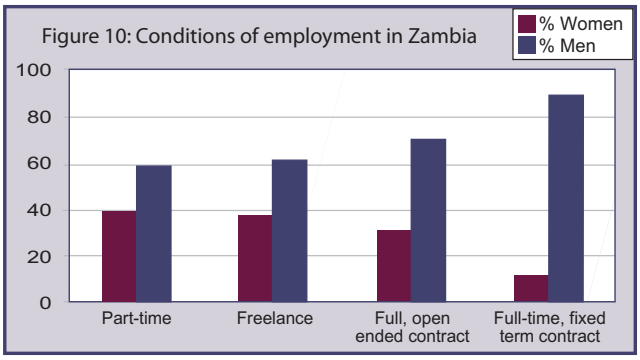
Margaret Mangani *Photo: Colleen Lowe Morna*

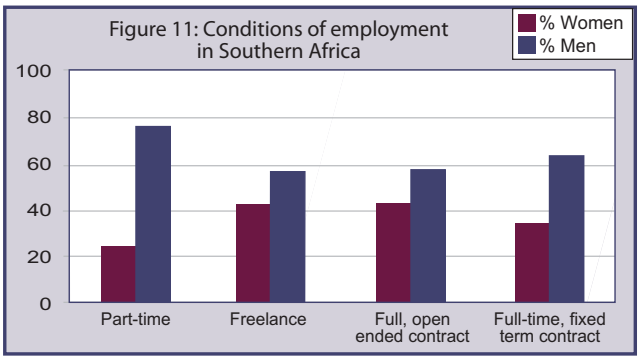
Margaret Mangani has been working in the newsroom for 20 years, 17 of which were spent on the news desk and three in feature writing. She says she has watched colleagues whom she has trained outstrip her. Mangani claims that often those who get promoted to a senior position have "campaigned" for it, and she describes campaigning as giving favours to management.

Asked whether she had tried for promotion she said she had tried several times, and had been told to wait. She is quick to point out: "I believe my work should speak for itself. I am not that kind of person who gives favours to management."

On whether she had challenged the decisions she said: "Several times. I have been told promotion is based on management's discretion."

Mactrevor Bwalya, of the *National Mirror,* pointed to a few senior women like Janet Lunga and Agnes Banda, whom he says have excelled in the media. He said these women had justified their stay in the industry, and this had not had anything to do with their sex. He added: "Personally I have never recommended women for senior positions, because very few have delivered." The reasons given by Bwalya imply that women do not have the same capabilities as men, and employing them comes with a risk.

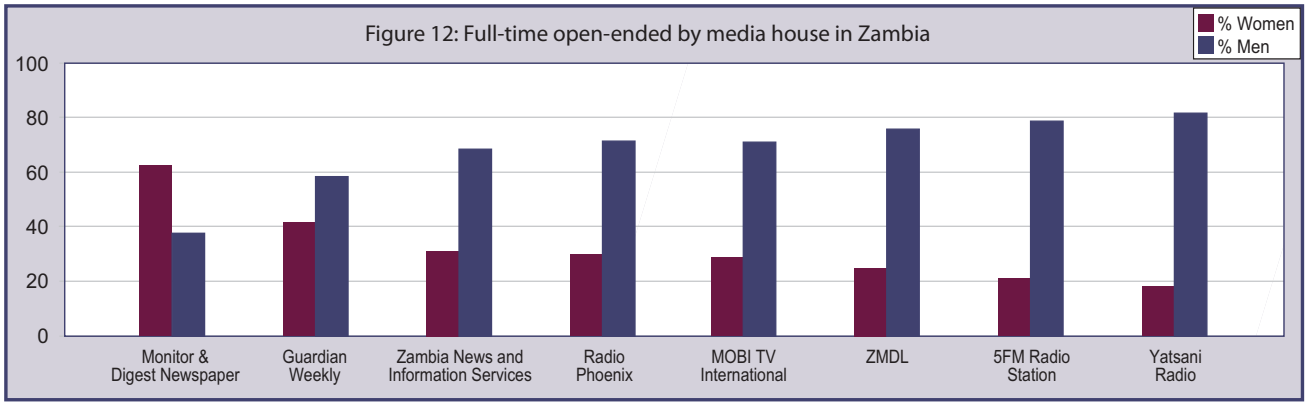




Figures 10 and 11 show the contracts women and men are employed under in surveyed media houses in Zambia and the region. In Zambia the largest proportion of women (40%) work part-time. The average in the region is 23%.

