New chapter: Coverage of Sexual Orientation and Gender Identity in the Southern African media

Whose NEWS? Whose VIEWS?



Southern Africa Gender and Media Progress Study 2015

By Sikhonzile Ndlovu and Tarisai Nyamweda
Foreword by Colleen Lowe Morna, CEO, Gender Links and Chair of the Global Alliance on Media and Gender

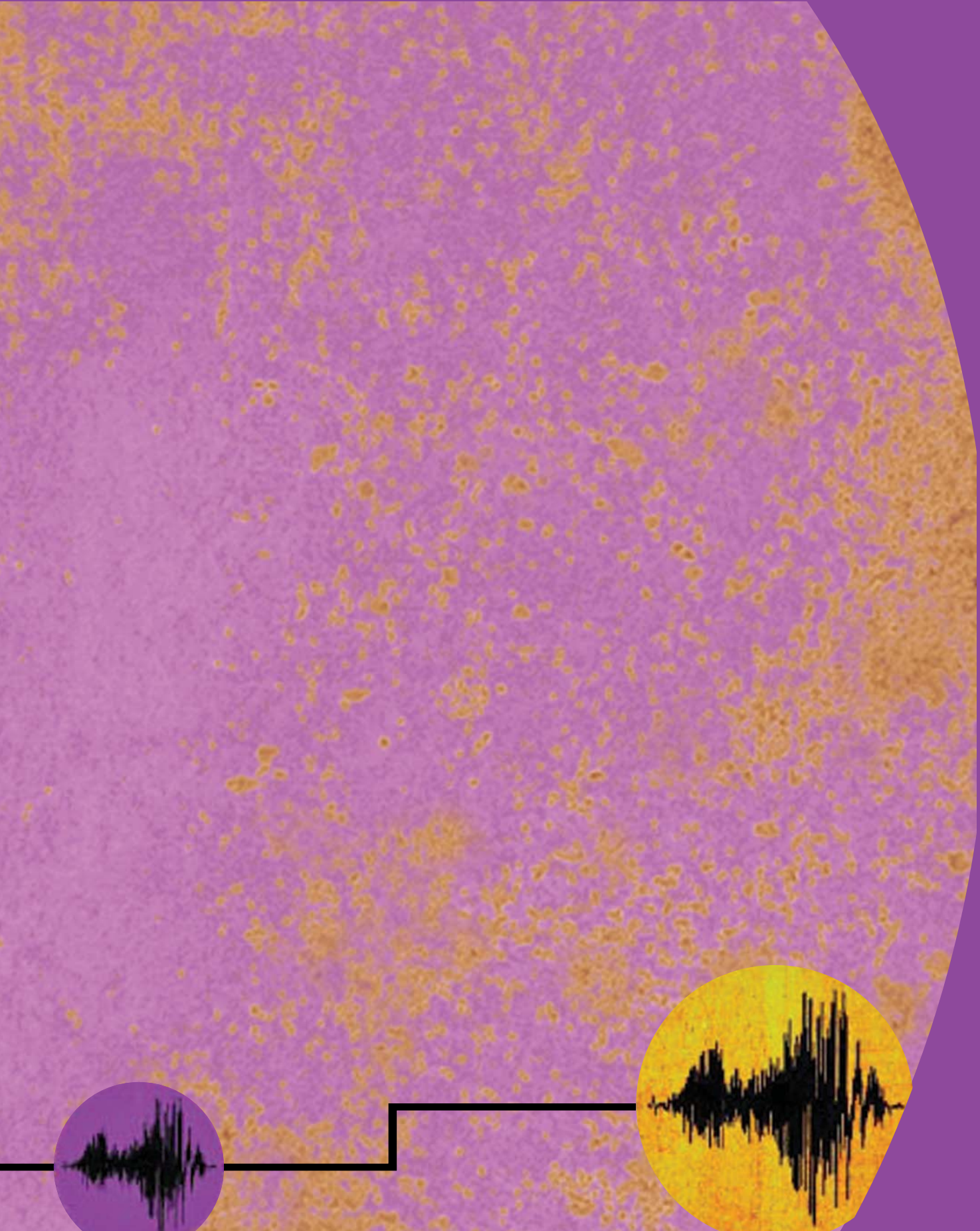


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GIME COEs refer to those journalism and media training institutions that have elected to become part of the COE for gender in media education project.

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For the *Glass Ceiling* research that analysed women's representation in the news industry, Media COE facilitators in the various countries collected the data and compiled qualitative case studies. This group comprised Beata Kasale Kabango (Botswana); Anna Mayimona Ngemba (DRC); Mpho Mankimane (Lesotho); Clara Mirana (University of Antananarivo) and Claudia Rakotonirina (GL Madagascar); Sarry Xoagus Eises (GL Namibia); Dorca Buque (GL Mozambique); Sharon Thelemaque (Seychelles), Madikana Matjila (South Africa); Comfort Mabuza (Swaziland), Gladness Munuo (Tanzania), Perpetual Sichikwenkwe (Zambia); and Thabani Mpofu (Zimbabwe).

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ACRONYMS

AIDS	Acquired Immuno-Deficiency Syndrome
COE	Centres of Excellence
DRC	Democratic Republic of the Congo
GAMAG	Global Alliance on Media and Gender
GBV	Gender-Based Violence
GEMSA	Gender and Media Southern African Network
GL	Gender Links
GIME	Gender in Media Education
GMAS	Gender and Media Audience Study
GMBS	Gender and Media Baseline Study
GMMP	Global Media Monitoring Project
GMPS	Gender and Media Progress Study
HIV	Human Immunodeficiency Virus
IWMF	International Women's Media Foundation
MAP	Media Action Plan
MISA	Media Institute of Southern Africa
MMP	Media Monitoring Project
MWO	Media Watch Organisation
NGOs	Non-Governmental organisations
SADC	Southern African Development Community
SAEF	Southern African Editors Forum
SOGI	Sexual Orientation and Gender Identity
UNESCO	United Nations Educational, Scientific and Cultural Organisation
VAW	Violence Against Women
ZAMCOM	Zambia Institute of Mass Communication

FOREWORD



Six years ago, as the World Cup came to South Africa, we vowed to "score a goal for gender equality" by making equality in and through the media a reality when the Millennium Development Goals expired in 2015. The 2010 Gender and Media Summit brought together a diverse group of media practitioners, activists and trainers determined to do things differently. We said we would measure progress again in five years' time. That time has come!

The 2015 GMPS brings together several studies: content monitoring (including different genres such as advertising and radio talk shows); tracking of women and men within the media, and gender in media education. It provides a wealth of data on every possible parameter. Sadly, every one of them shows that at best change has been gradual; at worst, we have regressed.

Briefly, this study shows that women continue to be more numerous in media studies than men, but that is the only area of the media in which women predominate. The 40 to 60 ratio of women to men employed in media houses remains the same. Women now comprise over a third of media managers, up from 27% in the 2009 Glass Ceiling Report, but it is still "a man's world" in the media corridors of power.

On the content front, we have gone from 17% women sources at baseline in 2003 to 20% in this latest study: a mere three percentage point increase, and four percentage points lower than the global average (24%), a figure that has remained static over the last five years. The only area to have achieved parity is the proportion of women and men appearing as adverts. Women sources are higher in TV (the visual media) than in any other medium, yet men still out-number women as news anchors. The simple message is that the media would still rather *see* than *hear* women.

In answer to the oft-heard argument that the media simply reflects the world as it is, we challenge the media in this report to go back to its own values and principles. Should the media report only on what is, or on what should be? Is the role of the media to lead or to follow? And if we agree on the agenda setting role of the media, it surely behoves the media to lead by example. That is why this report tackles gender equality in *and* through the media.

The mantra of the Post 2015 agenda is to "leave no one behind." Excluding the views and voices of 50% of the population from the mainstream media is surely a case of leaving half the world behind! The 2015 GMPS prizes open the envelope even further, with a chapter on Sexual Orientation and Gender Identity (SOGI) stressing that up to ten percent of any given population does not conform to societal "norms" around being male and female. The media must equip itself to deal with these diverse realities, and to promote a rights-based culture.

The big challenge as we work towards 2030 is how to make these changes come about. Over the last five years, GL has worked with over 100 newsrooms that elected to become Centres of Excellence (COE) for Gender in the Media. With 22% women sources compared to 19% for non-COE's, the COE's performed slightly better than their counter parts. More encouraging, however, is the qualitative evidence

showing that for those who go the distance, real change is possible.

The lesson, however, is that these gains are slow, and they are fragile. Changes in the political environment and in leadership, as witnessed in Mauritius where we report an unfortunate regression, can jeopardise gains made. We are reminded that social change is seldom linear. It is fraught with ups and downs. There are no overnight miracles. Consitent pressure and advocacy remain crucial.



Colleen Lowe Morna with Geena Davis at a GAMAG/UNESCO panel on Gender in the Media during the 2015 Commission on the Status of Women (CSW) meeting.

Two years ago, UNESCO and 800 media partners around the world launched the Global Alliance on Media and Gender (GAMAG) that GL has chaired in its formative years. We presented a case study of the COE model at the first General Assembly of GAMAG in December 2015. We are heartened by the global support for this model; the UNWOMEN initiative on gender standard setting for the media; and our partnership with the Southern African Broadcasting Association (SABA) that leads the training committee of GAMAG.

This report will be launched at the Fifth Gender and Media Summit, convened in partnership with SABA, under the banner, ***Empowering women in and through the media - providing a voice for gender equality post-2015***. The fact that public broadcasters have come on board in such a visible way is heartening. Having the media lead from the front on gender and media issues is crucial to progress.

Centres of Excellence for Gender in Media Education provided the backbone for this research. They have re-energised the Gender and Media Diversity Centre that will "connect, collect and collaborate" on gender equality in and through the media. Even as we despair at the slow progress, we take courage from the fact that gender is now squarely on the media agenda. 2030: Yes we can, and yes we must!



Colleen Lowe Morna
CEO Gender Links, and Chair of GAMAG
July 2016

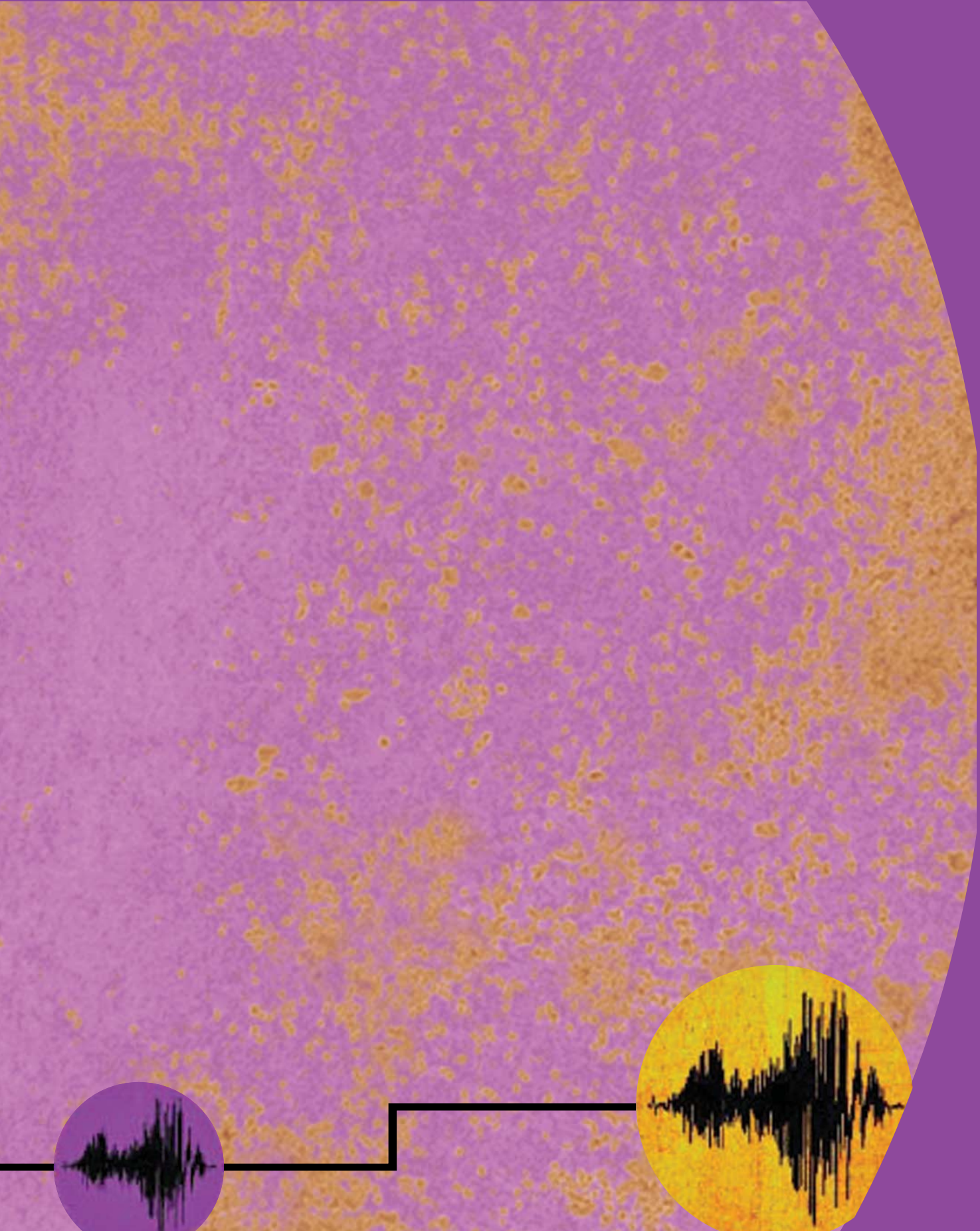
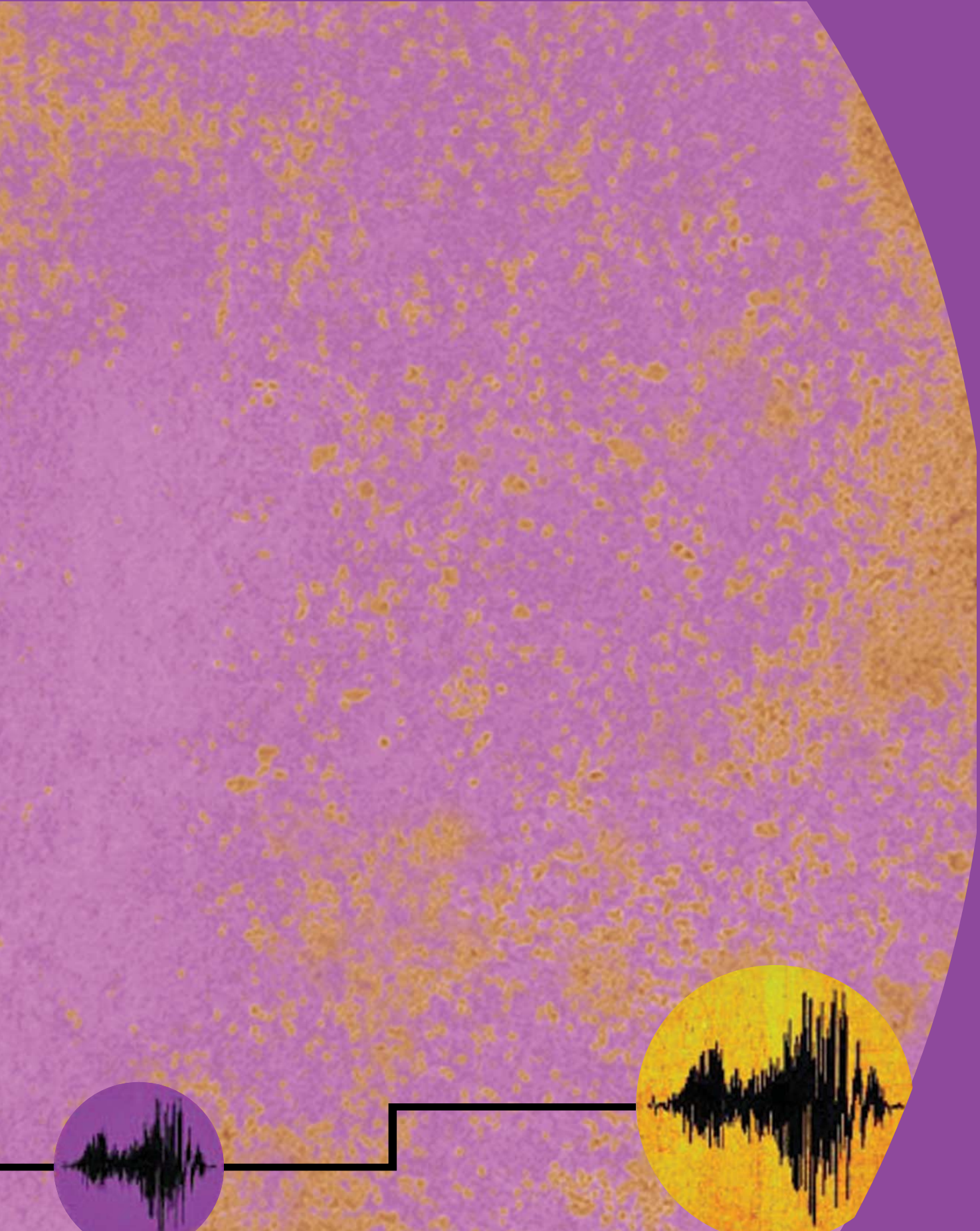


Table I: GMPS summary								
AREA	**2003**	**2010**	**2015 OVERALL**	**HIGHEST COUNTRY**	**LOWEST COUNTRY**	**2015 COE**	**2015 NON-COE**	**GLOBAL**
Who speaks in news?	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
Overall	17%	19%	20%	28%	6%	22%	19%	24%
Private media	N/A	19%	18%	N/A	N/A	N/A	N/A	N/A
Public media	N/A	20%	24%	N/A	N/A	N/A	N/A	N/A
Community	N/A	22%	21%	N/A	N/A	N/A	N/A	N/A
Who is seen?	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
Images in newspapers	N/A	27%	28%	74%	10%	N/A	N/A	30%
Women in adverts	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
% women in adverts	41%	N/A	50%	50%	49%	50%	50%	N/A
Who decides?	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
Women in the media	N/A	41%	40%	55%	26%	40%	37%	N/A
Women in senior management	N/A	28%	34%	67%	0%	34%	39%	N/A
Women in top management	N/A	23%	34%	47%	0%	35%	34%	N/A
Who reports?	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
All reporters	N/A	27%	34%	69%	0%	34%	34%	37%
TV reporters	38%	N/A	42%	N/A	N/A	50%	49%	38%
TV presenters	45%	46%	61%	68%	30%	47%	55%	57%
Radio reporters	34%	N/A	50%	97%	35%	30%	29%	41%
Print reporters	22%	N/A	39%	100%	31%	33%	31%	35%
Sources and sex of reporter	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
Female sources/ women reporters	N/A	31%	25%	100%	2%	N/A	N/A	16%
Female sources/male reporters	N/A	15%	17%	4%	5%	N/A	N/A	22%
What is reported on?	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
Economics	N/A	12%	17%	N/A	N/A	18%	11%	17%
Politics	N/A	19%	21%	N/A	N/A	17%	66%	16%

AREA	2003	2010	2015 OVERALL	HIGHEST COUNTRY	LOWEST COUNTRY	2015 COE	2015 NON-COE	GLOBAL
Sports	N/A	18%	17%	N/A	N/A	18%	19%	N/A
Who speaks on what?	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
Economics	10	12	18	N/A	N/A	N/A	N/A	21%
Political stories	9	13	14	N/A	N/A	N/A	N/A	18%
Sports	8%	12%	13%	N/A	N/A	N/A	N/A	N/A
Origin of stories	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
International	N/A	22%	16%	N/A	N/A	N/A	N/A	26%
SADC	N/A	8%	8%	N/A	N/A	N/A	N/A	N/A
National	N/A	42%	44%	N/A	N/A	N/A	N/A	N/A
Local/community	N/A	18%	28%	N/A	N/A	N/A	N/A	N/A
Gender based violence	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
GBV stories compared to total	N/A	4%	1%	1%	0%	0.4%	0.4%	N/A
Who speaks on GBV	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
% women sources	N/A	27%	58%	100%	0%	N/A	N/A	N/A
HIV and AIDS	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
HIV and AIDS compared to total	3%	2%	0.2%	1%	0.1%	N/A	N/A	N/A
Who speaks on HIV and AIDS?	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
% women sources	39%	20%	30%	100%	23%	N/A	N/A	N/A
Sexual orientation and gender identity	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
SOGI stories compared to total	N/A	N/A	0.1%	68%	0%	N/A	N/A	N/A
Who speaks on SOGI?	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
% women sources	N/A	N/A	46%	68%	0%	N/A	N/A	N/A
Future of gender and media (GIME)	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**	**% W**
% female lecturers	N/A	36%	40%	71%	19%	42%	43%	N/A
% female students	N/A	61%	64%	78%	29%	65%	62%	N/A



EXECUTIVE SUMMARY



Lintle Ramatla, a radio presenter at Thaha-Khube FM in Maseru, Lesotho, in 2014. *Photo: Mpho Mankimane*

"We have had local police, officers from gender organisations and willing real life survivors to relate their stories on air and be advised on potential solutions to their situations. Now, I can boldly say as Thaha-Khube FM that we understand better the dynamics of gender inequalities and its complexities in society. It is for this reason that we are committed to ensuring that gender is mainstreamed in our radio programming."

Lintle Ramatla, Radio Presenter at Thaha-Khube FM, Lesotho

There has been a negligible increase in the proportion of women sources in the news since the 2010 *Gender and Media Progress Study* (GMPS). Gender censorship remains a glaring reality in Southern Africa, with women's voices making up just one-fifth (20%) of those whose views and voices citizens hear in the news media - up just a percentage point from the 19% recorded in 2010.

Women's voices have increased by a paltry three percentage points since the landmark 2003 *Gender and Media Baseline Study* (GMBS). The GMBS served as the first comprehensive study on gender in the media, followed by the 2010 GMPS.

The picture remains as grim on the global front. The 2015 Global Media Monitoring Project (GMMP) shows that the proportion of women sources sits stagnant at 24% - the same as in the last GMMP in 2010.

This study, however, found those media houses that have participated in the Centres of Excellence (COE) for gender in the media project more likely to access women's voices compared to non-COEs. Women make up 22% of those speaking in COEs compared to 19% in non-COEs.

Researchers found that Sexual Orientation and Gender Identity (SOGI) has yet to become an issue of relevance despite rampant discrimination in the region. This topic constitutes less than 1% of stories in the period under review. Where SOGI is covered, it is highly sensationalised.

While women constitute 61% of journalism and media studies students in institutions of higher learning, they only comprise 40% of the workforce in the media, and 34% in management positions. The latter constitutes an increase compared with 27% in management in the 2009 Glass Ceiling study, yet the former indicator has fallen one percentage point from 41% of women in the industry overall in 2009.

These comprise just a handful of the findings in this 2015 *Gender and Media Progress Study* (GMPS). Covering 27,045 news items, this study monitored news content in 14 SADC countries over one month (slightly fewer than the 33 400 covered in the 2010 GMPS).

Background

This study is significant in that it took place at a time when civil society, gender, and media activists in the Southern African Development Community (SADC) had paused to take stock of progress made since the signing of the landmark SADC Protocol on Gender and Development that set targets related to gender equality in and through the media by 2015.

The expiry date on both the Millennium Development Goals (MDGs) and the SADC Protocol on Gender and Development approached as the GMPS monitors gathered their data. Meanwhile, members of the SADC Gender Protocol Alliance began work to design a Post-2015 Protocol. The original SADC Gender Protocol had one time-bound media target: gender equality in and through the media by 2015. This would have ensured 50% representation of women in all areas of decision-making as well as guaranteeing that women and men have equal voice and that media challenges gender stereotypes. It specifically called for gender sensitivity in the coverage of gender violence: a particularly challenging topic to cover.

The study also took place during the last year of the Centres of Excellence (COEs) for gender in the media project. Since 2011, GL has worked with more than 100 media houses to mainstream gender in institutional practice and content. GL has taken these operations through a sustained capacity building and support programme that provides opportunities for on-the-job training as well as monitoring and evaluation of it.

This three-part study sought to explore progress made since the 2009 *Glass Ceilings in Southern African Media Houses* study, the 2010 GMPS and the 2010 Gender in Media Education (GIME) audit. The table gives details of what each of these studies covered. Together the studies covered women and men in media studies; in media practise, and media content.

YEAR	STUDY	WHAT IT COVERED
2009	Glass Ceilings in Southern African Media Houses	Survey of women and men in a representative sample of media houses - newsrooms, marketing, management, administration.
2010	Gender and Media Progress Study (GMPS)	Monitoring of news items from a representative sample of media outlets over a period of one month. This study followed on from the original 2003 Gender and Media Baseline study.
2010	Gender in Media Education (GIME) study	Staff and student composition, content and practise of media education and training.

This 2015 GMPS therefore presents a culmination of many years of research, advocacy, policy and training. The year 2015 is also a time to commemorate 20 years since the signing of the Beijing Declaration and Platform for Action (BPFA).

Bringing together findings on content, media house composition and teaching of media and journalism allows for triangulation. For example, *Glass Ceiling* data provides vital insights on whether a critical mass of women in the media, especially at decision-making level, influences gender in content. The key research questions to the GMMP also present a significant opportunity.

Researchers monitored for the GMPS in 14 countries in the SADC region (with the exception of Angola, where GL has yet to establish strong media partners) from 1 April-30 April 2015. A full list of monitors appears at **Annex A** and **Annex B** presents a list of media houses monitored.

Objectives

The GMPS sought to:

- Gauge the extent of progress in achieving gender equality in and through the media since the 2008 signing of the SADC Gender Protocol;
- Compare and benchmark the performance of media in different countries against their performance in the GMBS, the 2010 GMPS and the Glass Ceilings study;
- Use the findings of this study as a basis for the inclusion of media as a stand-alone goal in the Post-2015 Sustainable Development Goals (SDGs);
- Obtain baseline data on the coverage of LGBTI issues in the media to inform advocacy efforts around advancing effective communication on LGBTI communities in Africa;
- Use this data to assess the impact of the media COE project. The COE project supports media houses to mainstream gender in editorial content, programming and institutional practice; and
- Use data to gauge progress made by media training institutions in mainstreaming gender in journalism and media education as well as to make a case for continued work with journalism and media training institutions.

Compared to the 2010 GMPS, the 2015 study incorporates several new features, including:

- Comparisons between COEs and non-COEs: The 108 media COEs undertook a 19-stage gender mainstreaming process that involved newsroom training on the ten theme areas of the SADC Gender Protocol. This study seeks to make a comparative analysis of the performance of COEs and non-COEs;
- The incorporation of case studies from the monitoring into the reports at appropriate points to give texture to the quantitative findings;
- Analysis of media coverage of sexual orientation and gender identity;
- Analysis of the people behind the news as a follow-up to the Glass Ceilings study; and
- Follow up to the 2010 GIME audit - gender mainstreaming in media and journalism education.

Key findings

General media practice

- ***At 67%, the proportion of single source stories remains a source of concern:*** Single source stories in the region constitute 67% of the total, up from 61% in the 2010 GMPS. Malawi (86%) has the highest proportion of single source stories followed by Swaziland at 85%. Swaziland had the highest proportion of single source stories in the 2010 study at 82%. At 33%, Tanzania has the lowest proportion of single source stories, followed by South Africa at 50%. The finding directly aligns to the low proportion of women sources in the region's media.

- ***National news coverage dominates:*** The research found that 44% of stories are national in outlook; 28% local, 16% international and 16% regional: similar to the 2010 results.

- ***Politics, sports and the economy still dominate news coverage compared to social stories:*** Coverage of politics increased from 19% to 21%, the economy from 12% to 17%. Sports coverage dropped from 18% to 17%. Health and HIV constituted 3% of the total while climate change and sustainable development - the buzz word for this period - constituted a mere 1% of the total coverage.



Media practitioners during a COE workshop in Botswana query single source stories. *Photo: Mboyi Maswabi*

Gender in media content

- ***There has been a small increase in the proportion of women sources from 17% in the 2003 GMBS to 20% in this study:*** Male perspectives continue to dominate news in the region.

- ***The pattern is the same across the globe, where women sources have remained stagnant:*** The 2015 GMMP shows that the proportion of women sources remains at 24%, the same proportion recorded in 2010.

- ***Performance varies between different countries in the region:*** With 28% women sources, Seychelles and Botswana tied for top position. For Seychelles, this represented a decrease compared to 2010, while for Botswana this represented a significant increase. Zimbabwe (24%) also performed well compared to the baseline study. Zambia, Mauritius and the DRC regressed, with the DRC (6%) registering the lowest proportion of women sources (6%).

- ***COE's had a slightly higher proportion of women sources (22%) than non-COE's (19%).*** This pattern is true for eight of the 12 countries in which COE's and non-COE's. Zimbabwe registered the highest difference (29% for COE's compared to 15% for non-COEs). Mauritius registered the biggest gap (23% for non-COEs compared to 8% for COEs) following political and leadership changes that have had a negative effect on some of the inspirational work that had started to take root there. This reflects the fragile nature of gender and media work, and the need for constant vigilance.

- ***Women are more likely to be seen that heard:*** At 25%, television still has the highest proportion of women sources. Print gained two percentage points from 18% to 20%. Radio has the lowest proportion of women sources, after a two percentage point drop from 20% to 18% compared to the 2010 GMPS. Women constitute 28% (a percentage point increase from 27% in 2010) of all images in newspapers in the region, compared to 20% of news sources in the print media. The only content area to achieve gender parity is advertising, with women constituting half of all the subjects in adverts. All this evidence goes to show that the media still values women more for their physical than mental attributes.



GL Board Member Loga Virahsawmy challenges an editor in Mauritius to diversify the portrayal of women in the media. *Photo: Colleen Lowe Morna*

Gender in newsrooms

- ***Men still predominate within the media:*** The follow up to the *Glass Ceiling* study found that women comprise 40% of all those employed by the media (down by one percentage point compared to the 2009 *Glass Ceiling* report). Although increasing the level of women in decision-making is a core component of the COE programme, the research found little difference between the COE's and non-COE's at this stage. The programme is relatively new. It is easier for the COE's to change editorial practise than to overhaul employment practise.

- ***There has, however, been a significant increase of women in management in the media, from 28% in 2009 to 34% in the current study:*** This is a positive finding for the 50/50 campaign, as promotions are one of the areas in which quick wins are possible. All countries except Botswana and Tanzania experienced an increase. The proportion of women in management ranges from 17% in the DRC to 55% in Lesotho.

- ***Newsrooms are beginning to challenge the gender division of labour on beats:*** The 2015 study revealed a marked increase in the proportion of women reporters in non-traditional beats: from 16 to 29% (politics and government); 20% to 39% (economy); and 7% to 22% (sports).

Gender-based violence

- ***Stories about GBV accounted for just 1% of all stories:*** Despite gender-based violence constituting the most flagrant human rights violation in the SADC region, the proportion of GBV coverage has dropped from 4% of the total in 2010 to under one percent now.

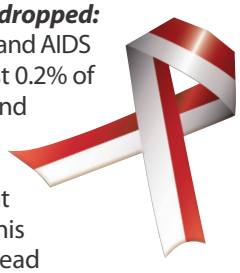
- ***Women make up 58% of sources in stories about, or that mention, GBV:*** This presents a marked change from the 2010 study, in which men spoke for women - even about issues that do not affect men. In Madagascar, no stories about GBV had male sources. However, this may give the message that GBV is a "women's issue" instead of portraying men as partners in the fight against GBV. Lesotho has the lowest proportion of women GBV sources at 18%.

- ***Survivors constitute less than a fifth (19%) of all sources on GBV:*** This statistic comes in below the proportion of official sources, such as spokespeople at 23%, or "experts" at 16%.

- ***Men remain more likely to report on GBV:*** Women make up 43% of those reporting on GBV in the monitored stories, an improvement from 35% in 2010.

HIV and AIDS

- ***Coverage of HIV and AIDS has dropped:*** The proportion of stories on HIV and AIDS dropped from 2% in 2010 to just 0.2% of the total in 2015. On the one hand this reflects the successful measures to increase advocacy and awareness, as well as roll out treatment and care. However, this trend is quite worrying, when read alongside UNAIDS figures showing that Southern Africa is still far from being out of the woods on this pandemic.



- ***At 24%, treatment stories receive more coverage compared to other sub-topics.*** Prevention stories come next at 19%. Meanwhile, impact stories account for only 2% of coverage - the same proportion recorded for stories about rights.

- Media barely access the voices of those affected by HIV and AIDS, instead relying on official sources. The main people affected by HIV and AIDS account for just 3% of sources in stories about this topic.

Sexual orientation and gender identity

- ***GMPS introduces monitoring on Sexual Orientation and Gender Identity:*** GL introduced this parameter for the first time in 2015, following consultations with LGBTI groups on definitions and monitoring. A reference group meeting reviewed Chapter Seven on LGBTI. One outcome of this round table is the creation

- ***Media rarely covers the topics of sexual orientation and gender identity in SADC.*** At less than 1% coverage, this shows the extent of self-censorship practiced by journalists in the region.

- ***Coverage of LGBTI issues is often reductionist and sensational:*** The monitoring found that there is often a blurring of the lines between sex and sexuality: stories in which homosexual sex is portrayed as unnatural or unclean, suggesting that gay women and men do not deserve human rights because of the type of sex they engage in.

Gender aware coverage

- ***Getting it right:*** The study highlights a number of examples from the monitoring of gender aware coverage. This includes coverage of gender-specific topics; balance between women and men sources; challenging gender stereotypes; use of gender disaggregated statistics and gender aware language.

Gender in media education

- ***Women continue to predominate in media education:*** Women constitute 64% of students in media training (up by three percentage points compared to the 2010 GIME study), but constitute only 43% of the faculty.

- ***GIME COE's notch up the changes:*** Although only 29% of the institutions surveyed reported having gender policies, Centres of Excellence for Gender in Media Education shared several examples of what they are doing to mainstream gender in student research, curriculum and assessments.

Key recommendations and next steps



- This study will be launched and given wide publicity at the Fifth Gender and Media Summit to be convened in partnership with the Southern African Broadcasting Association (SABA) in Namibia in August 2016.
- Gender Links and partners will canvass the findings of this study in country workshops in all 14 participating countries. The GIME institutions who led the research will anchor these workshops.
- GL will engage the participating institutions individually and revisit action plans developed under the media COE project.
- GL will continue working with the Gender and Media Diversity Centre to revive the gender and media movement in SADC.
- GL will work with UNWOMEN, UNESCO and GAMAG on globally accepted gender and media standards with which to engage media houses in the countdown to 2030.

1 GENDER AND MEDIA IN SADC



Men as partners in gender and media work: Comfort Mabuza, Centres of Excellence (COE) facilitator for Swaziland as part of GL's media programme, facilitates a media gender-based violence training workshop in Swaziland. *Photo: Thandokuhle Dlamini*

"In the Swazi media context we have realised that transforming a traditional landscape definitely impacts people's norms and values. Unfortunately, people can be so sensitive if the desired change is not presented and packaged well. Swazi media owners were a bit cautious when we started the media COE project, but with time they have since warmed up. They have embraced gender mainstreaming ideals and see it as an imperative undertaking."

Comfort Mabuza, independent media practitioner and Swaziland GL COE facilitator

This chapter provides the framework and background to the 2015 GMPS research. It covers the geopolitics of the region; key gender issues; the media context and its gendered dimensions; history of the project; and a description of the methodology, as well as the limitations to the research. The chapter also gives an overview of the Centres of Excellence (COEs) for gender and the media project.

Regional context

Southern Africa must confront a myriad of challenges as it attempts to address the needs and aspirations of its 100 million people: 40% of whom live in extreme poverty with per capita incomes ranging from $256 per annum in Zimbabwe to $5099 in Mauritius. The greatest challenge of the Southern Africa Development Community (SADC) continues to be the need to build a life for its people free from poverty, disease, human rights abuses, gender inequality and environmental degradation.

The status of women aligns closely with the political context within each country. In Southern Africa, this context includes colonisation, decolonisation, the switch from one-party to multi-party politics, liberation struggles: from white minority rule and occupation, and the ideological inclinations of dominant parties.

Table 1.1: State of media freedom in SADC

Country	Media provisions
1) Botswana	Freedom of expression is enshrined in Chapter 12 of the Botswana Constitution. On the surface, the country seems to have a relatively free and diverse media environment. However, there are a number of laws, like the National Security Act, that restrict free access to information. The government has been reluctant to pass the Freedom of Information Act, although it is provided for in a number of government policies - including the national strategic vision - Vision 2016.[1]
2) DRC	DRC laws and the constitution provide for freedom of speech, information, and the press but in practice, these rights are limited. The government and non-state actors (such as armed groups) often use other regulations and methods to restrict freedom of speech and suppress criticism.[2] The political allegiance of most media outlets in DRC normally reflects that of their owner.
3) Lesotho	While the Lesotho Constitution does not directly mention press freedom, it guarantees freedom of expression and information exchange. However, multiple laws, including the Sedition Proclamation No. 44 of 1938 and the Internal Security (General) Act of 1984 prohibit criticism of the government, provide penalties for seditious libel, and endanger reporters' ability to protect the confidentiality of their sources.[3]
4) Madagascar	Madagascar enjoys a diverse and pluralized media landscape which in recent times has been dominated by radio. Madagascar has a liberal policy towards the media, which has fostered the development of media pluralism and diversity.[4]
5) Malawi	Section 36 of the Malawi Constitution states that the press shall have the right to report and publish freely, within Malawi and abroad, and to be accorded the fullest possible facilities for access to public information. Additionally, Section 35 states that everyone shall have the right to freedom of expression. Radio continues to be the most popular medium of accessing information as it has the widest reach and is available in vernacular languages.[5]
6) Mauritius	Freedom of expression has always been guaranteed under Section 12 of the Constitution of Mauritius. Within the same section, limitations are possible in the "interests of defence, public safety, public order, public morality or public health." Although Mauritius has not signed the SADC Gender Protocol, the constitution guarantees gender equality across all sectors.

Country	Media provisions
7) Mozambique	Mozambique's revised 2004 constitution guarantees freedom of the press, explicitly protecting journalists and granting them the right not to reveal their sources. The environment for media freedom worsened in 2013, primarily due to an increase in attacks and detentions of journalists by both security forces and non-state actors, as well as the firing of editors whose coverage was deemed overly critical of the government.[6]
8) Namibia	The Constitutional guarantee contained in Article 21.1 (a) of the Namibian Constitution gives all Namibians the right to freedom of expression, including freedom of the press and other media.
9) Seychelles	Seychelles is a low media density country with very few media outlets. The main outlet is the Seychelles Broadcasting Corporation. The creation of the Seychelles Media Commission sought to provide a platform for adjudication on media issues while ensuring more freedom, and the reduction of television and radio licence fees.
10) South Africa	In the last couple of years, South Africa has seen the development and establishment of crucial industry bodies in response to the democratic imperative for accountability, including the newly revitalised Press council and the Broadcast Complaints Commission (BCCSA). However, there are threats to media freedom from various quarters - some by government, political parties; others from the profit-seeking corporate sector.[7]
11) Swaziland	Freedom of expression is guaranteed in the 2005 Constitution of the Kingdom of Swaziland. However, subsequent clawback clauses restrict this right, and King Mswati III can suspend the right to freedom of expression at his discretion. There are no laws or parts of laws restricting freedom of expression such as excessive official secret, libel acts, legal requirements that restrict the entry into the journalistic profession or laws that unreasonably interfere with the functions of media.
12) Tanzania	Tanzania has a very vibrant media industry with strong regulatory systems. The new draft constitution makes provisions for media freedom and free media access to all its citizens. There is a high proportion of private media houses as well as a strong community media sector.
13) Zambia	Freedom of expression is protected for in Article 20 of the Zambian Constitution. With regard to media protection in the constitution, article 20 (2) states that "subject to the provisions of this constitution no law shall make any provision that derogates from freedom of the press." Political issues continue to dominate the mainstream media, and diversity of content in the print media remains limited. Great strides have been made in the area of self-regulation, which has narrowed the divide between state and privately owned media as they united in the establishment of the self-regulatory body, the Zambia Media Council (ZAMEC). On the one hand, citizens are not able to express themselves freely, particularly due to the perceived high levels of political intolerance.[8]
14) Zimbabwe	Zimbabwe has repressive media laws which hinder free media practice. There are laws around access to information based on the principles of 'official secrecy'. Media industry is also highly polarised with private media aligning itself to civil society and human rights defenders whilst the public media has been reduced to a government conduit. Persecution of journalists is common.

1 http://downloads.bbc.co.uk/worldservice/trust/pdf/AMDI/botswana/amdi_botswana3_media_health.pdf
2 http://uncoveringthedrc.blogspot.co.za/2012/01/media-landscape-in-drc.html
3 http://www.mediamonitoringafrica.org/images/uploads/Lesotho_Interim_Report_PrintVersion_2.pdf
4 http://www.unesco-ci.org/ipdcprojects/countries/madagascar
5 http://library.fes.de/pdf-files/bueros/africa-media/09541.pdf
6 https://freedomhouse.org/report/freedom-press/2014/mozambique
7 http://www.gcis.gov.za/sites/www.gcis.gov.za/files/docs/resourcecentre/medialandscape2014_ch5.pdf
8 http://library.fes.de/pdf-files/bueros/africa-media/10575.pdf

Table 1.1 shows that most countries in the SADC region have provisions for media freedom and access to information: either in constitutions or in specific legislation. However, legislators do not always observe media freedom: journalists in most SADC countries continue to face state repression. Whilst most SADC countries also remain stable democracies, their leaders have not always linked democracy to equal participation and advancing women's rights.

The SADC Protocol on Gender and Development



The year 2015 marked the expiration of the initial targets set by the SADC Protocol on Gender and Development (SADC Protocol), which SADC heads of state signed in August 2008. The Protocol is the only sub-regional instrument that brings together all existing targets for achieving gender equality, enhancing these through concrete targets and time frames. NGOs that campaigned for this instrument formed the Southern African Gender Protocol Alliance (the Alliance), which continues to advocate ratification and implementation of this instrument. In the absence of media provisions in the Sustainable Development Goals (SGDs), the Alliance is designing a stronger Post-2015 SADC Protocol with stronger targets and indicators for all the ten theme areas, including the media. Compared to international gender and media instruments, the SADC Protocol has clear indicators of progress.

The 2008 Protocol provided a key impetus to the gender and media work in the region, with its one time bound target: the achievement of gender equality in the media including in decision-making 2015. The Protocol contained wide-ranging provisions against which stakeholders could measure progress. This included the broad policy and legal framework, institutional make-up and practices as well as editorial outputs of the media.

Stakeholders purposely ensured the wording of the provisions did not become too prescriptive or make assumptions about the extent to which government can regulate or influence the media (especially the private media). However, the provisions remain significant in that they:

- Covered both media content and the institutional make-up of the media;
- Touched on both policy and training;
- Touched on both the sins of omission (the absence of women's voices and need to give women equal voice) as well as the sins of commission (the perpetuation of gender stereotypes in the way in which journalists cover women, especially the coverage of gender violence); and
- Were consistent with the tenets of freedom of expression. Indeed, they underscored the argument that gender and media activists have been making: that the subliminal silencing of women in the media is - the world over - one of the worst violations of freedom of expression.

Since 2009, GL has coordinated the annual SADC Gender Protocol Barometer. It tracks progress in attaining different targets annually. The last seven barometers have shown glaring gender gaps in media.

The media in Southern Africa

The media in Southern Africa has evolved from a concentration of public- or state-controlled media, opening up of space to the private and community media. Radio has remained the leading medium reaching even the most remote parts of the continent. Community newspapers also continue to gain popularity.

South Africa has grown to become one of Africa's major media centres, with publications and media outlets that reflect the country's diversity and language plurality. The country has the highest proportion of community radio stations in the region, with more than 100 registered stations. Most of these fall under the National Community Radio Forum. The community newspaper sector is also vibrant with a proliferation of newspapers under the Association of Independent Publishers.

Other SADC countries with large media sectors include Mozambique, with Portuguese being the main language of communication, and Tanzania, with media outlets in Kiswahili and English. Tanzania also has a vibrant community media sector. In Franco-

phone Africa, DRC and Madagascar also enjoy media plurality.

