



CHAPTER 9

Media, Information and Communication

Articles 29-30



Gender Links intern Petronella Ngonyama presents the Gender and Media Progress Study's findings about women in management at the 2017 SADC Gender Protocol Barometer launch in Pretoria, South Africa.

Photo: Thandokuhle Dlamini

KEY POINTS

- The *Gender and Media Progress Study* (GMPS) remains the latest research on women's voices and their role in the media sector. It shows a paltry increase in women sources in the media, from 17% in the 2003 *Gender and Media Baseline Study* (GMBS) to 19% in the 2010 GMPS and 20% in the 2015 GMPS. The proportion of women sources is the single most important measure about giving a voice to women.
- There region has seen an encouraging increase in the proportion of women in media management, from 27% to 34%. Media leadership needs reshaping to cover the differential needs of women working in the media. Industry-oriented solutions need to assist in helping close this gap in media leadership.
- Enrolment of female students into journalism and media studies surpasses that of male students. However, the high proportion of women students is a stark contrast to the low proportion of women in media houses, where men still dominate.
- The sixty-second session of the Commission on the Status of Women review theme focused on women's participation and access to media. It recognised the role the media can play in the achievement of gender equality and the empowerment of women and girls.
- The #Metoo and #TimesUp campaigns have re-energised discussions about gender discrimination and sexual harassment in the media and film industries.

34%



27%



media managers

Key trends

Table 9.1: Trends in Media since 2009

	Target 2030	Baseline 2009	Progress 2018	Variance (Progress minus 2030 target)
WOMEN SOURCES				
% women sources	50%	19%	20%	-30%
Country with highest percentage of women sources	50%	Lesotho (32)	Botswana and Seychelles (28)	-22%
Country with lowest percentage of women sources	50%	Mozambique and Zambia (14)	DRC (6)	-44%
WOMEN IN MANAGEMENT				
% women in management	50%	27%	34%	-16%
Country with the highest percentage of women in management	50%	Lesotho (52)	Lesotho (53)	+3%
Country with the lowest percentage of women in management	50%	DRC (10)	DRC (17)	-23%
WOMEN IN MEDIA IMAGES				
% women in media images	50%	27%	28%	-22%
Country with the highest percentage of women in images	50%		Malawi (74)	-24%
Country with the lowest percentage of women in images	50%		Tanzania (10)	-40%

Source: *Gender Links, 2018.*

Table 9.1 shows that:

- There has been a mere one percentage point increase in women sources in Southern Africa Development Community (SADC) media (from 19% to 20%) during the tracking period. Botswana and Seychelles recorded the highest proportion of women sources (28%) and DRC has the least (6%). DRC has consistently held the lowest position in this ranking.
- The proportion of women in management has increased from 27% at baseline to 34% in 2018. Lesotho (53%) has the highest proportion of women in decision-making and is the only country in the region to surpass the 50% target. In 2017, gender and media stakeholders in South Africa conducted an in-depth study of women in media, known as the *Glass Ceiling Study*.
- While women comprise only 20% of news sources they account for a much higher proportion of images (28%), suggesting that women remain more likely to be seen than heard. Malawi (74%) has the highest proportion of women in images, while Tanzania (10%) has the lowest.

Background

Despite claims of its waning power in the era of Facebook and Twitter, traditional media remains one of the most powerful agents of change in society. It also remains a sector that has seen limited transformation in terms of gender equality and women's empowerment. This includes in editorial content, where men continue to take up more space, as well as in newsroom policies and practices.

Women and men working in the media should have equal access to professional opportunities, equal pay for work of equal value and equal representation in all echelons of media houses, as well as in the content produced. While progress has occurred in some areas, this chapter highlights that full equality in the sector is still not a reality in the SADC region.

Globally, movements such as the #MeToo and #TimesUp campaigns have refocused attention on the industry and the importance of gender equality in and through the media. Many journalists joined the #MeToo campaign and called for change. Women took to social media to share stories of sexual harassment, unequal pay and workplace discrimination. These movements underscored that sexual harassment remains an enormous problem around the world - and in the SADC region. A recent case of sexual harassment at Primedia Holdings in South Africa, for example, resulted in the resignation of a senior executive. Legislators and media sector stakeholders must take urgent action to address this issue.

It is important to tackle structural issues linked to perceptions and attitudes that centuries of socialisation, and cultural and religious beliefs have reinforced. Another challenge is the lack of local role models and mentors for young women who aspire to be journalists, media entrepreneurs or decision makers.