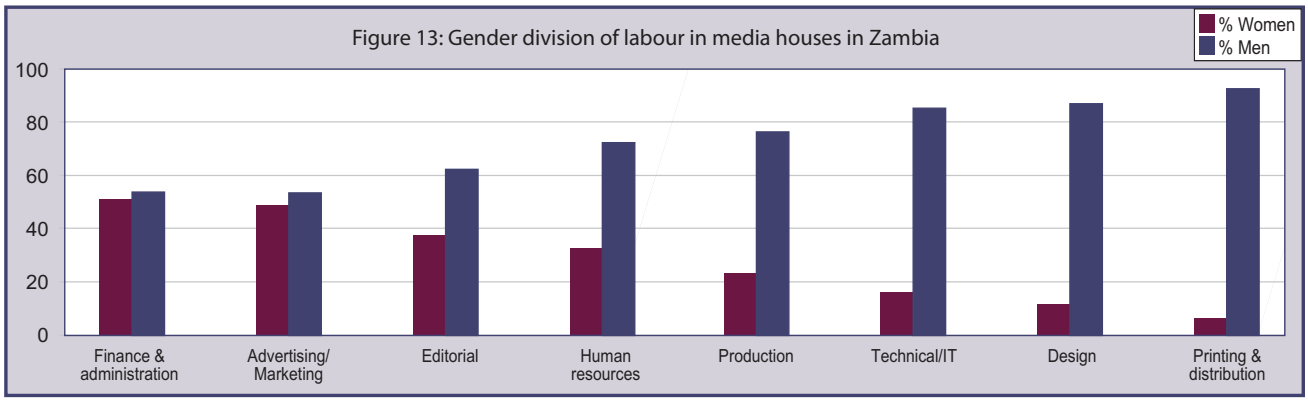
The figures in Zambia could be the result of difficulty in juggling responsibilities, as cited by high proportions of women and men. It is possible that a significant number of women in Zambian editorial departments have chosen part-time employment as a solution.

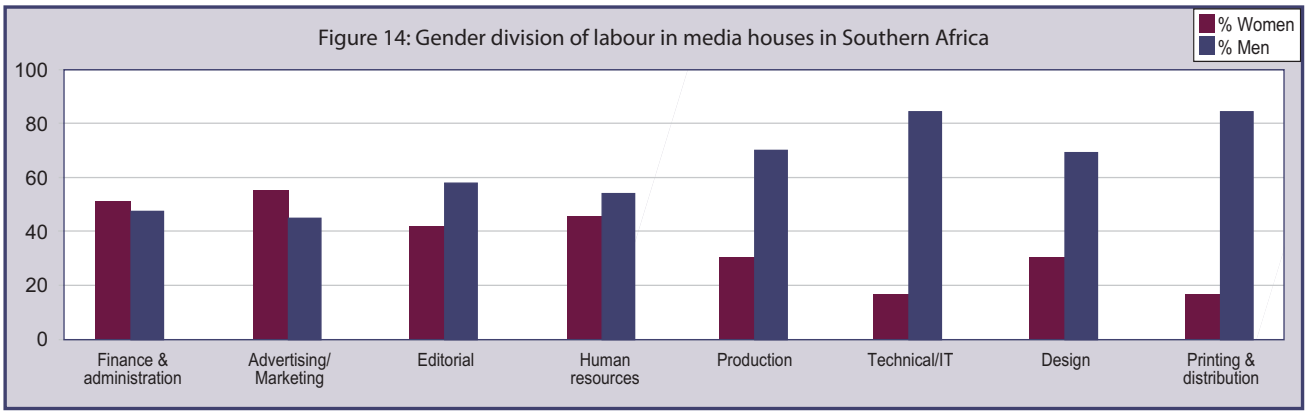
The freelance category claims 38% of women, and this is the most popular basis for working in editorial sections such as newsrooms. The regional average for women in this category is higher at 43%. Freelancing, like part-time employment, could be providing women with the balance they need in juggling responsibilities.



Monitor and Digest has the highest proportion of women employed on full-time, open-ended contracts at 63%. This type of contract is the most secure employment. *Monitor and Digest* has a good female representation of 59%.

The media houses with the lowest proportions of women, Yatsani Radio and 5FM Radio, notably have the lowest numbers of women on full-time, open-ended contract. It appears that media houses with higher proportions of women are likely to have more women on the most secure contracts.



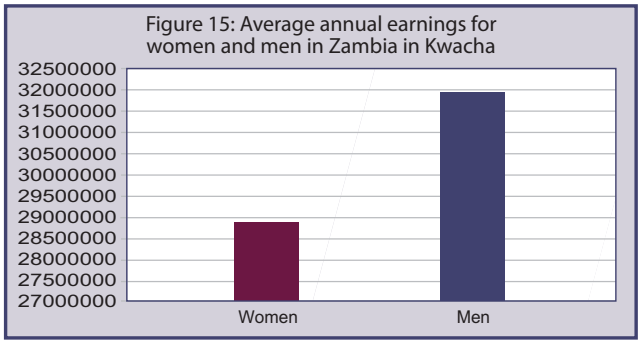


Men outnumber women in all departments in surveyed media houses in Zambia, although they are very close to parity in finance and administration (51% against 49%), and to a lesser extent in advertising and marketing (54% against 46%).

In the region men also predominated, except in advertising and marketing and finance and administration. The gender division of labour is still pronounced. In Zambia women are visible in support services, as in finance and administration and advertising and marketing.

Departments like printing and distribution, with only 6% women, design (11%) and technical/IT (17%), remain the preserve of men. Production, human resources and editorial are also dominated by men.

This is the same pattern in the region. Editorial departments of regional media houses have slightly more women than Zambian media houses. Women make up 42% compared to 38% in Zambia. In advertising and marketing and finance and administration, women are better represented than in Zambia, at 57% and 54% respectively. In the region men make up 84% of those in the technical/IT department, close to Zambia's 83%.