While the press has significantly opened up to private players, television has lagged behind in most countries. State broadcasters dominate in Botswana, Lesotho, Mauritius, Namibia, Seychelles and Zimbabwe. South Africa, Mozambique and Zambia have both private and community television stations.

Zimbabwean media has had mixed fortunes in the last decade, with state controlled media especially maintaining its monopoly over the airwaves. The state has implemented restrictive legislation of the private press.

Gender and the media

Section J of the 1995 Beijing Platform for Action (BPFA) identified media as one of the critical areas of concern in achieving gender equality under two critical areas: women's equal participation in the media and decision-making positions as well as improving the representation and portrayal of women in media content. Yet, more than 20 years later, glaring gender gaps persist in both institutional composition and content.

The International Women's Media Foundation (IWMF) Global Report on the Status of Women in the News Media reveals that, globally, men occupy 73% of the top management jobs. Among the ranks of reporters, men hold nearly two-thirds of the jobs, compared to 36% held by women. The IWMF report showed that, despite commitments made in Beijing, the glass ceiling for women is still very much a reality in 20 of the 59 nations studied.

The 2015 Global Media Monitoring Project (GMMP), conducted by the World Association of Christian Communication (WACC), shows that women constitute a mere 24% of news sources globally, and 22% in Africa.

As "formal" or legislated discrimination against women falls away, the key challenge confronting society is how to change mind-sets hardened by centuries of socialisation and cemented by custom, culture and religion. Potentially having a huge role to play in this "liberation of the mind," the media has more often than not been part of the problem rather than of the solution.

Further, while the media has set itself up as the watchdog of the rest of society, it does not always take kindly to being "watched." The result has been an unfortunate antagonistic relationship between gender activists and the mainstream media. One of the hot button lobbying and advocacy issues in 2015 comprised the shift to thinking about the Post-2015 era, in which media and information and communications technologies (ICTs) will play a crucial role in shaping attitudes, norms and perceptions, yet the SDGs barely mention these powerful forces or their gender dimensions. The Global Alliance on Media and Gender (GAMAG), facilitated by UNESCO, and chaired by GL, has mounted a campaign for the inclusion of targets and indicators in this area.

Although the UN is not likely to open up the SDGs for discussion, this is one area in which SADC is already ahead through the targets included in the Protocol. Activists in the region need to fight hard to preserve and expand these provisions.

There have been several different approaches to the issue of gender and the media. These include:

- Empowering women journalists (the route taken by media women's associations that have been especially strong in East Africa);
- Creating alternative media for women's voices to be heard, especially with the advent of IT that reduces costs and creates multiplier effects);
- Consumer protests and boycotts, especially against offensive advertising; and
- Seeking to bring about gender balance in the institution of the media as well as in its editorial content.

Regional advocacy: Media COE project

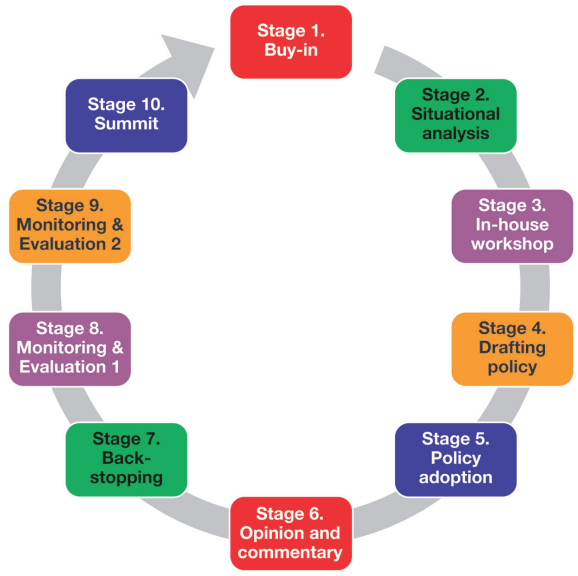
Working with 108 media houses in SADC, the Centres of Excellence (COEs) for gender in the media project aims to contribute to the SADC Protocol target of gender equality in and through the media by supporting media houses to mainstream gender in institutional practice and content. This includes the production of gender-aware programmes and editorial content, as well as conducting routine monitoring and evaluation of progress against set gender and media targets.

The results of the 2009 *Glass Ceiling in Southern African Media* and the 2010 GMPS showed an apparent lack of improvement in gender and the media, which informed the COE approach. The GMPS found that, on average, the proportion of women sources in the region increased by just two percentage points from 17% in the 2003 Gender and Media Baseline Study (GMBS) to 19% in the 2010 GMPS. The *Glass Ceiling* study showed that, whilst women continue to be under-represented in media in general, they also remain glaringly absent from decision-making positions. GL therefore used these findings to reflect on its intervention strategies and explore possibilities for a more holistic and sustained approach to address gender gaps in the media.

As part of the COE project, 85 media COEs have developed gender policies to guide their operations. These cover all facets of media operations, including policy framework, working environment and editorial content and programming. Media COEs have developed as part of efforts to create an enabling environment for gender equality to flourish. This includes the existence of sexual harassment policies. While the COE process consists of ten stages, GL offers support and backstopping at every stage. This includes technical support to ensure effectiveness of the process. A key component of this is support from partner organisations such as journalism and media training institutions, as well as SADC Protocol Alliance thematic cluster leads.

Global advocacy

In 2013, GL and other global gender and media partners formed the Global Alliance on Media and Gender (GAMAG) under the United Nations Education and Scientific Organisation (UNESCO). GAMAG has a global membership of more than 900 members across the globe. The membership actively campaigned for the inclusion of media targets and indicators in the SDGs. Although UN member states did not approve new additions ahead of the adoption of the SDGs in September 2015, the campaign has galvanised GAMAG, as well as strengthened GL's work with the Southern African Broadcasting Association (SABA), and ensured stronger gender and media provisions in the Post-2015 SADC Gender Protocol.



Stage 7 involves on-the-job training and support for all participating media. Whilst individual country contexts and activities largely determine these, GL has tailored them around the provisions of the SADC Gender Protocol for the following areas:

- Constitutional and legal rights.
- Governance.
- Education and training.
- Productive resources, employment and economic empowerment.
- Gender-based violence.
- Health and HIV and AIDS.
- Peacebuilding.
- Media, information and communication.
- Implementation.



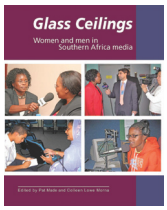
Colleen Lowe Morna, GL CEO, and Malisema Mahloane of BAM Media in Lesotho, sign the COE MOU in Maseru, Lesotho, in 2012.
Photo: Sikhonzile Ndlovu

Table 1.2: Summary of gender and media research by GMPS partners			
RESEARCH	**YEAR**	**WHAT THIS COVERS**	**WHO**
Laws and Policies			
Legally yours	2007	Audit of media policies, laws and regulations.	GEMSA
Gender in media education			
Gender in media education - Southern Africa	2010	Audit of gender in media training institutions.	GMDC, GL
Gender in media development NGOS	2006	Audit of gender in media development NGOs supported by SIDA globally, with several of these including MISA in Southern Africa.	GL, Swedish International Development Agency
Gender within the media			
Glass Ceilings: Gender in Southern African media houses	2009	Representation and participation of women and men within the media, its hierarchy, different beats and occupational areas.	GL
Gender in media content			
Gender and Media Baseline Study (GMBS)	2003	Gender disaggregated monitoring of 25,000 news items over one month to determine who speaks on what as well as how women and men are portrayed in the media.	GL, MISA, Media Monitoring Project (MMP)
Global Media Monitoring Project	2005	One day monitoring of Southern African media in thirteen countries as part of global monitoring, used to benchmark progress since GMBS.	GEMSA
Mirror on the Media: Who talks on Radio Talk Shows	2006	Gender disaggregated monitoring of hosts, guests, callers in Lesotho, Malawi, South Africa and Zimbabwe.	GL
HIV and AIDS, Gender and the Media	2006	Gender disaggregated data on coverage of HIV and AIDS including overall coverage; topics and sub topics; types of sources consulted.	GL, Southern African Editors Forum (SAEF) and MMP
Mirror on the Media: Gender and advertising	2007	Gender disaggregated monitoring of who is heard and depicted in advertising in Mauritius, South Africa, Zambia and Zimbabwe, and how women are portrayed.	GL, GEMSA country chapters
Mirror on the Media: Gender and Tabloids	2008	Gender disaggregated monitoring of who speaks on what as well as how women and men are portrayed in tabloids.	GL, GEMSA country chapters
HIV and AIDS, Gender and the Media Francophone Study	2008	A combination of the GMBS and the HIV and AIDS, Gender and the Media Study, introducing new parameters, like media practise.	GL Francophone Office
Gender and Media Progress Study	2010	Gender disaggregated monitoring of over 30,000 news items over one month to measure progress since the GMBS, covering general practise; gender; HIV and AIDS and gender violence.	GL, GEMSA, MISA
Global Media Monitoring Project	2010	One day monitoring of Southern African media in fourteen countries as part of global monitoring, which will be used to benchmark progress in the region against global trends.	GEMSA
Global Media Monitoring Project	2015	One day monitoring of Southern African media in ten countries as part of global monitoring, which will be used to benchmark progress in the region against global trends.	GL/Gender and Media partners/ World Association for Christian Communication
Gender and audiences			
My views on the News	2005	How women and men in Southern Africa engage with and respond to the news.	GL, MISA, GEMSA, MMP

Source: 2010 SADC Gender Protocol Barometer.

Table 1.2 reflects the research that has preceded this study. The GMBS found women's voices under-represented as news sources at just 17%. In 2010, GL and the Media Institute of Southern Africa (MISA) conducted the GMPS, a sequel to the 2003 GMBS. The GMPS showed a two percentage point increase in women sources to 19%. A self-monitoring exercise conducted in 2014 showed that women sources make up just 21% of those speaking in the media in SADC.





The 2009 *Glass Ceiling* study mirrored the gaps revealed by the content studies, showing that women remained under-represented in the media, especially in decision-making positions: they made up just 23% of those in management. The study also revealed an absence of policies specifically dealing with gender, a finding similar to the *Gender in Media Education* (GIME) audit. The GIME showed that most journalism and media training institutions do not mainstream gender in teaching curriculum and course content.

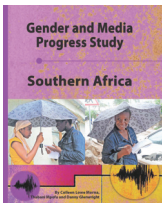
GL also conducted the *Gender in Media Audience Study* (GMAS) in 2004. It explored audiences' media preferences across the SADC region. Following this, GL conducted follow up in-house studies in selected media houses.

Other periodic studies such as the *Mirror on the Media* series looked at different thematic areas, such as gender in advertising and gender in tabloids. These studies sought to widen the body of knowledge around gender in other media forms such as adverts. Following these research studies, GL embarked on a project to support media houses to take a deliberate approach to managing gender relations: through policy as well as by institutionalising gender mainstreaming.

The *Glass Ceilings in Southern African Media* study found that women constitute 41% of media workers in Southern Africa (32% if researchers exclude South Africa, which has the highest media density in the region, from the sample). The study found that women constitute less than a quarter of senior managers and a fraction of top managers; also that women reporters tend to be concentrated in the "soft" beats while men cover sports, economics, politics and the kinds of beats that get the most attention.

The 2010 GIME audit took place within the context of the SADC Gender Protocol and its media provisions. These included urging the media and all institutions in the public and private sectors to achieve gender parity in decision-making by 2015.

Coming 12 years after the original baseline study, the 2015 GMPS sought to compare and benchmark the performance of media in SADC countries against their performance in the GMBS, 2009 *Glass Ceiling*, 2010 GMPS, 2010 GIME audit and the periodic *Mirror on the Media* series. It also draws parallels with the *Glass Ceiling* study where appropriate. Stakeholders will use the data from this research as an overall assessment of the impact of the policy, advocacy and training work on HIV and AIDS and gender conducted as part of the Media Action Plan (MAP) initiative from 2006-2008.



Process

The GMPS consisted of the following components:

1) ***Desktop research:*** The first phase of the project involved desktop research and project conceptualisation. This happened internally at the Gender Links head office in South Africa. This involved reviewing key research questions from past studies and deciding which elements of past studies would be included.
2) ***Consultative meetings with gender, media and LGBTI activists:*** This phase aimed to agree on key gender, media and lesbian, gay, bisexual, transgender and intersex (LGBTI) issues as well as formulating LGBTI research questions. These meetings involved a diverse of group of participants from across the region.
3) ***Selection of team leaders:*** Gender Links collaborated with the journalism and media training institutions that form part of the GIME COE team, as well as media COE in-country facilitators. In other instances, GL partnered with NGOs working in the media and gender fields.
4) ***Training of team leaders and reviewing draft methodology:*** This phase involved a review of the draft monitoring tool as well as reviewing GMMP methodology. The reference group meeting included participants from gender and media training institutions, gender and media activists and LGBTI activists. This training introduced the team leaders to the GMMP 2015 coding tools. Training took place between 2 and 5 March 2015.
5) ***In-country training:*** Team leaders went on to conduct in-country training of their student monitoring teams. Team leaders used the GMMP monitoring to expose students to research before the actual GMPS monitoring. GMMP monitoring took place on 25 March 2015.

6) ***In-country monitoring:*** Each of the monitors returned to their country and conducted the research according to the agreed guidelines. Researchers conducted monitoring from 1-30 April 2015.
7) ***Glass Ceiling data collection:*** Media COE facilitators conducted Glass Ceiling data collection in the COEs during the 2015 media COE verification exercise ahead of the summits. This happened from March-July 2015. Data collection in non-COEs and outstanding COEs happened between September and March 2016.
8) ***GIME reference group meeting:*** This meeting took place on the sidelines of the Botswana SADC Gender Summit. This phase of the project involved reviewing the draft GIME research questionnaire, as well as testing the data capturing tool - *SurveyGizmo*. Participating institutions offered suggestions on refining the key research questions. Data collection commenced in September 2015.
9) ***Compiling qualitative case studies:*** Following the quantitative monitoring, team leaders identified and compiled case studies from their countries. Researchers presented GIME institutional case studies at the 2015 SADC Gender Summit and during the GIME research symposium in early 2016.
10) ***Preliminary findings launch in South Africa on International Press Freedom Day:*** GL discussed the lessons emerging from the research study during the GIME research symposium. GL collaborated with the Institute for the Advancement of Journalism and the Freedom of Expression Institute to share the findings of the study to a regional audience.

Methodology

Research questions

The study sought to answer the research questions outlined below.

Who speaks?
- Overall, what is the proportion of women and men sources?
- How does the region compare with the GMBS and GMPS studies?
- Is there a different in the way that COEs and non-COEs access women's voices?
- Are there differences in the proportion of women and men sources in radio, TV and print media?
- What age groups have most/least voice and are there differences between women and men?
- In what occupational roles are women and men reflected?
- How do individual countries access women sources compared to the region overall?
- How do individual media houses in each country compare with regard to male and female sources?
- On average, how much of the stories rely on single sources compared to multiple sources?
- On average, how many stories indicate the connection between GBV and HIV and AIDS?

Who is seen?
- What is the proportion of women in newspaper images?
- How does the presence of women in images compare with their representation as news sources?
- At what ages do women dominate in images?

Who decides?
- What is the proportion of women in media across Southern Africa overall?
- How does this compare with the 2009 Glass Ceilings in Southern Africa media houses study?
- Are there more women employees in COEs compared to non-COEs?
- What is the proportion of women in media decision-making?
- Does a critical mass of women in the media make a difference?

Who reports?
- What is the proportion of women reporters as measured through the stories monitored?
- Is there a difference between COEs and non-COEs?
- What kind of topics do women and men reporters report on?
- Do women reporters access more women sources compared to male reporters?

Who speaks on what?
- What is the breakdown of women and men sources in the stories on, and that mention, HIV and AIDS?
- What is the breakdown of women and men sources in the stories on, and that mention, GBV?
- What is the breakdown of women and men sources in the further breakdown of the HIV and AIDS topic

category into prevention, treatment, care, impact and general?
- What is the breakdown of women and men sources in the further breakdown of the GBV topic category into prevalence, effects, support and response?
- What is the function of the source (ordinary person, expert, official, etc.) and are there differences between women and men?
- In the case of HIV and AIDS sources, what proportion are persons living with HIV and AIDS; persons affected by HIV and AIDS; traditional or religious figures; experts; civil society; official and UN agencies, or other?
- In the case of GBV sources, what proportion are persons living with HIV and AIDS; persons affected by HIV and AIDS; traditional or religious figures; experts; civil society; official and UN agencies, or other?

What is the quality and quantity of coverage of different topics?
- What topics get the most and least coverage?
- How do countries compare in the region?
- What proportion of coverage is devoted to gender-specific topics?
- Of this, what proportion is on gender violence?
- What proportion of coverage is specifically on HIV and AIDS?
- What proportion of coverage mentions HIV and AIDS?
- What proportion of coverage is specifically on GBV?
- What proportion of coverage mentioned GBV?
- How do media houses within each country compare to each other with regard to coverage of GBV?
- How do media houses within each country compare to each other with regard to coverage of HIV and AIDS?
- Of the coverage on HIV and AIDS, what proportion is on prevention, treatment, care, impact, general or other?
- Of the coverage on GBV, what proportion is on prevention, the effects on victim and others, support and response?
- How do the HIV and AIDS topics further break down into sub topics (listed in the monitoring guide?)
- How do the GBV topics further break down into sub-topics?
- What proportion of coverage is specifically on sexual orientation and gender identity (SOGI)?
- Who speaks about SOGI?

The future of media
- What is the proportion of male and female staff in journalism and media training institutions?
- What is the proportion of female students in training institutions?
- Do gender and sexual harassment policies exist in training institutions?

Research tools

The research combined both quantitative and qualitative research methods. Content monitors gathered quantitative data on the media's coverage of gender, HIV and AIDS, GBV and SOGI, whilst Glass Ceiling researchers did the same for the different institutions. Team leaders in each country selected articles for further analysis to give more in-depth analysis to the quantitative findings.

Quantitative research

The quantitative monitoring consisted of capturing data on media coverage in an online data capture tool. Monitors had to capture a specified set of data from each item. This included information about the item itself, who generated or presented the story (presenter, anchor, reporter, and writer) and who featured in the item.

Online data capture tool

The GMPS research made use of an online data capture tool that brought together elements of the 2010 GMPS and the 2009 Glass Ceiling study. This innovative approach allowed different teams to capture data in real time, which allowed GL research management team to access the data as it came in. The data capture involved:
- Individualised logins and passwords for all researchers and team leaders;
- Administrative rights to all team leaders to quality check progress and quality of data only for their respective countries;
- Entering of data into the database for both GMPS and Glass Ceiling in one survey tool (tool has two data capture platforms);
- Quality control by GL, which had overall admin rights of all data;
- Data analyst drawing data from the back-end of the online tool; and
- Data analysis and generation of graphs by independent data analyst, Lukhanyo Nyati.

SurveyGizmo
For the GIME research, GL made use of SurveyGizmo. After the development of the questionnaire, GL loaded the tool on SurveyGizmo and then allowed respondents to do an initial test. The data capture involved:

- Entering data from individual institutions on the online platform by following the link supplied by GL;
- GL management team quality checking progress every step of the way;
- GL research management team quality checking entries; and
- GL drawing data from the tool and generation of reports.

Qualitative research
During the quantitative monitoring, monitors suggested articles for further analysis to give more in-depth analysis of the quantitative findings. These case studies highlight best practices in the coverage of gender, HIV and AIDS, GBV, and sexual orientation and gender identity. For the Glass Ceiling and GIME studies, GL conducted in-depth case studies on the performance of COE media houses and media training institutions. Some of the case studies emerged from the COE verification exercises and the summit presentations in 2015.

The broad areas of analysis included:

- How are women and men labelled as sources in the media?
- Is there a good balance of men and women sources?
- Do women and men speak on the same topics, or does the media reserve specific topics for men only and specific topics for women?
- Does the language promote stereotypes of men and women?
- Are physical attributes used to describe women more than men?
- How are women portrayed in the story? How are men portrayed in the story?
- Are all men and women in a society represented and given a voice in the media?
- What are the missing voices, perspectives in the story?
- What are the missing stories?

Monitors used the following framework to help them assess stories:

Table 1.3: Checklist for the qualitative monitoring

Gender aware reporting	Gender blind/gender biased reporting
Gender balance of sources (voices)	Lack of gender balance in sources (voices)
Gender neutral language	Gender biased language
Awareness of differential impact	Lack of awareness of gender dynamics
Fairness in approach to issue • No double standards • No moralising • No open prejudice • No ridicule • No placing of blame	Biased coverage of issue • Double standards • Moralising e.g. being judgemental • Open prejudice e.g. women are less intelligent than men etc • Ridicule e.g. women in certain situations • Placing blame e.g. on rape survivors for their dress etc
Challenges stereotypes	Perpetuates stereotypes
Simple accessible gender sensitive language	Full of jargon and stereotypical gender biased language
Gender disaggregated data	Aggregated data

Researchers have cited case studies from the media monitoring throughout this report as these help to illuminate the quantitative findings. For the *Glass Ceiling* and GIME sections, this reports draws on case studies compiled during the media COE verification exercise, regional and national summit presentations, and case studies submitted during the GIME research symposium.

Sample

GL and partners drew up the research sample to get a fair reflection of the media in each country based on media density, ownership and participation in the media and GIME COE projects.

Table 1.4: GMPS sample					
Media density in country	**Number of newsrooms (if known)**	**Target sample per country**	**Actual number of newsrooms in study**	**Number of news items monitored in 2015**	**Number of news items monitored in 2010**
High					
DRC	636	18	15	1020	3910
Madagascar	130	18	17	2353	2541
Mozambique	57	19	13	1489	2789
South Africa	310	38	31	6454	5957
Tanzania	138	19	15	1103	2335
Medium					
Mauritius	22	11	11	1271	3918
Malawi	21	17	13	651	1597
Zambia	75	12	12	2420	2080
Zimbabwe	31	19	19	4071	2988
Namibia	42	11	8	1667	1604
Low					
Lesotho	26	13	13	1102	645
Botswana	25	11	8	766	879
Swaziland	10	10	8	2518	1365
Seychelles	12	7	5	210	823
TOTAL	**1535**[9]	**223**	**188**	**27 095**	**33 431**

Table 1.4 shows the number of media in each country (where these figures exist) and the target figures calculated as follows:

- *High media density:* all countries with more than 50 individual media houses (DRC, Madagascar, Mozambique, South Africa and Tanzania).
- *Medium density:* all countries with between 20-50 media houses (Mauritius, Malawi, Zambia, Zimbabwe and Namibia).
- *Low density:* countries with fewer than 20 individual media (Botswana, Lesotho, Seychelles and Swaziland).

The third column, recording the actual number of media monitored in each country, shows that this study covered 201 media outlets. This is an increase from the 157 monitored in the 2010 GMPS. Researchers analysed 27 095 news items, compared to 33 431 in the 2010 study.

[9] Number of newsrooms for some countries is given as an approximation as exact figures could not be attained through desktop research conducted.

Table 1.5: Comparative analysis of media houses monitored			
COUNTRY	**COE**	**Non-COE**	**TOTAL**
Botswana	5	3	8
DRC	11	4	15
Lesotho	9	4	13
Madagascar	6	11	17
Malawi	9	4	13
Mauritius	5	6	11
Mozambique	11	2	13
Namibia	2	6	8
Seychelles	0	5	5
South Africa	12	19	31
Swaziland	4	4	8
Tanzania	11	4	15
Zambia	7	5	12
Zimbabwe	10	9	19
TOTAL	**102**	**86**	**188**

Table 1.5 shows that COE media houses constituted a little more than half the sample, with 113 out of 201 media outlets in the sample (56%). The inclusion of non-COE media houses provided counter-valuating evidence on whether the COE process has contributed to a more gender-responsive journalistic practice in the region. The study compared performance where possible.

Table 1.6: Analysis of media monitored by type										
Country	Print			Radio			TV			Total
	Public	Private	Community	Public	Private	Community	Public	Private	Community	
Botswana	1	4	0	1	1	0	1	0	0	8
DRC	1	6	0	1	2	1	1	3	0	15
Lesotho	0	6	0	1	5	0	1	0	0	13
Madagascar	0	10	0	1	3	0	1	2	0	17
Malawi	0	1	0	1	7	3	1	0	0	13
Mauritius	0	7	0	1	2	0	1	0	0	11
Mozambique	1	6	0	1	1	1	1	2	0	13
Namibia	1	3	0	1	0	1	1	1	0	8
Seychelles	1	3	0	0	0	0	0	1	0	5
South Africa	0	13	2	2	1	10	2	1	0	31
Swaziland	3	2	0	1	0	0	1	1	0	8
Tanzania	1	6	0	1	2	0	1	4	0	15
Zambia	2	3	0	1	2	2	1	1	0	12
Zimbabwe	9	5	0	2	1	1	1	0	0	19
Grand total	**20**	**75**	**2**	**15**	**27**	**19**	**14**	**16**	**0**	**188**

Table 1.6 shows the mix of different types of media monitored in this study (101 print, 67 radio and 33 television). The sample also included a mix of public/state (47), private (136), and community media (18). The full list of media monitored is at **Annex B** of this report.

An additional criterion for selecting specific media houses in this study was whether researchers monitored the same media houses in the GMBS and the HIV and AIDS and Gender Baseline Study, as well as whether they belong to the media COE project. This is in view of the fact that GL and other stakeholders will use the outcomes of this study to evaluate media performance - including specific media houses - after the policy and backstopping interventions undertaken by GL since the last baseline studies.

What did researchers monitor for content?

- *Newspapers:* entire newspapers except for classifieds, advertisements, advertorials and supplements;
- *Radio:* a major news analysis or current affairs programme at prime time (in either the morning or evening);
- *Television:* A major half hour or one-hour news and news analysis programme at prime time (in either the morning or evening);
- All adverts (excluding supplements for prints).

Timeframe

The content monitoring period comprised 14 days over a month. Monitoring started on Wednesday 1 April and ended on Thursday 30 April 2015. Data collection for the *Glass Ceiling* and GIME surveys took place between September 2015 and March 2016.

GL and partners chose the month of April 2015 for the study because it represented a relatively "neutral" period. By contrast, March would have fallen around the period of International Women's Day commemorations. August would have been close to National Women's Day, which South Africa and Namibia commemorate on 9 August. However, in South Africa, the monitoring coincided with two key events in the history of the country.

Limitations

Comparability of the different studies: Because each study builds on the one before it, the parameters are slightly different and not always directly comparable. The GMBS and GMPS have drawn on the Global Media Monitoring Project (GMMP) but also added many dimensions. The comparable and additional features of the Southern African gender and media studies managed by GL have been summarised in Table 1.7.

Table 1.7: Countries and areas covered by gender and media studies managed by GL									
Country	GMBS	Audience	Radio Talkshows	Gender, HIV and AIDS and Media Baseline Study	Gender and Advertising	Gender and Tabloids	Glass Ceiling	GMPS	GIME
Regional	✓	✓	N/A	✓	N/A	✓	N/A	✓	✓
Angola	N/A	✓	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Botswana	✓	✓	N/A	✓	N/A	✓	N/A	✓	✓
DRC	N/A	N/A	N/A	✓	N/A	✓	N/A	✓	✓
Lesotho	✓	✓	✓	✓	N/A	✓	N/A	✓	✓
Madagascar	N/A	N/A	N/A	✓	N/A	✓	N/A	✓	✓
Malawi	✓	✓	✓	✓	N/A	✓	N/A	✓	✓
Mauritius	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mozambiqe	N/A	✓	N/A	✓	N/A	✓	N/A	✓	✓
Namibia	✓	✓	N/A	✓	N/A	✓	N/A	✓	✓
Seychelles	✓	✓	N/A	✓	N/A	✓	N/A	✓	✓
South Africa	✓	✓	✓	✓	✓	✓	✓	✓	✓
Swaziland	✓	✓	N/A	✓	N/A	✓	N/A	✓	✓
Tanzania	✓	✓	N/A	✓	N/A	✓	✓	✓	✓
Zambia	✓	✓	N/A	✓	✓	✓	N/A	✓	✓
Zimbabwe	✓	✓	✓	✓	✓	✓	N/A	✓	✓

This shows how the GMPS is a summation of the many different areas examined over the last 15 years. Aligning some parameters such as topics to the global study resulted in compromises such as the fact that we did not measure the proportion of gender specific stories (captured under "social" in the GMMP). The absence of this parameter is regrettable, as it provided a valuable insight in the past into the extent to which gender as a topic in its own right barely features in the media.

Time taken to complete the analysis: The enormity of this research resulted in the analysis taking longer than initially anticipated. Based on experience, the partners also decided to canvass the results in consultative workshops before finalising the reports. This assisted in identifying errors. More importantly, the reflections from these meetings form an important part of the qualitative findings of the country and regional reports. GL firmly believes that research is only useful if those it affects (or is about) can critically engaged with it.

Validity

Despite these limitations, the principal authors of the report are satisfied that what is presented here is thorough, accurate and an invaluable contribution to attaining gender equality in and through the media.

2 GENERAL MEDIA PRACTICE



RANDRIANTENAINA Narindrasoa, survivor from Bongatsara Council being interviewed by Claudia Rakotonirina, GL Madagascar Programme Officer, about stone quarrying in Madagascar.
Photo: Zotonantenaina Razanadratefa

"The media plays a critical role in reporting gender-related issues; not only in the topics covered but also in the way stories are told in the media. In order to make every voice count, information needs to be fetched in the field from the most affected and voiceless groups."

Claudia Rakotonirina, Gender Links Madagascar

This chapter on media practice seeks to contextualise missing voices within the broader context of media practise. For example, it measures the extent to which media practitioners adhere to basic principles of journalism by checking whether they base the majority of their stories on single sources. Contextualising diversity within the broader framework of media practice strengthens the argument that promoting multiple sources within media content also strengthens media practice by giving a balanced view.

It also examines media practise by studying examples from across the region. Issues covered include diversity of sources, the breakdown of coverage with regard to topics and genres, geographic scope, and single versus multiple sources.

The analysis also examines the different issues affecting the SADC region as highlighted in the 2008 SADC Protocol on Gender and Development. Whilst the Protocol areas of focus are not exhaustive, they give an idea of the pertinent issues in the region. The protocol set 28 targets for the achievement of gender equality across ten thematic areas.

The 2010 GMPS showed that media coverage slants towards what "important" people do, either in their public or private lives. These normally comprise events or occurrences associated with businesspeople, government and political figures and sporting personalities. As such, politics (19%) sport (18%) and economics (12%) dominated coverage during the 2010 monitoring period.

Genre

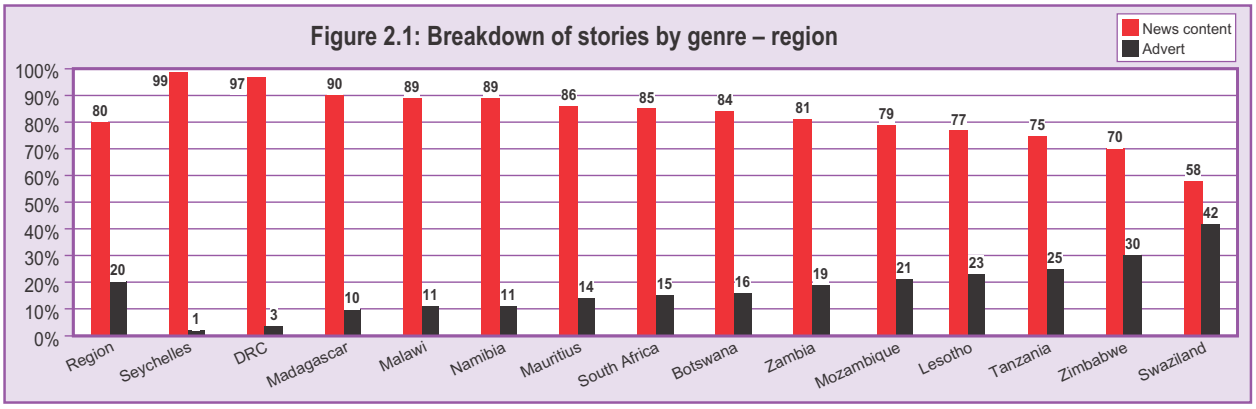
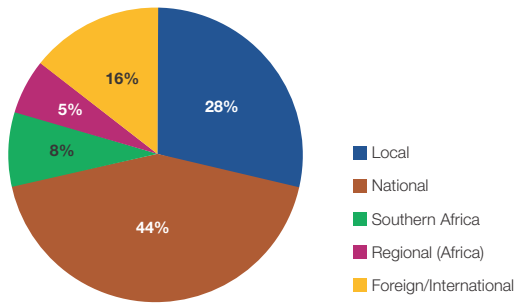


Figure 2.1 gives a breakdown of the spread of genres captured during the monitoring period: news content or advertisements. News content makes up 80% of what the media covered. However, this might not be a true reflection of media general practice considering that researchers slanted the sampling strongly towards news monitoring. They monitored only adverts that appeared in the main news bulletins (for television), or adverts that aired in news actuality shows (for radio) and all adverts in the main sections of the newspaper (for print).

Seychelles has the lowest proportion of adverts: just 1% of items monitored. Swaziland has the highest proportion of adverts at 42% of all items monitored. This spread between adverts and news content shows that, for the most part, whilst most media houses in Southern Africa rely on advertising for revenue, this has not taken the focus away from information dissemination.

Geographic scope of stories

Figure 2.2: Geographic scope of stories - region



As reflected in figure 2.2, national news made up the majority of stories in the 2015 GMPS, with 44% representation. Local news followed, with 28% of all stories, and then foreign/international at 16%, news from the rest of the region at 8% and lastly news from Africa at 5%. These findings show that media gives preference to international news over Africa-specific stories. This may be due to media's reliance on international news wire services. Technological advancements in the last decade have made it easy for journalists to access international news at the click of a button. However, researchers could not corroborate this in the study, as they did not interrogate reporters' sources of stories.

Figure 2.3: Geographic scope - 2010 vs 2015

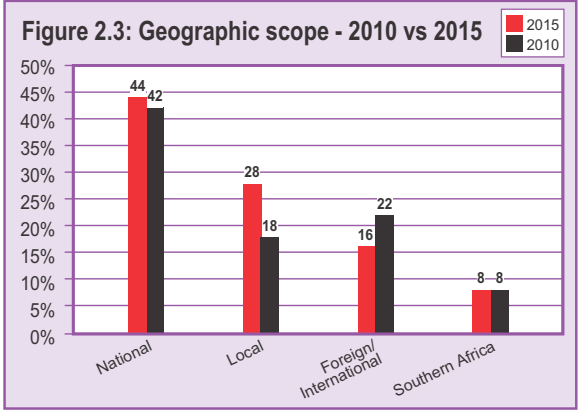


Figure 2.3 compares the geographic scope of stories in the 2010 and 2015 studies. National news dominates in this study as it did five years ago, when national stories stood at 42%. Regional SADC news remains at the bottom of the list, at 8%; the same figure recorded in 2010. However, local stories have increased from 18% recorded in 2010 to 28%. Conversely, foreign and international news has decreased from 22% to 16%.[1]

Single versus multiple source stories

One of the basic tenets of journalism is that news reporters give a balanced view of stories through presenting diverse voices. This contributes to high journalistic standards as well as enriching the stories.

Figure 2.4: Single source stories: GMPS 2010 versus GMPS 2015

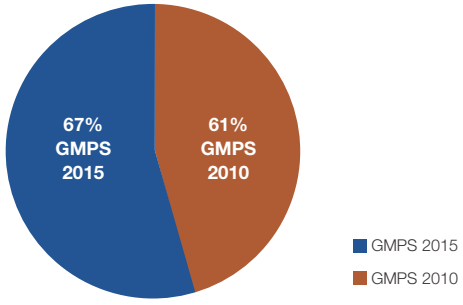


Figure 2.4 shows that journalists in the region continue to produce mostly single source stories (67% compared to 61% in 2010) rather than accessing a multiplicity of voices and practicing the basic rule of at least two sources per story. Single-source stories have only one source. Not only is this weak journalistic practice, it translates into fewer women's voices as journalists historically have accessed men more often, likely because they continue to dominate in decision-making positions. In the 2010 study, broad consultations with media stakeholders generated debate about whose responsibility it is to ensure this basic tenet of good journalistic practice: journalists or editors. GL Madagascar Programme Officer, Claudia Rakotonirina argued earlier that "in order to make every voice count, information needs to be fetched in the field from the most affected and voiceless groups."

[1] It was not possible for this study to make comparisons for Africa specific news as the 2010 study did not include this category. Likewise, the 2010 study measure proportion of regional stories, a category absent in this study.

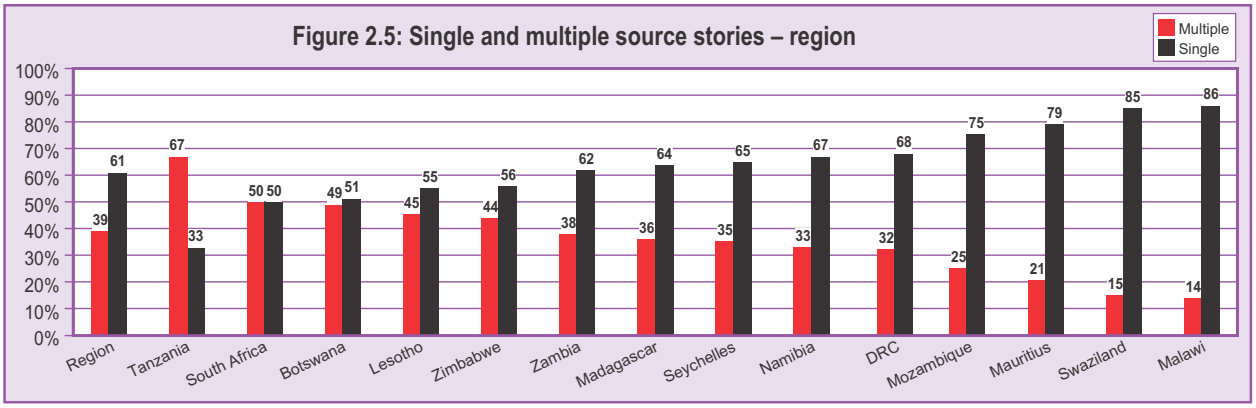
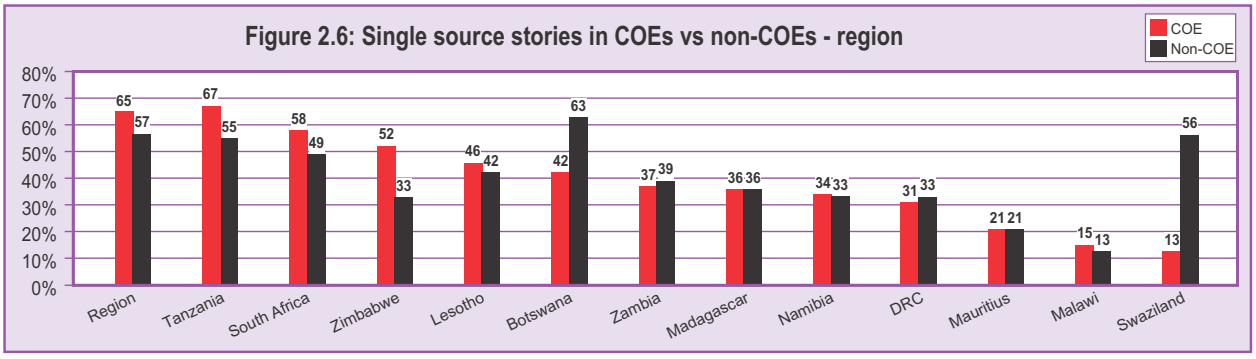


Figure 2.5 paints a gloomy picture in terms of media sourcing patterns, with only Tanzania (67%) and South Africa (50%) striking a balance between single and multiple source stories. Single source stories dominate in Malawi (86%) and Swaziland (85%). Media practi-tioners often cite tight deadlines and the highly pressured working environment as potential reasons for the high levels of single source stories.



A further breakdown of news sources in Figure 2.6 reflects that media houses which have participated in the media COE project are not much different than their non-COE counterparts on this indicator, as evidenced in the proportion of single source stories. Overall, 65% of stories covered by jouralists working at the COEs are single-sourced, compared to 57% in non-COEs. In Botswana, COEs fare better than non-COEs at 42% single source stories compared to 63%.



Journalists interview Sophia Simba, Ministry of Community Development Gender and Children.
Photo: Fanuel Hadzizi

What good practice looks like

Notwithstanding the grim proportions, researchers did find some examples of stories with multiple sources. For example, the story headlined "Xenophobic thugs: We'll burn you alive" in *City Press* on 26 April, tackles an issue of national importance. During the research period, South Africa experienced a spate of attacks of foreign nationals living in the country. Whilst this story quotes government officials and other political leaders such as Julius Malema, leader of the Economic Freedom Fighters (EFF), it also includes other voices representing non-political views. For example, a representative from the South African Human Rights Commission (SAHRC) gives the commission's position on the state of civil unrest. Whilst the headline is sensational, the story does attempt to look at solutions to the problem.



XENOPHOBIC THUGS:
'We'll burn you alive'

- State plans to start sending illegal immigrants home
- Fury at Nigeria over threat to expel SA from African Union
- Security beefed up at HRC offices after threats



Woman hacked to death

• CLEMANS MIYANICWE

A MOTHER of a two-month-old baby girl was hacked to death last Friday at Outjo.

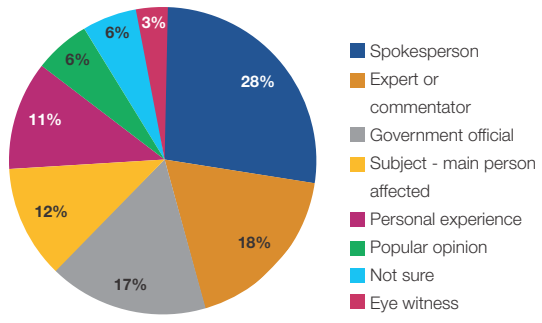
Engenesia /Ais (28) succumbed to wounds she sustained to the throat, the head, the chest and her right hand. The tragedy took place after she allegedly ended her relationship with a 31-year-old man two weeks ago, according to Otjozondjena police spokesperson committed the heinous crime. Although Mbeha says the relationship ended two weeks ago, /Ais' family hotly disputes this. They claim that /Ais broke up with her alleged killer early last year and was in a relationship with someone else who had fathered the baby girl. The murder suspect's family however said that the baby girl might be his daughter.

According to Mbeha, neighbours alerted the police after they heard /Ais

The Namibian on 7 April 2015 carried a GBV story with five sources. The story had four female sources and one male source. It provided a broad perspective around the issue of GBV. Journalists typically tell stories such as these by quoting spokespersons and law enforcement agents. In this case, the journalist did his job and spoke to those affected by the story, quoting not only a police spokesperson, but also the two sisters of the deceased, the victim's mother, and a neighbour.

Function of news sources

Figure 2.7: Function of news sources - region



The study also measured the functions of different news sources. Largely, media tend to follow what "important" people do or say, often denying citizens the right to express their views in the media or access media that presents others like them. Additionally, when journalists present news from an official point of view, chances are that men dominate.

Figure 2.7 shows that journalists tell the majority of stories in the region from the point of view of official sources such as spokesperson (28%), experts or commentators (18%) and government officials (17%). In another example of weak practice, journalists access eyewitnesses the least as sources. The dominance of official sources correlates with the topics that media tends to cover: politics, business and sport, all male-dominated professions.

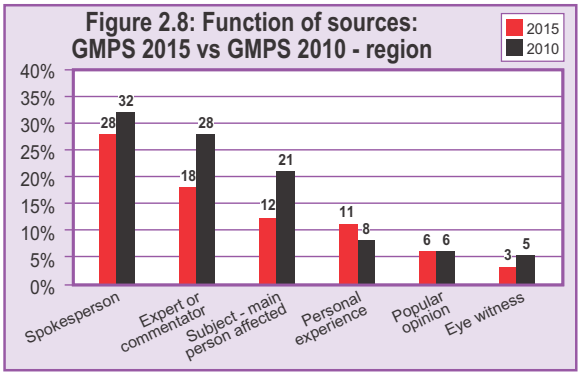


Figure 2.8 compares the function of sources between 2015 and 2010 and shows little meaningful change. Spokespeople dominate in both studies, with 2010 recording 32%. Whilst there has been a slight drop to 28%, official spokespersons such as government officials and experts still dominate. Those affected by the issues come in third, with a worrying drop since the last study. In 2010, subjects/people affected at 21% compared to 12% this year. Eye witnesses remain the least accessed in both studies.

Topics

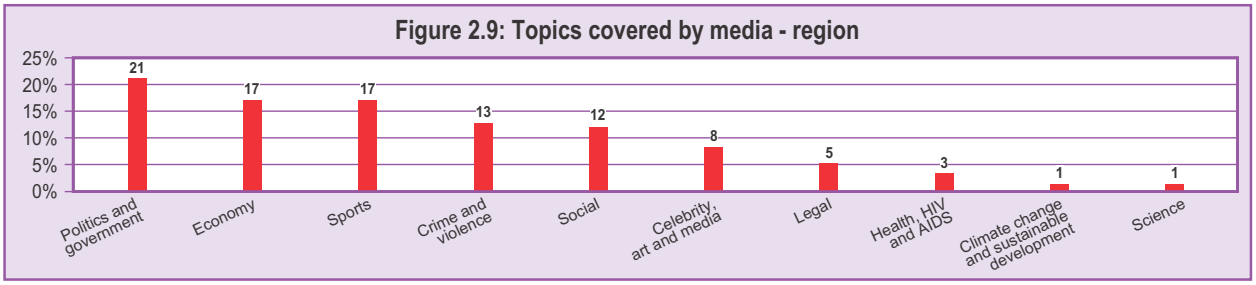


Figure 2.9 shows that, out of the ten broad topic codes monitored in the GMPS, politics and government (21%), economy (17%) and sports (17%) continue to dominate coverage in Southern Africa, as they did in the 2010 findings. These findings mirror those of countries. Most of the coverage around politics and government centres on activities featuring high profile people. In South Africa, for example, the monitoring happened, as previously noted, at the height of the xenophobic attacks and the "Rhodes must fall" campaign. These two events ensured high levels of political response in monitored media during this time.

In most countries, newspapers reserve the last four pages for sports coverage. The coverage of topics in SADC mirrors global trends. Globally, the GMMP results show a high proportion of economic (17%) and political stories (16%).

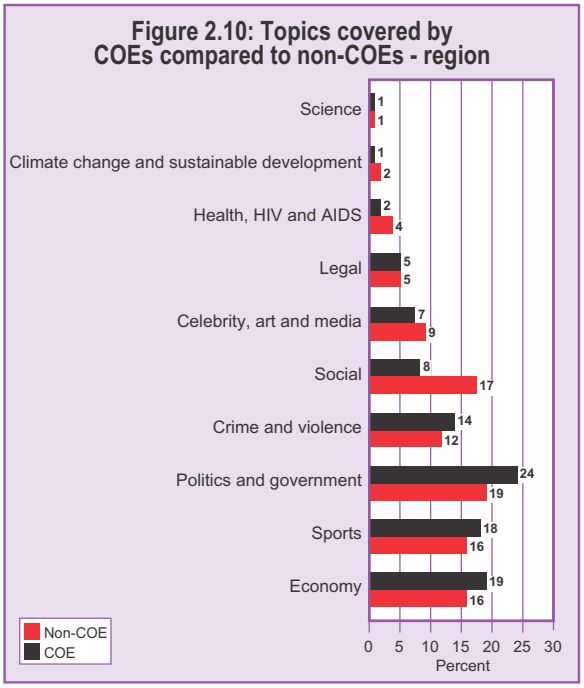


Figure 2.10 compared coverage of different topics by COEs to non-COEs. COEs are those media houses that have participated in the 19-stage capacity building COE project. The findings mirror those of general topics coverage, with both COEs and non-COEs giving more attention to economy, sports and politics and government. However, monitoring found non-COEs more likely to cover stories on politics and government (24%) than COEs (19%). Similarly, they covered more economic stories at 19% compared to 16% in COEs.

Perhaps most notable, COEs covered a higher proportion of social stories at 17% compared to non-COEs at 8%. The sub-topics under this category include children and children's rights, education, childcare, nursery, university, literacy, sex and sexuality, gender equality, disability, LGBTI, disaster and accidents, riots, demon-strations and public disorder.

GL's COE capacity building workshops for journalists focus on mainstreaming gender into coverage of all topics as well as gender specific issues. It is likely that these sessions contributed to the higher proportion of stories of a social nature. COE journalists also produced more stories on health, and HIV and AIDS.

Getting gender stories right in Tanzania and Zambia

A story carried by *Daily News* (Tanzania) on 23 April 2015 details the maternal health situation in Dodoma, Tanzania's legislative capital. Told from the viewpoint of a community health worker, the story details the work of the World Lung Foundation and similar civil society organisations that have been attempting to offer better health services to women.

This analytical piece also comments on Tanzania's chances of reaching the targets of the MDGs. The story is a good example of a story produced by a non-COE media house about a gender specific topic that seeks to highlight the plight of women.


Support needed for safe motherhood

The story provides delivery statistics for Dodoma and other surrounding areas as well as indicating that the main focus has been to empower women around safe delivery and maternal health issues in general.


Let's fight sex-related violence

KELVIN ESIASA

I AM just imaging the pain and depression that 16-year-old pupil of Chipata, who was allegedly hacked by her boyfriend, was going through. Emotionally, I feel the pain that the young lady is going through;

Meanwhile, The Zambia *Daily Mail* of 15 April 2015 carried a story titled "Let's fight sex-related violence." It gives an account of the experiences of a young woman in the Eastern Province of Zambia. The story is an account of how her boyfriend attacked her with an axe because she refused to terminate a pregnancy. It is a gender aware GBV story in which the male author puts himself in the shoes of the survivor.

The writer talks about the need for sex education to help young people understand their bodies and their rights and responsibilities. He also writes about the emotional problems associated with premarital sex. He notes that the perpetrator, a young man, is also a victim of society's failure to prepare young men to have premarital sex and the emotional problems attached to it.

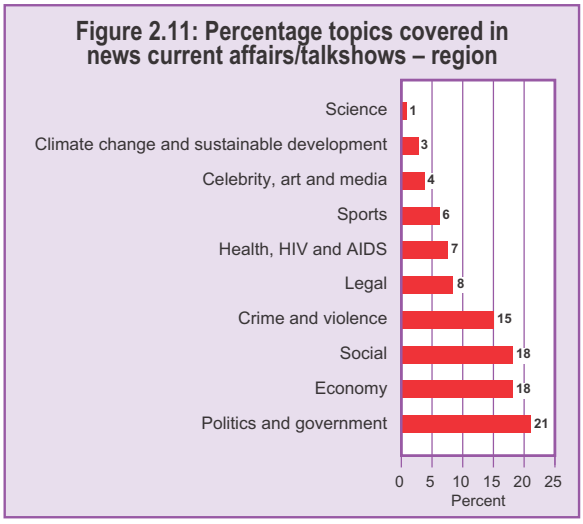


Figure 2.11 shows the percentage breakdown of topics covered in news current affairs/talk shows in the region. The findings show that, like in news content, politics and government stories dominate at 21%, followed by economy at 18%. Interestingly, social news has a higher coverage at 18%. These findings show that radio is more likely to dedicate programmes to social issues than other mediums. This is largely because of the nature of radio, which has more time for talk and discussion. Sports received only 6% of coverage. Health and HIV and AIDS constituted 7% of topics covered.

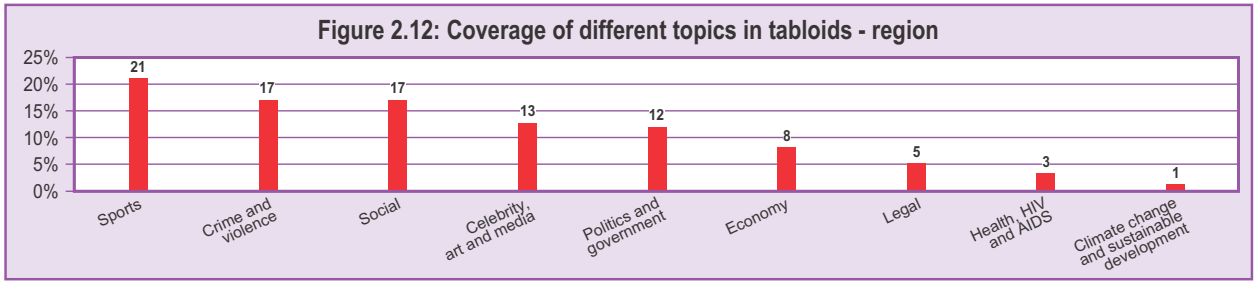


Figure 2.12, which looks at the coverage of various topics in tabloids, shows a different pattern, with sports news dominating at 22%. Crime and violence, and social topics, follow at 17% apiece. Celebrity, art and media stories come in third at 16%. Those producing tabloids focus more on human-interest stories and light news compared to hard news stories about the economy (8%) and sustainable development (1%). This corroborates the findings of the 2008 *Gender and Tabloids in Southern Africa* research, which showed that tabloid audiences identify with this type of media because of its light and human-interest stories, which often provide gossip about the lives of prominent people and celebrities.

Conclusion

This chapter revealed that, whilst there is a general lack of diversity and adherence to general journalism principles, media COEs appear more likely to perform better in some areas of coverage than their non-COE counterparts did. This may be because of the back-stopping workshops facilitated by GL across the region.

However, media practitioners (both COE and non-COE) need to do much more to cover issues that affect local communities. Most stories remain anchored at national level. Government and politics, sports and economy, continue to dominate media coverage, and journalists continue to produce far too many single source stories. This shows that media prefers topics that are likely to sell and attract advertising - and editors and audiences have yet to demand better media practice and a wider diversity of views. Social and health issues continue to receive less coverage.

Thankfully, the media COE process has contributed to the coverage of gender specific topics and an increase in topics of a social nature. Radio continues to carry the most gender-aware programming.

3 GENDER IN MEDIA CONTENT



Women and men must work together to make every voice count in SADC. *Photo: Valentina Madope*

"Media continue to value women more for their physical looks than for their opinions... younger women appear more than their elderly counterparts".

Sikhonzile Ndlovu, GL Media Manager



Bonnie Elifas, a reporter at Katutura Community Radio Station, interviews Juditte Haoses in Outjo, Namibia. *Photo: Pedro Teca*

This chapter will move beyond general media practice to an analysis of gender issues and women's representation within media content in Southern Africa. The 2010 *Gender and Media Progress Study* (GMPS) revealed that women constituted 19% of news sources in the SADC region, the same figure recorded in the 2010 Global Media Monitoring Project (GMMP). The GMPS figure showed a negligible two percentage point increase from 17% recorded on this indicator in the 2003 *Gender and Media Baseline Study* (GMBS).

Both the GMBS and the GMPS found that media portrays women in a narrow range of roles, reinforcing traditional stereotypes about the role of women and men in society.

The 2007 *Gender and Advertising in Southern Africa* research showed that advertising utilises women's bodies to sell products totally unconnected and unrelated to women's physical attributes. The coverage is often demeaning and invasive. Women's dominance as sex objects in advertising and images presents a stark contrast to their absence as news sources and subjects in today's media.

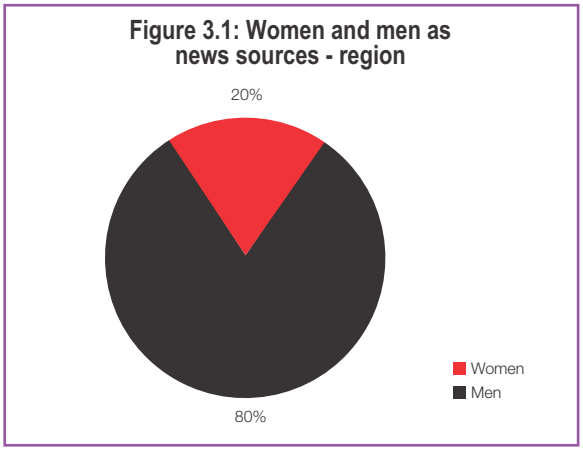
The 2008 *Gender and Tabloids in Southern Africa* showed that this medium carries blatant stereotypes that undermine women's potential and relegates them to mere sexual objects.

The GMMP has shown that, globally, there has been no movement in terms of women's representation in news media. In 2015, ten Southern African countries participated in the third GMMP. Although it assesses just one day's worth of monitoring, it yielded useful aggregate data, putting women sources in the region at 24% and for Africa at 22%. This is the same figure recorded in the 2010 GMMP.

This is in contradiction of principles of media freedom and access to information. During the 2016 World Press Freedom Day commemorations, Gender Links Chief Executive Officer Colleen Lowe Morna bemoaned the continued gender gaps in the media saying, "on World Press Freedom Day, we are reminded that gender equality is intertwined with freedom of expression, participation and human rights. Nothing is more essential to this ideal than giving voice to all segments of the population. The results of the recent regional and global studies are one of the most telling indicators of the gender gaps that still exist in our society."

This chapter will explore progress, or lack of progress, since earlier content studies. A unique feature of this chapter is that it also explores if there have been any quantitative or qualitative changes in the way that Centres of Excellence (COEs) for gender in the media practice journalism. COEs comprise the 108 media houses that have participated in the GL COE project, which supported SADC media houses to better mainstream gender in content and institutional practice. Furthermore, journalists in COE media houses took part in a ten-module capacity enhancement course based on covering the ten thematic areas of the SADC Gender Protocol.

Like the 2010 GMPS, this chapter analyses whether SADC news media equitably represents women and men. It looks at the sex; topics; age; function; and occupation of sources and images in news stories. Comments by media analysts and practitioners made during the media COE project, the SADC Gender Protocol summits, and media COE verification processes, add a qualitative perspective. This is important because media practitioners have often argued that quantitative findings sometimes mask qualitative stories of change.



Sources by sex overall

The proportion of women sources in the news is the single most important measure with regard to gender and the media, as well as the extent to which society gives voice to women.

Figure 3.1 shows that women remain underrepresented as news sources in the media, constituting only 20% of sources in the 14 countries monitored. Whilst women form the majority in Southern Africa at 52%, news content does not mirror this reality. This finding closely relates to the high proportion of single source stories across SADC at 67%. If there is only one source in a story, it is highly likely that it will be a man.

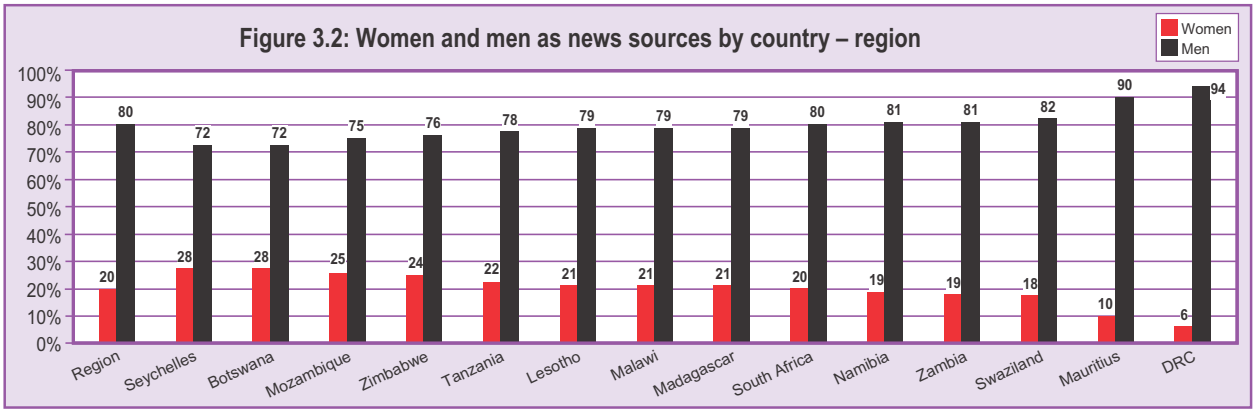


Figure 3.2 shows individual performance in the 14 countries monitored in this study. None of the countries has reached even one-third women sources; a target gender and media activists hoped for at the signing of the SADC Gender Protocol. However, considerable variations exist across countries: from just 6% in the DRC and 10% in Mauritius, to 28% in Botswana and Seychelles. Interestingly, media houses in Seychelles have not participated in the media COE project. But the island has consistently had the highest SADC Gender and Development Index (SGDI) scores in all SADC Gender Protocol Barometers.

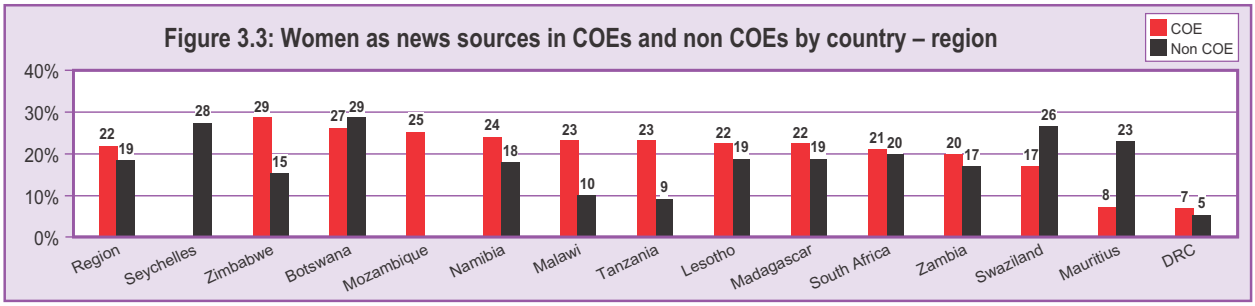


Figure 3.3 shows a further breakdown of sources, exploring the performance of COEs and comparing them to non-COEs. This study found COEs more likely to access comment from women than non-COEs at 22%, compared to 19% overall for non-COEs. This pattern is true for eight of the 12 countries where monitors compared COEs and non-COEs. Zimbabwe COEs scored the highest at 29% compared to 15% in non-COEs. In Namibia, the COE proportion stood at 24% women sources compared to 18% in non-COEs.[1] GL has not rolled out the media COE project in Seychelles. COEs scored lowest in DRC, at 7%, and Mauritius, at 8%. DRC non-COEs have 5% women sources. This is in line with the low proportion of women sources in the country overall (6%).

Zimbabwe Media COE facilitator, **Thabani Mpofu** noted, "Gains in women as sources of news in the Zimbabwean media, particularly the COEs, can be traced back to the 2010 GMPS findings and strategies GL employed thereafter. The COE work through workshops and one-on-one interactions with editors and journalists made the difference between COEs and non-COEs. The quality of engagements and not the quantity of workshops made the difference in Zimbabwe."

Conversely, non-COE newsrooms in Botswana (29% compared to 27%), Swaziland (26% compared to 17%) and Mauritius (23% compared to 8%) accessed more women's voices than COE newsrooms did. The back-sliding in Mauritius following the recent elections and leadership changes in key media, especially the public broadcaster, is a cause for concern. This shows just how fragile the gains from the COE process can be. The lesson that GL takes from this is the need for a long term perspective to ensure that gender is embedded within the culture of institutions and can withstand political changes.

During the monitoring, researchers differentiated between tabloid and mainstream newspapers.

[1] The Namibia Broadcasting Corporation (Radio and Television) is the only COE in Namibia, whilst 9 non COEs participated.
[2] The GMMP measures media content global on a single day whilst the GMPS is conducted over a longer period.
[3] There has been an increase in the number of countries surveyed in the GMMP.

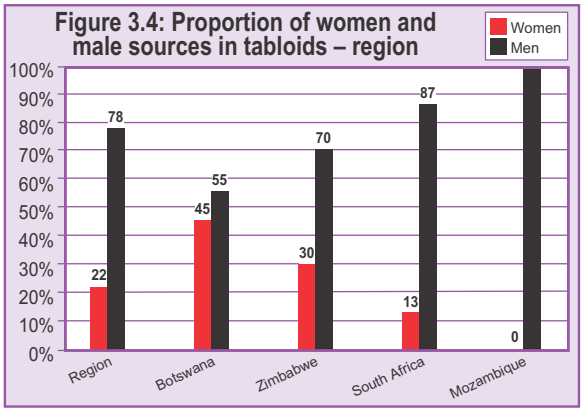
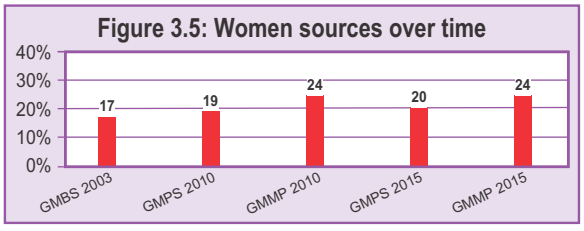


Figure 3.4 gives a breakdown of women and men sources in four countries where monitors captured data from tabloids. It shows more women sources in tabloids, at 22%, compared to the overall 20%. Botswana tabloids also have the highest proportion of women sources at 45%, followed by Zimbabwe at 30%. At 13%, South Africa has the lowest proportion of women sources in tabloids. Notably, Mozambique tabloids featured no women sources.



As reflected in Figure 3.5, there has been a mere three percentage point increase in women sources over time from the GMBS at 17% in 2003, to 19% in the 2010 GMPS, and 20% in this study. The slow pace of progress encountered in Southern Africa looks a lot like the global picture: women sources have remained virtually stagnant globally at 24% according to the GMMP. Africa scored 22% in the GMMP,[2] which is a small step forward from 19% in 2010.[3]

This lack of progress in SADC shows that change is slow, even when gender and media activists engage in concerted efforts to improve these statistics. However, this illustrates a need to continue interventions and to allocate more time and resources to them. Notably, the 2015 GMPS monitored more media houses than past studies.

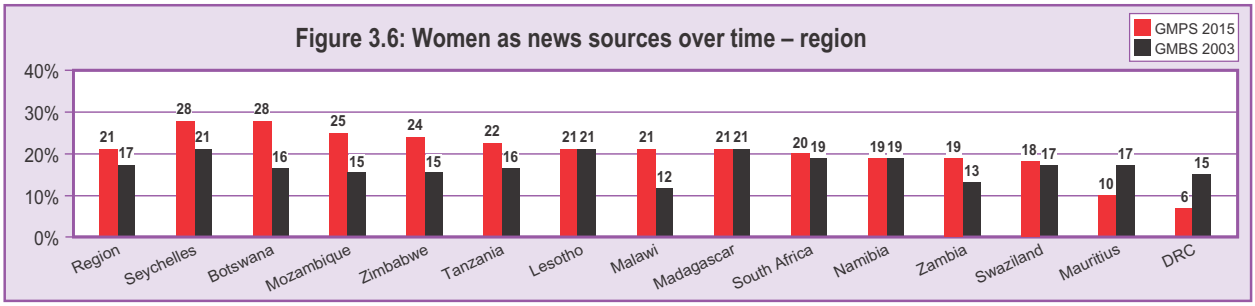


Figure 3.6 compares women sources for each country against the GMBS baseline findings, in the case of countries that formed part of that study, and against the 2008 *HIV and AIDS, Gender and the Media Francophone Study*, for the Francophone countries. The results show a steady upward trend except in two countries (DRC and Mauritius) although the overall gain is marginal.

Some countries, such as Botswana (which gained 12 percentage points), Mozambique (ten percentage points) and Malawi and Zimbabwe (nine percentage points) have made notable progress. Interestingly, Malawi, which scored the lowest in the GMBS at 12%, is now in the eighth position.

The decline in Mauritius and DRC is particularly disappointing because the two countries have stronger gender and media networks, which have conducted advocacy and training for media. GL has also been supporting the media in both countries since 2010 through the COE project.

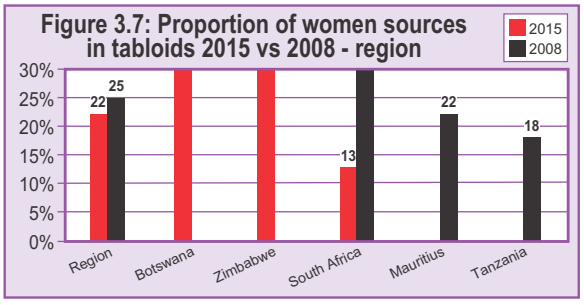


Figure 3.7 shows a three percentage point drop in women sources in tabloids overall compared to the 2008 *Gender and Tabloids* study: from 25% to 22%.

However, Mauritius and Tanzania, two of the four countries that participated in the 2008 study, did not monitor any tabloids this time around. Therefore, this makes a comparison problematic as two new countries, Botswana and Mozambique, monitored tabloids.

Sources in public, private and community media

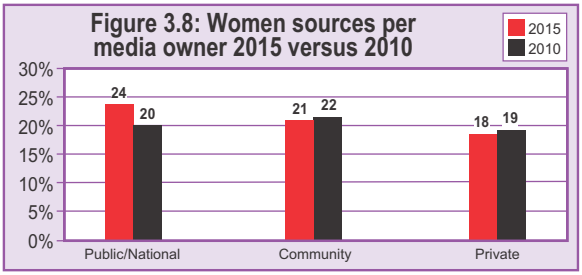


Figure 3.8, which disaggregates women sources according to ownership, shows that journalists working for public media access more women voices (24%) compared to private and community media. Although this proportion is higher than the privately owned entities, it remains low considering that public media is funded from public monies. As such, public media has a mandate to represent all constituent voices.

Women make up around a fifth (21%) of sources in community media. As the form of media closest to the people, community media should give access to all segments included ordinary women's voices. It is not. Private media, mostly driven by business imperatives, accesses the lowest proportion of women sources at 18%.

Lloyd Kaisi Phiri, head of news at MIJ FM in Malawi, makes a common claim to explain this paucity of women's voices, noting, "There are few women in senior positions who are willing to speak to the media, hence the low proportions. We have been providing civic education on the need for them to provide the information for they were employed for that; and some have now started to be forthcoming with information".

In 2010, community media had a higher proportion of women sources compared to public and private media. Women accounted for 22% of the sources, followed by public/national media at 20%. Private media had the lowest proportion, just as in this study, with 19%.

Who speaks on what?

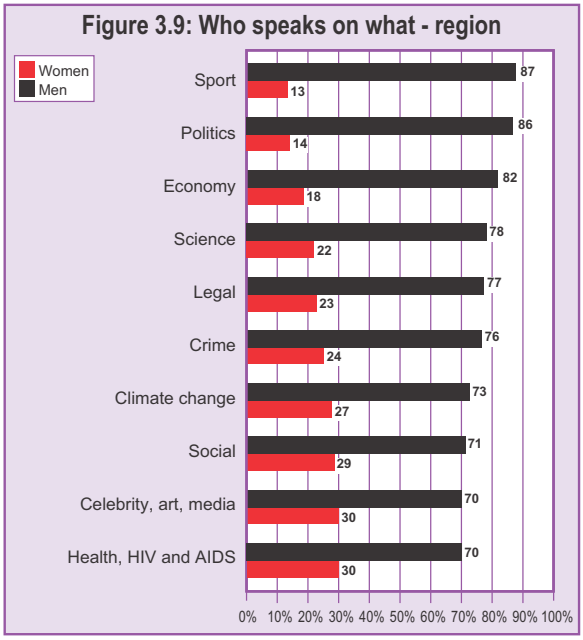


Figure 3.9 shows that, across the region, men's voices continue to dominate in all topic categories. Men continue to be voices of authority even on matters that mostly affect women. Gender-based violence and HIV and AIDS represent two of the issues where there is differential impact on women and men, yet men make up the majority of those accessed as sources by journalists. The highest proportion of women sources are in the health, HIV and AIDS, celebrity, social and climate change categories. Yet even in those categories women constitute 30% or less of those whose views and voices are heard.

Who speaks in radio, TV and print?

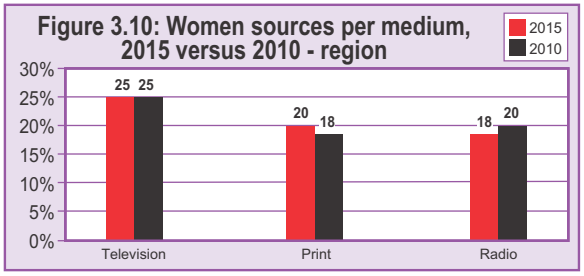


Figure 3.10 reflects women sources according to medium, showing that TV (25%) has the highest proportion of women sources, followed by print (20%) and then radio (18%). These figures are similar to 2010. Comparative global figures from the GMMP 2015 put women at 26% in print, 24% in television and 21% on radio. Radio probably has the lowest proportion of women sources because it is non-visual.

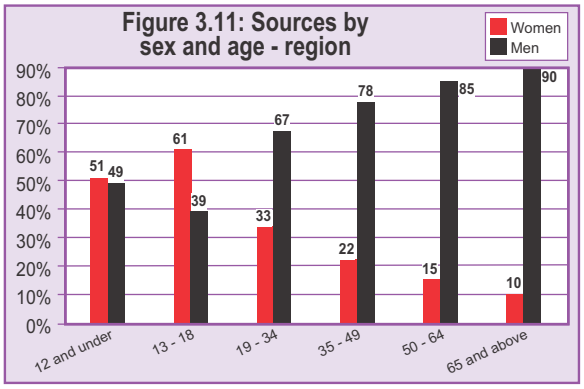


Figure 3.11 disaggregates sources according to sex and age. It shows that, while men dominate in the 65 and above category, women lead in the 13-18 (61%) and 12 and younger (51%) categories. As they get older and they enter the professional band and thus should be contributing meaningfully to discourse, women begin to disappear from the media. The highest proportion of male sources is in the 65 and older category. Researchers could not classify 20% of the sources.

When women's voices do not count: Qualitative monitoring uncovers missed opportunities

An article in the 9 April 2015 issue of *Lesotho Times*, titled "Disabled community calls for change," concerned a plea from the Executive Director of the Lesotho National Federation of Organisations for the Disabled (LNFOD) to Parliament. In it, he requests "disability-specific" legislation to ensure protection of rights, and provision of targeted services for those living with disability. Unfortunately, the story quotes only one male official source.



Disabled community calls for change

Limpho Sello

THE Lesotho National Federation of Organisations of the Disabled (LNFOD) has called for Parliament to enact "disability-specific" legislation to ensure the inclusion and equal opportunities for people with disabilities.

According to LNFOD Executive Director Nkhasi Sefuthi, a draft bill on disability is currently being finalised, and would be presented to the incoming 9th Parliament, which was elected on 28 February 2015.

"The starting point in addressing the rights of people with disabilities is the passing of disability-specific legislation by the 9th Parliament," Mr Sefuthi told the

The Convention stipulates that everyone must enjoy all human rights and fundamental freedoms, no-matter his or her status. It also identifies areas where adaptations have to be made for persons with disabilities to effectively exercise their rights and areas where these have been violated, and protection should be reinforced.

"The enactment of disability-specific legislation would be a game-changer, because it would equalise opportunities between people with disabilities and their able-bodied counterparts," he said.

"For example, affirmative action should be applied in job-opportunities and policies should set out a quota for the employment of people with disabilities."

Mr Sefuthi added government poverty which perpetuates their vulnerability in society, Mr Sefuthi added.

"The new government should, therefore, use the provision of the disability grant as one of the means to address the vulnerability of people living with disabilities," said Mr Sefuthi.

"Through its policies, the government of Lesotho is in agreement with the Disabled People's Organisations (DPOS) that people with disabilities are the most marginalised and therefore, need specific interventions to level the playing field between them and their able-bodied counterparts.

"However, to date, the government has not addressed the existing inequalities in the manner that could change the game any

sentatives "as the organisations are the most qualified to know appropriate measures to be taken in order to address the challenges".

Mr Sefuthi also noted one of the major setbacks in addressing the needs of disabled people was lack of a "coherent and standardised" government programme of implementation.

"This shortcoming results in poor service-provision and coordination to assist people with disabilities," he said.

LNFOD, Mr Sefuthi further explained, would continue to advise government on disability-related developmental issues.

"We will not shy away

LNFOD Executive Director Nkhasi Sefuthi

This is a missed opportunity because the article does not further interrogate the gendered dimensions of disability. Disabled women frequently experience GBV and sexual assault. Interviewing a woman living with disability would have been a welcome additional element to this topical and important news story. Another woman source might have also spoken about the need for an affirmative action policy and/or quota system regarding employment opportunities for disabled women. By not including a diversity in sources, the article misses a chance to look deeper into how inequalities affect both males and females living with disability.

Qualitative monitoring found several examples of such stories in media: journalism that completely disregards women's voices, even on matters affecting them. This is especially so when journalists only quote official sources.

In another example, Mauritian newspaper *Le Defi Quotidien* (14 April 2015) carried an article titled "Retraite: Placer des indemnities en toute securite," about a retirement scheme following the alleged fraud case of BAI Insurance, in which many retired people had invested their money. Two male spokespeople give their views on how this fraud case should make people more cautious about where to invest their money. The article does not consider the views of women, as if only retired men invest money. The fact that women do not have a voice in this article seems to suggest that society believes that only retired men have sums of money to invest. Additionally, a photo of a man accompanies the story.

Seen but not heard

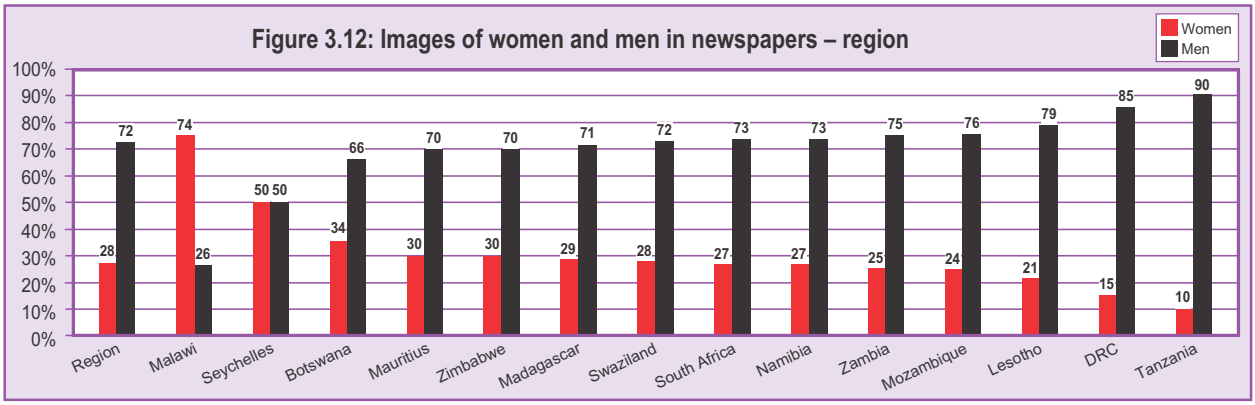


Figure 3.12 shows that, while women comprised 20% of all sources in the print media monitored for the GMPS, they appear more in print images - accounting for 28% of people appearing in images. This is a slight increase from 27% in 2010. This further corroborates the observation that women remain more likely to be seen than heard in the news media. However, country variations exist, with some having higher proportions of women: ranging from 50% (gender parity) in Seychelles to just 10% in Tanzania.

Older women disappear



Older women disappear in the media. *Photo: Colleen Lowe Morna*

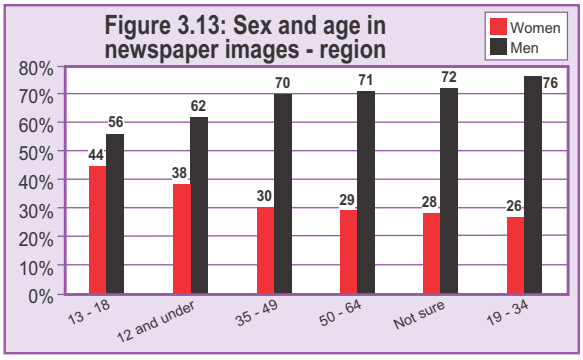


Figure 3.13 shows that women dominate in the 13-16 age category with 44% representation. This is in line with dominance of this group as sources in this category. On the other hand, men dominate in the 19-34 age category. The 12 and younger category has the second highest proportion of women at 38%, compared to 62% for men.

Function of sources

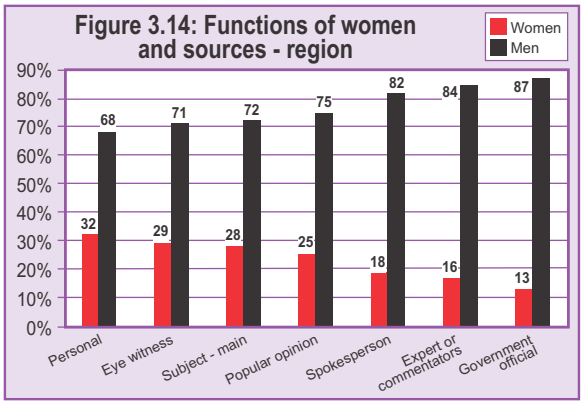


Figure 3.14 divides all sources into functional categories. The results are telling in terms of the roles of women and men in society. They show that the majority of men sources speak as government officials (87%) experts/commentators (84%) and spokespersons or subjects.

Women come in proportionally better represented as ordinary people relaying personal experiences (32%) and eyewitnesses (29%). Whilst media give women space to relay personal experiences, this constitutes a subtle stereotype in that it places women within the "soft" category of news.

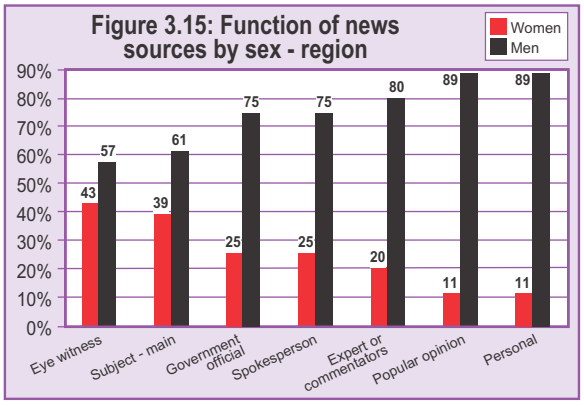


Figure 3.15 shows a different pattern in the function of women sources in tabloids. Notably more women speak as official sources and spokespeople compared to mainstream media. Whilst women sources remain low across all categories, they make up 25% of government official sources, 25% of spokespersons

and 20% of experts. Women sources came in lower in these categories in the overall findings. However, women still dominate as eyewitnesses in tabloids at 43%, 15 percentage points higher than the proportion on this indicator overall.

Occupation

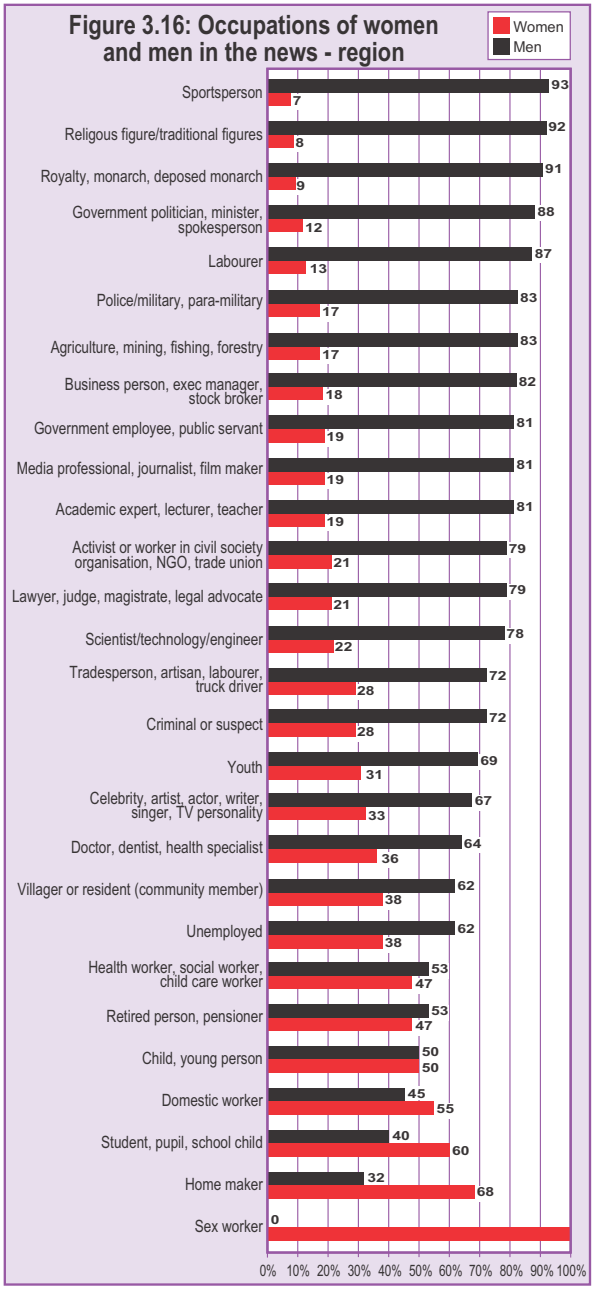


Figure 3.16 shows a clear gender division of labour in the occupational categories media assign women and men. For the most part, women and men appear in traditional masculine and feminine roles. The findings show that women dominate as sex workers at 100%. This perpetuates traditional stereotypes around women's worth in society. Media portrays women as sex objects; they rarely speak on issues of national importance. Women's representation as sex workers has gone up dramatically from 62% in 2010.

Women also dominate as students, pupils or school children (68%) as well as children/young people (55%). This is in line with women's dominance as images and sources in the 13-18 and younger than 12 categories. These proportions show that in the media monitored, journalists rarely interviewed women in professional or government roles.



Perpetuating stereotypes

The monitoring yielded several examples of media perpetuating harmful gender stereotypes. Stories continue to present women as sexual beings, emphasising their physical qualities. Stereotypes can be either blatant/overt or subtle. Subtle stereotypes are the most dangerous because they demean or typecast women using what many perceive as normal in society, whilst blatant stereotypes are right in your face.

Blatant stereotypes



Cover that flesh

Zambia's *New Vision* on 3 April 2015 carried a story titled "Cover that flesh" which blamed women's fashion for moral decay in the county. The headline to the story, which included pictures of women wearing mini skirts and dresses, essentially attempted to police Zambian women's bodies, referring to them as "flesh".

The caption stated that things have gone haywire in Zambia because of the way women dress and expose their bodies. It accused women of bringing about moral decay in Zambian society. The article reinforces blatant stereotypes, demonises women, and demeans them by bringing their integrity into question. The story reinforces the stereotypical belief that men and society must control women's bodies and women must remain under constant surveillance and policing.

Women as prostitutes

Le Defi Quotidien of 6 April 2015 carried a story titled *"Des prosituees arretees dans une Guest House a Flacq'"* which reinforced gender stereotypes about female sex workers in Mauritius. The article tells the story of a group of prostitutes who officials apprehended at a guest house in the east of Mauritius. The article is accompanied with a photo of a woman whose face is not included but she is wearing a very short and revealing dress with high boots. Standing with arms crossed, it looks like she may be waiting for a client. The sex worker is standing next to a dustbin, which seems to indirectly show the status attributed to her. This picture associated with the article is irrelevant, however, because it is not a photo of the person in the story.

In Mauritius, society ostracizes sex workers, who receive attention only for scandalous news which serves to denigrate them further. This article is a clear example of this: it states that sex workers sell their bodies and "charms." The journalist calls the sex workers "filles de joie," which means "joyful girls." This sarcastic remark shows a lack of respect for women. The article further denigrates women by elaborating on the poses and sexual situations in which the police found the sex workers.

Subtle stereotypes

Celebrating beauty

The 3 April 2015 *H-Metro* edition in Zimbabwe carried a story that attempted to celebrate women's attractiveness. The story, entitled "Edgars celebrates beauty," describes how Edgars Stores Limited marked the end of its "Beauty Extravaganza" promotion by treating women to free makeovers outside stores to create awareness and celebrate the beauty of local women. Whilst on the surface this may appear as a celebration of beauty, it reinforces societal beliefs that women worry about their looks and want to spend money on beauty commodities. It also portrays women as slaves of beauty.

While the article appears to be a simple store promotion, it is loaded with many subtle gender stereotypes, starting with the headline. The story suggests that women are not born beautiful but have to learn how to look beautiful, hence "we used today as an activation day where we set up outside the store and were giving makeovers to women for free who want free makeover advice." It also suggests that women buy beauty in order to meet societal expectations, stating "the promotion is meant to share ideas and knowledge regarding awareness of the products that we sell... cosmetics, namely fragrances, hair care and body care lines".