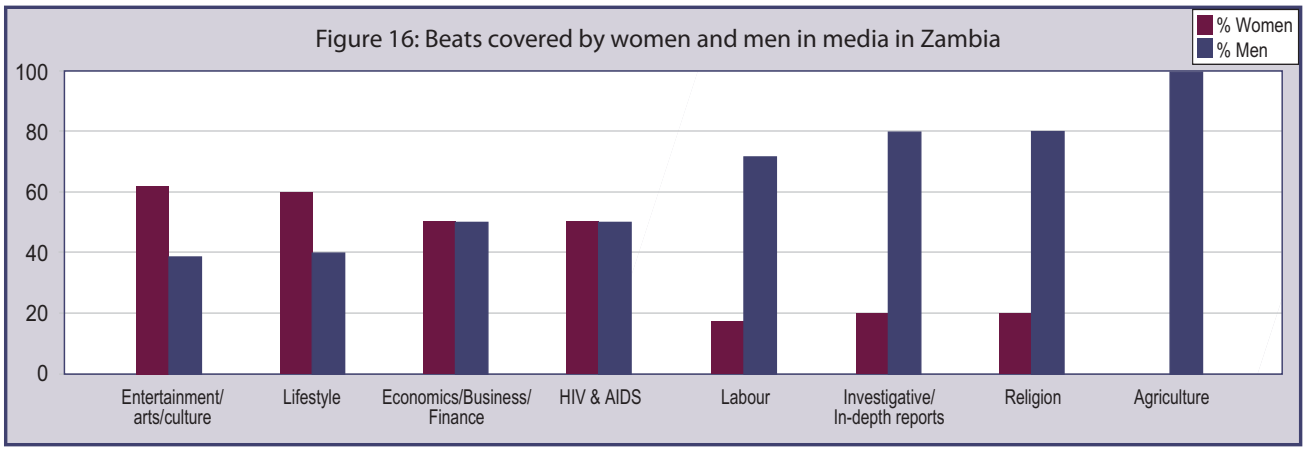
Based on the averages given by eight media houses (all except Zambia News and Information Services) on average men earn ZKW 31 971 061 per annum; 11% more than the 28 845 794 earned by women. These figures are based on averages given by eight media houses in Zambia.

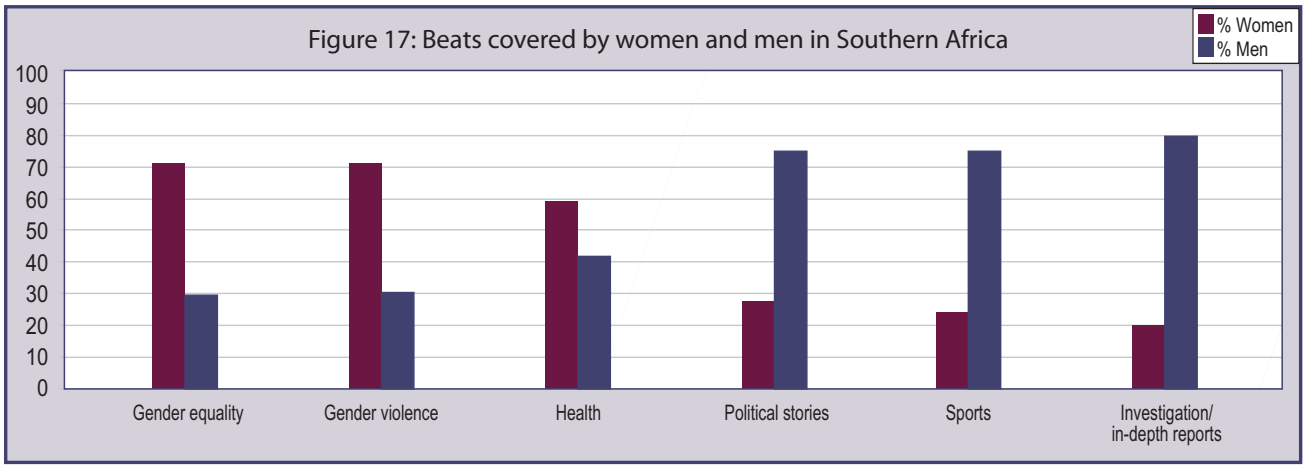
It should be noted that these figures *do not* reflect differences in earnings of women and men *at the same level*, but are arrived at by dividing total annual earnings of women by the number of women, and total annual earnings of men by the number of men.

The gender gap in *average* earnings encapsulates differences in conditions of employment, occupational types and the levels at which women and men are employed. Indeed, the gender gap in other institutions tends to be higher than 10%. The reason this is lower in the media is that while men dominate in the highest-paid management positions, they also predominate in lowest-paid posts, because production and distribution, main elements of the media industry, are male-dominated.