The story quotes a male Edgars marketing executive but does not quote any women. Three photographs with images of seven women accompany the story. With no images of men, the story makes beauty a "task for women" in their attempt to please men. A close camera shot on the women's faces shows that all the women have light skin, which makes it worse as it sends a message that only light-skinned women are beautiful.

Gender-aware reporting

Monitoring also yielded several examples of gender-aware reporting. This refers to those stories that seek to explore the differential impact of various issues on women and men. These stories also present a gender-balanced view of the world as evidenced in the proportion and portrayal of women and men.

Women in non-traditional roles



Why Daily News thrives against all odds

Sharon Samushonga
ANZ Group Chief Operating Officer

FROM time to time, I get asked by curious outsiders how the *Daily News* has beaten the odds so spectacularly, and continues to thrive, seemingly against insurmountable challenges that have tripped many in similar situations.

There is no simple answer to this question, and frankly, in addition to working extremely hard and doing many things well, we have had a huge dose of luck and God's favour!

Indeed, the Associated Newspapers of Zimbabwe (ANZ) company we have today — that employs hundreds of people and publishes the market-leading *Daily News*, *the Daily News on Sunday*, the *Weekend Post* and a plethora of successful specialist magazines — is a far cry from the operation that I joined way back in 2008.

Then, the smell of death was in the air, with a mere two dozen or so core staff, mostly at our dilapidated printing press premises in Southerton, valiantly trying to keep the rotting equipment going.

It was desperate.

Even when we were given the green light by the government to re-launch the *Daily News* two years later, both friends and foes did not believe that we could ever come back, never mind as successfully as we have done.

In retrospect, I think one of the key game-changing decisions that shareholders and directors took back then, and that firmly set ANZ on the path to success, was the decision not to seek any donor funding for the company at all, and to plot our way ahead purely on a commercial basis.

As difficult and as controversial as this decision proved to be for some time within the company, particularly as ANZ had to borrow some of the necessary seed capital from banks at initial interest rates of up to 54 percent a year, it rallied the troops so much as we all knew that we were on our own and that we would have to eat what we hunted, as a former Finance minister once said.

Four years after that tough re-launch, ANZ is once again at the top of the media charts, leading the way in many of the key success factors for the industry, including quality of editorial, cost management and operational efficiency that others who were never shut down by the government are battling with and now trying to emulate.

From day one we knew that it was not business as usual, and that we could not benchmark ourselves against players in the local market as they had advantages that we did not and would never enjoy, which we accepted.

But we were also convinced of our success, particularly given the complacency then of existing players in the market, who seemingly wrongly assumed that just because we did not enjoy the support of the government and donors — we would not make it.

We had a very clear objective of funding most of our operations from our circulation (or street newspaper) sales rather than the archaic industry belief that a newspaper had to have a so-called 60:40 advertising to editorial split to be commercially viable.

Almost laughably, some competitors even went to the extent of carrying free advertisements or giving major discounts on

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Capable media managers

Zimbabwe's *Daily News* of 9 April 2015 carried an article titled "Why Daily News thrives against all odds," which profiled a woman who has made a name for herself in the media industry in Zimbabwe. The profile, of Associated Newspapers of Zimbabwe (ANZ) Group Chief Operating Officer Sharon Samushonga, noted that Samushonga has managed to lead the company to "beat the odds so spectacularly, and continue to thrive, seemingly against insurmountable challenges that have tripped many in similar situations." One of the few women in top media management in Zimbabwe and the SADC region, the article called Samushonga's performance exceptional in a Zimbabwean media environment dominated by men in senior management positions. While other newspapers have been closing, hers continues to grow and defy the odds.

The article challenges gender stereotypes, profiling a woman succeeding in territory typically seen as men's: senior management in media organisations. She also is able to tell her own story, unlike common practice where articles deny women the space to speak about themselves. The article overturns common assumptions about women and challenges the roles often assigned to them. It follows a woman who has become a game-changer in the male domain.

Unlike societal gender stereotypes where woman have been portrayed as vulnerable and in need of protection, Samushonga is depicted as a brave woman who stood up to lead a newspaper company that government had previously closed down for being a voice of the voiceless. The story seeks to recognise her efforts, put her career path on the map and hopefully to impact positively on others, including young women.



Men get lion's share of income

Women's economic empowerment

South Africa's *Mail and Guardian* of 24-29 April 2015 carried a gender aware story titled "Men get lion's share of income." It explored the gender pay gap in South Africa, with statistics as supporting evidence. The headline reflects the essence of the story and is appropriate. Sourcing in the story is balanced with one man and one women speaking to the journalist.

The language used in this story is neutral. The story also mentions that women and men may be treated differently in the workplace. "Childcare responsibilities, sexual harassment and promotion prospects all have an impact on the career choice women make," it notes. The overall message about woman and men conveyed by the diagrams and statistics is that women empowerment in terms of employment and wage has not yet been realised. The overall message is that there is a glass ceiling in the workplace and women struggle to break it.

Gender in advertising

As part of this 2015 study, researchers conducted a follow-up to the 2007 *Gender and Advertising in Southern Africa* study by exploring the representation and portrayal of women and men in advertising.

The 2007 study showed that women are more likely to be seen than heard; they predominated in billboards and still images and hardly featured in voice-overs. It is in these still images where blatant stereotypes appeared at their worst. Overall, women constituted 41% of all subjects (those featuring in the advertisements as voices and or images) in the advertising monitoring. No country in the advertising study had equal proportions of women and men subjects.

One of the ways in which media reinforces gender stereotypes in advertising is the fact that women remain far more likely to feature in images than as voices in advertisements. In the 2007 study, women comprised 54% of subjects in billboards followed by 51% of the subjects in print advertisements. In contrast, they comprised 42% of TV and 35% of radio advertisement subjects.

This study also makes comparisons between COEs and non-COEs as a measure of whether the gender policies and action plans that COEs have adopted have been making a difference. The gender policies cover a broad spectrum of media practice, calling on media houses to desist from using advertising content that perpetuates stereotypes.



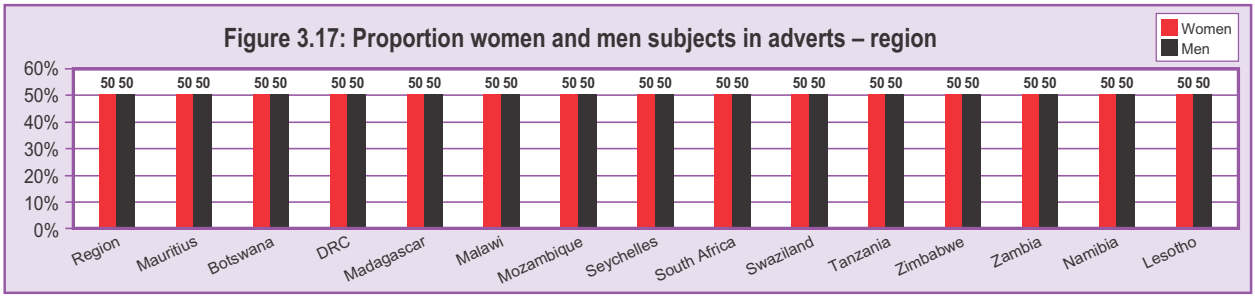


Figure 3.17 shows that advertising is the only genre in which women and men reach parity as subjects, at 50% apiece. This is a nine percentage point increase from 41% in 2007. This increase shows that adverts continue to tap into women's physical appearance to sell products. The high presence is not a case of gender responsiveness but rather a case of commercial exploitation. An analysis by country breakdown shows the same trend in all 14 countries, a finding which is unprecedented.

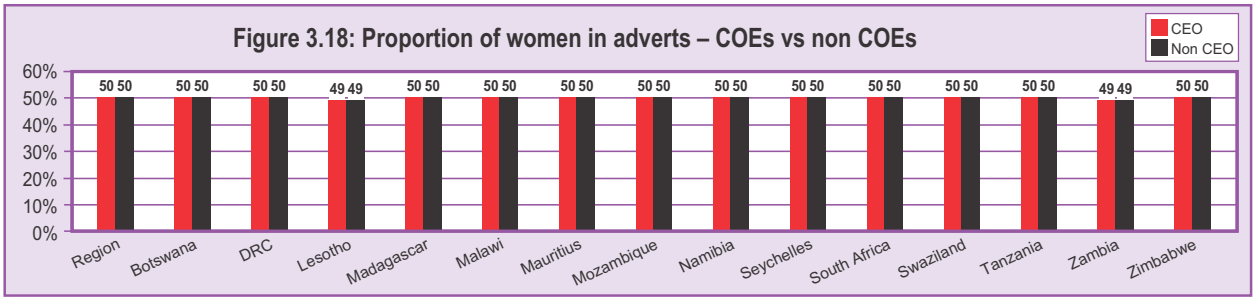


Figure 3.18 shows that there is no difference in the proportion of women and men in COEs and non-COEs in the 14 countries surveyed. Twelve countries have 50% representation in both COEs and non-COEs, whilst Lesotho and Zambia have 49% women subjects in both COEs and non COEs. This shows that the media industry heavily relies on advertising such that one cannot distinguish between COEs and non-COEs. Women and women's bodies make money for businesses.

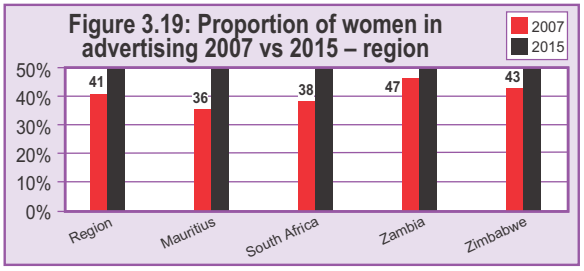


Figure 3.19 shows the comparative figures between proportion of women in advertising compared to the 2007 baseline. The results show a significant increase in all the countries that participated. The regional average went up from 41% to 50%. Mauritius recorded the highest increase from 36% to 50%.

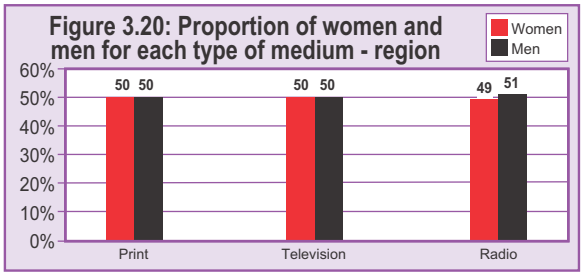


Figure 3.20 shows no marked differences in the proportion of women and men in advertising across print, radio and television. The proportion of women subjects is slightly lower for radio at 49% compared to television and print at 50% each. This slight difference could be attributed to the non-visual nature of radio.

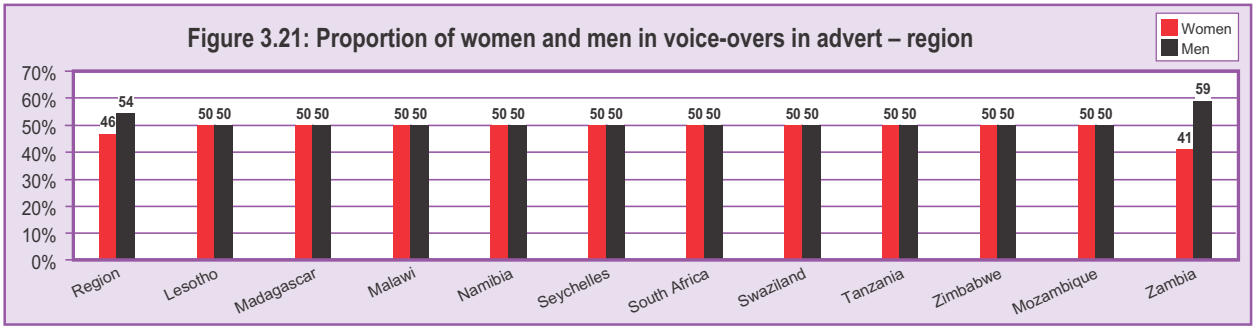


Figure 3.21 shows the distribution of women's voices in radio voiceovers. It shows a high proportion of women with all countries recording 50% except for Zambia, which had the lowest proportion at 41%. Interestingly, women's voices remain more likely to be heard in advertising than on radio news content where they make up just 18% of sources.

Women also do banking

ZNBC TV on 13 April 2015 carried an advertisement about mobile phone banking that included both sexes. This gender-balanced advertisement showed the equal worth and respect of men and women in society. It shows that both women and men have money and thus a reason to use mobile banking. The advertisement showed both a man and a woman accessing banking services at the Standard Chartered Bank.

Women and men practising safe sex

This advert on male circumcision, *Get the Upgrade that counts*, appeared in *Daily Sun* on 23 April 2015. It aims to increase awareness on circum-cision and condom use for better health. It shows the benefits of circumcision. The title of the advert is written in bold white text against a black background and it stands out. The other words "circumcise and condomise" appear in red and also stand out, indicating the most important message on the advert.



The advert shows both a man and woman as partners, suggesting that this can benefit both sexes. The body language and eye contact shows intimacy, partnership and trust between the woman and man featured in the article.

The language is also positive as it does not demean anyone. This can allow for the advert to be received positively by the public and not be deemed only for men. Seeing both a man and a woman in the advert can also encourage women to talk to their partners about male circumcision and encourage them to for circumcision for the benefit of both partners. The messaging in the advert goes further to educate audiences that it does not only stop with circumcision but condoms must also be used to ensure sexual health.

Conclusions

This chapter has revealed that progress in attaining gender equality in the media is moving at a snail's pace. Media need to step up their efforts and ensure that gender is integral to editorial practice and programming - a one or two percentage point gain in women's representation over five years is negligible.

Advertising, too, has not changed since the baseline study in 2007. Rampant stereotypes still have the potential to damage women's ability to break glass ceilings and influence how people view both women and men. This poisons the water of the next generation.

COEs fare slightly better than non-COEs, giving hope to the long term work that GL and partners have been undertaking with media in Southern Africa. It is, however, disappointing that 25 years after the Windhoek Declaration, gender equality in reportage is not viewed as one of the basic principles of media freedom and access to information.

4 GENDER IN NEWSROOMS



Women media practitioners increasingly perform non-traditional roles. Swazi TV camera person Nonhlanganiso Nkosi recording at the 2014 Regional SADC gender protocol summit in Johannesburg, South Africa *Photo: Thandokuhle Dlamini*

"No beats are the exclusive preserve of male or female reporters. Our policy here is that whoever has the ability to write, writes."
Stewart Kasambala, General Manager of Media Express, Tanzania



ICT's are changing the media landscape in Southern Africa.
Photo: Laurentia Golley

The media landscape in Southern Africa is changing at a rapid pace, especially due to new information and communication technologies, restructuring in newsrooms, downscaling, etc. This chapter examines whether women's participation in media in the region is changing (or increasing) at the same rate?

Section J.1 of The Beijing Platform for Action embodies the idea of women in media making a far greater contribution, especially in decision-making. Member states agreed that the proportion of women in the media must increase, including in senior positions, to present women as leaders and role models, and to abandon stereotypes. It also encourages women's training and adoption of professional guidelines to reduce discrimination.[1]

The SADC Gender Protocol alludes to this, encouraging member states to promote equal representation of women in ownership and decision-making structures of the media. In many patriarchal societies like those in Southern Africa, society socialises people to think that men are superior to women; hence, men continue to hold power in cultural institutions such as the church, the family, the workplace, and in media institutions.

Although women today have a significant presence in the industry, they continue to struggle to break the glass ceiling and move up the ladder in media houses. Gender stereotypes remain abundant in newsrooms, limiting women's roles in the media. Although men still dominate in the sector, it is noteworthy that women have been carving great career paths in the industry in many parts of the region.

Reporters without Borders notes that the profession continues to be very masculine in nature, pushing women to the periphery. However, more and more women have been entering journalism than ever before. Some have chosen to focus on investigative reporting, covering human rights violations, corruption or other subjects often off-limits to women. Like their male colleagues, they have become the targets of threats, intimidation, physical violence and even murder because of their reporting.

For women, this often takes specific, gender-based forms, including sexual smears, violence of a sexual nature and threats against their families. Some societies regard the very fact of being a woman journalist as a "violation of social norms" that may lead to reprisals.[2]

The mantra of the Post-2015 agenda is "leave no one behind". This should also extend to gender equality and through the media.

This chapter raises socially relevant questions about where women work in the media, which positions they prefer to take, and the influence attributed to them. With limited proportions of women in the media to make and present the news, freedom of the press or freedom of the media remains limited and gender censorship continues to thrive.

This chapter also takes a critical look at whether women journalists access women sources more often, and whether having more women in management and as reporters makes a difference to increasing women's voices in the news. It also draws comparisons between practices in media Centres of Excellence (COEs) and non-COEs. Furthermore, it draws on qualitative examples of the experiences of women and men working in media as well as gender-aware institutional practices in the industry.

Methodology

This research surveyed 135 media houses[3] in Southern Africa, an increase from 124 surveyed in the last *Glass Ceiling* study in 2009.

[1] http://beijing20.unwomen.org/en/in-focus/media#sthash.KUq4SeWS.dpuf
[2] https://rsf.org/en/news/women-journalists-commitment-and-challenges
[3] Newsrooms are places within a media house where reporters, editors, producers, among others, produce the editorial content for the print and broadcast media. Media houses can be viewed as the entire structure, which includes newsrooms, advertising/marketing, finance/administration, public relations services, among other services. All activities sit within the structure of the media house, which a board and other top management not directly involved in the production of news content govern.

Table 4.1: Glass Ceiling sample		
Country	**Glass Ceiling media houses 2009**	**Glass Ceiling media houses 2015**
Botswana	5	12
DRC	15	19
Lesotho	4	9
Madagascar	15	17
Malawi	10	4
Mauritius	9	5
Mozambique	14	7
Namibia	11	8
Seychelles	0	3
South Africa	11	14[4]
Swaziland	3	6
Tanzania	14	18
Zambia	9	12
Zimbabwe	4	1[5]
	124	**135**

Table 4.1 shows a breakdown of media houses by country and compares the proportion participating in this study with the 2009 *Glass Ceiling* study. Data for this chapter draws from both the *Glass Ceiling* and *Gender and Media Progress Study* (GMPS) surveys. In the GMPS, journalist by-lines determine the sex of the reporters and presenters reporting the news and what topics they cover. In the *Glass Ceiling*, researchers draw data from how many men and women work in the media at what occupational levels.

Limitations of the research

Key limitations of the research include:

- Media houses have not been generally forthcoming with information, especially with regard to earnings of women and men.
- Data does not include Angola, one of the 15 countries in SADC. However, the 2015 survey does include Seychelles, which researchers did not include in 2010.
- The number of media houses in Zimbabwe is too few to draw conclusions at country level.
- In South Africa, only one private media house (*Media 24*) and 15 community media houses from one province participated. This data excludes one of the biggest employers in the country, which is available in all provinces of the country: the public broadcaster South African Broadcasting Corporation (SABC). which failed to provide information requested, despite repeated requests. As in the case of Zimbabwe, GL did not have sufficient data in South Africa to make generalisations.
- While not all the media houses targeted responded, 135 did. This is a sizeable proportion and useful in comparing these findings to previous data collected in 2009.
- Many media houses declined to give out figures on average earnings of women and men. The study could therefore not draw definitive conclusions about the possibility of a gender pay gap in the media. The reluctance to disclose figures on remuneration is disheartening in light of the media's role in demanding transparency from other sectors of society.
- More media COEs participated in the survey compared to non-COEs, except in Seychelles, where there is no COE process underway.

[4] One private media house - Media 24 - and 14 community media houses in Limpopo and one private media house in South Africa took part in the survey.
[5] Only Radio Dialogue participated in this survey.

Women and men in the media

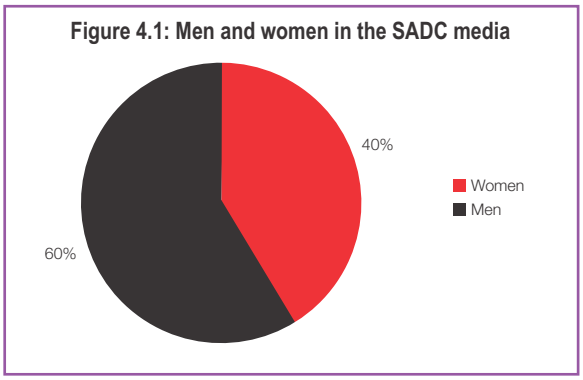


Figure 4.1 shows the proportion of women and men working in media in the SADC region. It includes all media employees in different departments in the media houses, revealing that men constitute 60% of the total employees in media houses. This is a one-percentage point drop from the *Glass Ceiling* 2009 study, which showed 41% women in media.

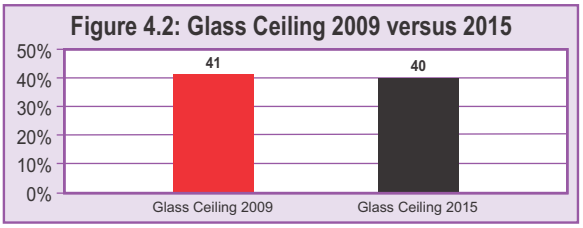


Figure 4.2 shows a one-percentage point decline from the 2009 *Glass Ceiling* study. Thus, under-representation of women remains a predominant gendered pattern in the media in Southern Africa.

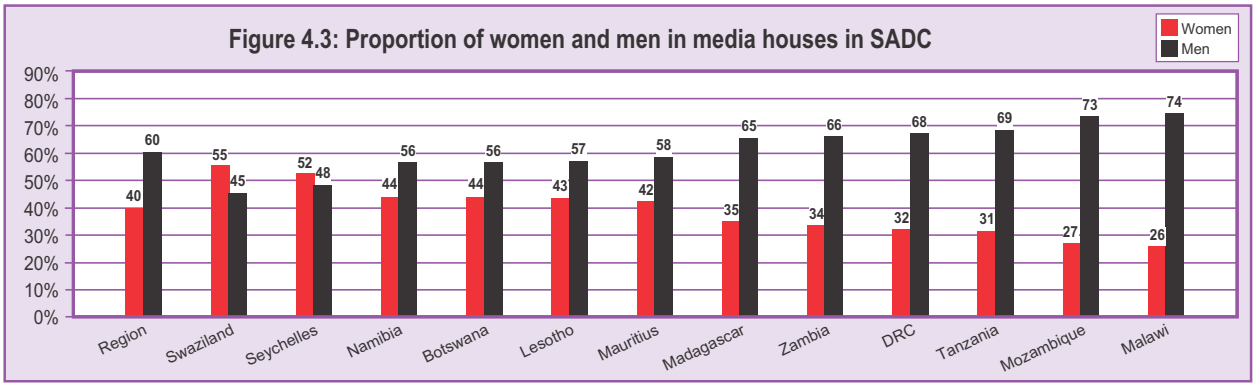


Figure 4.3 shows country variations in the proportions of women and men within the media. Swaziland (55%) has the highest proportion of women in the media and Malawi is lowest at 26%. Only Swaziland and Seychelles have achieved/surpassed gender parity. The other countries stick to the trend of underrepresentation of women in the industry.

Although there may be minor variations missed by the research, it is clear that:

- Two countries in the region have achieved the SADC target of 50/50.
- Six countries have been performing above average.
- Six countries (DRC, Madagascar, Malawi, Mozambique, Tanzania and Zambia) have been performing below the regional average.

Women comprise 63% of those enrolled in journalism-training institutions in the region. However, these proportions do not translate to jobs in the media: women continue to lack access to the sector.

The media remains unfriendly to women, especially regarding the environments in which they have to work: long and irregular working hours that force upon them the dual roles of juggling domestic and

professional responsibilities. According to the Lesotho Afro Media Barometer 2015, even where the proportions of women and men in the media are similar, editors send men to cover certain stories and only consider women when those men come back empty-handed.[6] This is demoralising for women journalists. Women also lack role models in the newsrooms. However, some media houses, such as Zodiak Broadcasting Services in Malawi have been getting it right and attracting women into the media.

Malawi's Zodiak Broadcasting Services (ZBS) is not scared to put talented women in the limelight

Zodiak Broadcasting Services (ZBS) in Malawi is arguably one of the leading private stations on a number of fronts. This includes audience proportions and its knack for propelling women reporters into the limelight. The station leadership has made remarkable progress in empowering women and in mainstreaming gender.

ZBS creates space for all reporters to pursue any news beats regardless of their sex. Many of its female reporters have been scooping up Media Institute of Southern Africa (MISA) awards in various categories, such as investigative reporting. The media house is also a gender-friendly place for women to work because of favourable working conditions regardless of marital status and sex. All pregnant women get three months maternity leave and all single mothers receive support for their children, including school expenses and fees.

Joab Frank Chakhaza, the station's director of programmes and special events says the station is very thankful to Gender Links for its numerous efforts to help ZBS embrace gender issues. Chakhaza notes that the station is considering the development of a sexual harassment policy as a standalone document. The Gender Links Media Centres of Excellence project has inspired all of this progress, he says.[7]

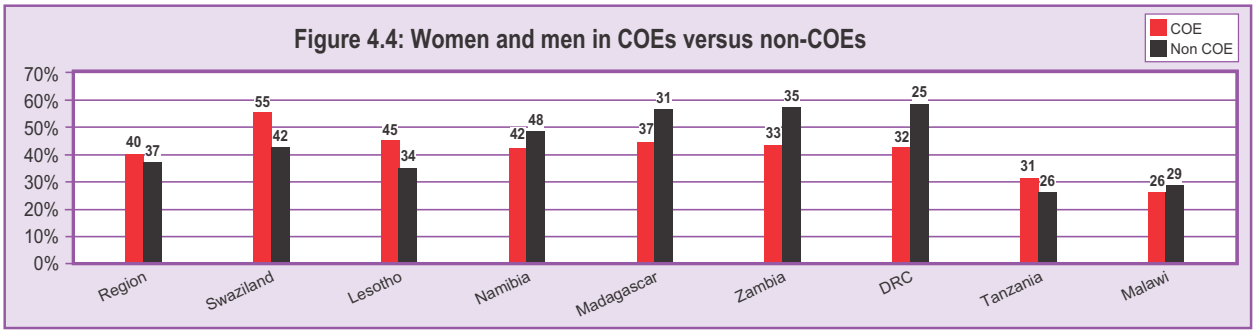


Figure 4.4 shows the proportion of women in the media COEs compared to women in non-COE newsrooms. In the region, COEs stand at 40% female staff, a proportion that is slightly higher than non-COEs, at 37%. Swaziland (55%) women in the COEs compared to 42% in the non-COE) had the most striking difference between the two. Non-COE's out-performed COEs in five countries. But as the examples that follow show, numbers alone may not tell the full story.

[6] FesMedia (2015) African Media Barometer-Lesotho Frederich Ebert Stiftung and Media Institute of Southern Africa, Windhoek Namibia available at http://www.fesmedia-africa.org/home/what-we-do/africa-media-barometer-amb/amb-country-reports/

[7] Kayisi, D 2015 Malawi: Zodiak Broadcasting Services creating a gender friendly workplace.

Media COE project lays foundation for lasting change

Across the region, media houses have shared testimonial evidence of the difference that gender awareness is making in their daily work. Media houses in **Botswana** broke new ground by coming together to devise their own gender policy. Spencer Mogapi of the Sunday Standard/Telegraph newspapers said at one of the COE workshops, "I never thought of gender in the workplace or in content but now I make sure that we have female staff and that gender issues are covered. It is important to give women a platform in the issues pertaining to the development of the country. We cannot afford to leave them behind."

Media COEs in **Mozambique** have also now come together to develop and launch a joint gender policy. The participating media houses include Television Mozambique, *Savanna, Zambeze*, Radio Muthiyana, *Magazine Independent, Noticias, Escorpio, Expresso, Publico*, Televisao Independent de Moçambique, *Verdade*, and Radio Terra Verde.

The **Swaziland** Broadcasting and Information Services (SBIS) plays a vital role in disseminating information to the nation, with radio being the main source of news for 95% of the population. Smangele Dlamini, the gender focal person, feels strongly that all programme producers and broadcasters in the station need exposure to, and must be pushed to embrace, gender mainstreaming. "What is presently needed at the station is a paradigm shift, where mentoring and coaching on gender becomes basic to enhancing production skills. The onus is now on the management to ensure that the station is not left behind as other media houses are miles ahead," she said. Dlamini is determined to work with gender mainstreaming partners to ensure that SBIS becomes a leader in this area in the SADC region.

In **Zambia**, male workers and volunteers dominated Radio Yatsani when it started its operations in 1999, despite having a female head. After joining the COE process, Yatsani Radio developed a gender policy, which its Board has approved. There has been a marked improvement in the gender balance of sources. For example, a governance programme called The Podium ensures participation by both men and women. The station also has a Code of Conduct that covers sexual harassment in the workplace.

In **Zimbabwe**, Radio Dialogue, a community radio station in Bulawayo, has contributed to the media COE mandate through reviewing its programming to include radio shows that profile gender and women's rights. Its staff have also looked at the station's administrative structures, bringing in changes to promote equality of access and opportunity.

According to Radio Dialogue's Emmanuel Nkomo, in the last year the station has increased the proportion of women in management. "We have a female director, a female finance manager, a female human resources manager and also a female programmes coordinator. We are trying to give women an equal chance in the field. We are not putting women there for the sake of it but because they are professionals who have been trained by Radio Dialogue since some of them were in lower positions but now have been promoted into more influential decision making roles," Nkomo said. The proportion of female Board members has also increased to four out of seven.



Emmanuel Nkomo of Radio Dialogue makes a presentation at the Zimbabwe SADC Gender Summit in 2015. *Photo: Loverage Nhamoyebonde*

GL, media houses and other stakeholders have been contributing to efforts in media houses to improve the proportion of women working in the sector. Media houses in the COE process have drafted gender policies that come with gender action plans to ensure implementation of these policies. These also include plans to mentor women journalists in the practise of journalism; create women-friendly work environments; and encourage women to apply for job opportunities.

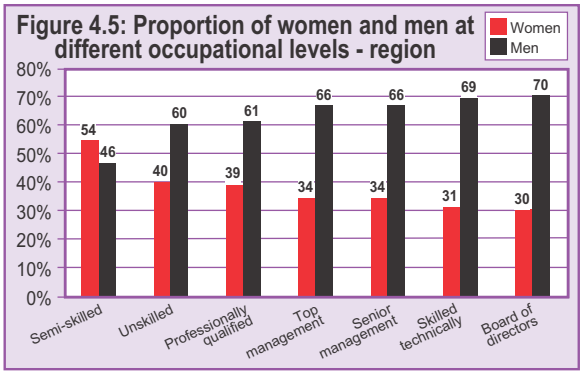


Figure 4.5 illustrates where women sit within the media hierarchy in the SADC region. The only category in which women predominate is in the semi-skilled category (54%). They constitute the lowest percentage of those employed in the top most level of media houses - on boards of directors - at 30%. Men dominate in governing roles that have more influence on institutional practices.

Occupational levels in media houses

This study sought to determine the proportion of women and men at different occupational levels in the media.

According to 2011 research carried out by the International Women's Media Foundation (IWMF), individuals at the highest levels hold responsibility for company policy, making key decisions and overseeing company operations.[8] Although this is not an easy industry to venture into, women in SADC have begun to explore media ownership.

Speaking during a COE verification exercise, **Angèle Mpaka**, from Studio Sango Malamu in DRC, noted that CEOs encourage women to advance in their line of work. "The general manager himself advised me to study journalism," she said. "When I was employed at Sango Malamu I was a cashier, now I have a journalism degree and I am the editor of Sango Malamu." This shows the need for, and success of, deliberate support to assist women in the industry.

In Botswana, for example, Beata Kasale owns *The Voice* newspaper. In Lesotho, three women own BAM, the publisher of *Achiever, Finite Magazine* and *Informative* newspaper. This will also inspire women as it gives them role models. In Tanzania, a woman owns Lady Band Limited, the publisher of *Changamoto* newspaper. Although this is not an easy industry to venture into, women in SADC have begun to explore this avenue and they have in turn been championing gender issues.



Beata Kasale, owner of *The Voice* newspaper in Botswana.
Photo: Roos van Dorp

[8] Byerly, C. (ed. 2011) Global Report on the Status of Women in the News Media. International Media Women's Foundation.

Female media owner changes mindsets and attitudes one person at a time



Jamillah Abdallah, managing editor of *Changamoto* newspaper in Tanzania, speaks with former GL Deputy Director Kubi Rama. *Photo: Gender Links*

Banks did not want to do business with her and fellow journalists looked sceptically at her, but **Jamillah Abdallah** persevered.

Abdallah, the first managing editor of *Changamoto* newspaper in Tanzania, has proven sceptics wrong and established herself as a well-respected editor, journalist, gender specialist and successful media owner. Abdallah owns the media company Lady Band Limited, which publishes *Changamoto*. She is one of the few female media owners in Southern Africa.

Abdallah began her career in the media industry as a junior reporter at *Mtanzania Jumapili*. She managed to climb the ladder and become the features editor of the publication. While there she became interested in writing about social issues, frequently covering stories on maternal and children's health.

Abdallah is now a proud entrepreneur in the media business. She recently led her institution in drafting and adopting a gender policy. She continues to guide her business as it implements a gender policy and trains journalists on key thematic areas.

"As a leader, leading men coming from different socialisations, one of the challenges was to make them understand that 50/50 should start from us, changing our perspectives," she says. "It also includes understanding that gender equality is the only solution to bringing development equally to all women and men. We have become an institution where people come and learn because women have been left out. For example there was an interview for a graphic designer and he was directed to me but he replied with shock that I was a boss but I asked God to give me strength to change his mindset."

Abdallah said she has facilitated change in Tanzania's media since she started in 2006, when her newsroom had only one woman out of 15 men. Today she employs six women out of 15 men. "Apart from being the managing editor, I empowered a woman to become a chief accountant. In addition, we empowered women journalists because our newspaper was male dominated and they are now covering hard news because men were thought to be the only ones capable to cover those stories," she says.

"I am proud that we changed the mindsets of men in our company. Out of 15 men, only one man was gender sensitive. We changed attitudes up to editorial level. Some were against gender issues and thought that gender issues had nothing to with media and that gender stories of empowering women do not sell.

"Whenever someone sees that we have a female managing editor it shows mileage to attaining gender equality. I am proud to be a gender activist and a media entrepreneur and being a role model to other women that I managed to empower," she added.

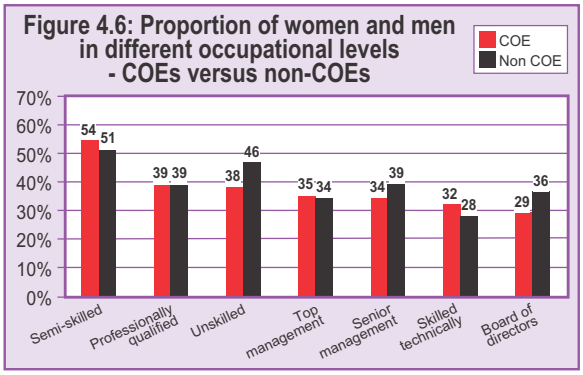


Figure 4.6 shows a comparison in occupational levels between COE and non-COE media houses in the region. In both COEs and non-COEs, researchers found that women mostly work in the lower levels. Only 29% of women occupy board of director positions in COEs compared to non-COEs at 36%.

COE gender policies are not prescriptive nor legally binding. In a region where the media is partly free, government ministries or official figures often appoint heads of media houses with limited or no consideration for the gender component of the positions in the media.

As GL assists media houses to draft gender policies, it is up to them to take measures to ensure they hit 50/50 targets. Some media owners argue that women do not put their names in for these positions.

Lomalangeni Dlamini, executive producer at Voice of the Church in Swaziland notes that "sometimes we do we do not realise our potential. Therefore, we just say the men will do it and in that, we are giving our power away. We also look down upon each other and feel that we just have to pull the other person down instead of motivating the person and encouraging her to do well in her position. The problem even lies amongst ourselves before we even blame men for bringing us down and not accommodating us in leadership positions in the media."

Women in management

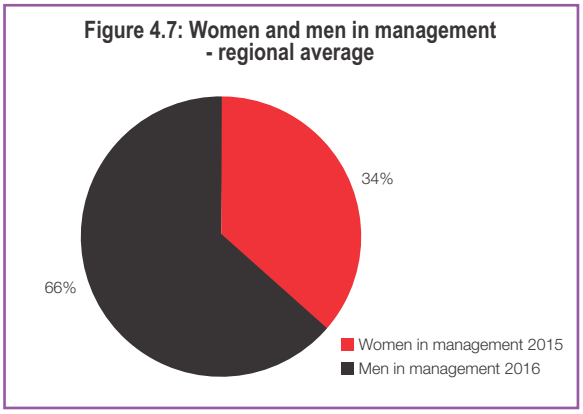


Figure 4.7 shows the proportion of women and men in management positions in SADC media. Women comprise 34% of staff in management positions. This shows that management continues to be a male domain.

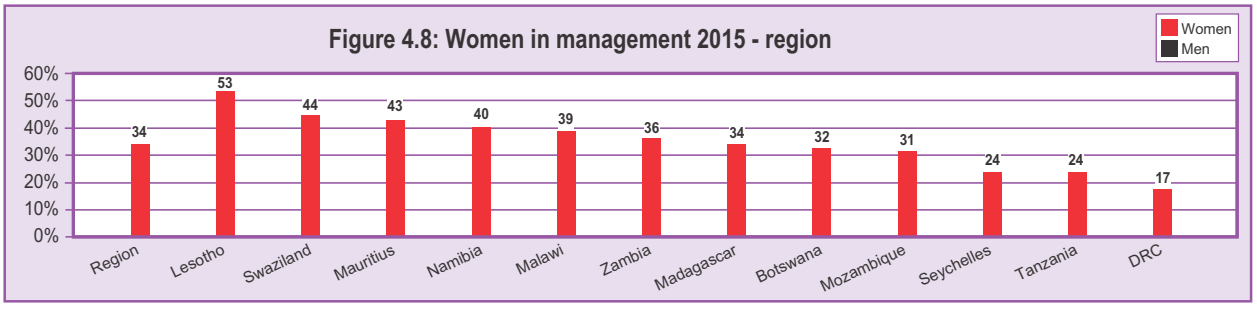


Figure 4.8 shows the proportion of women in the management echelons of the media across all countries measured in SADC. Lesotho has the highest proportion at 55%, the only country to surpass the 50% mark. DRC has the lowest proportion of women in management (17%).

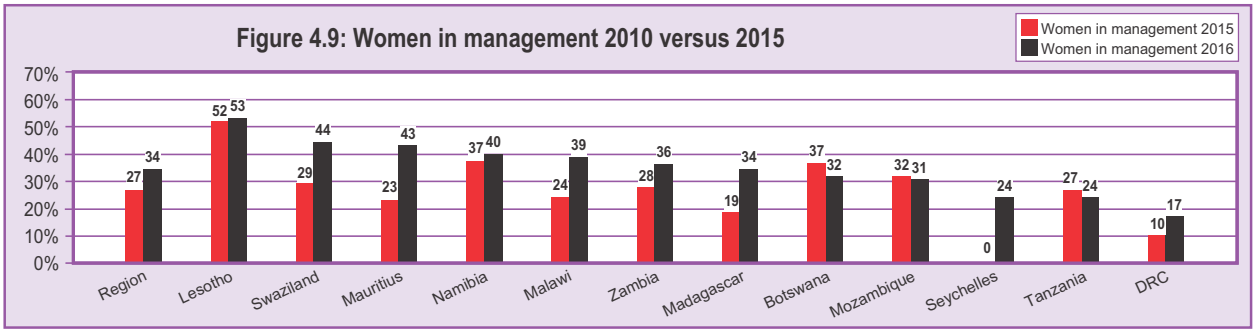


Figure 4.9 shows women in management in 2010 and any change registered in 2015. It is important to note there has been a significant improvement in many countries. In the 2009 *Glass Ceiling* study, women in management stood at 27% for both senior and top management compared to the 34% in 2015. This is a seven-percentage point increase. Women have begun to move up the ladder. Affirmative action efforts, gender policies and improved gender awareness seems to be contributing to opportunities opening up for women. As women occupy these management positions it will increasingly be important for them to groom and mentor other women. An example of this is occurring at Tanzania's at Upendo FM, a religious media house operating from Dar es Salaam.

Making a difference?

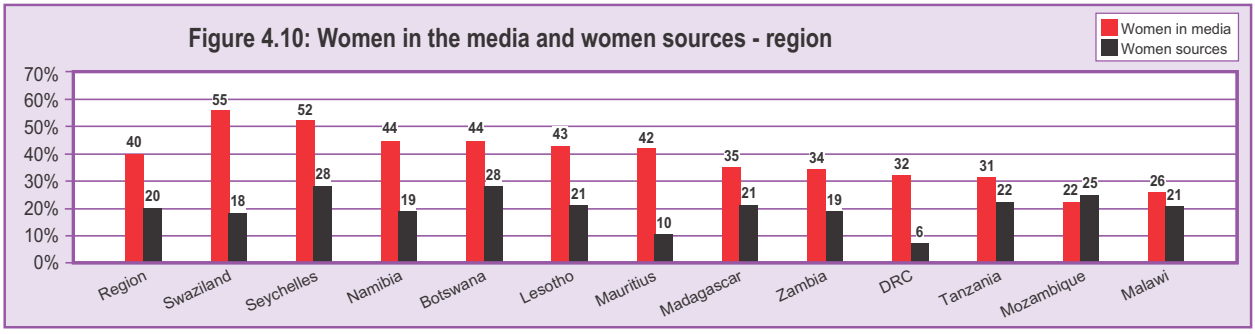


Figure 4.10 compares the data for the overall presence of women in media houses with the proportion of women sources for each country in SADC. It shows that having more women in the media is not directly proportional to a higher proportion of women sources. While the proportion of women in media in the region is 40%, women constitute just 20% of news sources.

At 55% Swaziland has the highest proportion of women in media, but one of the lowest proportions of women sources at 18%. This situation appears similar in all the countries, as there is no country with equal proportions of women in media and women sources. Mozambique, at 27% women in media and 25% women sources, is the closest on both indicators.

Tanzania: Woman editor works her way to the top



Nengida Johanes, managing editor at *Upendo Media* in Dar es Salam.
Photo: Arthur Okwemba

Nengida Johanes had to fight her way to the top. Johanes is the managing editor of Upendo, a media house that comprises a newspaper and a radio station, in Dar es Salaam, Tanzania. She first joined the station in 2004 as a reporter.

"Being a managing editor in a news media as a professional woman and a mother is not an easy feat," says Johanes. "You have to work extra hard to juggle responsibilities while at the same time ensuring that your work does not suffer. It is something few male managing editors have to confront on a daily basis."

Johanes's resilience and hard work saw her first promoted to editor, then to an information officer position in the church's communication department, before assuming the managing editor role, the position she now holds to date. She says it's been a baptism by fire.

Johanes developed a passion for gender issues after joining the company, but she says developing a gender policy facilitated by Gender Links helped her understand new strategies of ensuring gender mainstreaming in the content and structures of her media house. "I think the gender policy reawakened something in me. I saw that voices that were speaking a lot in our stories were men and a voice told me that I needed to do something," she says.

Johanes is keen to keep track of who has been interviewed in each story she airs, and if there is fair gender representation. This, she says, has made her reporters ensure that their stories seek the views of both men and women. "Whenever reporters come back from the field, I am interested in the sourcing and quality of information. If they bring reports which are gender blind, I advise them what needs to be done to correct the bias," explains Johanes.

She also wants to ensure women's voices at all levels in the structures of the institution. "I felt really uncomfortable to see that the majority of the staff were male. I decided to enforce a gender balance rule, and since I have been given powers to employ, I ensure there is gender parity among those employed."

As a manager, she ensures that journalists capture and give prominence to gender issues on the prime pages of the paper. She has set aside a full page in the Sunday edition that focuses on gender issues, particularly promoting female music entrepreneurs. She is currently mentoring female reporters on how to win the respect of male colleagues and become managers. "I also report on politics to send a message to both male and female reporters that this is an area that women too can report on and do so very well."[9]

[9] Okwemba, A 2014.Tanzania: Inspiring younger women journalists.

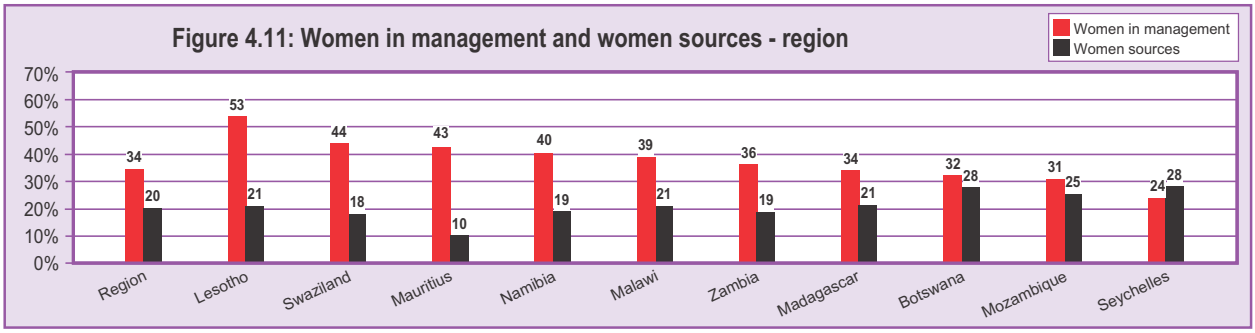


Figure 4.11 compares the proportion of women in management positions to the proportion of women sources and also finds that there is no direct relationship. Across the region, women constitute 34% of media decision-makers but only 20% of sources. Lesotho has the highest percentage of women in decision-making at 53% (with only 21% women sources).

Even though Seychelles has less women in management at 24%, it has one of the highest proportion of women sources in the region. Huge differences between women in management and women sources appear in Mauritius, which has 43% women in management in the region, but only 10% women sources.

In her own words: Swazi media director on including women's voices



Lomalangeni Dlamini, executive producer of Swaziland's Voice of the Church. *Photo: Gender Links*

"Men seem to have more power to talk and be heard than women," says **Lomalangeni Dlamini**, executive producer of Swaziland's Voice of the Church. "Women, even when you approach them, sometimes shy away from talking in the media. Men are more vocal in debates and discussion."

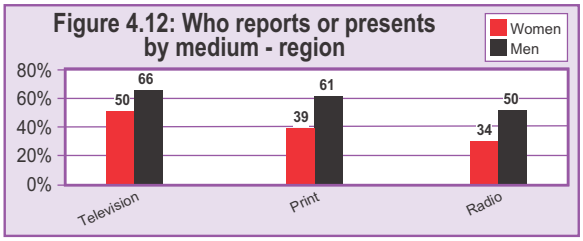
Despite this, Dlamini says during road shows in Swaziland communities she interacts with women and encourages them to talk to media and participate. "Sometimes as a woman you feel the pressure to become a women's mouthpiece, to put certain topics on the agenda and to rally behind women's cause all the time," she says, noting that despite this, editorial policy and news objectives guide her.

"In my time at VOC, I have managed to contribute positively to bring a difference in the station, especially that of professionalism. I believe that even if we are a Christian radio station nothing should pass. I try to cultivate a culture that we should do all things by professional journalism standards. I have been able to make this difference because I have been empowered by many organisations through trainings, seminars and workshops such that I have become open minded and more professional. I have encouraged other women not to be afraid to come into the media fraternity. Working in an enabling environment for women makes it all workable. VOC is making strides to see that women also get into departments where they are absent in."[10]

[10] Nyamweda, T. 2012 Swaziland: Pressure mounts when looked at as mouthpiece for women.

Who reports in the media?

Information in this section of the report comes from the GMPS that monitored media artefacts. Researchers studied journalist by-lines to determine who reports on what in the media.



Who reports in which medium?

Figure 4.12 illustrates who reports or presents in the three different types of media. Women constitute 39% of radio reporters; 50% of TV reporters and only 34% of print reporters.

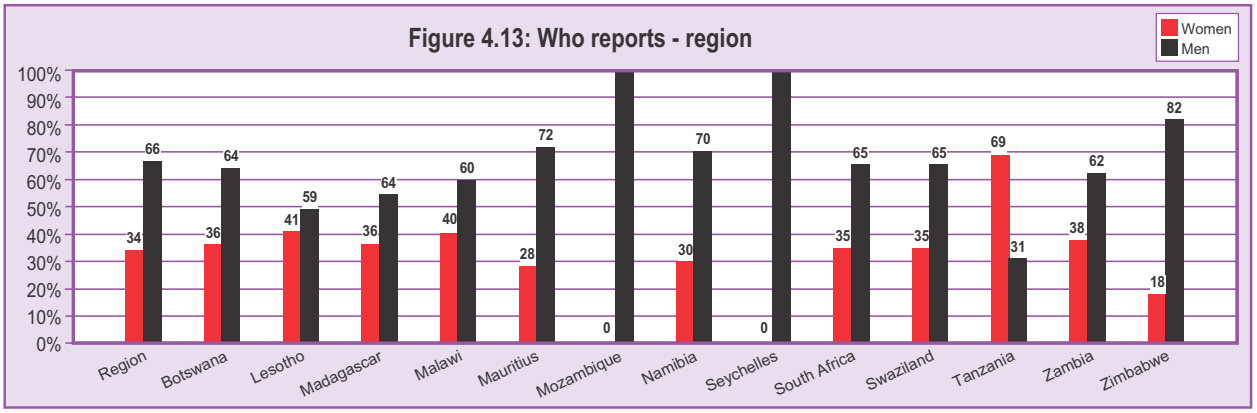


Figure 4.13 provides a regional breakdown of whether men or women report on the stories monitored. More men (66%) report overall and in most countries, except in Tanzania, where women (69%) surpass male reporters. Women report the least in Zimbabwe at 18%.This shows consistent underrepresentation of women in news media throughout the region.

This study also sought to assess whether female reporters are more likely to access female sources.

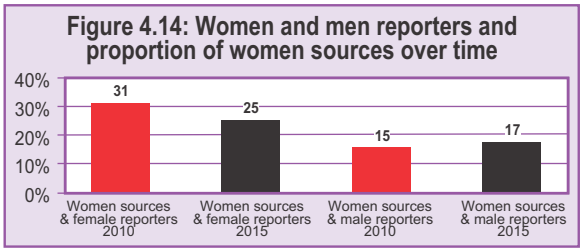


Figure 4.14 shows the sex of reporters and proportion of women sources over time. The proportion of women reporters accessing women sources has decreased from 31% in 2010 to 25% in 2015. However, men have made gains on this indicator in the past five years, with a slight increase from 15% in 2010 to 17% in 2015.

Overall, it appears that more women reporters deliberately seek out female sources and that female sources are more comfortable to talk to women reporters, especially concerning sensitive topics like gender-based violence. Therefore, if more women work in the media as journalists then it is likely to translate to more women's voices. This, coupled with an enabling environment, pro-equality policies, discourse and a shift in mind-sets, can go a long way to helping the media amplify women's views and voices.

These findings point to a need to continue to raise awareness about these issues in order to change mind-sets of both the women and men who work in media so they can continue to make deliberate efforts to seek out women's voices.

Who reports on what?

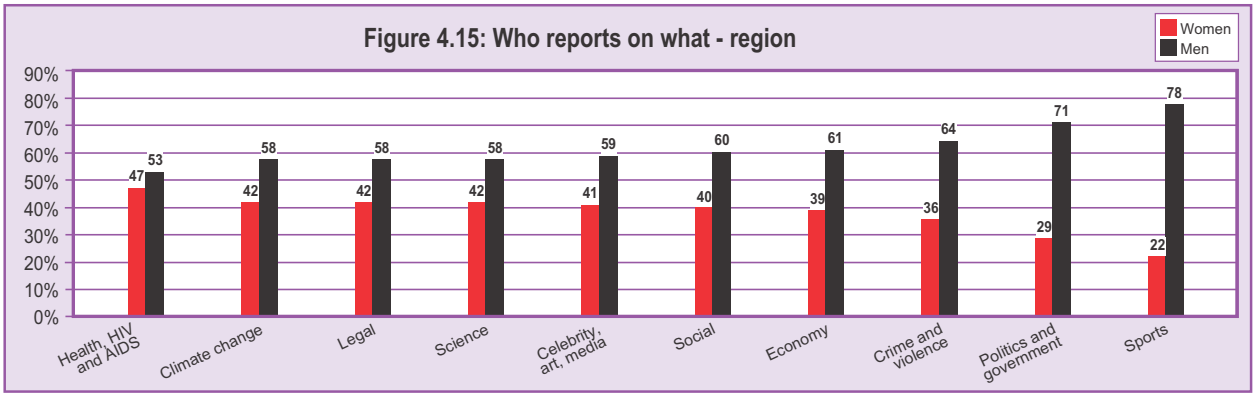


Figure 4.15 illustrates the stories covered by women and men in the region according to various thematic areas. It shows that men outnumber women covering all topics. The topic most covered by women reporters is health and HIV and AIDS, at 47%.

Meanwhile, women report on just 22% of sports stories. This is consistent with the notion that women reporters continue to cover news topics deemed as women's or "soft" beats. These include gender-based violence, health, children, housing and other social issues.

Overall, the findings reveal that the traditional gender division of labour in newsrooms remains alive and well. Women have begun to explore and find confidence in covering all news topics, but there is a long way to go before newsrooms reach parity in these thematic areas. However, there has been progress.



Reporters Simiso Mlevu (B-Metro) and Thandeka Moyo (Chronicle) interview Martin Moyo, the Mayor of Bulawayo City Council in Zimbabwe, as part of the COE process. *Photo: Thabani Mpofu*

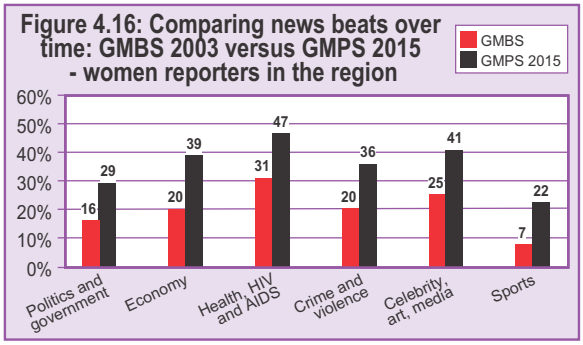


Figure 4.16 details the progress women have made in covering different beats since the ground-breaking GMBS in 2003. The region has seen a marked shift. Women have been challenging stereotypes and making great strides in covering all news beats. The proportion of women covering politics and government has increased from 16% to 29%; economy from 20% to 39% and sports from 7% to 22%.

These noteworthy increases provide evidence that the advocacy work and the training received by journalists is successfully translating into a greater diversity in the work that they produce - and in who is producing it.

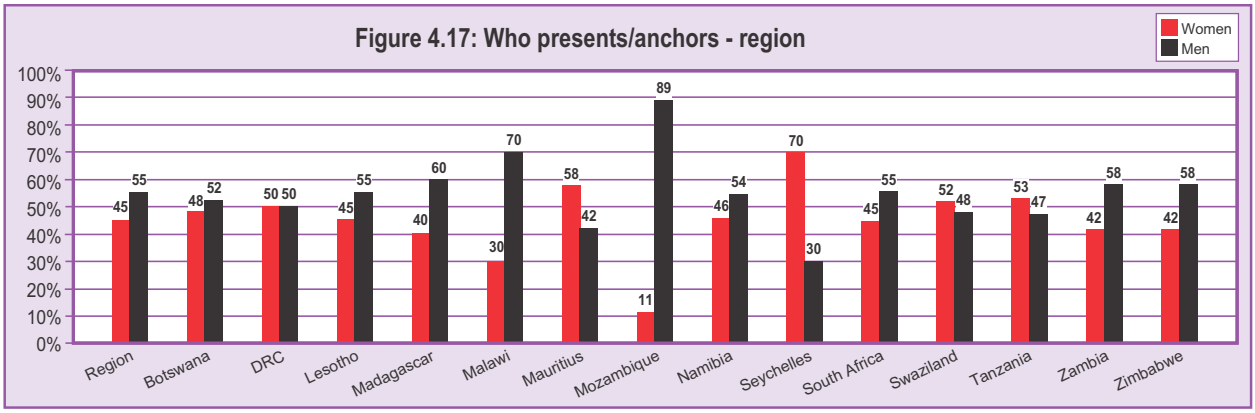


Figure 4.17 shows data on who presents in the media, illustrating that more men (55%) present the news. Women typically appear as faces on television news. This feeds into the stereotype of women's value existing only in their physical attributes. The highest proportion of female presenters and anchors is in Seychelles, with 70% female anchors and presenters. Mozambique has the least proportion of women presenters in the region at only 11%. Researchers found no significant differences between the two sexes in Botswana, Namibia and Swaziland.

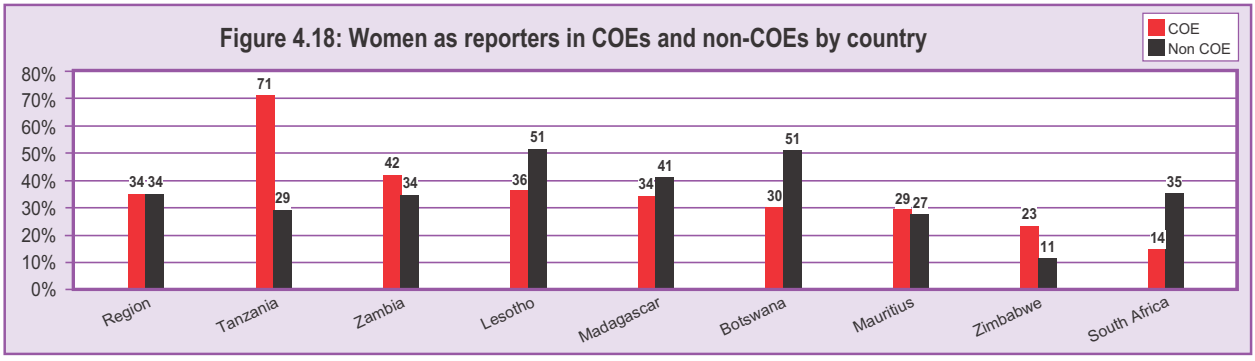


Figure 4.18 illustrates the percentage of women reporters in COEs compared to non-COEs. Regionally, researchers found an equal proportion of women in both the COEs and non-COEs at 34%. Tanzania has the highest proportion of women reporters in its COEs, while South Africa has the least, at only (14%).



Participants at a Media Press Briefing at the Gaborone Sun in Botswana. *Photo: Mboy Maswabi*

Conclusion

This chapter has illustrated that a great need to improve gender balance in media houses and media's institutional practices remains. Yet while the proportion of women in the industry has receded, there is evidence of more women occupying key positions in the media, including in top management. However, more work remains to empower women, to adopt gender-aware policies in media and to create women-friendly work environments that can allow more women to progress in the industry - and to break media's glass ceiling once and for all.

Dedicated strategies to transform gender relations in today's ever-changing media environment can assist in bringing transformation in media and create a women-friendly environment. If women do not contribute to the newsroom or make decisions in their areas of work it has a negative impediment on regional development.



Women reporters access more women sources, but a glaring shortage of women's voices persists, despite growing proportions of female journalists.
Photo: Mboy Maswabi

5 GENDER-BASED VIOLENCE AND THE MEDIA



Women take part in a 16 Days of Activism GBV Research Findings Dialogue Session in Limpopo Province, South Africa, in December 2015.
Photo: Nomthandazo Mankazana

"Violence against women and girls negatively affects citizens, societies and governments around the world. Malawi is no exception. Media reports on GBV can create awareness, provide information on gender in order to influence policy and legal reform, influence networking and information exchange between the survivors and authorities, and explore and develop new perspectives on how to deal with gender based violence in Malawi". *Brenda Kawonga, MIJ FM, Malawi*



Despite its pervasiveness, gender-based violence (GBV) is one of the least talked about violations of women's rights: most of it takes place within the private domain and is never reported (Gender Links, 2002).

Despite having legislation and policies that denounce it, GBV continues to escalate in the SADC region. While countries have made efforts and set commitments to fight - and end - GBV, prevalence rates remain high.

Gender Links has conducted *War at Home Violence Against Women* (VAW) studies in six countries. These have revealed that a majority of women in Botswana, Lesotho, Mauritius, South Africa, Zambia and Zimbabwe have experienced GBV in their lifetime. Similarly, a high proportion of men surveyed also admitted perpetrating violence against women.

Inspired by the SADC Protocol on Gender and Development, which aimed to halve gender violence by 2015, the research used inter-related tools to answer key questions relating to extent, effect, response, support, and prevention. The findings of the VAW studies in the region provide useful data against which researchers can measure media performance.

The last decade has seen GBV concepts becoming increasingly commonplace in mainstream human rights discourse. The same period has also seen new forms of GBV emerging, such as cyber GBV and violence against the LGBTI communities. This has underscored the need for innovative and concerted efforts to deal with the scourge. Combating violence against women in the public and private sphere confronts established patriarchal structures as well as cultural, societal and religious norms.[1]

Since 2009, the Southern African Gender Protocol Alliance (the Alliance) has been tracking progress on three priority areas it sees as essential for the reduction and elimination of GBV in the region: legislation and policy formulation, implementation and service provision, monitoring and evaluation (M&E). The Alliance also hopes its work has an impact on the media industry, especially as it fights to increase coverage and awareness of GBV in the SADC region.

GBV and the media in SADC

The media plays a critical role in not only raising awareness of GBV but also in counteracting myths and negative attitudes that may perpetuate violence. Drawing attention to positive stories of empowerment and resilience, for example, can assist in illustrating how survivors often act as advocates and agents of change. Media monitoring as part of the VAW Baseline studies shows that while GBV is one of the better-covered gender topics in the media, the coverage is often gender biased. Men constitute the majority of sources. Most stories emanate from court reporting, in which the cards are heavily stacked against women. The first- hand accounts of women seldom feature. Their experiences are trivialised and sensationalised. Such coverage has often resulted in secondary victimisation, rather than supporting survivors and pointing them in the direction of help.

This chapter will analyse some of the ways media portrays GBV in the SADC region and assess whether this concerted region-wide work to establish baselines, policies and action plans has translated into more enlightened and effective media coverage of this issue.

[1] http://www.saiia.org.za/opinion-analysis/combating-gender-based-violence-in-africa-was-the-aprm-a-responsive-framework

Article 30 of the SADC Protocol urges the media to desist from depicting women as helpless victims of violence and abuse. The Protocol also discourages media from promoting pornography and violence against all persons.

As opinion-shapers and agenda-setters, the media plays a pivotal role in reducing the levels of GBV by covering stories that promote awareness and prevention, thus ensuring that people who experience violence receive effective care and support. More often than not, the media has been part of the problem rather than of the solution. It sensationalises and trivialises GBV stories or engages in "reverse criminalisation" of women involved in GBV cases, where the media blames the victim for the attack. Yet, the media potentially has a huge role to play in changing attitudes, behaviours and perceptions concerning gender violence.

The way that media represents GBV has a significant role to play in curbing this social ill.[2] Media coverage of such incidents usually lacks gender awareness, with media enforcing and reinforcing GBV stereotypes through the messaging carried in its content. Much messaging around GBV in media texts remains inadequate, simply focusing on court reports and ignoring the gender dimensions of news stories. This leads to lack of breadth and depth in covering GBV stories.

Researchers have monitored coverage of gender violence in regional and global studies. The Global Media Monitoring Project (GMMP) 2015 conducted by World Association of Christian Communicators (WACC), found that "Overall, women remain more than twice as likely as men to be portrayed as victims than they were a decade ago, at 16% and 8%, respectively."[3] The 2010 *Gender and Media Progress Study* (GMPS) showed that GBV stories constituted just 4% of stories covered.

However, media reportage on GBV has improved over time. Bird (2014) notes, that media reports once commonly trivialised GBV - reporting cases of severe domestic violence as lovers' spats or quarrels. Such reports now make up the exception: they have mostly disappeared, even from the tabloid media.[4]

The media typically fails to move beyond the tragic headlines and into the reality of what gender violence is and how to address it. This chapter will probe media coverage of GBV in COE and non-COE media houses. It will also highlight GBV sub-topics: who speaks on them, their function, and who reports on these topics.

Figure 5.1: Coverage of GBV - region

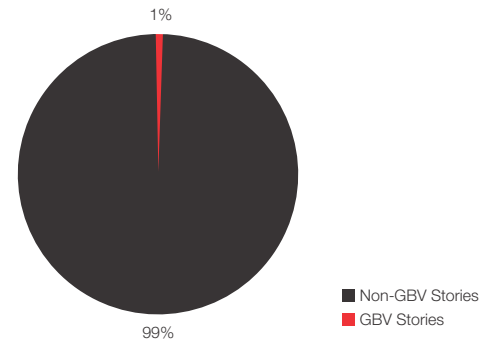


Figure 5.1 shows that GBV remains far from a common topical issue in the media, constituting just 1% of all stories covered during the monitoring period. This is a three percentage point drop from 4% recorded in 2010. The low levels of GBV coverage should be a cause for concern considering the high levels of GBV that persist in the region.

Comparing this finding to the research of the VAW studies is telling. In Botswana, 67% of all women interviewed said they had experienced some form of GBV in their lifetime and 44% of all men said they had perpetrated violence. In Lesotho, 86% of women interviewed had experienced some form of VAW at least once in their lifetime, including partner and non-partner violence, while 40% of men had perpetrated VAW at least once. In Mauritius, about a quarter (24%) of women experienced some form of GBV compared to 23% of men who had perpetrated it. When juxtaposed with the extent of GBV, it is clear that media is not playing its role in exposing this social ill.

[2] http://www.unwomen.org/en/news/stories/2015/11/press-release-gmmp#sthash.E8TuFzbf.dpuf
[3] William, B (2014) Media Landscape 2014. Celebrating 20 years of South Africa's Media in Department of Communication (eds). 2014. Media Landscape 2014: Celebrating 20 Years of South Africa's Media. Pretoria.
[4] 2015 SADC Gender Protocol Barometer.

Shining a light on GBV through gender-specific programming in media COEs



Mauritius Broadcasting Corporation journalist Nathalie Didier.
Photo: Gender Links

Mauritius: Nathalie Didier, a journalist at the Mauritius Broadcasting Corporation, has excelled at producing gender-aware programmes that highlight the plight of women and men in Mauritius. Her radio show *Etre Femme* - "Being a Woman" - aims to show women that they can succeed in life and fight poverty. It discusses issues of vulnerability and GBV and how to address them. According to Didier, proper training is key to unleashing the enormous potential of women. She dreams of a world where, through her programmes, women can be economically empowered and society values their worth and contribution to sustainable development.

Swaziland: The Voice of the Church (VOC) is an example of a media COE that has demonstrated excellence in prog-ramming on gender-related matters such as GBV. In the past, conservative evangelicalism dominated the programming at VOC: journalists rarely discussed gender. This has changed. The station has begun to embrace gender issues in partnership with numerous key stakeholders who also champion gender issues.

VOC gives these organisations a platform to share their views and discuss gender related issues. "Since the integration of gender-related discussions into VOC programming, we have observed that a significant proportion of people - our listeners - are now willing to come out and discuss gender-related issues that were previously perceived as taboo," says VOC Programme Manager Abel Vilakati. "For instance, callers are now willing to openly discuss gender-based violence."[7]

Before VOC introduced the platform for discussing gender issues in its day-to-day programming, Swaziland saw a national outcry on the increasing proportion of GBV cases being reported to the relevant institutional structures. An increasing proportion of VOC listeners reported cases of violence within the home and community through call-ins, SMS and in-person visits. Some of Swaziland's cultural norms e.g. *tibi tendlu* - which means that victims should suffer in silence, especially when the perpetrator is the family's bread winner - fuel GBV. VOC has facilitated training for pastors on gender issues so that they can better present gender-related teachings and sermons on air. The station views this as its contribution to curbing the high levels of GBV in the country.



Nomcebo Dlaimini presenter for VOC on the radio programme Precious Ones.
Photo: Tarisai Nyamweda

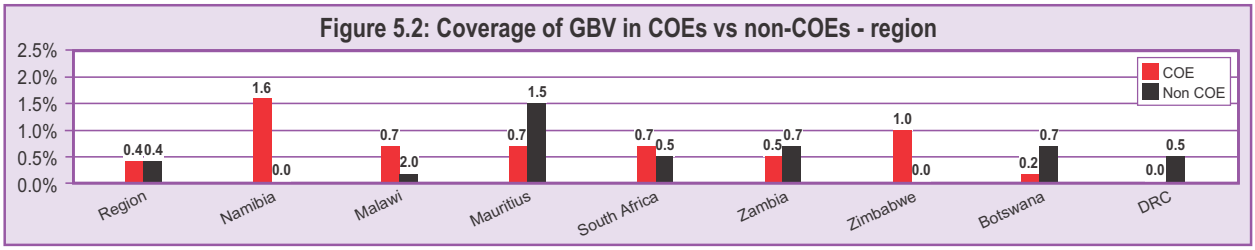


Figure 5.2 shows that researchers found no significant difference in GBV coverage in COEs compared to non-COES. The figures are low in all categories, mostly less than 1%. The regional average is 0.4% for both. A country comparison on the COE and non-COEs shows that Namibia has the highest COE coverage of GBV for any country in the region, at 2%. It exceeds the regional coverage of 0.4% in COE regional coverage of GBV.

Over the years, GL has conducted capacity-building workshops with journalists in all 14 SADC countries to inspire better reportage and build knowledge about GBV. Journalists in the COE project have been part of such work since the inception of the COE project in 2011. However, it is important to note that the absence of GBV stories in news content does not mean that COEs have not included GBV in other aspects of their work. This is especially true for radio and television, which in many places have introduced gender-aware programming.

Sub-topics

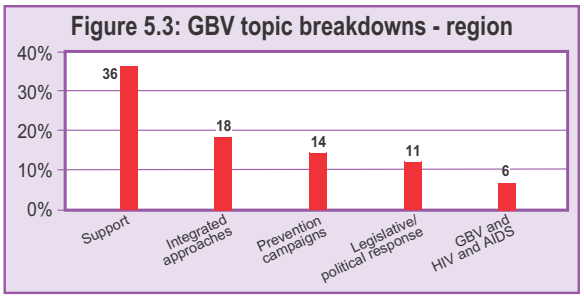


Figure 5.3 shows that GBV stories on support (36%) receive most coverage in regional media, followed by integrated approaches (18%), prevention campaigns (14%) and legislation/political responses (11%).

[5] Meel, 2005.

Media practitioners fail audiences when they do not explore the nexus between GBV and HIV and AIDS: stories focusing on this link stand at a mere 6%. This is problematic because GBV and HIV and AIDS remain inextricably linked and form a vicious cycle if not addressed. Violence and the threat of violence can increase women and girls' susceptibility to HIV infection.[5] The 2015 *SADC Gender Protocol Barometer* indicates that various studies show a significant association between rape and HIV infection.

A general analysis of GBV stories shows a lack of depth and analysis, with media focusing on event reports and court-based coverage. Coverage of GBV should go beyond events and court reporting and probe causes in order to curb this social problem, as in the example from Namibia.

Sources on GBV

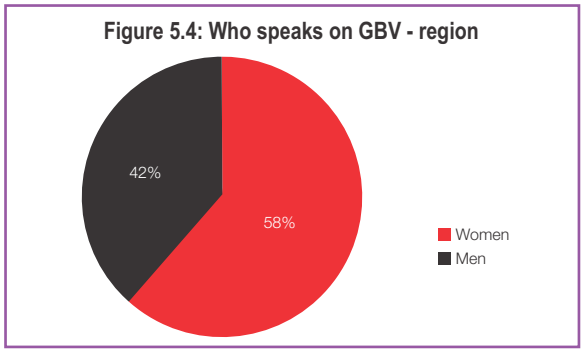


Figure 5.4 shows that the region has seen an incredible shift, with women now dominating as news sources on GBV stories in the region. The regional percentage of women sources is up to 58% from 27% just five years ago. This is a very positive step considering that women constitute the majority of those experiencing GBV. However, the fact that men still make up 41% of sources is also important because men must remain partners in eradicating GBV.

Getting it right: GBV story from Namibia gets top marks for gender-awareness

The *Windhoek Observer* on 24 April 2015 carried a GBV story titled "The rising scourge of rape." It is a case study of gender-aware and analytical coverage that investigated the causes of GBV, highlighting statistics and the handling of GBV cases. It also provided information on support and legislation on GBV.



The rising scourge of rape

KAULA NHONGO
Staff Writer

A couple of years have passed since Katrina (not her real name) was violently attacked and raped while she walked home from a shebeen in the wee hours of the morning, but the incident still remains very fresh in her mind.

The nervousness in her voice as she related the incident is evidence that this ordeal has scarred her for life.

Taking long pauses, she recounted the incident on that fateful day when she and a stranger she had met at a shebeen staggered through the Oponganda Cemetery making their way home.

The still very vulnerable woman, who is hesitant to relive the episode, described how the stranger forced himself on her.

Victims do not always want to report a rape immediately, which also makes it difficult to gauge the severity of the problem even though the high number of cases remains disturbing.

The article provided a critique on the high rates of rape in Namibia. It put into context sexual violence cases in the country, linking several incidents to each other. It also explored the differential impact on women and men. The author presented various possible causes of the increase in rape in simple language.

This story differs from others in that it provides analysis of figures relating to GBV in the country. It also offered information on support services available to survivors of GBV and did not put the blame on the survivors. Often GBV coverage blames victims by referring to whether they had "appropriate" or "inappropriate" attire. The article also mentioned the cases of two women who had been raped in separate incidents in public spaces, shedding light on the lack of security in public spaces. The language used is gender-sensitive and the journalist employs multiple sources.

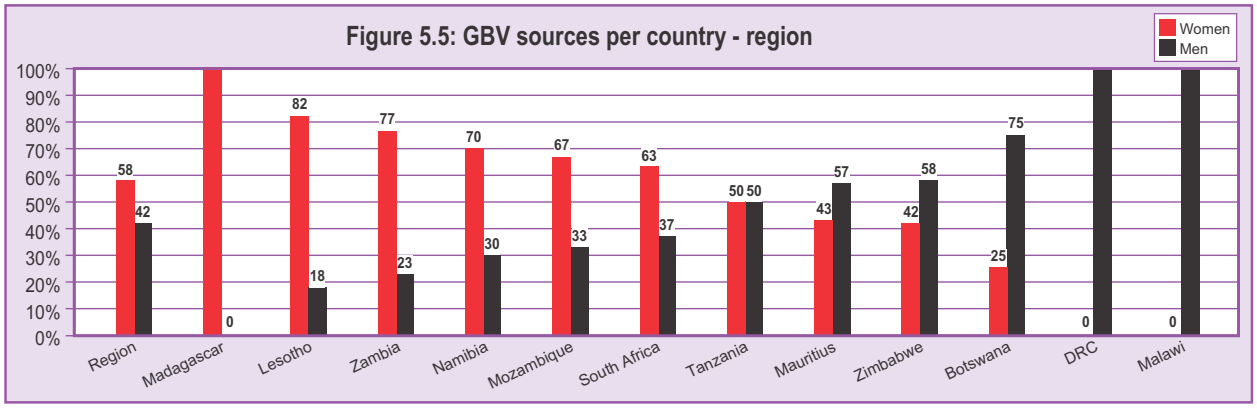


Figure 5.5 shows that women in all countries except DRC and Malawi comprise the majority of sources on GBV stories, with only a few exceptions. Women make up 100% of GBV sources in Madagascar, followed by 82% in Lesotho. These two countries represent two of the three strongest media countries yet sadly their media continues to deny women a voice on this issue.

Who speaks on what?

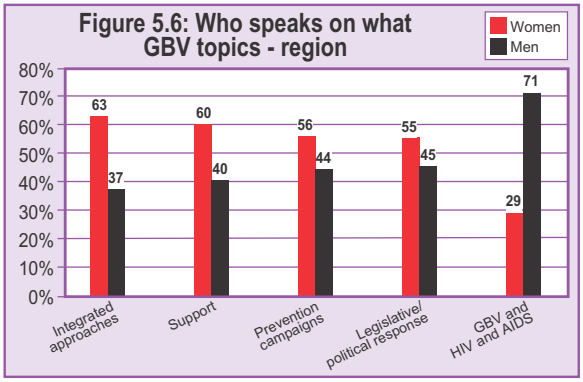


Figure 5.6 illustrates who speaks on what GBV topics. In another positive finding, women sources dominate across most sub-topics in the region, with integrated approaches at 63%, support at 60%, prevention and campaigns at 56% and legislative political response is at 55%. Men (71%) dominate in the GBV and HIV category.

The results demonstrate the possibility that over time, women have become more inclined to speak on issues that affect them most, especially GBV, as it remains the most pervasive (and historically silent) form of gender inequality. Thus, they have been developing more knowledge around the issues and speaking more authoritatively.

Interestingly, the 2015 *SADC Gender Protocol Barometer* highlights that women remain relatively unaware of the domestic violence legislation in their countries. In many cases men seem to be more aware of these policies.

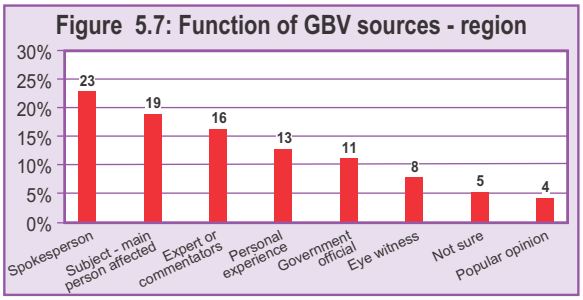


Figure 5.7 shows that, regionally, the voices of spokespersons (23%), persons affected (19%) and experts (16%) dominate in coverage of GBV. The findings note that survivors (13%) also relay personal experiences on GBV rather than being spoken for. Even though the proportion is low, such sourcing gives survivors agency and provides more details and a more nuanced understanding of GBV.

The GL "I" Stories project has revealed the therapeutic qualities of telling one's own story. It is part of recovery and healing. When stories only access comments from spokespeople and experts/commentators, these remain mostly men.

Who reports on GBV?

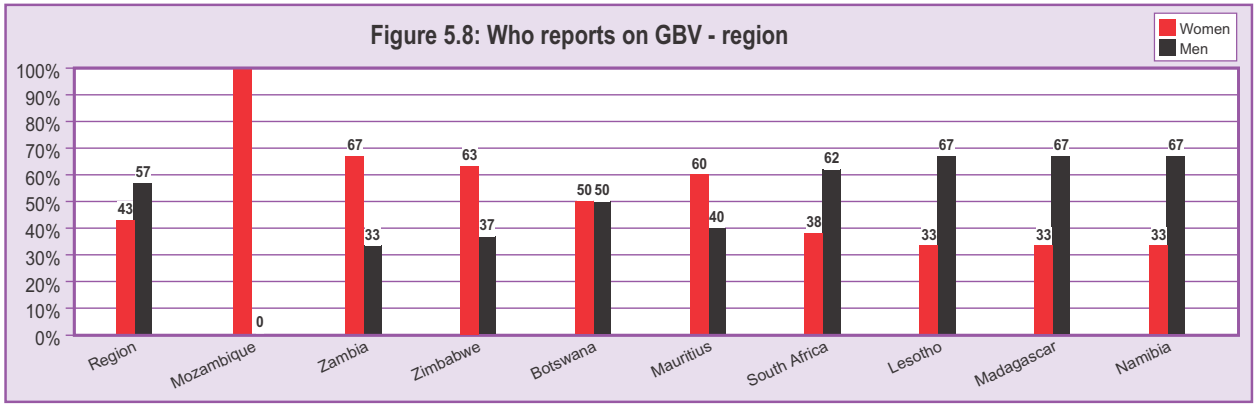


Figure 5.8 shows that overall men comprise 57% of men of those who report on GBV in the SADC region compared to women (43%) except in Mozambique, Zambia and Zimbabwe, where female journalists make up 100%, 67% and 63%, respectively, of those reporting on this topic. Botswana has the same proportion of women and men reporting on GBV. These figures are consistent with the generally low overall proportion of women reporters in the region compared to male reporters.

It is, however, inspiring that more men have been covering topics traditionally set aside in newsrooms as "women's issues" or "women's topics," but in the same vein, it remains disconcerting that women continue to be underrepresented even on topics that affect them the most. The media loses an opportunity for survivors of violence to speak out because many women might not be comfortable opening up about their ordeal to a male journalist. This can result in biased news reports and more frequent portrayal of women as victims.

Quality of coverage

In many cases, the quality of coverage on GBV in SADC newsrooms remains substandard, contributing to gender stereotypes and victim-blaming.

Missing the mark

The media often misses opportunities for in-depth and analytical reporting on the topic.

Court reporting

An example of a court-sourced story is an article entitled "Decades in prison for girlfriend killer" published by *The Namibian* on 17 April 2015. The article discusses a court case and handing down of a verdict for a GBV perpetrator.


Decades in prison for girlfriend killer

Incident reporting

The focus in too many GBV stories occurs around just one incident. Journalists often write brief stories with very short descriptions of the incident as is evident in one article from Lesotho's *Sunday Express* (5-11 April 2015).

Stories that lack depth


Man gets life for murdering wife

Another example is the story "Man found guilty of killing wife" that appeared in *Seychelles Nation* on 3 April 2015.

Conclusion

GBV remains the most flagrant yet under-reported violation of human rights in the SADC region. It is heartening to see that the intense and region-wide work on this topic seems to be paying off in some ways. Many more women now speak to the media on topics related to GBV. However, generally more men continue to report on the subject. More in-depth rather than event-based coverage will be useful going forward if media is to continue to perform its role as a vehicle for changing perceptions and behaviours on GBV.

6 COVERAGE OF HIV AND AIDS



Radio Dialogue journalists Faith Ngwenya and Mbalenhle Ndlovu interview a woman living with HIV at Ngozi Mine in Zimbabwe. *Photo: Thabani Mpofu*

"Capital Radio reviews the Gender, HIV and AIDS and Editorial policies annually to ensure that it remains relevant and responsive to the needs of employees... and the radio station's audiences. This review takes into account the progression and the impact of the pandemic, developments in science and other technologies".

Wezi Nyirongo - Gender Focal point at Malawi's Capital Radio



In search of an AIDS free generation. *Photo: Colleen Lowe Morna*

In addition to gender-based violence (GBV), HIV and AIDS is the other major crosscutting concern for the media in Southern Africa. Swaziland has one of the highest HIV prevalence rates in the world. Though the pandemic is not as pronounced in other countries, it remains a major issue of concern in the region.

The 2015 *SADC Gender Protocol Barometer* stated that: "SADC continues to be the epicentre of the epidemic, with 14.7 million people living with HIV and AIDS in SADC which is 59% of the total population of people living with HIV and AIDS in sub-Saharan Africa."[1] Factors fuelling the epidemic include poverty, social instability, high levels of sexually transmitted diseases, unequal status of women, sexual violence, and the mobility of the population, among others.[2]

Article 27 of the SADC Protocol on Gender and Development has specific targets concerning the reduction of HIV and AIDS infections. Articles 27.1, 27.2 and 27.3 call for gender-sensitive policies and programmes, consideration of the vulnerability of the girl child, access to HIV and AIDS treatment as well as appropriate recognition of care work.

Despite the high infection rates in the region, media coverage remains low. GL has conducted follow-up progress analyses on HIV and AIDS media coverage following the *Gender and Media Baseline Study* (GMBS) as well as the 2010 *Gender and Media Progress Study* (GMPS) and the 2008 Francophone study. These revealed the low visibility media gives to HIV and AIDS at 2% of total coverage recorded in 2010, and 3% in 2008. Media policy facilitators at the time cited this as a major concern following the concerted media work under the Media Action Plan (MAP) on HIV and AIDS.

Most HIV and AIDS narratives lack gendered analysis of the impact and effects of HIV and AIDS. Women remain most vulnerable to HIV and AIDS infection and they carry the burden of care work. Yet this work often goes unnoticed and undocumented. Due to their subordinate status, most women cannot negotiate safe sex. HIV and AIDS also closely links to GBV and the unequal power relations between women and men.

Background

As new and competing development priorities arise, including mitigating the effects of climate change and changing weather patterns, many in the region worry that preventing and treating HIV and AIDS has taken a backseat to other "sexier" issues. While there has been plenty of progress in addressing the epidemic in SADC, now is not the time for stakeholders to take their eyes off the ball. In order for this progress to have enduring effectiveness, policymakers and activists - and those working in the media industry - must work more tirelessly than ever before.

Some of the statistics pertinent to the HIV epidemic in Southern Africa[3] include:

- 19.2 million people live with HIV in 2015 - more than half of the 36.7 million people living with HIV globally; women constitute 59% of people living with HIV in the region.
- 470 000 people died from AIDS related causes in 2015, representing a 36% decline since 2010.
- Rapid scale-up of treatment has resulted in 10.3 million people receiving antiretroviral (ARV) therapy or 60.5% of the global total of 17 million, and coverage of services to prevent mother-to-child transmission (PMTCT) of HIV now reaches 88% of pregnant women.
- Domestic funding accounted for 46% of the AIDS response in 2013.

[1] Gender Links, 2015, 244.
[2] Gender Links, 2007, Diversity in Action, 6.
[3] UNAIDS Fact Sheet 2016, http://www.unaids.org/en/resources/fact-sheet, last accessed 10 May, 2016.

- In sub-Saharan Africa, nearly half (45%) of the people living with HIV reside in urban areas.

Some of the challenges that still confront the region include:

- High rates of new infections persist among adolescent girls and young women: 3700 women 15-24 years old acquire HIV per week in 14 countries.
- Significant new HIV infections occur among key populations: Men who have sex with men, sex workers, people who inject drugs and transgender people contributed to 25% of all new HIV infections in South Africa, 20% in Mozambique and 12% in Swaziland - yet these populations remain underserved and underrepresented in the region's response.
- The region has seen a rise in high-risk behaviour, including increased proportion of sexual partners among men between 2008 and 2014. This is combined with low condom use, especially among young people, and significant gaps in condom availability.
- SADC has seen rapid but inadequate progress on Voluntary Medical Male Circumcision: medical professionals circumcised 10 million men and boys by 2015, but it is unlikely that the region will reach the target of 21 million by 2016.
- HIV testing remains low, particularly amongst young people. Only 10% of young men and 15% of young women 15-24 years old knew their HIV status in 2013.
- Gender inequalities, compounded by human rights violations including GBV, impede access and adherence to services, and increase vulnerability of women to HIV infection



Voluntary counselling and testing on World Aids day in Lesotho.
Photo: Trevor Davies

- The role of communities and civil society is in transition.

The rate of decline in the proportion of people acquiring HIV is not fast enough. The proportion of people newly infected continues to be more than the proportion of people being initiated on HIV treatment.

HIV and AIDS

The mass media has attracted the attention of many practitioners of development because of its wide and - in the case of broadcasting - immediate reach. Media is a potential tool for transformation through awareness-raising and public education on HIV and AIDS. In Africa, citizens often have to contend with myths around HIV and AIDS causes and cures, as well as the interpretation of the disease as a curse. The media can play a critical role in educating citizens about HIV and AIDS transmission, prevention and the absence of a cure.

At the same time, the topic of HIV and AIDS presents challenges for media because the pandemic is often stigmatised and those who have it discriminated against. Coverage, therefore, calls for a lot of sensitivity. The 2010 GMPS found that media rarely accessed the views and voices of people living with HIV and AIDS or those affected. Most stories came from official sources, spokespersons and experts: those not directly affected. Women made up just 20% of those speaking on HIV and AIDS, a four percentage point increase from 16% in the HIV and AIDS baseline study.

HIV and AIDS policies in media houses

Between 2005 and 2010, in order to address some of the above-noted gaps, Gender Links and the Southern African Editors Forum started the Media Action Plan (MAP) on HIV and AIDS as part of larger efforts to support newsrooms to develop HIV and AIDS and gender policies. As lead agency on policy within this MAP alliance, GL worked with 148 newsrooms on developing gender-aware HIV and AIDS policies. This constitutes 72% of the 204 media houses in the region mapped out at the start of the project, which aimed to ensure that at least 80% of these adopted policies. Further to this, the 2010 GMPS process included an in-depth analysis on the performance of MAP media houses compared to non-MAP media houses. The results showed that MAP media houses performed

better. The chapter also incorporated the views of the MAP policy facilitators as well as qualitative case studies. The exercise showed that, whilst coverage in total seemed low, many news-rooms made qualitative gains not captured in the quantitative findings. For example, some radio stations have introduced HIV and AIDS programmes outside main news bulletins. Due to the focus on news content, researchers sometimes leave these gains out of statistics on overall media coverage.