Pat Mwase (left) at a MAP workshop *Photo: Colleen Lowe Morna*



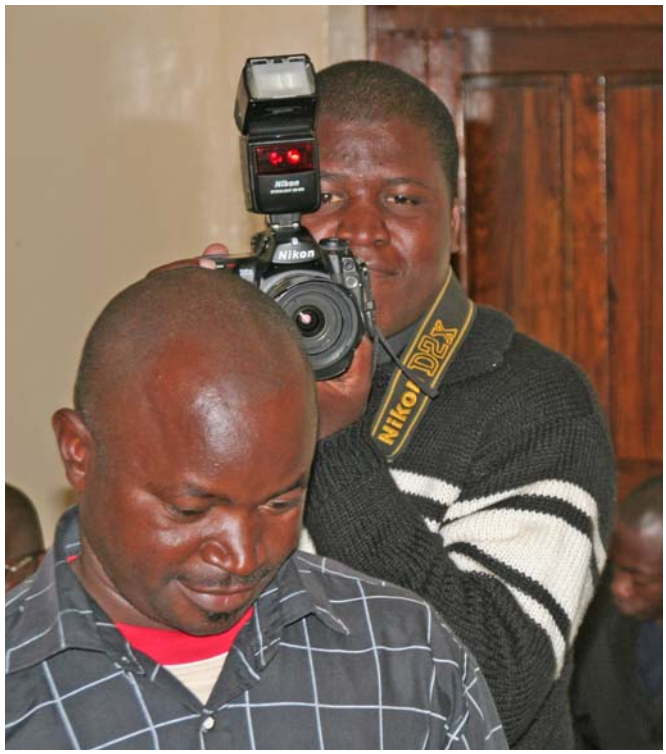


The beats assigned to male and female journalists indicate how newsrooms view the roles of women and men in society. Beats are also significant because they have a bearing on promotion, with the hard beats generally a more likely ticket to the top than soft beats.

The gender division of labour in beats is still pronounced in Zambia, although there are a few instances in which women have ventured into hard beats, or male-dominated areas like economics/ business and finance, with 50%. There are also equal proportions of women and men covering HIV/AIDS.

Women dominate in soft beats like entertainment arts and culture (63% for Zambia and 42% for the region) and lifestyle (60% for Zambia and 55% in the region).

Men are more predominant in agriculture (100% in Zambia and 59% in the region) and investigative reporting (80% in both Zambia and regional media houses). In the region gender equality, gender violence and health topped the list for women while political stories, sport and investigative/in depth reports topped the list for men.



Men dominate the visual media *Photo: Frank Windeck*

Table three: Women and men in different beats in Zambia and the region				
Beats	Zambia		Region	
	% Women	% Men	% Women	% Men
Religion	20	80	52	48
Human Rights	33	67	42	58
Media	32	68	42	58
Education	42	58	54	46
General	37	63	37	63
Gender violence	36	64	71	29
Gender equality	40	60	71	29
Agriculture	0	100	41	59
Investigative/in-depth reports	20	80	20	80
Science & technology	29	71	39	61
Lifestyle	60	40	55	45
Disaster/War/Conflict	33	67	35	65
Sustainable development & environment	43	57	33	67
Youth	42	58	52	48
Entertainment/arts/culture	63	37	42	58
Crime	38	62	37	63
Economics/Business/Finance	50	50	39	61
HIV & AIDS	50	50	53	47
Sports	38	62	24	76
Health	38	62	59	41
Courts	46	54	37	63
Labour	27	73	36	64
Political stories	35	65	25	75



Derrick Sinjela at the market in Zambia *Photo: Frank Windeck*

Table 3, which reflects the findings for all beats, shows that there are a few gender benders in the Zambian media. Women and men generally cover traditional beats. The only exceptions are economics/business and finance and HIV/AIDS, with equal proportions of women and men. There is a significant number of women covering courts in Zambia, at 46%.

In the region, there is an increasing number of women (41%) covering agriculture - a traditionally male-dominated field in Zambia. In the region, entertainment/arts/culture, generally the preserve of women, is covered 58% by men.

Gender blind beats?

The gender division of labour across beats in Zambia shows that women are still assigned to or possibly prefer "soft" beats while men are assigned to or more inclined towards "hard" beats.

Brighton Phiri, an information officer at the *Post* who used to work in the newsroom, said: "I have noticed that women tend to cover a lot of humanitarian issues." He says in his newsroom there is no clear demarcation of what beats women or men should cover. IT is based on personal preference. He added that "Women cover in a passionate way issues that affect communities. For them it is not just a job - they get to sympathise and empathize with the people they write about. Men do not have the same kind of empathy."



Brighton Phiri *Photo: Sikhonzile Ndlovu*

Julius Sakala, Radio Phoenix news editor, shared the same view, saying: "There are some issues that can be better handled by women, especially in instances where the respondents prefer to deal with a woman. And we cannot run away from this."

His colleague Paddy Mukando, a newscaster at Radio Phoenix, said: "All journalists cover a diversity of issues in our newsroom. Women even cover riots." Whitney Mulobela, *Monitor and Digest* editor, said in his newsroom women covered even sport and business, and there were no restrictions put on journalists because of their sex. What mattered was their ability to deliver.

A female reporter at the *Zambia Daily Mai*l feels there is a bias when it comes to assigning stories to journalists. She says assignments, including overseas trips and travel with the president, are often given to men.

Another female journalist felt women who had excelled in hard news were often stereotyped. Some were regarded as loose. She said there were instances where female journalists were accused of being sexually involved with sources, just because they had good relations with them.

Mactrevor Bwalya of the *National Mirror* said in his newsroom there were two female reporters who loved gender issues, and since it was their passion they were allowed to carry on covering this. It did not mean there was anything stopping them from covering other issues.

Making a difference?

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

In the Southern African analysis of the global study, female sources constituted 28% of the total consulted by women journalists compared to 19% female sources consulted by male journalists. In the global findings this was 25% for women and 20% for men. With the exception of Angola, women consulted women sources more than men did in every country of the region, with women journalists in some instances consulting female sources up to 40% of the time.[10]

[10] 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 Zambia?				
	Zambia		Region	
	% Women who agreed	% Men who agreed	% Women who agreed	% Men who agreed
a) There is no relationship between having women in the media and achieving gender balance and sensitivity in media coverage	33	16	31	39
b) Female journalists are more likely to seek out female opinion than male journalists	33	38	46	45
c) Female journalists are more likely to cover gender related topics more than male journalists	89	65	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	89	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	44	42	53	50
f) Men can be as gender aware and sensitive as women	70	95	78	87
g) Women are their own worst enemies	44	44	45	45

Table 4 shows that few men and women believe there is no relationship between having women in the media and achieving gender balance and sensitivity in media coverage. 33% of women, and only 16% of men agreed there was no link between the two.

In Zambia 38% of men agreed that women are more likely to seek out female opinion, with women (33%) not as convinced. In the region, the comparative figures are 46% for women and 45% for men.

Women in Zambia and the region (89% and 69% respectively) also believe strongly that female journalists are more likely to cover gender-related topics, and that where women are in senior management, gender is likely to be taken seriously. An equal percentage of women and men (44%) believe "women are their own worst enemies". Both women (70%) and men (95%) in Zambia believed "men can be as gender-aware as women".

Only 44% of women and 42% of men felt it is crucial to have a "critical mass" of women in the media if they are to make a difference. A female journalist at MOBI TV had this to say: "My work environment is different. We have more women managers than male, and the work environment is favourable for women to work in."

Putting gender on the agenda!



Pauline Banda, ZDML Features Editor
Photo: Colleen Lowe Morna

Pauline Banda obtained a diploma in journalism from the Pan Africa Literature Centre in 1988. She started her journalistic career at Palesa News Agency, a privately owned wire service, where she wrote for international news agencies including Reuters, the German news agency DPA and French agency AFP. This was mainly during the struggles for independence in South Africa and Namibia.

She joined the *Zambia Daily Mail* in 1991, when Zambia was just resuming multi-party politics. During this time Banda covered political stories. She has served in various positions, including reporter, senior reporter, gender editor and her current position as features editor. During this time she has covered a number of beats: crime, politics, health, gender, parliament and courts.

Banda pioneered the gender desk, which the *Zambia Daily Mail* decided to establish in recognition of the prominence gender earned following the 1995 Beijing World Conference on Women. The desk evolved from a column residing under the Features Desk, and started by Barbara Lopi in 1996 to become a full-fledged desk in 2000.

Banda was appointed editor, and ran the desk for eight years before returning to features as editor in 2008. She has been writing a weekly gender column, *Gender Focus*, for 10 years.

Banda says one of the key challenges women face in the media is subtle discrimination, which is very hard to deal with. She observes that male journalists in particular import into the newsroom stereotypes and prejudices from the communities in which they live.

"Dealing with entrenched negative perceptions against women is an uphill battle, because with time some women have come to believe that they cannot be as good or even half as good as men in the workplace. But the situation has been changing of late. The profile of women has risen considerably, although there is still a lot of work to do," she says.

As a journalist Banda has encountered some "violent" reactions from men on a range of issues, including women's rights in marriage.

But she describes the eight years she spent on the gender desk as a career highlight. "I am delighted that I have contributed to getting people talking about a wide range of gender issues. Gender is a highly emotive issue in male circles, because some men fear that women want to take over the world."

Workplace policies and practices

The workplace environment has a substantial bearing on achieving gender parity in media houses. Respondents indicated what kinds of practices or policies their companies had put in place to increase women's participation and representation in media houses. 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 summarises what proportion of the media houses checked "yes" to having the following policies or practices in place:

Table five: Workplace indicators in Zambia and the region

	% Zambia	% Region
Targeting women	89	54
Data banks for women	56	36
Gender-balanced panels	56	54
Fast-tracking	0	10
Promotion	33	32
Succession	11	35
Flexi-time	78	75
Maternity leave	78	81
Paternity leave	22	33
Child care facilities	0	15
Women's participation	67	63
Sexual harassment policy	11	28
Gender policy	22	16
Need gender policy or to improve one	78	68

Affirmative action

Despite the SADC target of achieving gender parity in all areas of decision-making, including media, by 2015, only a few media houses in Zambia look set to achieve this. Nevertheless, 89% of media houses indicated they have specific targets for achieving gender equality, compared to the regional average of 54%.

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

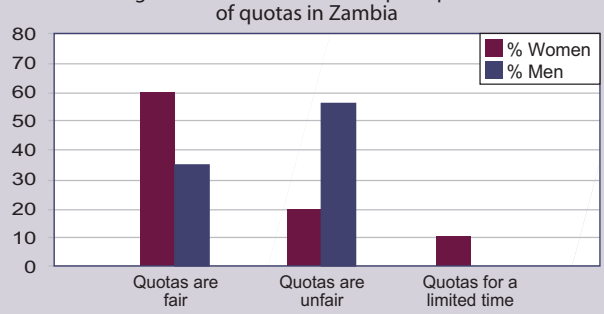


Figure 20: Women and men's perceptions of quotas in Southern Africa



There is a huge divergence of opinion between women and men in Zambian media houses over whether quotas should be used to advance women. The majority of women (60%) say quotas would be fair, while the majority of men (57%) feel quotas would be unfair.