COE training on HIV and AIDS coverage

In 2011, GL embarked on a Centres of Excellence (COE) for gender in the media project. This project, which aims to support media houses to mainstream gender in institutional practice and content, followed on from the MAP project. It involves working with media houses to develop stand-alone gender policies, whilst MAP focused on a combination of gender and HIV and AIDS. More than 100 media houses signed up for the COE project.

This included a module on gender responsive coverage of HIV and AIDS. The training covers:

- Prevalence;
- Link between sex, gender and HIV and AIDS;
- Model for understanding HIV and AIDS which looks at prevalence, prevention, treatment and care work;
- Gendered dimension of care work;
- Sourcing in HIV and AIDS stories; and
- Ethical reporting on HIV and AIDS.

GL has also worked with HIV-positive women and GBV survivors to document their experiences through first-person narratives, or "I" Stories. Over the years, GL distributed these stories to editors throughout the SADC region through its Opinion and Commentary Service in order to raise awareness about the experiences of those living with, and affected by, HIV and AIDS. Additionally, GL has collaborated with other organisations such as Sonke Gender Justice in South Africa on initiatives to increase the involvement and participation of males (men and boys) in care, home-based care and the 16 Days of Activism Campaign.

Overall coverage

Figure 6.1: HIV and AIDS regional coverage compared to total

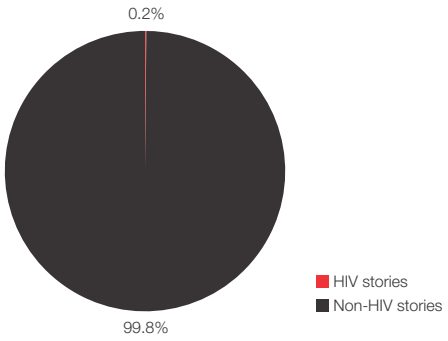


Figure 6.1 shows that stories that focus on, or mention, HIV and AIDS make up just 0.2% of all stories covered by the media in the region. This is a substantial decline form the 2010 figure of 2%. Coverage is not in line with the reality on the ground, where HIV and AIDS remains an issue of great concern affecting large proportions of people throughout the region. These findings appear especially disappointing in light of the sustained capacity building workshops for journalists which stakeholders have been facilitating throughout SADC.

Figure 6.2: Stories on HIV and AIDS: GMPS 2015 versus GMPS 2010

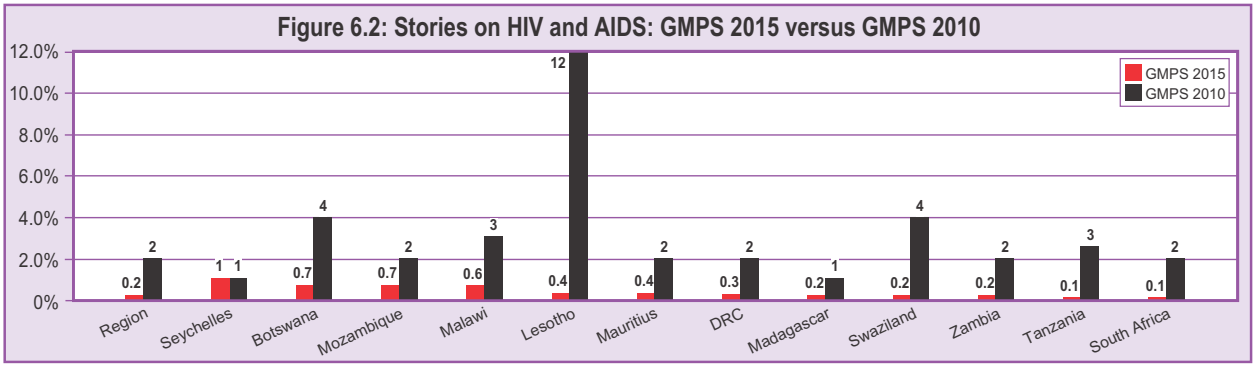


Figure 6.2 gives a comparative analysis of HIV and AIDS coverage in this study and the 2010 GMPS. The results show a massive decline across all countries. Of the over 27,000 news items monitored, only 59 stories mentioned HIV and AIDS. This shows that, other than the international AIDS Day commemorations, media does not cover HIV and AIDS.

Comparing COE and non-COE performance

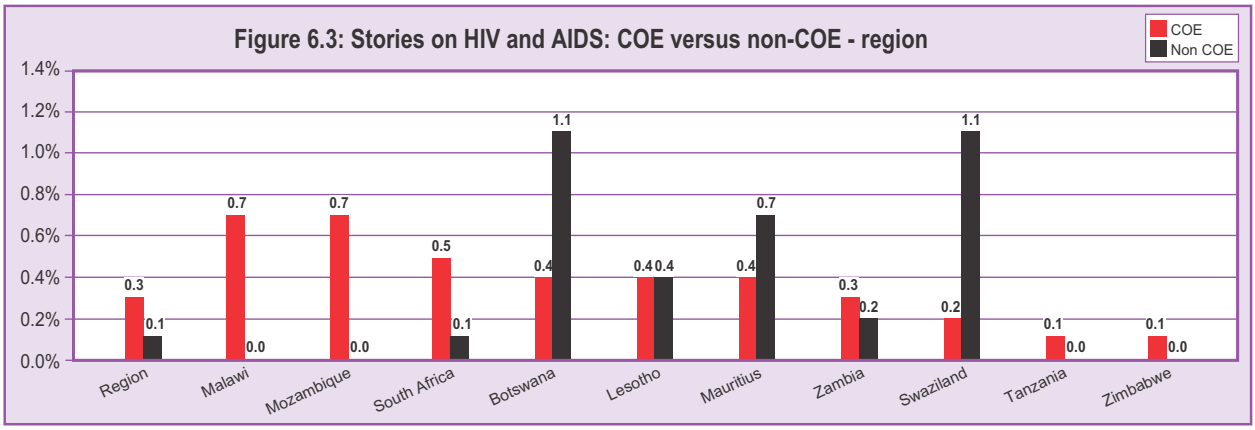


Figure 6.3 shows the comparative coverage of HIV and AIDS in COEs and non COEs. COEs refers to those media houses that take part in GL's 19-stage COE for gender in the media project. The proportion of HIV and AIDS stories in COEs is nominally higher than in non-COEs at 0.3% compared to 0.1%. The low coverage in non-COEs is disappointing considering the sustained training GL and partners have conducted in these newsrooms across the region over the years.

Some of the best HIV and AIDS programmes fall outside news hour



Jenipher Changwanda is a producer and presenter at Radio Maria in Malawi. *Photo: Tarisai Nyamweda*

Meetings with media COEs during the COE verification process over the years have shown an increase in gender-aware HIV and AIDS programming. However due to its news focus, the GMPS does not always adequately capture this positive change. This is especially so for radio and television. Print has no other way of including HIV and AIDS other than in news content.

Radio Maria, a community radio station in Mangochi, Malawi, is an example of a media house that has set aside time to engage audiences on issues of HIV and AIDS. As one of the leading COEs, the radio channel has shown how, as a Christian station, it can play its part in dealing with HIV and AIDS.

Radio Maria journalists offer spiritual counselling for those affected by, or living with, HIV and AIDS. The station often partners with the UN agencies as well as the Ministry of Health in Malawi to run sensitisation programmes for its audiences. Such programmes include gender as a central concept.

HIV and AIDS topics

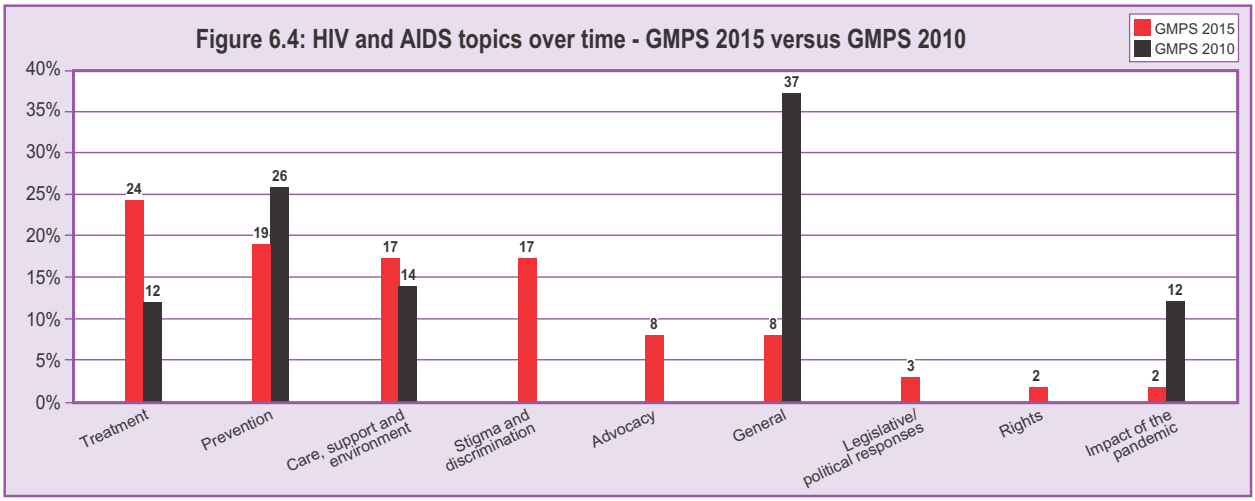


Figure 6.4 shows variations in the coverage of different sub-topics assessed in the 2015 monitoring compared to the 2010 study. Stories on treatment received the most coverage at 24%, followed by prevention at 19%. In 2010, general stories received 37% of coverage, followed by prevention at 26%. This study saw a seven percentage point drop in prevention stories from 2010. Likewise, general stories dropped from 37% to 8%. This is a cause for concern because this category encompasses everyday stories of people living with, or affected by, HIV and AIDS.



Aerobics session: HIV and Aids Awareness, eZulwini in Swaziland.
Photo: Gender Links

The study also introduced new sub-topics that did not form part of the 2010 research. These include stigma and discrimination (17%), advocacy (8%) legislative/political responses (3%) and rights, which made up 2% of the total coverage.

Beyond the ABC of HIV

The spread of stories across the different sub-topics shows that media has moved beyond the "ABCs" of HIV and AIDS. This is a positive change that can partially be attributed to the many years of work organisations like GL undertake with media practitioners - from the MAP process to COEs and beyond. Most HIV and AIDS campaigns in the region place emphasis on prevention over cure.

Although the proportion of prevention coverage has declined, qualitative monitoring showed a greater variety and depth of stories on prevention which in the past tended to focus simplistically on the ABC of campaigns: abstain, be faithful and use a condom.

Turning a new leaf on HIV and AIDS coverage in SADC

Prevention

The story "Fighting back bad ideas about sex" from the *Daily Sun* on 13 April 2015 is an example of coverage about prevention. The story, about a South African teenager's interaction with Connect-Ed Buddy, a sexual health and education support programme, raises concerns about pregnancy and contracting HIV or sexually transmitted diseases.



The story quotes Jose Lechuga, a manager at one of the programme distributors, who says, "we hope that through this programme we will be able to correct some of the misconceptions that pupils have around sex and encourage them to realise how unsafe sexual practices and behaviours can be harmful to both their health and future."

The story also quotes Nkosana Mnisi, an education specialist, who emphasises the programme's added value in regards to sexual health education programmes. He further adds that he plans to integrate sex education into the Life Orientation school curriculum.

Advocacy media

Informative newspaper in Lesotho (7-13 April) carried a story titled "UNFPA trains journalists on population and development reporting" that illustrates a good example of coverage of various advocacy efforts to reduce HIV and AIDS in that country. It details an initiative by the United Nations Population Fund (UNPFA) to train journalists on reporting population issues, including HIV and AIDS. Whilst the story is based on an event, it gives a detailed statistical analysis of the HIV and AIDS situation in Lesotho.

The story cites "informing and equipping journalists for the best coverage of HIV and AIDS" as the main objective of the training. It also places HIV and AIDS within the broader discourse on development.

The story also situates the training within the Sustainable Development Goals (SDGs) and their focus on ensuring human dignity for all, including the promotion of equitable livelihood opportunities, empowering women and girls as well as eradicating all forms of violence against women.

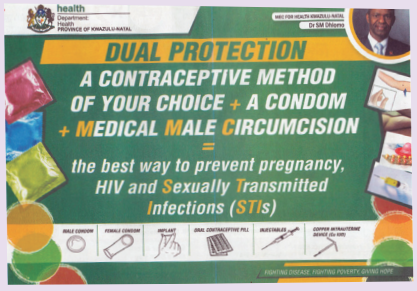
Awareness-raising

TV Madagascar on 14 April 2015 carried an HIV and AIDS awareness story about a Madagascar festival entitled led riba (red ribbon) as part of the fight against HIV AIDS in the district of Ambatondrazaka. The event aimed to inform the public about the consequences of early sexual intercourse, sexually transmitted diseases and measures to prevent unwanted pregnancies. If featured a question and answer session, a film screening and a bike race.

The region of Alaotra Mangoro is considered a red zone in which the prostitution rate has increased since the implementation of the Ambatovy mine project. It is commendable that the story quotes a woman, as women carry the burden of care work.

Political leadership

The fight against HIV and AIDS needs government commitment and support of political leaders. Whilst monitoring found no examples of editorial content in this vein, *Daily News* of South Africa on 2 April 2015 carried an advert from the Kwa-Zulu Natal Department of Health. The advert, entitled "Dual Protection," advocated for a combination of male circumcision and condom use as an effective strategy to curb the spread of HIV and AIDS. The advert carries the strapline "Fighting disease, fighting poverty and giving hope!"



General stories

Media also cover general HIV and AIDS stories that provide useful data on sexual behaviour as well as drivers of HIV and AIDS. *L'Hebdo de Madagascar* carried one story "Sante: La lutte contre le SIDA en difficulte," which details the findings of an HIV and AIDS study on sexual behaviours.

The study investigated HIV and AIDS prevalence amongst three groups of people: men who have sex with men (MSM), injecting drug users (IDUs) and sex workers (PS). It also measured the extent to which these groups face exposure to the risks of HIV and AIDS and identified the places they frequent. The report also noted funding gaps in HIV and AIDS-related work.

The report is rich in information, allowing readers to identify the challenges the country faces. The writer issues a clear warning to the public about the seriousness of the HIV and AIDS situation in Madagascar. The article uses simple language that readers can easily follow and understand. It also brings a gender dimension to HIV and AIDS discussion, especially as it focuses on MSM. This is often ignored in stories on HIV and AIDS in the region, as the focus is usually on heterosexual couples. Bringing in people of diverse sexual orientations enriches the article. The article also refers to sex workers, a group that is often blamed for the HIV and AIDS prevalence in the region. The language is balanced and there is no judgement or labelling.

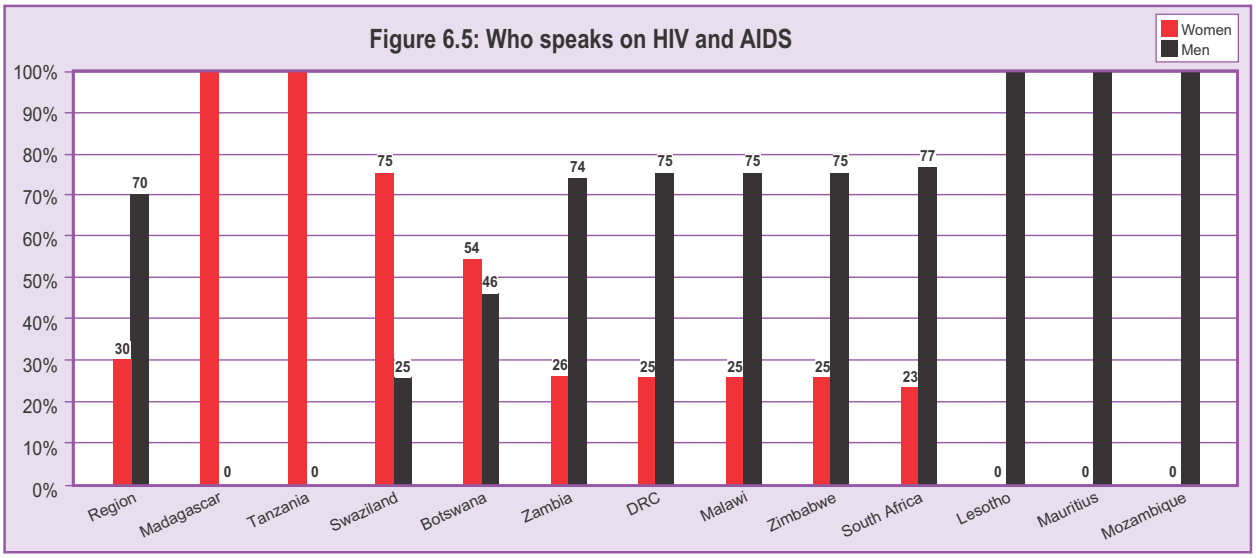


Figure 6.5 analyses HIV and AIDS sources in the region and shows that men accounted for 70% of all sources. But women constituted 100% of sources on HIV and AIDS in Madagascar and Tanzania during the monitoring period.

On the other hand, men comprise 100% of sources in Lesotho, Mauritius and Mozambique. Botswana (54%) and Swaziland (75%) had higher proportions of women sources compared to men. GL could not undertake further analysis of sourcing trends in COEs compared to non-COEs due to the small sample sizes in the different countries.

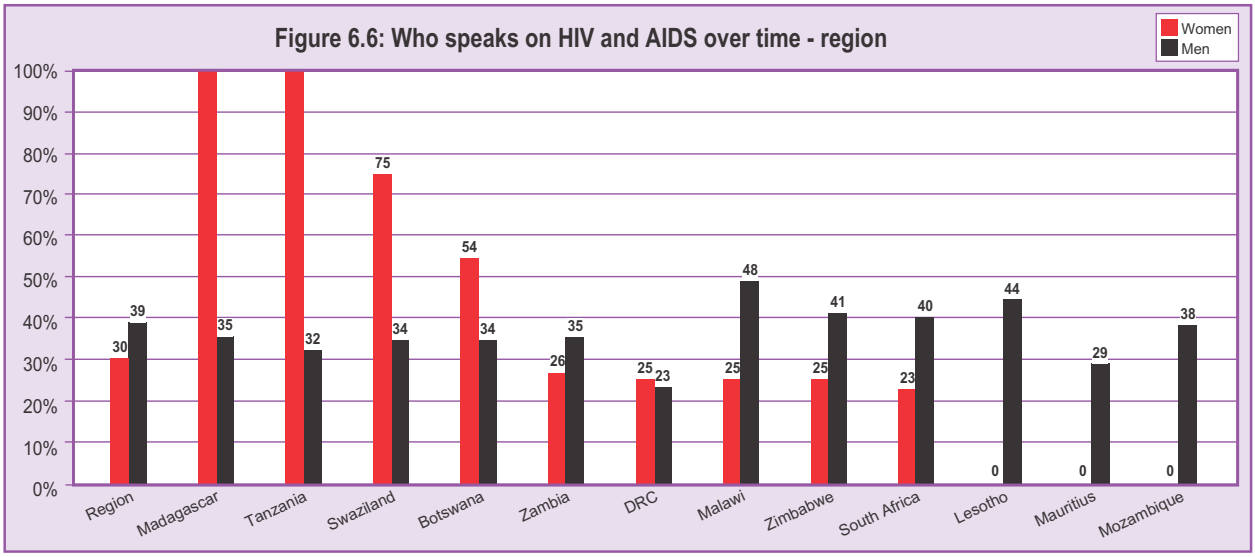


Figure 6.6 gives a breakdown of women sources in HIV and AIDS stories over time. It compares 2015 and 2010, showing an overall decline in women sources from 39% in 2010 to 30% in 2015. However variations once again exist between countries, with Madagascar and Tanzania increasing to 100% women sources. Whilst an increase in women sources is commendable, this shows a lack of understanding about men's role in fighting HIV and AIDS. This form of gender blind reporting may give the impression that HIV and AIDS is a women's issue.

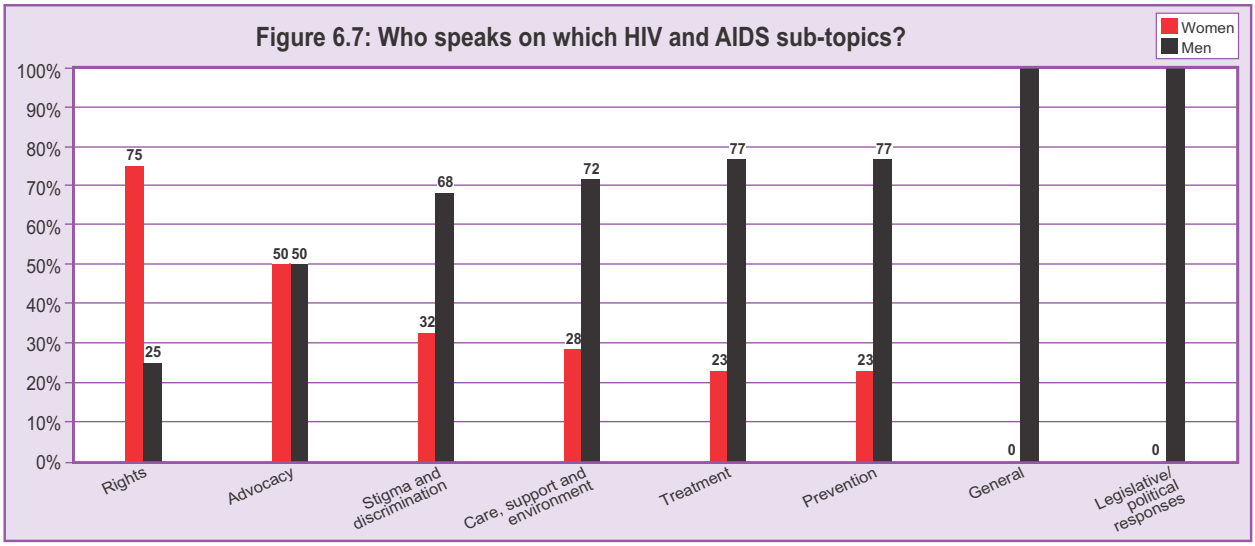


Table 6.7 shows the breakdown of sources for the different HIV and AIDS sub-topics. The results show that women speak most on rights (75%) and advocacy (50%) compared to not at all on general topics and legislative/official response. Men dominate in other subtopics, including prevention (77%), treatment, (77%), care, support (72%), and stigma and discrimination (68%). The absence of women sources on some sub-topics is a cause for concern.

Figure 6.8: Function of HIV and AIDS stories - region

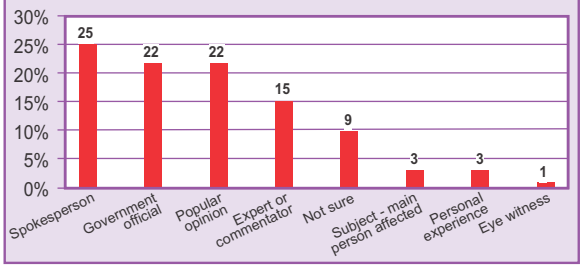


Figure 6.8 shows that HIV and AIDS stories remain more likely to be told from the view point of official sources such as spokespeople (25%) and government officials (22%). Popular opinion also ranks high at 22%. Voices of people affected or those sharing personal experiences each contribute 3%.

Gender-blind HIV and AIDS coverage

Missed opportunities for more depth

Monitoring yielded examples of missed opportunities in HIV and AIDS coverage, such as in the *Le Defi Quotidien* of Mauritius (8 April 2015) article "Law Reform Commission: Pour que la transmission volontaire du VIH Sida soit un delit." The story is about a proposition to the Law Reform Commission to consider the transmission of the HIV virus on purpose to another person as a crime punishable by law. The article presents a missed opportunity to capture the views of women and men. HIV and AIDS is a growing concern in Mauritius and it has traditionally been attributed to female sex workers and injecting drug users. This article only accessed male voices. The absence of women's voices could be due to the stereotypical perception that women have no opinion on legislative matters. The only source is the story is a male judge who gives his personal opinion.

The article also misses an opportunity to explore the nexus between GBV and HIV and AIDS as a contributory factor in the deliberate transmission of HIV and AIDS to one's partner. Moreover, even though the article talks about rape, it neglects to access women's views on the subject.

Another example of a missed opportunity comes from South Africa's *Daily Dispatch* newspaper 9 April 2015 issue in the article "Shock teen pregnancy" figures for E Cape. The article focuses on the high rates of teen pregnancies in the country. However, the writer fails to bring out, in depth, the issue of HIV and AIDS in light of the high rates of



Shock teen pregnancy figures for E Cape

EL school's 74 mothers is highest in SA

By BONGANI FUZILE
Senior Reporter

THE Eastern Cape has recorded close to 30 000 teenage pregnancies in the last five years.

The Department of Basic Education recently released statistics for the years 2010 to 2014, which places the province among those with the highest rates in the country with a recorded 28 322 pregnancies.

The Eastern Cape department of education has described the results as shocking and an embarrassment, and called on parents to be strident.

Sophathisana Senior Secondary School in Bisetson, East London, recorded the highest rate in the country last year, with a reported 74 pregnancies.

Ten primary schools in the province reported a total of 232 cases.

The Daily Dispatch yesterday spoke to two teenage mothers, both pupils at Sophathisana, who said the school was silent on the situation.

The two, aged 16 and 17, gave birth in June and August last year.

One of the pupils, who is in

SCHOOLS WITH THE HIGHEST NUMBER OF PREGNANT PUPILS

HIGH SCHOOLS:		PRIMARY SCHOOLS:	
74	Sophathisana Secondary School East London	7	Tienbank Primary School Steikspruit
56	Toli Secondary School Lusikisiki	5	Governor's Drift Primary School Steikspruit
51	Lutshaya Senior Secondary School Lusikisiki	5	St Judes Primary School Mthatha
31	Sinalwazi Senior Secondary School Mthatha	4	Riebeeg Primary School Kirkwood
32	John Noah High School Queenstown	4	Vusumzi Primary School Addo
34	Sandi Senior Secondary School Libode	4	Emmanuel Primary School Butterworth
35	EN Saku Secondary School Mthatha	3	Bakisizwe Junior Primary School Mthatha
39	Ngangolwandle School Elliotdale	2	Zilinyama Junior Primary School Mqanduli
40	Elliotdale Technical School Elliotdale	2	Jubilee Park Primary School Utenhage
40	Mosi Sibi Senior Secondary School Matatiele	2	Lukhanyo Senior Primary School Mthatha

Dispatch Graphics: DYLAN WEARING
SOURCE: EMIS

ers. They all need to be actively involved," said Mlimba.

Spokesman for Basic Education Minister Angie Motshekga, Elijah Mhlanga, echoed the same sentiments, adding parents must be responsible and not leave parenting to the state.

"The high proportion of unintended pregnancies for teenagers in South Africa remains a serious problem," he said.

"Pregnant learners speaks to a serious societal challenge that will take active involvement of parents and all of society to address," said Mhlanga.

He said pregnancy was posing a serious threat to gains achieved in public schools.

"Teenage pregnancy undermines the department's efforts to ensure girl children remain in school, in order to contribute towards a quality life for all, free of poverty."

Mhlanga said the department was in the process of finalising a pregnancy policy, where the main focus will be on education.

"There are programmes to further strengthen the sex education curriculum within our schools."

Educational psychologist Sheryl Maastrecht said the teenagers had to be responsible as well.

"The worrying factor, first, is they are engaging in sex without protection. What about HIV-Aids?

"What about teenage boys who are engaging with these girls?

"This is an ongoing problem and some teenagers think the social grants they get are salaries. This need to be addressed."

teen pregnancies. HIV is only mentioned in a quotation from one of the sources. This is especially worrying because as shown above high rates of new infections are occurring amongst adolescents and young women between 15 and 24 years old which is the same age group these teenagers fall into.

Exploring sexual behaviour amongst teenagers

The *Sowetan* of South Africa (7 April 2015) carried an article titled "Teens more likely to have sex with peers" that falls among the category of general stories which mention HIV and AIDS. The article is based on a Wits University study that tracked 2216 Soweto and Johannesburg children.

This report is gender blind as it does not give sex-disaggregated data. Readers learn that researchers interviewed 2216 children. The article misses the opportunity to explore whether differences exist between boys and girls. In fact, the reader is left unsure if the study specifically targeted girls. The

article lacks depth and analysis as it is solely based on a secondary source: the study. Interviewing a cross section of society, women and men, would have added depth.


Teens more likely to have sex with peers

The report also seems to be exonerating older men ("sugar daddies") from infecting young girls with HIV noting, "The Health Department regularly blames sugar daddies, older wealthier men, for infecting vulnerable young girls with HIV."

Subtle stereotypes

Namibia's *New Era*, (13 April 2015) carried a story titled "Legal repercussions for forging HIV and AIDS," which is an example of subtle stereotypes in media's coverage of HIV and AIDS. Whilst the headline alludes to responsible behaviour about one's HIV and AIDS status, the article is loaded with stereotypes.


Legal repercussions for forging HIV results

The journalist accesses Sarti Shikalepo, an official in Khomas Region, who warns that forging one's HIV and AIDS results would have serious implications for those found guilty. The story refers to "recent incidents of women forging their HIV and AIDS results in their health passports."

Shikalepo further notes that "women who are HIV positive went to Otjomuise and Okuryangava clinics under the pretext that they were going for a rapid HIV test."

However, the story does not quote anyone else to corroborate the claims. The story has just one source. The story lumps women into a group of irresponsible people who forge HIV results. It does not mention that men may also engage in this practice. Whilst the story is sending a strong message on the implications of such behaviour, it misses an opportunity to include women's voices or to give specifics about the specific culprits.

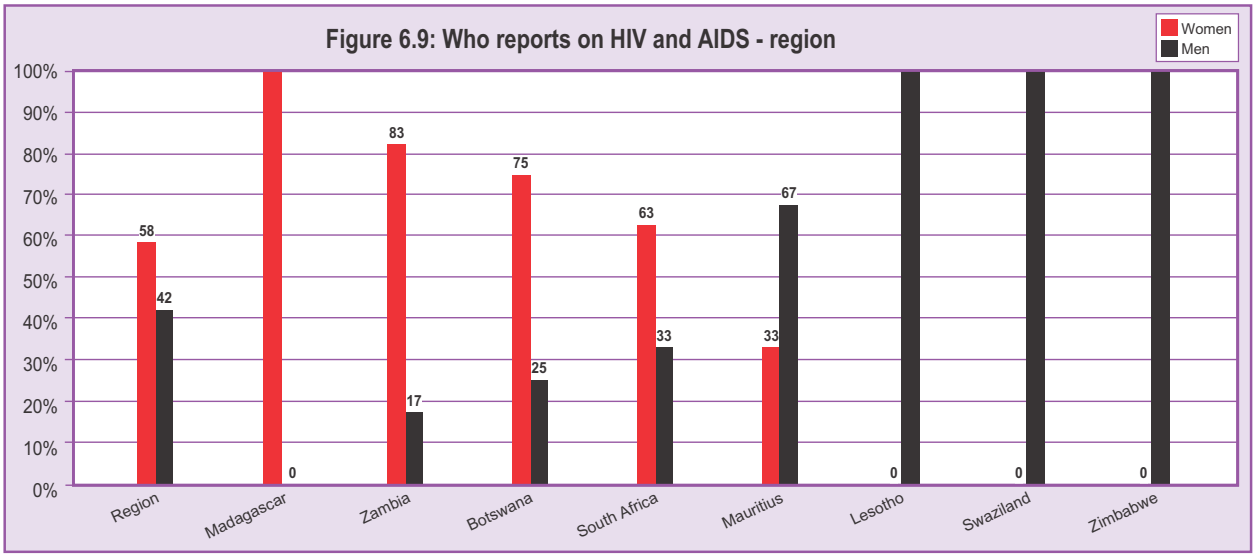


Figure 6.9 shows the overall breakdown of HIV and AIDS reporters in different countries. Men dominate as journalists covering this topic, at 58%. In Madagascar, women make up 100% of reporters in the monitored stories, whilst in Lesotho, Swaziland and Zimbabwe, men wrote all the stories monitored.

Zambia (83%), Botswana, (75%) and South Africa (63%) have more women reporting on HIV and AIDS.

The dominance of women in these countries may be a sign that health and HIV and AIDS issues remain "soft" issues that warrant women's attention. However, it is commendable that men have also started writing on this topic.

Conclusion

There is a worrying decline in the proportion of HIV and AIDS stories since the 2010 GMPS study. This trend shows that media is more inclined to cover politics, business and sports compared to health and social issues. This is a worrying development in light of the high HIV and AIDS prevalence rates in the region, and the ongoing concern that HIV and AIDS has fallen off the development agenda.

Where journalists do cover HIV and AIDS, there is lack of gendered analysis on the differential impact of the virus on women and men. Women carry the burden of care work, yet their voices or lived experiences remain absent from so much media on this topic. The analysed stories also showed that media does not explore the nexus between GBV and HIV and AIDS. Unequal power relations contribute to women's inability to negotiate safe sex. Much work remains to educate the media about its role in raising awareness and dispelling myths around HIV and AIDS. Early signs show that the COE project is bearing some fruit in this regard, with COE media houses reporting more frequently on HIV and AIDS.

7 SEXUAL ORIENTATION AND GENDER IDENTITY



Participants at a 16 Days of Activism march in Orange Farm, South Africa, protest against homophobia and "corrective" rape. *Photo: Thandokuhle Dlamini*

"I've been a journalist and when you are under pressure, trying to get a story out and you are on a deadline, you often take shortcuts. The advice I have always given is just make sure you include somebody in that story who the story is about. If you are writing a story about trans people, quote a trans person, if you are writing about sex-workers find a sex worker for the story and by doing that you are covering that crucial voice and they are providing that crucial perspective".

Danny Glenwright, journalist and gender and media activist



Activists march for LGBTI equality at the Joburg People's Pride march in October 2013. *Photo: Laurie Adams*

Sexual Orientation and Gender Identity (SOGI) remains a contentious issue in SADC and in Africa at large. According to Tensubi (2010), "sex and sexuality, or the derivatives thereof, are treated as taboo discussion subjects in some societies."[1] Strict legislation, and in some instances merely socially accepted norms that act against realisation of diverse SOGIs, have been promulgated to curb this so-called "un-African" trait. Some countries in the SADC region openly oppose acknowledging and addressing issues of diverse sexual orientation. Zimbabwe and Zambia remain the most resistant, whilst Botswana, Mauritius, Namibia and South Africa rate amongst the most accommodating.

Sexual orientation and gender identity came under the spotlight during the SADC Gender Protocol campaign. Members of the SADC Gender Protocol Alliance expressed clear views about the need for the inclusion of such issues of diversity in the Protocol. However, due to different responses and reactions to matters of diversity, some member states objected to this, forcing the Alliance to make a compromise. With the drafting of the post-2015 Protocol, civil society is now insisting on SOGI provisions. The absence of legislation specific to SOGI has partly perpetuated increases in gender-based violence (GBV). There is a close correlation between sexual orientation and GBV, yet this link is often absent in today's discourse, including in the media. It is as if it does not happen.

SOGI and the media

In an environment with abundant state-controlled media, organised by governments that have institutionalised homophobia, it is necessary to note that homophobia extends itself into the media, creating homophobic newsrooms that strategically misrepresent or underrepresent SOGI.

Tensubi (2010), argues "the media remain both a powerful 'creator' and 'moderator' of issues that, hitherto, may have been treated as taboo, controversial, a lightening rod, or one about which people would or should neither 'ask,' nor tell." Due to its wide reach and agenda-setting role, the media has the potential to change mind-sets and perceptions on SOGI. However, journalists have often been part of the problem rather than the solution in enhancing effective communication in this regard.

This research is ground-breaking in that it is the first comprehensive study on media coverage and portrayal of Lesbian, Gay, Bisexual and Transgender Intersex (LGBTI) issues in the SADC region. This provides vital baseline data that will form a basis for all advocacy interventions going forward. GL is also aware of the lack of coordination around this issue. It worked with the Ford Foundation to provide a networking opportunity that culminated in the key GMPS SOGI research questions.

SOGI in media research

African media has a history of sensationalising stories related to SOGI issues. Research conducted by the Gay and Lesbian Memory in Action (GALA) and Community Media for Development (CMFD) found that media presents an unfair reflection of the LGBTI community.[2] It noted that media highlights sexuality in stories where it is not relevant, creating a sense of "otherness." This also perpetuates stereotypes that construct LGBTI people as hyper-sexed.

[1] Begin as Tensubi, S.K. 2010, An Exploratory Overview of African Media Representation of Homosexuality: Lessons from Nollywood in International journal of Interdisciplinary Social Sciences volume 5 number 6 https://www.researchgate.net/publication/274377650_An_Exploratory_Overview_of_African_Media_Representation_of_Homosexuality_Lessons_from_Nollywood (Accessesd 30/05/2016).

[2] http://www.mdda.org.za/outinthemediafinalreport-(2).pdf

[3] The representation of Gays Lesbians Bisexual and Transgendered people http://www.mediamonitoringafrica.org/images/uploads/ADUMMGLB.pdf.

Media Monitoring Africa, in its analysis of representations of LGBTI people, notes that the media needs to represent different people in the specific issues they face in a comprehensive and thorough manner. It is critical that the media presents the concerns of LGBTI people within the broader context of human rights.[3]

Perhaps more insidious, however, are the frequent ethical breaches linked to misuse of language, perpetuation of negative stereotypes and lack of LGBTI sources in all stories, especially those about LGBTI issues.

Reports typically appear either judgemental, tinged with religious-bias, or sensationalised. They tend to make fun of LGBTI people, portraying the exoticism, or even depicting homosexuals as predators: labelling, stereotyping, and stigmatising LGBTI people by emphasising sensationalism. The media does not take a fair attitude towards LGBTI people.[4] Further, as this study illustrates, people with diverse sexualities and gender identities remain largely absent from public discourse in Africa. When stories about LGBTI people do appear, they tend to be international stories with little relevance to the African context.

SOGI in the GMPS study

This study set out to analyse representations in terms of quantity of coverage, portrayal and voice. This chapter is by no means an end in itself, but serves to provide a context to current trends in the media environment and to give empirical evidence through the selected news clippings from stories covered in the study in the period under review.

This chapter will highlight and answer some of the following questions:

- What is the overall coverage of SOGI in the region?
- What topics receive the most, and least, coverage?
- Who speaks on SOGI?
- Who speaks on what SOGI topics?
- What is the function of the sources?
- Who reports on SOGI in the region?

This chapter also incorporates sentiments raised by a consultative group on communicating LGBTI rights in Africa[5] as well as qualitative case studies gathered during the course of the study. The qualitative case studies bring richness and depth of analysis that is often missing from quantitative findings.

Figure 7.1: SOGI coverage in the media - region

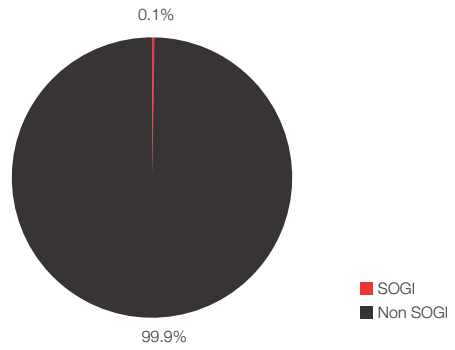


Figure 7.1 on overall coverage of SOGI in the media shows that it is not topical in the media in SADC, constituting less than 1% of stories at 0.1%. Whilst researchers could not provide a further breakdown by country, a physical count shows that most of the countries on this topic come from South Africa, followed by Lesotho. This could be due to the liberal legislative environments in these countries.

Researchers found little or no coverage of SOGI in the other SADC countries. This shows a systemic devaluation of the topic and lack of diversity in the media. In both scenarios, media houses do not consider this as a topic of importance; hence, it does not make it on the news agenda. In countries like Zambia and Zimbabwe, this subject is criminal and not considered worthy of public discussion. This view therefore permeates media treatment of the issue.

There is no difference between COE and non-COE coverage. The same legislative environment governs all media and as such, many cannot freely write about

[4] http://magdalene.co/news-558-guidebook-aims-to-change-how-the-media-cover-lgbt-issues.html

[5] The following reference group of gender experts, journalists and activists peer reviewed this paper: Botho Maruatona (South Africa); Caine Jason Kaene Youngman; Najeeb Ahmad Fokeerbux (Mauritius) Young Queer Alliance; Matthew Clayton (South Africa) Triangle Project; Zelda Mahlati (South Africa) SWEAT; Nomfundo Xolo (South Africa) Community Media Trust; Oliver Meth (South Africa) AIDS Foundation of South Africa; Willliams Kwame Rashidi (Nigeria) Queer Alliance; Nikita Pimentel (South Africa) Love 167; Rochelle Pimentel (South Africa) Love 167; Nkhumiseni Tshivhase (South Africa) Thohoyandou Victim Empowerment Program; Monica Moagi (South Africa) Tears Foundation; Tish White (South Africa) Wits University Transformation and Employment Equity Office; and Mthokozisi Lembethe (South Africa) filmmaker.

this topic. This lack of coverage masks issues pertaining to the rights of LGBTI people.

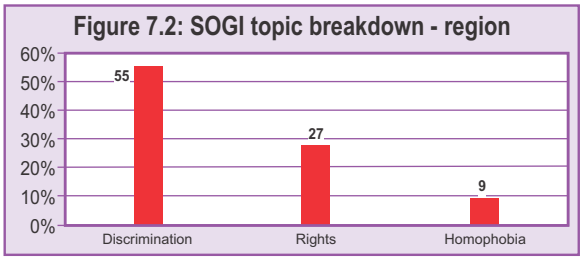


Figure 7.2 shows the different subtopics covered by journalists about SOGI. Notably, researchers analysed these figures within a very limited sample. Most stories on SOGI concern discrimination (55%). This affirms the reality on the ground. LGBTI people continue to face discrimination in society throughout SADC. This discrimination then sheds light on the rights of the LGBTI people. Coverage on rights in this study stands at 27% and homophobia at 9%.

One such rights story is from Namibia's *New Era* newspaper (15 April 2015). The article highlights trans people's fight for the right to an identity after they have transitioned - in this case from female to male. It highlights the difficulties faced by trans people as they struggle to get new accurate and consistent legal documentation that can allow them to access the necessities of life. The article also shows how intrusive the system can be as the person affected tries to convince officials of their identity. The article has two sources: one from an LGBTI advocacy group and the other a lawyer. The journalist does not consult the subject of the story.



Transmen in homecoming dilemma

By Toivo Ndjebela

WINDHOEK - Namibian immigration authorities are facing one of their sternest tests yet, after a group of Sweden-based Namibian transmen applied for a change in their gender statuses from female to male on their identity documents.

Coverage of different subtopics reflects the many instances that media miss the opportunity to give a holistic approach to SOGI. Journalists also rarely present a critical analysis of the nexus between GBV and SOGI. For example, researchers found no SOGI-related GBV stories, nor any rape stories, or legislative and political responses. This reduces coverage to a reaction to events or narrations of important people saying something about SOGI.

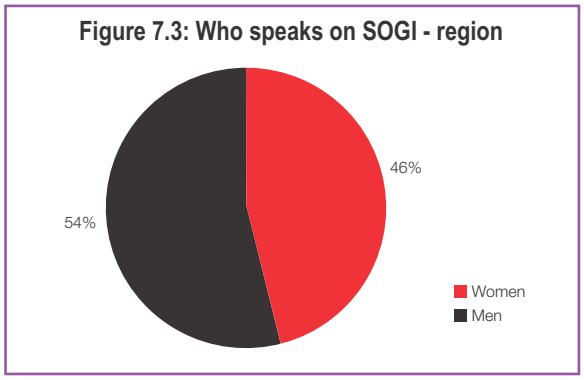


Figure 7.3 shows who speaks on SOGI issues in the media at regional level. At 54%, men speak more than women do. This eight-percentage point margin between the two shows that in this category, too, women lag behind men in speaking through the media. Society especially needs women's voices on sensitive and divisive topics such as SOGI.