It is interesting that in the regional study more men than women (59% against 49% of women) supported quotas. Only 10% of women in Zambian media houses felt quotas were fair but should be limited. In the region the figure was only marginally higher at 13%. No men in Zambia supported the idea of quotas for a limited time. In the region, 13% of women and 9% of men supported this option.

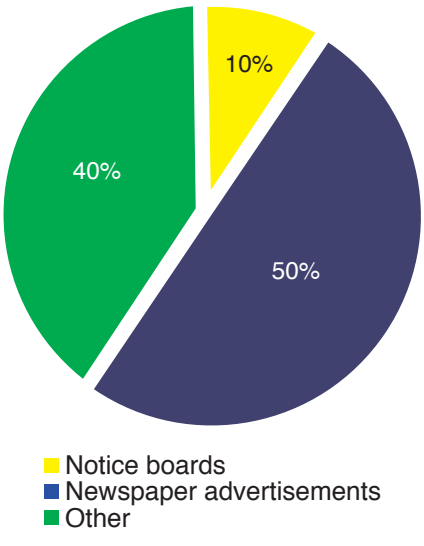
Asked for his opinion on quotas, Mactrevor Bwalya responded: "Why have deliberate policies to champion the cause of women? If a woman is good she does not need a policy or quotas to help her." Elias Shilangwa, of *Monitor and Digest*, said: "If women are as good as men, why do they want to be treated with kid gloves?"

Recruitment

A small majority of media houses in Zambia (56%) stated they had databanks for women, and the same percentage said they used gender-balanced panels. These strategies are not reflected in the overall figures for the representation of women and men. It is crucial to assess whether women are selected for positions when they have been specifically targeted.

According to the responses, 50% of job opportunities are advertised in newspapers, 10% on notice boards and 40% on "other" channels. This could include a range of means, such as old boys' networks. The information does not show what kinds of jobs are advertised where. Also, a key factor is whether or not these adverts are sent to any women's forums and organisations.

Figure 21: How are jobs advertised in media houses



Career pathing, fast-tracking and promotion

There is not a single media house among those surveyed in Zambia that had strategies to fast-track women. In the region the figure is 10%.

Only a third of media houses in Zambia and 32% in the region said gender was a consideration in promotion. A few respondents in Zambia feel women should work for promotion and not expect to be fast-tracked into positions they have not worked for.

Work environment

A high number of media houses both in Zambia and the region offer flexi-time: 78% in Zambia and 75% in the region. This supports the perceptions of women (80%) and men (96%) that the media houses in Zambia are sensitive to, and try to accommodate family life and responsibilities. A female journalist bemoaned the lack of flexi-time, saying there was no flexibility in the industry, or kindergartens in media houses, to reduce the load on women.

There is a markedly higher percentage of media houses offering maternity leave (78%) than paternity leave (22%). This perpetuates the stereotype that men are not necessarily involved in parenting. None of the media houses said they had child care facilities.

Gender and sexual harassment policies

Compared to the region (28%), fewer Zambian media houses (11%) have sexual harassment policies. Yet harassment is of concern in Zambia, as 25% of women and 17% of men felt there were serious levels of sexual harassment.

Of the media houses sampled, 22% said they had a gender policy - higher than the regional average of 16%. More than three-quarters of the media houses (78%) in Zambia and 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 Zambia	Radio Phoenix	5FM Radio Station	Guardian Weekly	Yatsani Radio	Multimedia National Mirror	Zambia News and Information Services	ZMDL	MOBI TV International	Monitor & Digest Newspaper
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	✔	✔		✔	✔	✔	✔	✔	

Table 6 shows that eight of the nine media houses say they specifically target women. This does not correlate with the quantitative findings, which tell a different story. Yatsani Radio, which has the lowest proportion of women, answered "yes" to most of the indicators for achieving parity. This is a sign that strategies are in place on paper, but are not being implemented.

5FM Radio 99 has the lowest number of gender-balance ticks, and this is reflected in their statistics showing women are outnumbered in all levels and departments. For example the station said it did not have databanks for women candidates, and its recruiting panels were not gender-balanced. They also did not have a gender policy in place.

Radio Yatsani and Zambia News and Information Services are the only two media houses in the sample that said they offered paternity leave. Maternity leave is a priority, with seven media houses offering it.

MOBI TV International on the other hand has the lowest number of ticks indicating commitment to gender parity, although they have the second-highest proportion of women. This could be linked to the low proportions of women in management. For example, there are no women on MOBI TV's board of directors.

Zambia News and Information Services, and Multimedia National Mirror, at 10 each, had the highest number of gender-balance indicators.



Colleen Lowe Morna, GL executive director, being interviewed by a Zambian journalist *Photo: Frank Windeck*

CASE STUDY:

MONITOR AND DIGEST

Monitor and Digest is a privately owned bi-weekly newspaper based in Lusaka. The paper is published by Panorama Images Limited, and was established in 1996 under a non-governmental organization, the Inter African Network for Human Rights and Development (AFRONET).

The paper aims to champion human rights and democracy and originally had a lobbying dimension. The paper has, however, evolved over time to cover a diversity of issues. The paper was selected as a case study because in its own practices it champions the SADC protocol on Gender and Development.

Monitor and Digest leads the way

This newspaper has a high proportion of women in the newsroom. According to editor-in-chief Whitney Mulobela, the newsroom has 13 staff members, eight of them women. This represents 61,5%. Asked to give an insight into how the media house has managed to achieve this, Mulobela said: "At *The Monitor* it is company policy to maintain a certain number of women. It used to be 30%, but we have exceeded that."

The Monitor tries to reflect this commitment to gender equality in the whole media house and not just the newsroom. Mulobela says there is political will from management to ensure that gender parity is maintained. This parity goes beyond numbers. It considers the positions occupied by women and men. The media house agrees with the SADC protocol targets for female representation in decision-making.

Citing a few examples, Mulobela said: "There is a female editor on the business desk, a female reporter responsible for the sports page and our chief reporter is female. We have recently promoted one of our senior journalists to editor for the online publication. Our director of finance and administration is a woman."



Salome Matantilo, Online editor *Photo: Sikhonzile Ndlovu*

Salome Matantilo, the newly promoted editor of the online publication, said: "Positioning is what would make a difference. At the end of the day this is not about numbers but performance also, and the responsibilities one takes care of."

Matantilo hailed the SADC protocol, saying: "This is a welcome development. Women should start moving away from numbers and deliver, so that they get to decision-making positions."

Elias Shilangwa, the news editor, says: "At first we did not realise that women journalists must be given "mothers' day"[11], but this has now changed and they have their day off." Grey Sibweede felt high proportions of

[11] Every working woman in Zambia is entitled to a day off every month. This day is known as mothers' day.

women in decision-making had resulted in a conducive working environment for women, as those in leadership fought for the rights of all women.

Gender in editorial content

Matantilo felt the high proportion of women in the newsroom had given prominence to issues like gender-based violence and defilement, as these were issues they identified with. Men were likely to treat these as just any other story, she said. "We have often been laughed at for taking these issues personally."

However, there is a general awareness of the importance of female journalists. Elias Shilangwa was of the opinion that male sources were more likely to open up to female journalists. In dealing with issues affecting women, Matantilo says there is sensitivity, because the female journalists identify with what is happening. So the newsroom had in essence benefited from having a lot of women.

Also, every Friday the newspaper carries an article called 'Woman of the week', in which women are profiled and brought into the limelight.

Way forward

A significant number of reporters in the newsroom feel a gender forum, in which gender issues are openly discussed, would help maintain the prevailing balance and sensitivity.

Work still needs to be done to ensure that the media house adopts an overall gender policy. At the moment the commitments to gender are not necessarily in a gender policy, but a company policy.

As Gender Links undertakes the next phase of this study - that is assisting media houses and newsrooms to develop gender policies, Monitor and Digest is one of the media houses that could be targeted.

While the newsroom has exceeded its targets on gender representation in the newsroom, work still needs to be done to ensure that these are reflected in all levels of decision-making. Progress made in the newsroom, however, is most commendable.



Mwika Malindima (left) with the Zambian opposition leader, Edith Nawakwi *Photo: Colleen Lowe Morna*

CONCLUSIONS AND RECOMMENDATIONS

The study shows that there are fewer women than men in media houses in Zambia, particularly on boards of directors and in top and senior management. The "glass ceiling" is created by the fact that "women are bypassed in promotions", and women are blocked by the so-called "old boys' network".

There are no policies or concerted efforts to advance women, and men are threatened by the prospect of a critical mass of women.

Men continue to dominate in decision-making positions in media houses. Women make up only 11% of top management.

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

One of the key findings of this study is that while there are no comprehensive policies to advance women, there is a high level of commitment to gender equality in media houses. An equal percentage of men and women (37%) ranked management's commitment to gender balance as good.

A high proportion (78%) of media houses said they wanted to develop a gender policy or improve their existing policy. There are more gender policies than there are sexual harassment policies in media houses in Zambia.

Figure 22: Women's top three policies and practices to promote gender balance in Zambia media houses

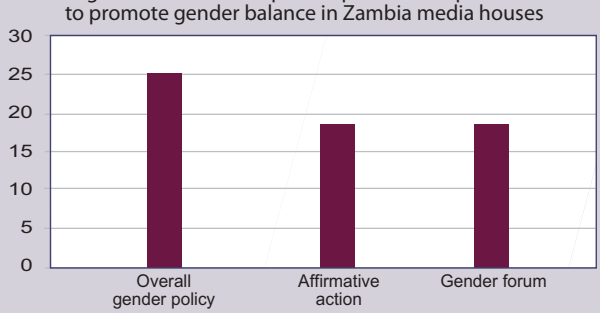


Figure 23: Men's top three policies and practices to promote gender balance in Zambia media houses