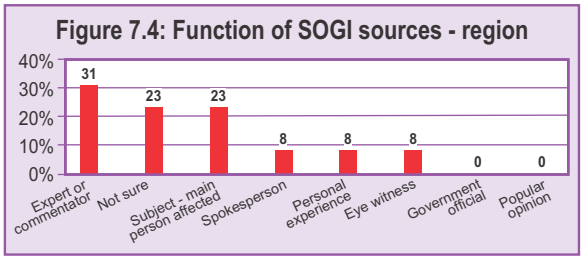


Figure 7.4 shows in what capacity sources speak about SOGI. Most spoke as experts or commentators (31%). The subject or main person affected by the story spoke only in 23% of stories monitored. Stories on SOGI often lack the voices of LGBTI people; fail to address stereotypes about LGBTI people; lack analysis, context, history or research; and use moralising or stereotypical language. This symbolic exclusion points to the ways in which poor media treatment can

contribute to social disempowerment and in which symbolic absence in the media can erase groups and individuals from public consciousness.[6] The contention is that, by rarely or never showing certain types of persons, the mass media, as a cultural conduit, systematically dispenses with these groups.

According to Klein and Shiffman (2009), this omission contributes to keeping sexual minorities invisible and without power. They further argue that when a culture does not value certain groups, the media tend not to include these groups in their storylines and, in the process, casts them aside and disenfranchises them. Symbolic exclusion in the media is of concern because it presents people with implied messages about what it means to be a member of a culturally-valued group versus a member of a socially-disenfranchised group (or "out group"). The absence of a particular group in the media instructs people, albeit tacitly, about how one should or should not act, and about what one should or should not look like.[7]

As much as having experts and commentators speaking on certain subjects in news is enriching, it is equally important to amplify the voices of the most affected and highlight their lived experiences. The power of the first person narrative, or "I" Story, is important in the media as it creates an opportunity for the media consumer to learn what other people go through.

One such example appeared in the South African *Mail and Guardian* of 10-16 April 2015. It presents a constructive, engaging and intelligent representation of an LGBTI person. In its use of a first person account - or "I" Story - by Demelza Bush in the piece "I am genderqueer - comfortable with my identity at last," the *Mail and Guardian* provides a touching personal account of Bush's journey. "It has taken me 28 years to get 'what' I am now: I am genderqueer," writes Bush. "I am queer. Genderqueer. Gender nonconformist. I don't identify as male or female. Just me."



I am genderqueer – comfortable

When **Demelza Bush** was a little girl, she knew she wasn't. And she wasn't a boy either. But it took her 28 years to figure out just what she could do to align her body with her mind

When I was five years old, I hid in our spare bathroom and tried to wee standing up. After all, that's how all my friends did it. Except me. I had to sit down. This upset me. I just wanted to be like my friends.

I imagined wowing them all the next day when I, too, could stand with the best of them.

I knew what I was doing was somehow "wrong" – though I wasn't sure exactly why – so I hid in the spare bathroom, the one no one really used. But my mother did catch me, and when she saw me her face contorted into a look of absolute fury and disgust. I scrambled to pull my pants up as quickly as possible.

"What are you doing?" she screamed, ordering me to stop immediately and threatening to tell my father. I was so ashamed.

I didn't know what the punishment would be from my father for this clearly heinous crime, but the mark of shame was enough, and all I remember, I never tried to urinate standing up again.

In retrospect, I wonder where my instinct to hide came from? How did I know my parents would be angry? Was it already so entrenched in me from such a young age that girls should be girls and behave like girls and boys should be boys and behave like boys?

But I was a tomboy. I despised Barbie. I liked guns and playing Teenage Mutant Ninja Turtles. I was always Leonardo, the blue turtle. I took karate lessons and climbed trees and I never ever wanted to play with girls. I found their games of dolls and dress-up so boring.

A quick look at our family photo albums shows countless images of me dressed as Zorro, a sheriff, the Karate Kid, and sometimes all three at once. Interspersed with those are pictures of me in frilly, aproned dresses, the ones my mother sometimes used to make me wear. But one look at those photos reveals how uncomfortable I was masquerading as the archetypal fairy-tale daughter – the grimace on my face, wide-legged stance, hands shoved deep into nonexistent pockets.

It wasn't until a few months ago that I figured out why the notion of being a girl/woman freaked me out so much and made me so terribly uncomfortable. I'm not a woman.

Done with hiding in the bathroom: Demelza Bush has come to terms with the fact that she is neither a man or a woman. Photo: Madeleine Cronje

Gender does not always fit neatly into prescribed categories

A 2012 study on changing gender identities by the University of Chieti-Pescara in Italy explained that "many" people assume that gender "flows naturally from biological sex".

But gender, defined by the World Health Organisation (WHO) as "the socially constructed roles, behaviours, activities and attributes that a given society considers appropriate for men and women", does not necessarily align with the biological sex an individual is born with.

Lesbian, gay, bisexual, transgender and intersex (LGBTI) groups, such as the one based at the University of Michigan in the United States, have offered different identities for people who do not classify themselves within a binary gender role, either masculine or feminine, and may have "specific needs and concerns related to each individual identity".

The US gender writer Marilyn Roxie described one such identity, genderqueer, as referring to individuals or groups whose identities fall outside of the socially accepted sexual binary.

Described as "non-normative gender", genderqueer comprises different categories for those who "want to be both man and woman (androgyny), neither man nor woman (agender)", a person "hovering between two or more genders" and people who overlap their gender identity and sexual orientation, according to advocacy organisation Genderqueerid's website.

The Chieti-Pescara study, through a web-based survey of 1600 people around the world, found a significant number of people with "emerging multiple gender profiles" not aligned with the "stereotypical male and female roles". Although 64.8% of respondents said they were born male, only 28.5% identified with the male gender. When asked how they "recognise themselves", 28.8% of the participants said they identified themselves as both male and female, 8.3% said they were neither male nor female, and 8.3% said they flowed between genders.

In a 2013 report, published in the *Journal of LGBT Issues in Counselling*, Hugh Crethar, from the Oklahoma State University in the US, defined genderqueers as "individuals who occupy the middle space between 'man' and 'woman'; they do not ascribe to the gender binary". Genderqueer persons usually "seek gender neutrality" and identify themselves as "neither a man nor a woman" or alternate between two or more genders.

The WHO defines sex as the "biological and physiological characteristics that define men and women".

One classification under sex is hermaphroditism, or what is commonly known as intersex, according to the *Encyclopaedia Britannica*.

This is when a baby is born with both male and female reproductive organs, for instance, with ovaries and testes.

Intersex is a biological trait but genderqueer is how a person socially constructs himself or herself despite the genitalia they are born with.

According to Roxie, intersex people are likely to undergo surgery to choose one sex (man or woman), although genderqueer people, who may often feel uncomfortable with breasts or testicles, may not surgically alter their bodies as they may see it as "a hassle or an unnecessary health risk".

The authors of the Chieti-Pescara study said the "man-woman binary concept" was limited in that it "defines stereotypical social roles" and is not "adequate to define the complexities of personal identities". — *Personné Oliphant*

Personé Oliphant is a Bhekisisa fellow and is sponsored by the United Nations Population Fund

On the agenda: It is becoming increasingly accepted that many people do not fit into the socially accepted sexual binary. Photo: Suzana Vera/Reuters

Bush's story and the accompanying piece by Persomé Oliphant, "Gender does not always fit neatly into prescribed categories," present an informative and educating package that challenges stereotypes, unpacks tough issues and invites readers to learn something new. This is the type of intelligent, informative, and non-sensational reporting that illustrates the best of what journalism must explore when writing on SOGI.

In most cases, the best stories take a human rights perspective, accessing a variety of sources, including a mixture of primary and secondary sources, and use simple, accessible language that takes into account context, history and research.

Mompati Tlhankane takes this same informative, fair and balanced approach in the news article "Winter of hope beckons for LGBTIs" from the Botswana newspaper *Mmegi*. Unlike Bush's first person account, Tlhankane's piece is a standard inverted pyramid news story about providing better HIV and sexual and reproductive health programmes for the LGBTI

[6] http://www.blackwellreference.com/public/tocnode?id=g9781405131995_chunk_g978140513199524_ss12-1

[7] Klein, H and Shiffman , S.H (2009) Underrepresentation and Symbolic Annihilation of Socially Disenfranchised Groups ("Out Groups") in Animated Cartoons. The Howard Journal of Communications http://www.academia.edu/3046269/Underrepresentation_and_symbolic_annihilation_of_socially_disenfranchised_groups_out_groups_in_animated_cartoons (Accessed 29/05/2016).

community in Botswana. The writer proves that the rules of news still permit sensitive and explanatory reporting on this issue. Indeed, Tlhankane's is the only article of the package analysed that includes more than one LGBTI source. He also cites several medical research findings, interviews a health care provider and speaks to both men and women.

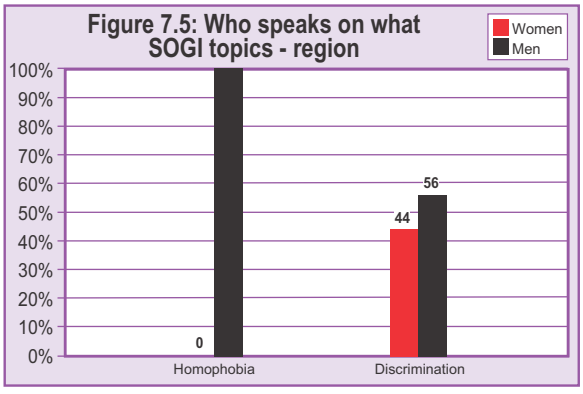


Figure 7.5 shows who speaks on what topics linked to SOGI. Only men speak on homophobia in the stories monitored. Men also speak more on discrimination at 56%. This shows that men continue to outweigh women in having a voice in the media regardless of the topic.

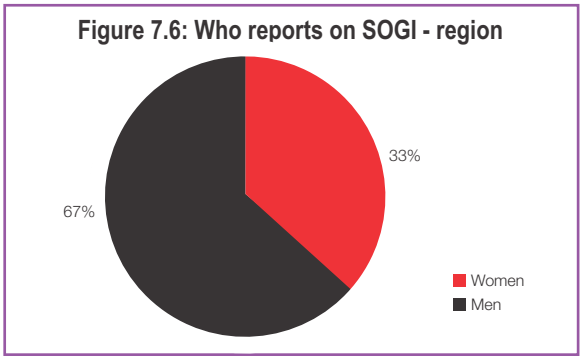


Figure 7.6 shows the breakdown of reporters in SOGI stories. In the region, men (67%) report more on SOGI compared to women (33%). Zambia has 100% women reporting on SOGI and Lesotho is at 100% men.

[8] Mhiripiri, N.A and Adebayo, L. 2014. Reporting homophobia in the Zimbabwean and Nigerian media. Dakar. IFJ Africa Office http://www.academia.edu/13608624/Reporting_Homophobia_in_the_Zimbabwean_and_Nigerian_media accessed online 30/05/2016

[9] http://www.glaad.org/sites/default/files/allys-guide-to-terminology_1.pdf

Why the dearth of reportage on SOGI?

According to Mhiripiri and Adebayo (2014) considering how much of society currently regards LGBTI people, news organisations fear losing advertising revenue if they publish favourably on the topic. Societal pressure is the main deterrent, followed by the unwillingness of sources to come forward and open up on the subject to the media. The research also cited market considerations, political ideology, religion, culture and self-censorship.[8]

Participants in the GL-led roundtable working group meeting on communicating LGBTI rights in Africa argued that media personnel can be seen as products of the communities and societies in which they operate. Hence they form part of society before they see themselves as a journalist. Their personal influences and biases may also find their way into their reporting.

Portrayal and representation of people of SOGI

Where journalists do report on SOGI, coverage is often problematic in light of representations and sourcing patterns. This study often found representations illustrating the lives of LGBTI people distilled to the sex act that accompanies their orientation. As noted in GLAAD's terminology guide, "Talking about a person's 'homosexuality' can, in some cases, reduce the life of that person to purely sexual terms." It recommends journalists instead talk about "being gay." Additionally, anti-gay activists employ the term "sexual preference" to suggest that being gay is a choice, while GLAAD notes "the term 'gay lifestyle' is used to stigmatise gay people and suggest that their lives should be viewed only through a sexual lens. Just as one would not talk about a 'straight lifestyle,' do not talk about a 'gay lifestyle."[9]

The stories analysed present several examples of a problematic blurring of the lines between sex and sexuality: stories in which homosexual sex is portrayed as unnatural or unclean, and gay men and women do not deserve human rights because of the type of sex they engage in.

An example of editors choosing sensational over educational comes from South Africa's *The Star* and a story titled "Iranian cleric gives his slant on how gay

kids are made." *The Star*'s (17 April 2015) team chose to give a substantial amount of space - and placement as the top story on page 3 - to a piece about a "celebrity preacher" from Iran who believes that "thinking about another woman while having sex with your wife will make your children gay."



Iranian cleric gives his slant on how gay kids are made

LONDON: An Iranian cleric is teaching his followers that thinking about another woman while having sex with your wife will make your children gay.

Ayatollah Hossein Dehnavi, a celebrity preacher in Iran, made the speech to a packed auditorium of men and women in his home country.

if women did not wear the hijab – the veil covering the hair and chest — properly, they could inadvertently cause some men to become homosexual.

On past occasions he has preached that women must provide sex to their husbands at all times – and said women who 're better educated or financially

Paler women should show off their armpits

women in regard to their men is to take care of the men's instinctive needs (sexual drive)", the cleric said in a report by

and (you must) be more sensitive towards them."

During another speech, the ayatollah explained it is not a sin for a man to think about another woman while he has sex with his partner, but if she becomes pregnant as a result, the child will be gay.

Homosexual acts are punishable by death in Iran, with gay and lesbian people forced to hide their sexuality.

A man involved in the "dominant" role in sodomy faces being flogged up to 100 times if he is unmarried and the sex is consensual, while the man playing the "passive" role can still

Lesbians faced being whip ped 100 times, but sex between two women can also lead to th death penalty if the act is con mitted four times.

Dehnavi is a celebrated cle ric, whose speeches on famil life and marital affairs ar shown on state TV. People gueu

As with the other shorter pieces (and despite its length) this story, which also presents offensive sexist comments, has only one source - the preacher - and does not present the views of LGBTI people. Reference group participants at the abovementioned consultative meeting also noted that the story is covered from a patriarchal perspective, with no views of women or members of the LGBTI community. Context about the situation of LGBTI people in Africa (or, particularly, in the country of publication), is missing. This absence of analysis or background is especially worri-some given the complicated relationship of these stories in relation to colonial history, religion, politics and social issues such as HIV and AIDS. Much of this links to a lack of LGBTI people as sources. It is also a journalist's responsibility to provide background and context - as the columnist from Zambia's *New Vision* does, without LGBT sources, in the column "Homos are also God's children" of 3 April 2015.



Homos are also God's children

Homophobia – the hate and fear of homosexuals

Such a simple definition for a spreading phenomenon that is polarising some very same sexual practices. Throughout the Bible Belt in the U.S for example, negative associations, many had neutral connotations. Certain tribes in pre-colonial African-Americans often interpret homosexuals and white males alike as synonymous with femininity and

Notwithstanding the fact that the writer uses problematic language - as exemplified by the above headline and use of the word "homosexuals" instead of gay people - he succinctly and fairly presents historical information and context that helps guide his readers, essentially placing relevant current events within a frame of reference.

"As for homosexuality being un-African," he writes, "some Africans seem to be unaware that homosexuality existed in pre-colonial Africa and was not introduced by European colonialists, Islamic slave traders or any other foreign presence - past or current."

He continues: "In Africa, much of the homophobia is being fuelled by large infusions of money from anti-homosexuality groups in the US, funnelled to religious leaders who they trust to spread their campaign of hate." In an example that, while stating the obvious, gives voice to a reality that is often ignored in other media representations of LGBT people, he writes: "Homosexuals face the same challenges, disappointments, relationship problems and triumphs that heterosexuals do. They experience unemployment, overdue bills, death, domestic abuse, homelessness, illness, rent/mortgage payments, substance abuse, and have to pay taxes - same as heterosexuals. Some people express disgust at the sexual practices of homosexuals, yet indulge in the very same sexual practices."

While the writer expresses the above points within an opinion piece, there is nothing stopping other media practitioners from incorporating these facts into other forms of media about LGBT people. Indeed, most of the stories analysed would be better if they had included some of this pertinent context.

People in the media need to understand that they have the power to influence public perception, so they must be educated on the issue. They must continue to be criticised so they become aware of the injustice that is in place against LGBT people.[10]

Participants also noted that content production is key to getting media to put LGBTI on the agenda. They bemoaned the absence of comprehensive training and advocacy materials and therefore challenged stakeholders to produce materials that seek to promote responsible and responsive coverage of LGBTI. LGBTI groups have harnessed the power of social media in order to organise themselves and portray themselves in alternative media spaces. Social movements have sprouted in the different countries despite efforts to repressive them. These advances alone provide fodder for the media in most SADC countries.

[10] http://magdalene.co/news-558-guidebook-aims-to-change-how-the-media-cover-lgbt-issues.html

News from wire services and photos only tell part of the story



REFLECTING CHANGE

Supporters of same-sex marriages are reflected in a pair of sunglasses yesterday outside the US Supreme Court in Washington, DC. The US Supreme Court is hearing arguments on whether gay couples have a constitutional right to wed – a potentially historic decision that could see same-sex marriage recognised nationwide.
Picture: AFP

In many cases, stories about SOGI comprise just two or three paragraphs and they come from wire services or other international media. Many of these stories appeared without a by-line. These include:

- "Fans heartbroken over Barry Manilow's gay wedding" in *Sunday Independent*; (12 April 2015)
- "Fox criticised for Jenner jab" in *Daily Dispatch*; (3 April 2015)
- "Jenner gender issues to air" in *Daily News*; (7 April 2015)
- "Pope rejects France's gay ambassador to Vatican" in *Sunday Times*; (12 April 2015)
- "Restaurant in gay furore" in *Daily News*; (2 April 2015) and
- "Same-sex marriage okayed" in *The Star (1 April 2015)*.

Two other examples simply depict a photo with caption: "Reflecting change" in *The Citizen* (7 April 2015) and the advert for "Someone's always watching" in *The Sowetan (7 April 2015)*. Many stories had no by-line, or no sources, LGBT or otherwise. This is problematic because it is an indirect form of misrepresentation: non-African reporters and news agencies continue to lead the coverage of LGBTI stories in African media.

Conclusion

Mhiripiri and Adebayo (2014) note that the "curricula for media and journalism studies should include modules or courses on identity." The postmodern approaches to issues of identity need to be posed to trainers and students alike so that they can debate the fiction or construction of identity in contradiction to essentialist identities. A subtle inclusion of LGBTI identities into a module on media and identity could enable the treatment of LGBTI issues without soliciting hostility and rejection if a module is clear it is attending to broader gender and sexuality issues. A module on reproductive health and the media presents another possible course that could incorporate gender and sexual identities.

They further argue that, "curricula in journalism and media studies ought to address the confusion of diction and terms. The confusion of terminology in connection to GLBT and queer sexuality is one poignant area. There cannot be proper objective reporting if the professional communicators are incapable of using the terminology correctly and properly, irrespective of whether they tolerate or disapprove of homosexuality."

Next steps

- Encourage media practitioners to be proactive and find stories that portray diversity.
- Mainstream LGBT training materials into existing media gender training in order to build the capacity of journalists to understand the socio-cultural influences shaping LGBTI lives and depict their realities with accuracy, balance and integrity.
- Increase trainings for reporters and editors on issues of human rights, sexual orientation and gender diversity, confidentiality, and respect.
- Encourage LGBTI Africans, LGBTI-led organisations and allies to use social media platforms to engage with others on issues affecting the LGBT community.

8 GENDER-AWARE MEDIA PRACTICE



GL Board Member Loga Virahsawmy trains journalists how to identify gender-aware reporting at *Le Mauricien* in Port-Louis, Mauritius in 2011. *Photo: Mena Gopaul*

"The change we have witnessed is slow and it is not always a straight line. Often it's a case of one step forward, two steps backwards. But we know from experience that gender aware coverage is possible. And we know that without women's views and voices being equally reflected in all media, in all topics, and in all genres, democracy will remain a hollow dream."

Loga Virahsawmy, GL Board Member, Gender and Media Activist



Mattie Dhliwayo, Kadoma City Council gender focal person, analysing media reportage at a training workshop at Pandhari Hotel in Harare, Zimbabwe, in 2015. *Photo: Tapiwa Zvaraya*

Gender activists often accuse the media of sins of omission (underrepresentation) or sins of commission (misrepresentation). They argue that media portrays women in an unfair, biased and limited manner. It continues to reflect public life through a male perspective and carries abundant stereotypes that journalists perpetuate and reinforce through content. Stereotypical representations of women remain abundant in media in the SADC region. Editors do not consider gender a worthwhile news beat in many newsrooms. However, some have begun to embrace it.

Building media's awareness on how to produce gender-aware and sensitive stories can be one of the strategies to remedy the above, forming part of the broader efforts of mainstreaming gender in editorial content and institutional practices. Applying a gender lens to the news coverage the media currently produces serves as a stepping-stone to transforming news content long-term

According to the 2010 *Gender and Media Progress Study* (GMPS), being a gender-aware journalist is about much more than interviewing women. Gender-aware reporting means a journalist must ensure he or she does not perpetuate stereotypes. Journalists must give voice and space to issues affecting women. The best gender-aware coverage also addresses subjects that media have traditionally side-lined, portraying women as having something to offer and as more than sex objects. It also challenges stereotypes about men.[1] It digs deep into stories, to extend the breadth and depth of a topic and tease out the differential impact of the story on men and women.

The first basics taught in journalism training include the 5Ws and H (Who, What, When, Where, Why and How). Journalists can apply these in practicing gender-aware and sensitive reporting, which is not about moving away from the basics of journalism but rather mainstreaming these practices within basic news reporting and writing techniques and guidelines. Journalists must incorporate this in all stories, regardless of topic.

It is important for journalists to identify and understand the issues when using the media as well as to ensure they make gender issues more topical. Lowe Morna and Made (2009) argue that media has inherited from the male tradition of the sector the choices made about, and importance afforded, certain events. Therefore, women's concerns and views remain underrepresented by these decisions.[2] Hence, employing gender-aware reporting will bring the media to a more stable, and interesting, space as it portrays diverse representations of women, gender issues and society.

Journalists can learn gender-aware reporting via capacity-building workshops that help build skills and put journalists on the right track. Chan-Meetoo (2013) notes that "Improved media training is vital to remove all gender biases that prevail and make all democracy equitable. The challenge thereof is to integrate gender awareness training into all types and aspects of media training."[3]

In this study, researchers coupled quantitative with qualitative monitoring on gender-aware reporting. During quantitative assessments, monitors suggested articles for further analysis to give more in-depth analysis to support the quantitative findings. These case studies highlight best practices in the coverage of thematic areas, including contentious issues like sexual orientation and gender identity. The monitoring yielded several examples of gender-aware reporting.

[1] Lowe Morna, C, Mpofu T and Glenwright, D. 2010. Gender and Media Progress Study Southern Africa. Johannesburg. Gender Links.
[2] Made, P and Lowe Morna, C. (eds). 2009. Glass Ceiling Women and Men in Southern Africa Media. Johannesburg. Gender Links.
[3] Chan-Meetoo, C. (eds). 2013. Ethical Journalism and Gender Sensitive reporting. University of Mauritius.

Gender-aware reporting

This chapter seeks to highlight good practices in the media. The broad areas of analysis include:

- Does media cover gender specific topics?
- Is there a good balance of men and women sources? Do women and men speak on the same topics, or does the media reserve specific topics for men only and specific topics for women?
- How does media cover women in non-traditional roles?
- How does media label women and men as sources?
- Does the language promote stereotypes of men and women?
- Do journalists use physical attributes to describe women or men?
- How does media portray women in the story? How does it portray men?
- Does the media tackle contentious issues in a gender-aware manner?

Table 8.1: Checklist for qualitative monitoring

Gender-aware reporting	Gender blind/gender biased reporting
Gender balance of sources (voices)	Lack of gender balance in sources (voices)
Gender neutral language	Gender biased language
Awareness of differential impact	Lack of awareness of gender dynamics
Fairness in approach to issue • No double standards • No moralising • No open prejudice • No ridicule • No placing of blame	Biased coverage of issue • Double standards • Moralising, e.g. being judgemental • Open prejudice e.g. women are less intelligent than men etc. • Ridicule, e.g. women in certain situations • Placing blame, e.g. on rape survivors for their attire, etc.
Challenges stereotypes	Perpetuates stereotypes
Simple and accessible gender-sensitive language	Full of jargon and stereotypical gender-biased language
Gender disaggregated data	Aggregated data



A news consumer checks out what is making front-page news in Madagascar in 2015. *Photo: Zononantenaina Razanadratefa*

Table 8.1 sets out the criteria and framework media monitors used to classify news coverage and adverts in the categories monitored.

Gender equality coverage

As highlighted above, gender-specific coverage remains limited in the media. According to the 2010 GMPS study, it should never be a substitute for mainstreaming gender in all coverage. However, as one of the most crosscutting and pressing social issues of our time, the topic of gender deserves coverage in its own right. This section gives some examples of how journalists covered gender equality during the period under study.

Agriculture, development and blogging: gender-aware journalists write about women in SADC

The story "Stakeholders debate on the role of women in development," published in Lesotho's *Informative* newspaper on 22 April 2015, focuses on the need to invest more in women as drivers of development. It is also about recognising the importance of developing a conducive socio-economic and political environment for women in Lesotho. The writer refers to the Global Gender Gap Index, which shows the state of gender equality in the economic sphere. The article deliberately notes the backsliding trend in Lesotho and the potential negative effects these might have on progress made in advancing women's human rights, as well as women's contribution in development. By noting these factors, the article emphasises the importance of striving for gender equality in education, as well as the danger of a potential regression around women's economic participation and political empowerment.


Stakeholders debate on role of women in development in Lesotho

By 'Mantŝali Phakoana

sustainable economic growth and

An article in a SADC newspaper on the role of women in development is a rare find. Although this is an event-based story, it is positive and manages to put gender equality on the agenda and show the repercussions of persistent inequality. Usually newspaper reports highlight the so-called "hot button issues" - topics like politics - with little or no mention of women. However, this article underscores inequalities in Lesotho linked to fundamental equality indicators such as economic development and political participation. It provides a great example of a gender-aware story, directly addressing a gender specific topic.

Another strong example is the article "Bloggers urged to push gender agenda" from *Daily News* on 23 April 2015 in Tanzania. It notes that Lilian Liundi, acting executive director of the TGNP Mtandao, a gender organisation, told blog and social media owners to use their forums to push the gender agenda and highlight women's issues.


Bloggers urged to push gender agenda

She made the call while opening a two-day awareness-training workshop on gender issues for bloggers. The article highlights the power of social media as an agenda-setter. It also notes that the media has the power to change attitudes, shape opinions regarding gender, and be a vehicle for change.

Another example taken from Malawi, "Ndalama za fodya zigwire bwino pakhomo panthu" in *Malawi News* issue 25 April - 1 May 1 2015, focuses on economic inequality in relation to women in farming, shining a light on their plight and gender imbalances in the industry.

It highlights that women involved in the production process (fieldwork) do not get to enjoy the profits gained from sales. Generally, men regard women as inferiors due to such circumstances, which means women remain victims of financial abuse and do not get the chance or an opportunity to participate in decision-making on monetary decisions at household level.


Ndalama za malonda a fodya zigwire ntchito pakhomo pathu

Examples of balanced stories

Balancing sources is an important ingredient in gender-aware reporting. Interviewing both women and men sources brings diverse views to a story. However, as this research has found, far too many stories remain single sourced. This means media will likely consult men for news sources, as they remain the majority of those holding decision-making and spokesperson positions in governments, industry and other sectors. A simple rule of thumb in journalism is to get both sides, or as many sides as possible, of a story and looking for the views and voices of both women and men in all topics enhances this aim.

Balancing sources is imperative because single source stories mislead because they do not reflect the diversity of people in communities and affected by issues, policies and events that the journalists produce stories about. Multiple sources enhance stories because different sources bring different perspectives, enhancing the quality of journalism in SADC and fulfilling an essential tenet of ethical journalism.

Writers in Seychelles and Lesotho pen balanced stories



Local businesses

Behind the stalls of the Victoria market...

We have all been to the Sir Selwyn Selwyn Clarke Market at some point in time: in fact, for many of us, going to the market is a weekly activity. But have you ever wondered about the lives of the people who make up the Victoria market? We did and we can now take your for a tour of this place that bustles everyday with flavours and colours.

N. Dennis

Built in the 1840s in early-Victorian style, Victoria's main market is a national landmark. But it is above all a place to buy the freshest fish, vegetables and fruits as well as a variety of spices available locally. The market is also a most colourful place to browse for souvenirs, tropical clothing and local artisanal products that complements the lively atmosphere that is especially vibrant on Saturday mornings. The market was last renovated in 1999 and repair works were undertaken last year.

Because of the sheer practicality inherent in a trip to the market, many Seychellois don't take the time to look around them.

silver mackerel, Barracuda and slices of fresh tuna slice were available. Small fishes were sold in small packs of four or five while the largest catches of the day were offered individually or in bulk. There is no weighing scale in sight, so never ask to weigh your fish at the market!

Besides the fish stall, beautiful white egrets commonly known as Madame Paton cheekily make their way amongst the stalls snapping up tit-bits of abandoned fish. Sometimes they simply wait until the fish-seller feeds them, an unusual sight indeed!

There are 60 stalls located in the central courtyard of the market, arranged through narrow from Mondays to Saturdays, the business is good," Julien Rose told TODAY. He went on to say that offering fresh local fruits and vegetables to customers is a blessing.

Another vegetable vendor said that for nine years she has been able to produce and sell her own vegetables and seasonal fruits to regular customers while her friend interrupts to say that sometimes it is very difficult as customers do not want to buy because of the high prices, "but we have to bike it according to the economies of the country. Five years ago the locally produced Chinese cabbage was sold for only SCR 5 but now we have to

The price of fresh fish starts at SCR50.

You can pick the most delicious guavas and fresh lettuces from this stall, when you visit the market.

An example of a balanced story is "Behind the stalls of Victoria market," published in *Today in Seychelles* on 17 April 2015. This balanced piece about the Victoria Market highlights women's involvement in local businesses. The writer gives a tour of the market: fish, vegetables, fruits, meat, arts and crafts stalls and the market restaurant. The writer also interviews men and women, speaking about women's roles and their involvement. The writer uses women's voices and quotes them. Appropriate photos also accompany the articles and the writer highlights the story of a husband and wife working together in their business. However, the writer could have explored the issue further by getting the latest statistics about women in small businesses, cottage industries and crafts.

Another example is from Lesotho's *Informative* newspaper in the 7-13 April 2015 issue, titled "Basotho women to adopt CAADP." The story by Majara Molupe focuses on agriculture in Lesotho and the opportunities for small-scale farmers, especially women famers. Molupe's story highlights the importance of women farmers and the support they need to attain full potential in agriculture. Molupe interviews five sources: different stakeholders ranging from the farmers, the most affected, to the official sources in government and civil society who bring different perspectives.



Basotho women to adopt CAADP

'Maiebohang Sekhesa during her hoeing rounds in her beans' crops

By Majara Molupe

MASERU - Emerging women Mosili Mokau, said they work without respite to ensure that all Basotho farmers are food secure.

then Ministry of Trade and Industry, Cooperatives and Marketing (MTICM), which has since been divided into two

transformation with CAADP.

He explained that CAADP is an Africa-wide agenda designed to support the transformation of the continent's agriculture for sustained food security and socio-economic growth.

Through the Malabo Declaration, Dr. Mayaki said CAADP is a recommitment made by heads of states in 2014; saying the CAADP Partnership Platform also reaffirmed the central role of farmers, men and women, as well as small-medium entrepreneurs as key players to foster decisions on matters of economic policy in Africa.

"By strengthening the position of farmers, women and youth in the value chains, we should aim at reducing inequality and creating a more equitable society", Dr Mayaki had said.

Speaking on the role of women in agriculture, Estherine Fotabong, NEPAD Director of Programmes, said that CAADP has allowed a more structured way of thinking and planning in the agricultural sector.

"For Africa to achieve its full potential in agriculture and development, women have to be supported, encouraged and empowered through favourable policies, platforms and various mechanisms," said Fotabong.

At the meeting, it emerged that

Non-traditional roles

Gender-aware reporting also encompasses reporting on non-traditional roles held by both men and women. The media usually portrays women using binary oppositions, so presenting and profiling women and men in non-traditional roles can assist in challenging stereotypes and perceived differences between women and men. It also allows the media to reflect women in their diverse lives and the various ways they contribute to society. The media should be on the frontlines when it comes to changing attitudes and presenting non-stereotypical depictions of women and men. The monitoring yielded several gender-aware stories that discussed women in roles previously regarded as the territory of men as well as displaying and highlighting the struggles of women who work in male-dominated industries.

Women as business leaders and religious equals: non-traditional stories confront inequalities

Researchers found an example of women breaking into non-traditional roles in a story that appeared in South Africa's *Business Times* (26 April 2015) entitled '"Investing in Women yields high returns." It notes that men sit mainly as the heads in companies on the Johannesburg Stock Exchange (JSE). This business environment is highly regarded as a male preserve with very few women in its leadership or roles of authority. The story highlights the benefits of having women in these positions in the business sector. It looks at women who have been in these positions of power and tracks the progress companies have made during their tenure. The article focuses on gains and does not downplay the role the women have played. It affirms the roles played by women. The story tries to challenge the stereotype that men should serve as leaders in business, noting that women can be equally successful in these posts. It celebrates the successes the women have had as CEOs at profit-making companies. Thus, the story successfully challenges perceptions about the roles women can or cannot play.

Another example of a story about non-traditional roles comes from *Times of Swaziland* (April 2, 2015) and is titled "Catholic Bishop to wash both men, women's feet." The story notes that in remembrance of Jesus' last supper, when he washed the feet of his 12 disciples, the Catholic Church annually washes the feet of 12 males. The Catholic bishop in Swaziland usually conducts this exercise. In the story, the Catholic Church decided to include women. The article highlights the break from tradition and the key non-traditional role performed by the Catholic bishop in Swaziland, which has been the norm in the Roman Cathedral (Our Lady of Assumption) in Manzini. In 2014, Pope Francis decided to include women in this symbolic gesture. As such, the Roman Catholic Church in Swaziland decided to follow suit. Many see this as a big step in the Catholic Church recognising women's role in the religion.

Another good example comes from the article "A transformed bench is a legitimate bench" in South Africa's *Mail and Guardian* (April 2015) by Sarah Evan. The article is about gender transformation in the judiciary. It highlights that women comprised just three out of 20 judges interviewed for vacancies in South Africa's higher courts. It laments the lack of women in this field "where there is an old boy's network that tends to discriminate against women who are keen to be in this field showing the urgent need for transformation."

The story shows that women can also take up influential roles. It encourages equal opportunities for women without accommodating them "only when they act like men." The author portrays the women included in the story as equally capable candidates who can take up this office. It recognises that having both men and women is good for "representivity and legitimacy" to the bench.

A final example of non-traditional roles comes from Mozambique's *Magazine Independente* issue on 14 April 2015 in a story titled "Uma bola, uma Xiluva para as meninas." The article gives credit to women and recognises women in the sports sector without comparing them to men. It also focuses on the celebration of Women's Day in Mozambique, which the country commemorates in the memory of those women who fought for the country's freedom.

Women claiming their space in politics

In Southern Africa, women's overall representation in local governments and in parliaments has gone up while women in cabinets has remained stagnant since 2009.[4] The jury is still out on whether the voices of these women and their representation and portrayal has also improved. Politics is the most public of public spaces and one in which women continue to be sidelined. Research shows plenty of unfair coverage of women in politics. Journalists poke fun at female politicians, calling them iron women, honourary men and angry women because of their strong political views.

In SADC, GL, its partners and other like-minded organisations continue to run gender, elections and media workshops in countries ahead of elections with a view to increasing and improving the coverage of women's political participation. The examples below illustrate media's significant role in promoting awareness and prompting debate on women's political participation.

Women in politics challenge history and build a powerful "her"story

The article "Minding still gaping gender gap," published by South Africa's *Daily News* on 9 April 2015, presents an interview with the African National Congress Women's League (ANCWL) President Angie Motshekga ahead of the league's elective conference. It highlights the league's plan to empower women and the impact of the ANC Women's League's efforts in helping achieve the ANC's goals. The article also notes the ANC's contentious succession battle, remarking on the question of whether the League will rally behind a woman president and whether the country is ready for it.

The piece provides a good discussion on the role of women in politics. It shows the capabilities that women have in political decision-making, which the Women's League backs. It gives context to the story showing that an enabling environment for gender parity in politics already exists. It also highlights that having 50/50 representation in political leadership is not just a numbers game - it should also translate to women's economic emancipation and help eradicate poverty. The article portrays Motshekga as a strong female politician who can stand firm and not be undermined. She openly challenges the idea that she is a loyalist and states that she is respectful of the ANC leadership. This is a good example of a gender-aware story about women in politics.

Another example comes from article "Dora must choose" in Zambia's *Daily Nation* of 27 April 2015. This is a story of a female politician and government minister in Zambia, Dora Siliya. Siliya held various portfolios during the former ruling party, Movement for Multi-Party Democracy (MMD) era as well as now, under the ruling Patriotic Front (PF).

Siliya is a well-regarded and experienced political leader: a rare thing for a woman in the political landscape of Zambia. As the story shows, two political parties have fought for Siliya's loyalty - the ruling Patriotic Front and the MMD - a sign that she is a good politician who is respected by many.

The picture of Siliya appears on the front page of the newspaper, presenting a female politician with authority and showing the newsworthiness of the article. Too often, the presence of a female candidate in a political race brings irrelevant personal characteristics to the forefront in the media. This story is an exception. The portrayal of Siliya in this story sends a positive message to the public that women are relevant in today's politics. This presents a model to many women, especially younger girls, who would aspire to run for public office. It also gives confidence to the electorate, helping them see women as capable leaders.

Unfortunately, the story quotes only male sources and there is no quote from Siliya, although the reporter notes that she was unavailable to speak. Yet the story remains gender aware as it paints a picture that Siliya, a female politician, has the authority and intellectual heft needed in politics.

[4] Lowe Morna C,Dube, S and Makamure L (eds). 2015. SADC Gender Protocol Barometer. Johannesburg, Gender Links.

Promoting debate, holding truth to power

Gender-aware reporting, like any good reporting, should promote and provoke discussion and debate. It is only through engagement that attitudes and mind-sets will change. This type of reporting is equally critical of both women and men, especially when those in public office.



An article from South Africa's *City Press*, "Big brother needs a reality check," provokes debate and dialogue on the widely popular television reality show. It speaks about the state of reality TV and, more specifically, the gender relations in a show like Big Brother Africa. The story discusses an alleged rape case that occurred on the widely popular show, which has high ratings in most of Africa. It shows just how "real" reality TV can become, rather than detached from reality, which is actually the nature of this sort of programming. The story highlights that another sexual assault had occurred without any repercussions, raising questions about the rules of the TV "house," what media executives should do on camera and how the production team is dealing with gender-based violence incidences on the show.

Another example of provoking debate about popular culture is in the thematic area of sexual orientation and gender identities. A story from the *Mail and Guardian*, headlined "Where are the real LGBTI roles?" published 24-29 April 2015, provides opinion and analysis that, while devoid of sources, presents context, research and insight. "For trans people, the situation is even worse," writes Owen Jones in reference to trans representations in popular culture. "Attitudes towards trans people are stuck roughly where they were for gay men back in the 1980s: a toxic rhetoric of disgust abounds, with a frightening prejudice that trans people are sexual predators who will somehow trick the unassuming into having sex with them."


Where are the real LGBTI roles?

In television and film, being gay is no longer an acceptable storyline in and of itself

BODY LANGUAGE
Owen Jones

One-dimensional ultra-camp clowns, storylines centred on "being gay", potential sexual menaces who want to get into the pants of straight men, lesbians whose sexuality

cally mincing around for our gener amusement.

Both television and film refle society's general attitudes, but th also help reinforce them. Mo nuanced and complex takes LGBTI life are all too often ghe toised with television shows such *Cucumber* and *Banana*. A charact being gay is often a storyline in an of itself: surely we need characte who simply happen to be gay, rath than being defined by it?

Yes, some men are camp — loud and proudly so — and some of need to get over that. But others a football-obsessed, or metalhead

Conclusion

Although the media often minimises the role of women, as well as misrepresents and underrepresents them, it also plays a decisive role in being the vehicle of change in the way we view the world, shining a light on pertinent issues that affect the world through a gender lens. This chapter gives good examples of gender-aware reporting. It highlights clippings that show good practice about how to make ordinary news stories gender-aware and incorporate gender sensitivity. These stories challenged stereotypes, showed a balance in sources, profiled women in non-traditional roles and covered sensitive issues.

The chapter affirms Chan-Meetoo's (2013) notion that media content can "be revolutionised to make space for gender perspectives. To attain this all aspects of content should be genderised."[5] The above examples set out a good place to start for those looking to accomplish gender-aware and sensitive reporting.

[5] Chan-Meetoo, C. (eds). 2013. Ethical Journalism and Gender Sensitive reporting. University of Mauritius.

9 GENDER IN MEDIA EDUCATION



Marina Matundu, then a student at the Polytechnic of Namibia, interviews an informal trader in Okahandja, Namibia, ahead of the 2014 national elections.
Photo courtesy of Namibia University of Science and Technology

"If the students leave this school and go into the job market without having appreciated and embraced gender issues, and without a critical mind that questions, challenges and condemns gender injustices, then we would have failed as an institution".

Bernadette Killian, School of Journalism and Mass Communications (SJMC) at the University of Dar es Salaam



Students at South Africa's University of Limpopo take part in a course on Gender, Media and Information Literacy at Gender Links in 2016.
Photo: Thandokuhle Dlamini

This chapter is a follow-up to the 2010 Gender in Media (GIME) audit that surveyed 25 journalism and media training institutions in 14 SADC countries. The GIME audit aimed to measure the extent to which gender is a key consideration in journalism and media education. The study revealed massive gender gaps in terms of both staff and student composition as well as in curriculum and teaching materials. Males made up the majority of staff members, some 64%, while most students are females.

Variations existed, for example at the University of Mauritius, which at the time did not have a gender or affirmative action policy. Women comprised 79% of its academic staff. Lesotho also had a higher percentage of female staff (67%). South Africa had achieved parity in the proportion of female and male staff in the six institutions surveyed.

The proportion of women students presented a very different picture, with female students comprising 61% of those enrolled in the institutions. However, newsrooms across the region do not mirror these figures; women remain underrepresented as staff in media houses, as noted in earlier chapters.

The findings of the GIME audit illustrate how media education and journalism training at tertiary institutions remains an important component in changing the sexism and other forms of inequalities that permeate newsrooms and media content.[1] Made (2010) notes that "the incorporation of feminist, and gender and media issues into media education and journalism training at tertiary level is a strategic step for producing future media practitioners who will think differently, speak differently and work differently when it comes to the portrayal and representation of women, and to giving 'voice' to them and the issues that greatly impact upon their development in our societies."

Following the success of the media Centres of Excellence (COE) project, GL is rolling out a similar project with journalism and media training institutions. The flexible model that GL has designed caters for the specific needs of different institutions. This project is aware that media training institutions operate at different stages of gender mainstreaming, hence the need to tailor the interventions for individual contexts. The GIME research findings and data from institutional scorecards informed the module offerings. Eight institutions of higher learning have completed the GIME scorecards and action plans reflecting which modules they will take up as part of the GIME project.

The 2015 GMPS audit therefore sought to measure any progress in training institutions since the initial audit, and to find out whether the GIME COE process has made a difference. The study also draws on qualitative case studies collected by GL staff during the SADC Gender Summits as well as the first ever GIME research symposium in May 2016.

Context

SADC Gender Protocol media provisions

In 2008, SADC heads of state and governments signed the historic SADC Protocol on Gender and Development. With its 28 targets, the Protocol called for gender equality in and through the media by 2015. This includes in media training and practice. The Protocol urges media to mainstream gender in all media laws, policies and training.

This study therefore provides useful follow-up data that will gauge the extent of media institutions' compliance with the provisions of the Protocol.