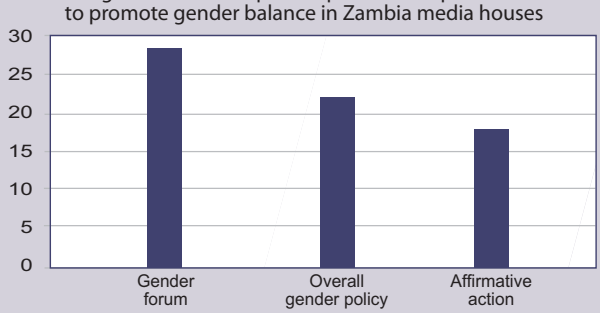
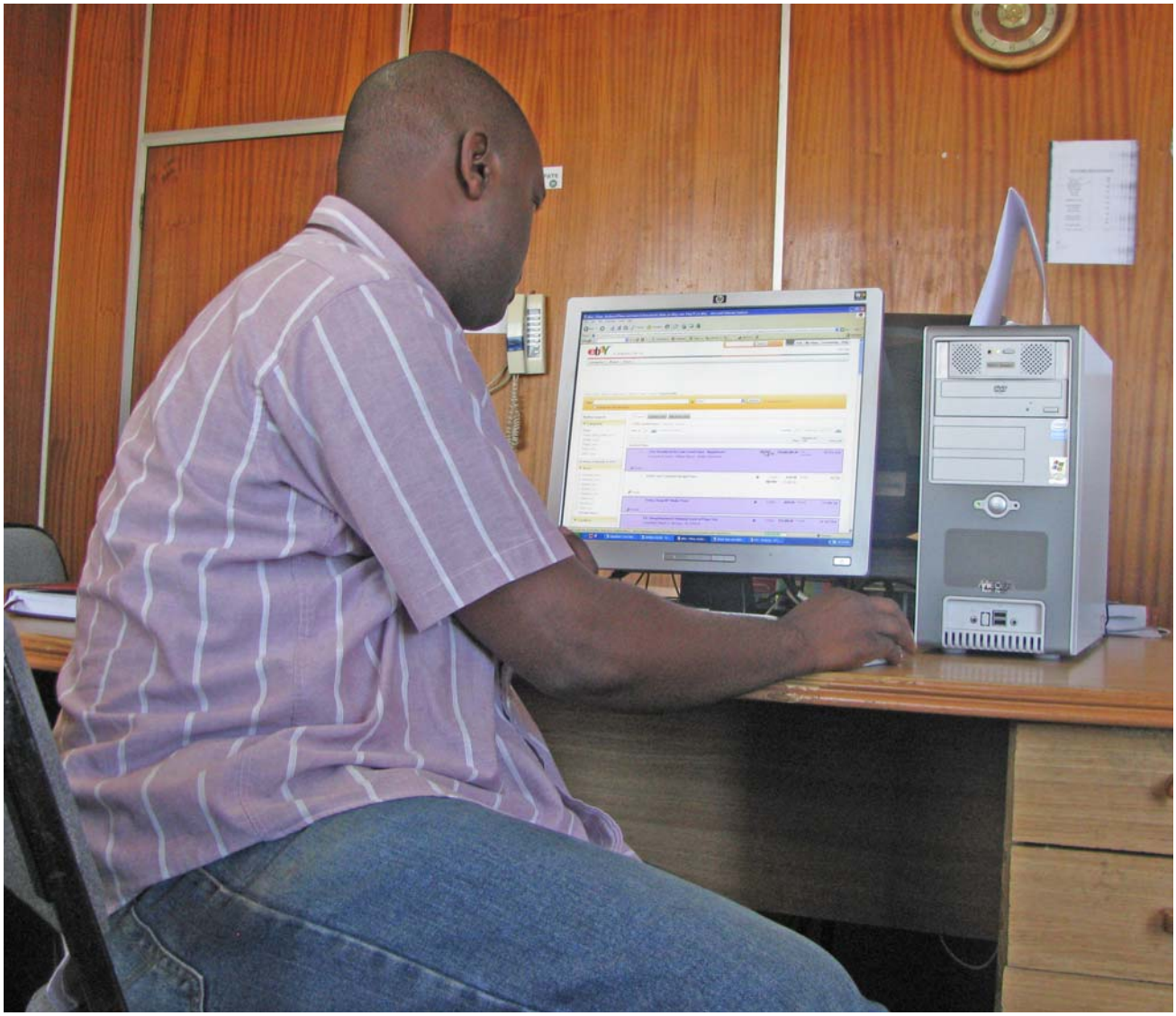


Figure 22 shows that while women in Zambian media houses feel the top remedial practice would be an overall gender policy, men are in favour of a gender forum would be sufficient to bring about gender balance.

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.
- Following up on and supporting the 78% of Zambian and 68% of regional media houses that wish to develop a gender policy, or improve an existing policy, in order to eliminate 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 to make certain that gender policies are implemented, including tools for effective implementation (monitoring and evaluation, self-monitoring, career pathing etc), so that the goal of gender parity and sensitivity in newsrooms is achieved.
- Networking with editors' forums, media unions and media development NGOs for advocacy and lobbying around the SADC Gender Protocol target.
- Training and development programmes to build the capacity to manage mainstreaming gender at the workplace and in editorial content.
- Facilitating leadership training for women in media houses.
- The bi-annual Gender and Media Summit, where awards will be made and best practices shared.
- Carrying out another region-wide survey of the position of women and men in Southern African media houses in five years' time, including Zambia, as a way of gauging progress in achieving gender parity in media houses in Southern Africa.



Paddy Mukando, Radio Phoenix newscaster, hard at work *Photo: Sikhonzile Ndlovu*

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.

"The issue of gender is as important as other diversity issues. In all our programmes we strive to ensure that there is gender balance."

- Madube Pasi Siyauya, Mobi TV International.