Following the 2010 Gender in Media Education (GIME) GIME audit, GL has collaborated with training institutions. The GIME COE process is a practical attempt to address the gender gaps through a better-informed

[1] Made, 2010. http://genderlinks.org.za/wp-content/uploads/imported/articles/attachments/12171_patmade_using-gender-to-transform-media-education.pdf

and strategic approach that involves mainstreaming gender in journalism and media education and training. GL works with institutions of higher learning through sustained interventions that bring together curriculum review and development; policy development; capacity-building; specific training in gender and media literacy; e-learning courses for trainers; and monitoring and evaluation.

Two other important gender and media research studies - *Glass Ceilings: Women and men in Southern African* media (2009) and the 2010 *Gender and Media Progress Study* (GMPS) - pointed to the need to engage with institutions of higher learning. The low representation of women in the media industry and as sources in media content requires ongoing strategic interventions.

The strength of the COE process lies in that GL has embedded it in the institutions and it has high-level buy-in from decision-making structures. The process is innovative and involves students and lecturers, ensuring that many other opportunities can grow from this collaboration. The GIME project borrows from the media COE project that has seen GL working with 108 media houses to mainstream gender in both institutional practice and editorial content.

The process is not linear but rather adaptable to the situation on the ground. This ensures flexibility and a context-specific rollout schedule. The project facilitators know that media training institutions currently operate at different stages of mainstreaming gender and, as such, they create context-specific modules relevant to their needs.

The COE process also recognises that students comprise the future of the media industry, hence the need to engage with them throughout the process. This process provides the vital link between media houses and training institutions. Bridging the gender gaps in training will ultimately lead to more gender-responsive media personnel.

Table 9.1: GIME sample

Country	GIME research	Target 2015 GIME study	Total	COE
Botswana	1	1	1	1
DRC	1	1	1	1
Lesotho	1	1	0	
Madagascar	1	1	1	1
Malawi	2	2	2	2
Mauritius	1	1	1	1
Mozambique	1	2	1	1
Namibia	1	1	1	1
Seychelles	1	1	0	0
South Africa	7	6	3	2
Swaziland	1	1	1	0
Tanzania	1	1	1	1
Zambia	3	3	0	0
Zimbabwe	3	3	2	1
TOTAL	**25**	**25**	**15**	**12**

Table 9.1 shows that GL targeted all 25 institutions that participated in the 2010 GIME audit, as well as two additional institutions. Out of 27, 11 elected to become COEs for gender in media education. This involved entering into a long-term partnership that includes mainstreaming gender in teaching and learning, assessments, and research, as well as implementing gender management systems.

"My most memorable interaction with Gender Links is the training we held on integrating gender sensitivity into media studies curriculum. While some colleagues initially resisted the idea... we were amazed by the participants' attitudes towards gender topics after the workshop. In my teaching, I have adopted gender sensitive teaching methods. We discuss specific gender issues on every topic we cover in my classes. I believe students have to understand gender concepts and arguments relating to every topic we cover. I encourage my students to research gender and media. I even ensure that examinations have a question on gender. In our media studies department, we refer students to the Gender Links website to access online resources on gender in the southern Africa region". *Francis Chikunkhuzeni, University of Malawi, The Polytechnic*

Coordinating GMPS and GMMP research in 2015

The 2015 GMPS and Global Media Monitoring Projects (GMMP) demonstrate the commitment of GIME COEs to building their students' capacity on gender and media issues. Trainers from GIME institutions coordinated the research studies whilst students participated in the monitoring.

Trainers especially played a key role in defining and fine-tuning the GMPS research methodology. The training workshops helped build the capacity of both lecturers and students. According to Emily Brown of Namibia's Media and Technology department at the Namibia University of Science and Technology (NUST) the research "allowed students to put theory into practice. They were able to apply what they learnt in class."

Staff composition

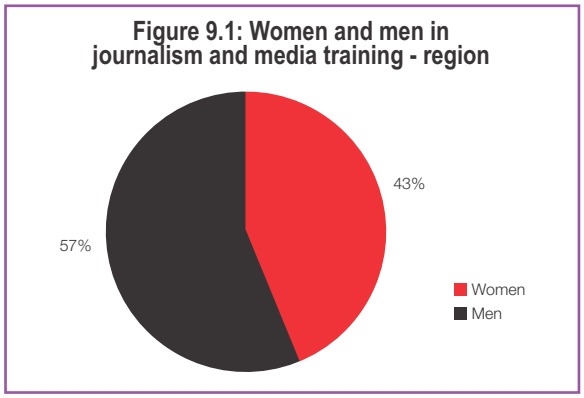


Figure 9.1 shows the proportion of women and men staff employed at all levels in journalism and media training institutions. There has been a slight increase in women staff in media training institutions from 38% in 2010, to 43% in this study. These findings mirror the 2010 GIME research, as noted above.

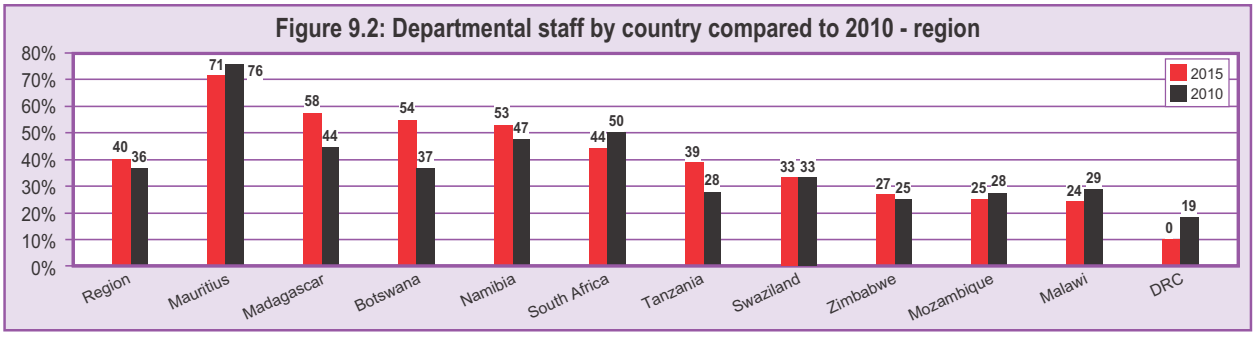


Figure 9.2 shows progress in departmental staff composition in the different countries compared to the 2010 GIME audit. The findings illustrate a steady increase in the proportion of women staff in the region, from 36% to 40%. Although Mauritius has dropped slightly from 79% to 71%, the University of Mauritius has maintained top position

on the regional table, followed by Madagascar, which increased from 44% in 2010 to 58% in this study. University of Botswana (UB) has also gained from 37% to 54%. Countries that have registered a decrease in women staff include South Africa, from 50% to 44%, and Mozambique, from 28% to 25%.

The South African figures reflect the situation at the University of Limpopo, University of Stellenbosch and the University of the Witwatersrand. Stellenbosch leads the pack at 67% followed by Wits at 47% and University of Limpopo with 44% representation.[2]

Women at the helm at the Malawi Institute of Journalism (MIJ)

The Malawi Institute of Journalism (MIJ), one of the leading GIME COEs in the region, provides an example of a gender-aware institution. MIJ has a high proportion of women in decision-making positions compared to other institutions in the region. Its Executive Director, Dalitso Nkunika, leads the institution together with Course Coordinator Evelyne Pasanje. Rosemary Makambera heads up the MIJ-owned radio station.



Dalitso Nkunika, MIJ Executive Director.
Photo: Tarisai Nyamweda

The Board of Trustees has been emphasising the need to employ equal proportions of women and men whenever a vacancy comes up. According to Makambera, "I am now happy that the proportion of women being given an opportunity to take most challenging roles has been increasing over the past three to five years. Before that, only one out of four influential positions here were held by males. But today it's the other way round. Now we have Executive Director Dalitso Nkunika, the Course Coordinator Evelyn Pasanje, and I, the Station Manager".

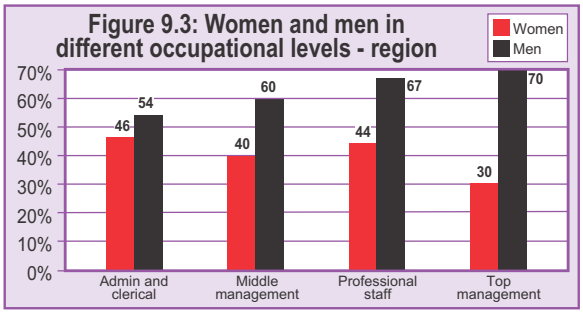


Figure 9.3 shows occupational levels within institutions, indicating that men dominate in all areas. The low representation of women in top management shows that the glass ceiling observed in media houses also extends to training institutions. Women make up just 30% of those in senior management. The highest proportion of women is at the administration and clerical level at 46%. Women make up 40% of those in middle management and 44% in the professional staff category.

[2] South Africa average is based on the actual totals as drawn from the raw data. Limpopo has the highest proportion of staff and the lowest proportion of women, hence the significant drop in country average.

Student composition

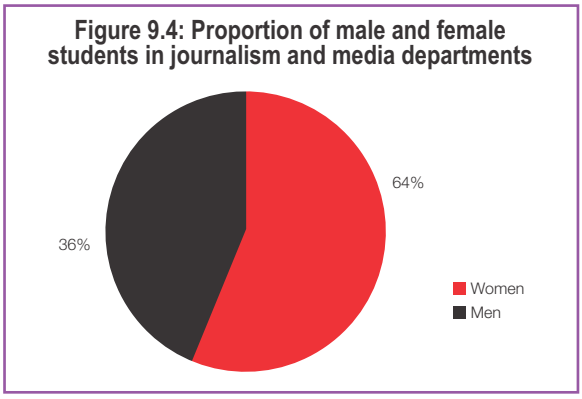


Figure 9.4 shows that that women comprise 64% of media students in the SADC region; four percentage points higher than the 2010 study.

The high proportion of women students is also in stark contrast to the proportion of women in the media houses. Women remain under-represented in media institutions in general, but in the newsrooms

in particular. Those in the media industry have often attributed this under-representation to the pressurised environment that journalists work under, noting that many women journalism and media graduates opt for jobs in the advertising, public relations and marketing industries.

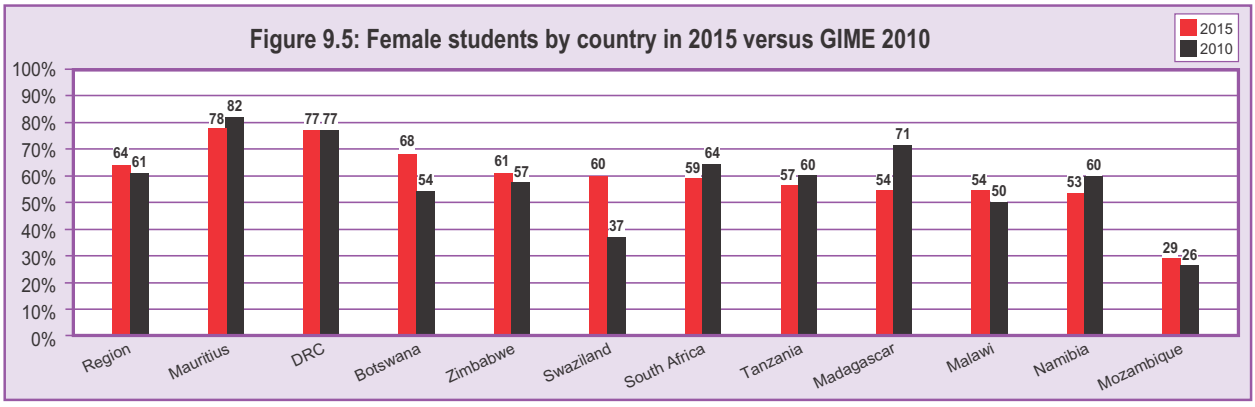


Figure 9.5 compares the proportion of women students in the different countries with the 2010 GIME findings. It shows a steady increase in women students in the region from 61% to 64% in 2015. Although Mauritius still has the highest proportion of women students, there has been a slight decline from 82% to 78%. Institut facultaire des sciences de l'information et de la communication (IFASIC), the school of journalism in DRC, has maintained second position at 77%, the same figure as in 2010. Other countries that have increased the proportion of women students include Botswana and Zimbabwe.[3]

Madagascar and Namibia have recorded the greatest declines: Madagascar from 71% to 54% and Namibia from 60% to 53%. Tanzania dropped marginally from 60% to 57%.[4]

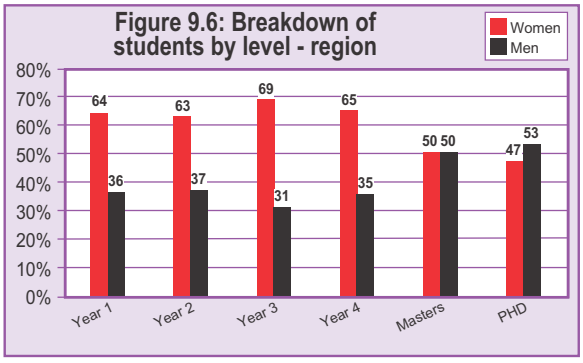
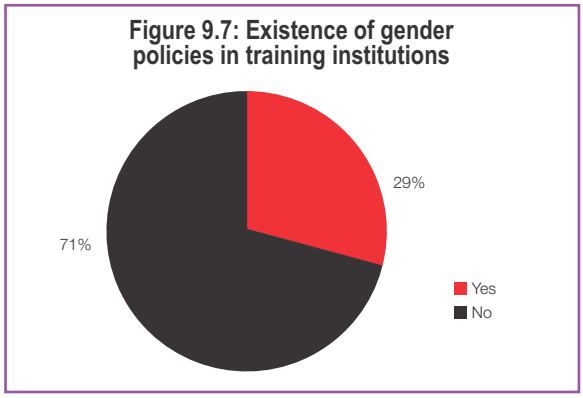


Figure 9.6 gives a breakdown of journalism and media students by year/level of study. The findings show that the proportion of women drops after year one from 64% to 63% in year two. The highest proportion of women students is in year three at 69%. These findings illustrate an equal proportion of women and men master students at 50%. Researchers also found near parity at PhD level, with 47% representation for women.



[3] Malawi, South Africa and Zimbabwe results are based on more than one institution. In Malawi GL surveyed MIJ and University of Malawi, The Polytechnic. In South Africa University of the Witwatersrand did not complete this section, so results are for Stellenbosch University and University of Limpopo. In Zimbabwe, the Harare Polytechnic and the National University of Science and Technology participated.

[4] It is important to note that the comparative figures refer to a different sample size for 2015. Twenty-five institutions participated in the 2010 GIME study compared to 15 in this instance.

Figure 9.7 shows that only 29% of institutions have gender policies, slightly higher than the 28% recorded in 2010. The existence of gender policies in training institutions remains essential to addressing gender gaps in staff compo-sition, student enrolment as well as gender gaps in teaching, learning and assessment. The existence of gender policies also calls for strong monitoring and evaluation systems to allow for proper implementation and tracking.

Gender in teaching curriculum

The GIME COE process involves working with institutions to mainstream gender in teaching curriculum and assessments. Curriculum review is an institutional activity that happens at set times. As such, GL has identified gender focal points in the different institutions who have been key in identifying the entry points for gender mainstreaming in curriculum. Every year during the SADC Gender summits, GL has been documenting evidence of change.

Evidence of change: voices from SADC institutions

Durban University of Technology
Lecturer: Maud Blose
"Institutionally, one of the General Education modules is Gender. At departmental level, staff have been ensuring that all courses undergo curriculum renewal and they plan to mainstream gender in almost all subjects in the new curriculum. And at student level, students now meet weekly and have what we term "sisterhood sessions." In these sessions, female students discuss anything ranging from men, women, social, financial, spiritual, and physical, and even academic issues. Men are always welcome to attend."

Malawi Institute of Journalism
Tutor: Mercy Mwanja
"MIJ decided to mainstream gender in the curriculum as a response to imbalance in news reports. There had been an outcry from human rights activists and gender experts that few articles or programmes from the media tackle gender-based issues. Many journalists in various media focus on other areas of reporting like politics, sports among others, neglecting gender. Female student journalists who go through our vigorous training end up being recruited in jobs that are not media related. Only a few join the mainstream media. As a media institution, we did not want this trend to continue, that's why we thought it vital to mainstream gender in the curriculum. Currently, the curriculum incorporates emerging issues, including gender. In content subjects like human rights, HIV and AIDS and health reporting, environmental reporting and literature we have included topics that specifically addressed gender. For subjects that could not easily contain topics on gender we decided to implement gender mainstreaming though methodology. Apart from the knowledge and skills that students get, they are also trained to consider social values for them to have a wider view on gender thereby making them interested in gender issues based reporting."

University of Limpopo
Head of department: Prof. Sheila Onkaetse Mmusi
"I learnt that the process of incorporating new content such as gender in the media into the curriculum is not always straightforward and it can be tedious and time consuming. It needs a dedicated, patient, a visionary and a motivated person, who would serve as the process driver. I also took advantage of the fact that I am the head of department and, as a result, the staff generally looked up to me to bring innovation into the curriculum. Another lesson learnt was that one needs to make use of the opportunities that land on your lap, such as the fact that the university was at a stage where programmes were being reviewed. Being a learning individual, I actually assisted the staff in my department to also learn about gender in the media."

Value of partnerships

Over the years, GL has forged partnerships with many journalism and training institutions in the region. These have allowed for ownership and sustainability of gender mainstreaming efforts.

During a GIME research symposium, the head of the Media Studies department at the University of Malawi, The Polytechnic, Maclan Kanyangwa, highlighted how capacity constraints sometimes hinder progress within institutions. To address this issue, the department has forged partnerships in-country.

Collaborating to produce meaning and value

The University of Malawi Polytechnic

Since 2011, the Journalism and Media Studies department at the University of Malawi has partnered with the Malawi Human Rights Resource Centre (MHRRC) to mainstream gender in the journalism curriculum of The Polytechnic. This case study underscores the value of cooperation in the effective implementation and sustainability of projects related to gender. The MHRRC has been involved in the review, development and implementation of gender mainstreaming at The Polytechnic.

Similarly, the department has used its media expertise to help coordinate aspects of the 50/50 campaign, in which MHRRC has also been a key player. The collaboration has ensured a steady supply of resources and gender content for the development of the journalism programme. Resources include financing and gender experts. The MHRRC has also provided expertise to build capacity for faculty members at The Polytechnic to understand gender issues, as well as helped raise interest in gender-related research by providing funds for student research on gender and the media. The benefits of this increase in student research has helped raise the profile for gender-related media issues.

The Department of Journalism and Media Studies has been able to carry out a curriculum review at a time when the university does not have adequate financing for such activities. The collaboration has seen the evolution of gender mainstreaming efforts from the original integration through course outlines (January 2011) to a full curriculum review that has integrated gender through programme documents (October 2014). This will ensure sustainability of the mainstreaming exer-cise as the inclusion of the gender-related material into the actual programme document will ensure delivery regardless of staff turnover.

National University of Science and Technology

As part of its commitment to media discourse in the era of new information technology, the National University of Science and Technology (NUST-Zimbabwe), a GIME COE, has hosted a series of international conferences to facilitate discussion. One of the main topics looks at the ways technology affects communication and information at all the levels.

Conclusion

As in other chapters of this study, researchers found some progress to celebrate but even more challenges still to overcome when analysing progress linked to media and journalism education in the SADC region. A steady increase in women instructors and staff at training institutions is a promising sign that work - and advocacy - aimed at remedying the gender imbalance has borne fruit. However, men continue to occupy the majority of senior positions.

Another positive sign is the proportion of female students continuing to master and PhD level. This finding bodes well for profession's future and it should ensure that more women ascend to decision-making positions in the media industry, and at training institutions, in the coming years. Unfortunately, very few institutions have gender policies. The existence of these policies remains essential to addressing gender gaps in staff composition, student enrolment as well as gender gaps in teaching, learning and assessment. This finding underscores the need to continue to scale-up and improve the COE initiative in the region.

10 CONCLUSIONS AND RECOMMENDATIONS



Journalists from media COEs in Zimbabwe interview a woman at Ngozi Mine in Bulawayo in 2015. *Photo: Gender Links*

"Reading the results of the second GMPS, it is easy to get discouraged. But we have a motto at GL: 'don't get angry, get smart.' We have learned that media can be part of the problem, or part of the solution. This is the choice for progressive media houses: to be part of the greatest social revolution of our time, or to slump back into tired stereotypes; put up our hands and accept defeat. I don't believe that this is an option, for any self-respecting democratic institution in our region!"

Colleen Lowe Morna, CEO of Gender Links, and Chair of GAMAG



Tarisai Nyamweda, Emily Brown and Justine Hamupolo, GMPS team leaders, refine their research methodology at a GMPS consultative meeting in South Africa in 2015. *Photo: Thandokuhle Dlamini*

The results of the GMPS study show that media is one of the most difficult institutions to transform, especially when it comes to gender. Yet championing gender equality in the media - and practicing it in newsrooms - is a potential catalyst for dramatic change. Media's reach remains wide and it has immense power to shape the agenda and influence opinions. Many of the results in this study disappoint, especially as they follow years of advocacy, training and capacity building through the Centres of Excellence (COEs) for gender in the media and media education projects. The fact that there has been virtually no movement in the proportion of women news sources bears testimony to deep-seated patriarchal norms and attitudes in the region. These attitudes permeate the media space.

Section J of the 1995 Beijing Declaration and Platform for Action (BPFA) identified media as one of the most important areas of concern in achieving gender equality under two critical areas: women's equal participation in the media and decision-making positions, as well as improving the representation and portrayal of women in media content. Yet, more than 20 years later, gender gaps remain in both institutional composition, content, and in journalism and media education.

There has been a paltry gain of three percentage points on the indicator measuring women as sources in the media since the 2003 *Gender and Media Baseline Study*: from 17% to 20% in 2015. The 2010 GMPS recorded a two percentage point increase from the GMBS to 19%. The observation that "women are more likely to be seen than heard" remains true, as women constitute 28% of those appearing in newspaper images. It is telling that the only area in which women are as visible as men in the media is advertising. The only logical conclusion that can be drawn is that the media industry continues to exploit women's bodies for commercial gain.

After the 2003 *Gender and Media Baseline Study* (GMBS), GL and partners mounted a gender and media campaign through the Gender and Media Southern African network (GEMSA) as well as conducted bi-annual Gender and Media (GEM) summits, which became a meeting point for researchers, strategists, trainers and activists. In 2012, GL merged the GEM summit with the larger SADC Protocol@Work summit, in an effort to mainstream gender and media work in broader gender campaigns. Whilst this work gave visibility to gender and media, the results have not always been flattering. They raise critical questions around what strategies work for the media.

The Southern African results also mirror global challenges. The 2015 Global Media Monitoring Project (GMMP), conducted by the World Association for Christian Communication (WACC), shows that the proportion of women sources has remained stagnant at 24%, the same figure recorded in 2010. In Africa, women sources have dropped from 24% in 2010 to 22% in 2015 according to the GMMP. These findings point to the need for stronger and strategic global civil society and media engagements around strategy, media needs and standards setting in the post-2015 era.

An evident bias towards business, politics and sports remains in terms of topics covered in the media. Cross cutting issues like gender-based violence (GBV), HIV and AIDS, and sexual orientation and gender identity (SOGI) continue to receive minimal coverage. In the case of HIV and AIDS and GBV, the region has registered some worrying decreases, especially considering these two social issues remain as acute as ever. SOGI, a new area of research for GL, constituted just 0.1% of stories and GBV stood at 1%.

Journalists do not yet prioritise the issues affecting the lives of the majority of ordinary citizens, but rather maintain status quo news coverage about what "important" people do or say. This bias appears in the

indicator measuring the function of news sources, with women making up 43% of eyewitnesses and men 75% of spokespeople and government officials.

The GMPS results serve as a barometer to the effectiveness of the COE project. Whilst on the surface, some of the GMPS results appear discouraging, there is evidence that COE media houses have begun to implement gender policies and action plans. For example, women now constitute 22% of sources in COEs compared to 19% in non-COEs. Qualitative case studies provide examples of gender specific programmes. Many COE's are also mainstreaming gender in their work. These case studies give hope that concerted work with individual institutions bears results and that researchers should move beyond proportions to more qualitative methods.

Another positive finding is the remarkable shift in the proportion of women covering hard news, with women covering 39% of economic stories (up from 20% in 2003), 29% of political stories (up from 16% in 2003) and 22% of sports (up from 7%) in 2003. This shows that the gender division of labour in the newsroom is increasingly less pronounced.

While the study found that women comprise 41% of all employees in media (almost the same as in the 2009 *Glass Ceiling in Southern African Newsrooms Study*), the GMPS found that women in media management now stand at 34%, compared to 27% in 2009 study. This seven-percentage point increase is significant. Women are beginning to move up the ladder in the media houses. Affirmative action efforts, gender policies and improved gender awareness contribute to the opportunities opening up for women in the media.

While women also remain underrepresented as staff in journalism and media education institutions, the GIME results show a steady increase from 36% in 2010 to 43% in 2015. These findings point to the success of the GIME COE project. This is also true for representation of women students: the proportion has increased from 61% to 64%. Journalism and media education continues to be a vitally important sector as it shapes future journalism and media practitioners. Journalism and media training institutions under the COE process have expressed a desire to mainstream gender in teaching curriculum. This is a necessary first steps in addressing gender priorities at inception stage of the journalism profession. However, lecturers have noted persistent capacity constraints in the different institutions, calling for more civil society support and continuous engagement.

Conclusions

From numerical representation to real change: The key finding from this study is that women are more numerous than ever before within the media, including at management level, but still absent in media content. Having more women in media institutions is an important pre-requisite for, but does not automatically translate into gender aware content. Transforming gender relations in and through the media requires conscious policies, leadership and commitment to transformative change.

It is essential to periodically monitor progress: Working with dynamic institutions like the media requires consistent monitoring and evaluation of progress. This is essential in benchmarking improvement and identifying case studies of impact. The COE verification process, which forms Stage 9 of the COE process, has given GL insights into the impact of the work on the ground. This constant evaluation of progress allows civil society to re-strategise and strengthen intervention mechanisms.

In 2015, it became evident that media houses had been progressing at a rate that would make it hard to achieve the targets of the SADC Gender Protocol. This triggered the call for more concerted efforts around capacity building workshops for journalists that covered the ten theme areas of the SADC Protocol.

These verification workshops also provided insights on how media institutions work. Media houses must think about income-generation, especially in the case of private media, and often do not see value in gender mainstreaming. It is therefore essential that stakeholders create business models for gender mainstreaming in the media. These observations came out of the annual media verification exercises.



GL French Editor Marie Annick Savripène, also a senior writer and journalist at L'express, engages with Nalini Ramasamy from Women with Disabilities, Mauritius, on what needs to change in the media. *Photo: Anushka Virasawmy*

Standards setting is key: Standard setting provides goals, targets and timeframes for the media industry. The SADC Gender Protocol has provided essential guidance for the media in Southern Africa with regard to mainstreaming gender in media policy, training, laws, content and composition of the media. The Post-2015 SADC Gender Protocol retains all the previous provisions, but will be accompanied by a Monitoring, Evaluation and Results Framework (MER) that places a greater emphasis on delivery.

Lobbying efforts by the Global Alliance on Media and Gender (GAMAG) to get gender and the media included in the Sustainable Development Goals (SDG's) did not yield the desired results. However, as this report goes to press, GL is engaging with UNWOMEN and GAMAG on a set of globally recognised standards for gender and the media that can be applied in the SADC region, reinforcing the standards set by the SADC Gender Protocol. Such standards will reinforce the Gender and Media Score card that GL has pioneered through the COE process, raising it to a higher level, and providing external verification. This is one of the ways in which the work started can and must be sustained.

Continuous engagement with media houses yields results: One of the greatest lessons learned from working with the media is the value of continuous engagement. The COE process has shown that working with media institutions for a sustained period ensures they take ownership of the work and eventually lead the process of gender mainstreaming.

The COE process has raised gender-awareness levels among media house personnel in the 12 countries. Whilst there is room for growth and improvement, the evidence suggests that the COE programme has compelled media practitioners to be cognisant of issues of voice, inclusiveness and accountability to audiences. In-house workshops have given visibility and life to the work of individual media houses.

Additionally, the qualitative case studies in this report represent the enormous amount of work taking place outside regular news programmes. However, the media industry still has lots of work ahead if it is to adequately represent women equally and fairly in all areas of endeavour. The gap in women's voices masks the paradigm shift in society, which has seen women advance to positions of authority and increasingly contribute in meaningful ways to development and democracy. Even in instances where women do not hold positions of authority, it remains essential that media continue to capture their lived experiences.

Peer learning and sharing remains vital to progress: Participants at GL's gender summits have attested to the power of peer learning and sharing amongst gender activists, governments, media and civil society. From 2003 to 2010, GL hosted four Gender and Media Summits. In the last four years, GL has facilitated annual SADC Gender Protocol@Work summits in which the media has participated. In August 2016, GL will hold a summit with the Southern African Gender Broadcasting Association where this report will be launched. The summits provide space to take stock, reposition, highlight progress, and award good practice. Peer learning provides a platform that most under-resourced media houses and organisations would not have.

Stakeholders frequently refer to the long-running Gender and Media (GEM) summits, which have historically brought together media stakeholders, as relevant and effective in tabling and discussing about specific issues in gender and media. They have generated excitement and energy amongst all involved. A key learning point in the period since the 2010 GMPS is that media stakeholders value the space of the GEM summit rather than the SADC Gender Summits. The GEM summit makes media a central focus and is able to bring in a wider and more diverse group.

Partnerships provide great benefits: The success of gender and media work hinges on collaboration between different gender and media stakeholders. GL has worked with journalism and media training institutions to conduct training and advocacy in the region. This research study provides evidence of these partnerships, with lecturers and students conducting monitoring in 12 SADC countries. This partnership has also shown how, at a time of dwindling resources for gender and media work, collaboration can bring about the desired results with limited monetary resources.

The Southern African Broadcasting Association (SABA), which is an umbrella for all public broadcasters in SADC, contributes to the campaign for gender equality through its partnership with GL. In 2014, GL and UNESCO coordinated to train SABA gender focal points as part of the SABA annual general assembly. This partnership has grown and led to SABA committing to gender equality institutionally, as well as in content. SABA has further supported this cause through ensuring that gender is a central theme in all its annual general assemblies. As mentioned, GL and SABA are collaborating in hosting the fifth SADC Gender and Media Summit in August 2016.

Internationally, GAMAG provides the means for systematic follow-up to the targets of the Beijing Declaration through essential collaboration amongst global gender and media players. The campaign for the inclusion of gender, media and ICTs, as part of Sustainable Development Goals (SDGs), provided much-needed visibility to these issues over the next fifteen years.

Next steps

The need to consolidate gains made in the last decade must inform all future gender and media work in SADC. The ground-breaking research, advocacy, training and collaboration through the Gender and Media Diversity Centre (GMDC) must be carried forward in the period ahead. GAMAG remains vital to amplifying gender and media work in SADC and in fostering new and stronger global partnerships. GL's gender and media work will seek to achieve depth rather than breadth following the GMPS study. The COE process has shown that working systematically with a select target group leads to greater - and lasting - impact. The following are some of the next steps envisaged:

Post-2015 workshops: A key conclusion from numerous research studies is that, unless the media industry systematically mainstreams gender into the work of media houses, increased representation of women in media decision-making and content may remain elusive. GL has to utilise its experience disseminating results of research studies, as well as identify strategic platforms for engagement on the results.

As part of advocacy and repositioning around regional and global gender and media work, GL will take forward the Post-2015 discussion to media houses and stakeholders through the GMDC and globally through GAMAG. This strategy contributes to strengthening links between the "North-" and "South"- based gender and media organisations. It also remains key that activists critically discuss the relevance of the BPFA's Section J in this new era of Information and Communication Technology (ICTs) advancement.

Country launches will happen through working in close collaboration with GIME training institutions as well as Media COE facilitators. The advocacy workshops will culminate in country-specific activities. The results will be disseminated to individual media houses, through profiles of each of these.

Gender and Media Standards: The GMPS results serve as a useful baseline for target setting and action planning. Southern Africa has taken the first steps towards including media in the Post-2015 instruments through drafting gender and media targets and indicators that will strengthen the extended SADC Gender Protocol and highlight critical areas missing from Section J of the BPFA.

UNWOMEN has started the *Step It Up for Gender Equality Media Compact*, a "coalition of the willing" leading news organisations who "increasingly understand the persistent gender imbalance not only as a democratic deficit but also as bad for business." Recognising the influential role media plays in driving women's empowerment and gender equality, the Compact, facilitated by UN Women

functions as an alliance of media organisations committed to playing an active role in advancing gender issues within the framework of the Sustainable Development Goals (SDGs). The outlets implement the Step it Up Media Compact by scaling up the focus on women's rights and gender equality issues through high-quality coverage, complemented by gender-sensitive corporate practices.

In September 2016, GL and GAMAG will collaborate in a two-day meeting to bring these strands together to explore what it would take to develop a gender certification for media. What criteria would have to be met? What mechanism would need to be in place to ensure monitoring and compliance? What are the incentives and potential objections to such an initiative? Which media outlets can become its founding champions? This provides an avenue for elevating the COE work to a global level, challenging media houses in the region to become part of, and sign up to standards, for a much broader gender and media movement.

Capacity-building and training: Capacity-building and skills transfer is an effective approach to ensuring sustainability of gender and media projects. GL and partners have a collection of training manuals and materials on gender and media. These can be greatly enriched through the case studies gathered during this research, as well as the entries for the Gender and Media Summit in 2016.

A key project of the GMDC going forward is to develop dynamic, web-based training tools Institutions of higher learning, gender and media networks and women's media associations, all comprise key partners in GL's media training portfolio. Media training institutions have outreach programmes that provide avenues for capacity-building and collaboration at the local level. A good example is the University of Limpopo in South Africa that GL has worked with over many years, which reaches out to several community radio stations in this largely rural province of South Africa.

The training packages include information about:

- Mainstreaming gender in journalism and media education and training;
- Gender and economic reporting;
- Reporting sexual and reproductive health rights, including GBV and HIV and AIDS;
- Reporting gender and diversity (including LGBTI, disability, race and ethnicity among others);
- Gender, elections and the media; and
- Gender and media literacy.



Building capacity: Students participate in media monitoring in Botswana. *Photo: Gender Links*

Reviving the gender and media movement: Future gender and media work must seek to strengthen the gender and media movement amid dwindling resources for gender work, especially in the media. The GMDC presents a potential platform for networking, sharing and collaboration. The revived GMDC has a Steering Committee made up of GIME institutions. These institutions have the requisite skills and knowledge to set the gender and media agenda going forward.

Bringing back the GEM summits should form introduce renewed energy into gender and media work in the region. This initiative will breathe new life into advocacy efforts and action planning.

To leverage these efforts, the GMDC plans to create a virtual **Community of Practice on Gender and the Media**. Knowledge collection, sharing and dissemination has been a major component of the media programme, often bringing different stakeholders through advocacy to share research findings, best practices and ideas to strengthen the gender and media movement. As we launch into the Post-2015 era, it is essential to move from information, to knowledge, to wisdom, to change. *Gender equality in the media: yes we can, and yes we must!*

ANNEX A: TEAM LEADERS AND MONITORS

COUNTRY	TEAM LEADER	MONITORS
Botswana	Bame Lekoma	Bame Lekoma, Dudu Baleseng
DRC	Mambuya Obul Okwess and Anna Mayimona Ngemba	Alexis Lekiari; Anselme Mampuya; Didier Lubenga; Francine Umbalo; Géneviève Kumba; Luc Buyu; Lino Muziri; Michel Kikunga; Patrick Nsimba; Sylvestre Nyota
Lesotho	Mpho Mankimane	Alice Ranthimo; Jubilee Ts'osane; Moliehi Liphapang; 'Mamofota Mokete; Nono Mohlomi
Madagascar	Johanesa Niandonirina	Mirana Clara Farahantanjatovo; Danie Rabodovololonirina; Hajannie Razafimandimby; Faly Ambinintsoa Rabekoto; Elsa Rason; Iarilala Danielle Randriamboavonjy; Rojoniaina Ramiandrisoa
Malawi	Dalitso Nkunika	
Mauritius	Anushka Virahsawmy	Sheistah Bundhoo; Sakinah Caunhye
Mozambique	Alice Banze	
Namibia	Tarisai Nyamweda and Sikhonzile Ndlovu	Justine Hamupolo; Cephas Mubvuta; Zvikomborero East; Paula Nkabinde; Sehlaphi Sibanda; Patricia Mahachi; Tarisai Nyamweda
Seychelles	Sharon Thelemaque	Marie Annette Ernesta; Diana Renaud; Juliette Ernesta
South Africa	Tarisai Nyamweda and Madikana Matjila	Anna Chuene; Joseas Mphaga; Jimmy Moreku; Mandla Sithole; Tshwaresa Malatji; Moshibudi Mamabolo; James Lentsoane; Sandra Mbedzi; Katlego Mabasa; Christopher Mashile Abigail Jacobs Williams; Paula Nkabinde; Tshepo Mokgosi; Cephas Mubvuta; Zvikomborero East; Sehlaphi Sibanda; Patricia Mahachi; Thandokuhle Dlamini; Tarisai Nyamweda; Sikhonzile Ndlovu
Swaziland	Dr. Maxwell Mthembu	Sambulo Matse; Zwelakhe Nsibande; Babhekile Mthembu; Sonto Mabuza
Tanzania	Gladness Munuo	Marko Gideon; Cecilia Mng'ong'o; Vincent Mbelle; Willy Mhando; Yusuph Ahmadi; Gladness Munuo
Zambia	Perpetual Sichikwenkwe	Winfred Chifunda; Madube Pasi Siyauya; Malilwe Bukowa
Zimbabwe	Thabani Mpofu	Bhekizulu Tshuma; Cleopas Muneri; Clayton Moyo; Hazel Marimbiza; Lungile Tshuma; Mthokozisi Ndlovu; Nomathemba Zondo; Sineke Sibanda; Thandeka Moyo

Country	Print			Radio			TV		
	Public	Private	Community	Public	Private	Community	Public	Private	Community
Botswana	1. Daily News	2. Mmegi 3. The Voice 4. Sunday Standard 5. Echo		6. Radio Botswana	7. Gabz Fm		8. BTV		
DRC	1. Agence Congolaise De Presse	2. Le Phare 3. Le Potentiel 4. L'Observerteur 5. Forum des As 6. Africa News 7. La Référence Plus		8. RTNC	9. Top Congo 10. Radio Elykia	11. Radio Sango Malamu	12. RTNC TV	13. Numerica 14. RTGA 15. B-One	
Lesotho		1. Public Eye 2. Sunday Express 3. Lesotho Times 4. The Post 5. Informative 6. Mosotho		7. Radio Lesotho	8. Harvest FM 9. PC FM 10. Thaha-Khube (TK) FM 11. Kereke Ea Evangeli Lesotho (KEL) FM 12. Radio Spes Nostra		13. Lesotho TV		
Madagascar		1. Basy Vava 2. Ino Vaovao 3. La Gazete 4. Lakroan'I Madagascar 5. Les Nouvelles 6. L'Express 7. Midi Mada 8. L'Hebdo de Madagascar 9. Taratra 10. Tia Tanindrazana		11. Radio Nationale Malagasy (RNM)	12. Radio Antsiva 13. Radio Aceem 14. Radio Don Bosco		15. Tevision de Madagascar (TVM)	16. TV+ 17. Kolo TV-	
Malawi		1. Malawi News		2. Malawi Broadcasting Corporation Radio	3. Capital Radio 4. Galaxy Radio 5. FM 101 Radio	10. Radio Islam 11. Dzimwe Community	13. Malawi Broadcasting Corporation TV		

Country	Print			Radio			TV		
	Public	Private	Community	Public	Private	Community	Public	Private	Community
					6. MIJ Radio 7. Yoneco FM 8. Zodiak Radio Station 9. Joy Radio	12. Radio Maria			
Mauritius		1. Le Defi Quotidien 2. L'Express 3. Weekend 4. Weekly 5. La Matinal 6. Le Mauricien 7. La Vie Catholique		8. MBC Radio	9. Radio One 10. Radio Plus		11. MBC TV		
Mozambique	1. Noticias	2. Diario de Mozambique 3. Magazine Independente 4. Savana 5. Verdade 6. Zambeze 7. Journal Publico		8. Radio Moçambique	9. Radio Terra Verde	10. Radio Muthiyana	11. TVM	12. STV 13. TIM	
Namibia	1. New Era	2. The Namibian 3. Windhoek Observer 4. Republikien		5. NBC Radio		6. Base FM	7. NBC TV	8. One Africa TV	
Seychelles	1. Seychelles Nation	2. The People Weekly 3. Today In Seychelles 4. Victoria Times					5. Seychelles Broadcasting Corporation (SBC TV)		
South Africa		1. Business Day 2. City Press 3. Daily News 4. Daily Dispatch 5. Daily Sun 6. Isolezwe 7. Mail and Guardian 8. Sowetan 9. Sunday	14. Ngoho News 15. Nthavela News	16. SAFM 17. Ukhozi FM	18. Kaya fm	19. Radio Turf 20. Sekhukhune FM 21. Tubatse FM 22. Univen FM 23. Mokopane FM 24. Mohodi FM 25. Botlokwa FM	29. SABC 1 30. SABC 3	31. ETV	

Country	Print			Radio			TV		
	Public	Private	Community	Public	Private	Community	Public	Private	Community
		Independent 10. Sunday Times 11. Cape Argus 12. The Citizen 13. The Star				26. Leboakgomo FM 27. Phalaborwa FM 28. Moutse			
Swaziland	1. Swazi Observer 2. Observer on Saturday 3. Sunday Observer	4. Times Of Swaziland 5. Times on Sunday		6. Swaziland Broadcasting and Information Services (SBIS)			7. Swazi TV	8. Channel Swazi	
Tanzania	1. Daily News	2. Changamoto 3. Citizen 4. Guardian 5. Majira 6. Mwananchi 7. Uhuru Publications		8. Tanzania Broadcating Corporation Radio (TBC Radio)	9. Upendo Radio 10. Mlimani Radio		11. Tanzania Broadcasting Corporation (TBC TV)	12. Channel Ten 13. Clouds TV 14. Mlimani TV 15. Tumaini TV	
Zambia	1. Zambia Daily Mail 2. Times of Zambia	3. The Post 4. Daily Nation 5. New Vision		6. ZNBC Radio	7. Radio Phoenix 8. Hot FM	9. Yatsani Radio 10. Radio Christian Voice	11. ZNBC TV	12. MUVI TV	
Zimbabwe	1. B-Metro 2. H-Metro 3. The Chronicle 4. The Herald 5. Sunday Mail 6. Sunday News 7. Kwayedza 8. Manica Post 9. Umthunywa	10. The Standard 11. Zimbabwe Independent 12. Financial Gazette 13. Daily News 14. News Day		15. Power FM 16. Radio Zimbabwe	17. ZIFM	18. Radio Dialogue	19. ZBC TV		

GENDER LINKS FOR EQUALITY AND JUSTICE

GAMAG Global Alliance On Media And Gender

UKaid from the British people

UNESCO United Nations Educational, Scientific and Cultural Organization

Gender and Media Diversity Centre

FORD FOUNDATION

At a time when the global mantra is to "leave no one behind" the media persists in leaving half the world behind! This is the key finding of the second Southern African Gender and Media Progress Study (GMPS). Twelve years since the Gender and Media Baseline Study in 2003, the GMPS follows up on monitoring conducted in 2010, as well as a range of other studies on gender within the media and in media training. The study, conducted by Gender Links in partnership with media training institutions across the region, found that women predominate in media studies (64%) yet constitute only 40% of media employees and 34% of media managers. Women's views and voices account for a mere 20% of news sources in the Southern Africa media, up by just three percentage points from the GMBS, and lower than the global average of 24%. The 2015 GMPS probes deeper than ever before, with chapters on coverage of HIV and AIDS and Gender Violence, as well as a new chapter on Sexual Orientation and Gender Identity (SOGI) in the Southern African media. The study includes a chapter on gender aware coverage that gives a glimpse into the brighter future we strive to create. *2030 – yes we can and yes we must achieve gender equality in and through the media!*



www.genderlinks.org.za