The 2018 sixty-second session of the Commission on the Status of Women (CSW62) put gender and media on its agenda through its theme:

“Participation in and access of women to the media, and information and communications technologies and their impact on and use as an instrument for the advancement and empowerment of women.”

This recognises that the media is a powerful tool and, when used right, it can push the gender equality and women's empowerment agenda forward.

Beijing Declaration and Platform for Action

The Beijing Declaration and Platform for Action (BDPA), an outcome of the 1995 Fourth World Conference on Women, declared the media one of 12 critical areas of concern for the advancement and empowerment of women. The need to advance gender equality in and through the media and Information and Communication Technology (ICT) has been at the core of gender and media advocacy work since the 1995 conference through its two strategic objectives:

- Strategic objective 1: Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication.
- Strategic objective 2: Promote a balanced and non-stereotypical portrayal of women in the media.

Sustainable Development Goal 5

Targets linked to Sustainable Development Goal (SDG) 5 - “to achieve gender equality and empower all women and girls” - highlight the media's potential to influence the fight for gender equality through encouraging states to enhance the use of enabling technology, in particular ICT, to promote women's empowerment. Although the SDGs do not have a standalone goal on the media, the media is critical to achieving all SDG targets. It plays a vital role in unpacking, packaging and popularising the SDGs in a way that all people can understand and engage with them, even at the grassroots level.

Monitoring women in media

The Global Media Monitoring Project (GMMP) is a one-day voluntary global monitoring project that has taken place every five years since the Fourth World Conference on Women in Beijing in 1995. Working with journalism and media training institutions in the region, GL coordinated the global study in 12 countries. The global coordinator, World Association for Christian Communication (WACC),

launched the GMMP in 2015. The GMMP team will conduct new research in 2020.

Table 9.2: 2015 GMMP research in Africa

Number of African countries participating	32
Women in the news	22%
Women sources in politics and government	16%
Women sources economy	19%
Women sources sciences and health	37%
Women sources social and legal	26%
Women sources crime and violence	28%
Women sources celebrity, arts, media and sports	15%
Women sources other	22%
Women are reporters	35%
Women as presenters	50%

Source: Global Media Monitoring Project 2015. *Who Makes the News?*

The fourth GMMP in 2015 showed that women make up a mere 24% of news sources globally and, as illustrated in Table 9.2, just 22% in Africa.¹ In Africa, women's presence in the news increased from 19% in 2010 to 22% in 2015. In SADC, “there is a one percent increase of women sources in the media from 19% to 20% since 2010.”²

The International Women's Media Foundation (IWMF) Global Report on the Status of Women in the News Media (2011) had similar findings, revealing that, globally, men hold 73% of top management jobs. Among the ranks of reporters, men hold two-thirds of all jobs. The IWMF report showed that, despite commitments made in Beijing, the glass ceiling is still very much alive in 20 of the 59 nations studied.³ It will be important to coordinate a follow-up study to track any progress since 2011.

Global efforts for gender equality in and through media

International efforts have reaffirmed the importance of attaining gender equality in and through the media and ICTs. Several legal and normative instruments have stimulated this goal, including:

Global Alliance on Media and Gender

The Global Alliance on Media and Gender (GAMAG) is a “global movement to promote gender equality in and through media and ICTs in all formats and locations and across different forms of ownership.” In 2017, GAMAG released a statement to the CSW to priori-



¹ http://cdn.agilitycms.com/who-makes-the-news/imported/reports_2015/global/gmmp_global_report_en.pdf

² Ndlovu, S and Nyamweda, T. (2015) Gender and Media Progress Study. Johannesburg. Gender Links.

³ <https://www.iwmf.org/wp-content/uploads/2013/09/IWMF-Global-Report-Summary.pdf>

just
24%
of news
sources
globally!

tise media in advancing women's rights in and through the media and ICTs. GAMAG and its members lead critical discussions on women's participation and access to the media at CSWs. Its members present position papers to assess progress in various dimensions of gender and media, and suggest directions for state, media, research and civil society action. These position papers form the basis of GAMAG-coordinated CSW gender and media sessions

Commission on the Status of Women

The 47th session of the CSW in 2003 underlined the need for media and telecommunications companies to address gender-based discrimination. As a follow up to these discussions, the 62nd session on the CSW in March 2018 presented an important opportunity for international, regional and local-level collaboration to put the media and ICTs at the centre of achieving gender equality. Participants at CSW62 agreed to:

- Develop and implement policies and strategies that promote rural women's and girls' participation in, and access to, media and ICTs, including by increasing their digital literacy and access to information;
- Recognise the important role the media can play in the achievement of gender equality and the empowerment of rural women and girls, including through non-discriminatory and gender-sensitive coverage and by eliminating gender stereotypes, including those perpetuated by commercial advertisements;
- Encourage training for those who work in the media as well as the development and strengthening of self-regulatory mechanisms to promote balanced and non-stereotypical portrayals of women and girls, which contribute to the empowerment of women and girls and the elimination of discrimination against and exploitation of women and girls; and
- Address the digital divide, which disproportionately affects women and girls living in rural areas, by facilitating their access to information and communications technology... in order to promote their empowerment and to develop the skills, information and knowledge that are needed to support their labour market entry, livelihoods, well-being and resilience and expand the scope of information and communications technology-enabled mobile learning and literacy training while promoting a safe and secure cyberspace for women and girls."⁴

The Commission recognised that indigenous women and girls living in rural and remote areas, regardless of age, often have limited access to ICTs. It also

recognised that ICTs change the structure of labour markets; they provide new and different employment opportunities that require basic digital fluency. It emphasised the importance of all rural women and girls having the opportunity to acquire such skills as well as the need to invest in gender-responsive ICT infrastructure.

Media Compact

UN Women fostered a partnership with leading media houses for the Step it Up for Gender Equality Media Compact" ("Step it Up") to develop concrete actions for the implementation of the Sustainable Development Agenda and focus on gender equality and women's rights issues on two fronts: 1) in their reporting, disrupting stereotypes and biases and 2) in increasing the number of women in the media, including in leadership and decision-making functions.⁵



The Media Compact encourages media houses, at minimum, to:

- Champion women's rights and gender equality issues through articles, features and news coverage;
- Ensure production of high-quality stories with a focus on gender equality and women's rights, with a minimum of two per month;
- Ensure inclusion of women as sources in stories produced, aiming for gender parity, including across diverse subjects such as business, technology, science and engineering;
- Adopt a gender-sensitive code of conduct on reporting;
- Ensure guidelines for gender-sensitive reporting in orientation and training of staff members;
- Enable equality in the newsrooms through gender-sensitive reporting and by ensuring women journalists receive the same opportunities as their male colleagues and can cover diverse subjects from politics to business, science, sports and technology, while encouraging male journalists to also cover diverse issues, including women's rights and gender equality stories; and
- Ensure women journalists have mentors and guidance for career advancement.

Several SADC media houses, such as Channel Africa, Media 24, City Press and South African Broadcasting Corporation (SABC), have joined the campaign.

UNESCO's Gender Sensitive Indicators for Media

The Gender-Sensitive Indicators for Media (GSIM) project aims to contribute to gender equality and women's empowerment in and through media of all forms, irrespective of the technology.

⁴ Economic and Social Council. Commission on the Status of Women Sixty Second session 2018. Agreed Conclusions.

⁵ <http://www.unwomen.org/en/get-involved/step-it-up/media-compact#sthash.INLxFHhx.dpuf>

As noted by UNESCO: “the GSIM is a non-prescriptive set of indicators, designed particularly for media organisations. The purpose is to encourage media organisations to make gender equality issues transparent and comprehensible to the public, as well as to analyse their own internal policies and practices with a view to take necessary actions for change.”⁶

UNESCO has trained representatives from 25 French-speaking African national broadcasters on how to apply the GSIM. Through this initiative, UNESCO seeks to strengthen media pluralism and the adoption of gender-sensitive policies in African broadcasting organisations.⁷

Gender and media research in Southern Africa has undertaken some of the most extensive and consistent research on gender equality in and through the media. This research has taken a 360-degree approach to look at the media in depth. It has focused on media education, media content, media composition, media audiences, media regulators and media development organisations. Gender Links has coordinated this research, together with like-minded organisations and journalism and media studies departments across the region.

Table 9.3: Gender and media research in the region

YEAR	STUDY	WHAT IT COVERED
2003	Gender and Media Baseline	First regional study to monitor news items on gender in the editorial content of Southern African media. It monitored more than 25 000 news items.
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.
2015	Gender and Media Progress Study (GMPS)	A follow-up to the 2010 GMPS research, covering 14 SADC countries.

Source: SADC Gender Protocol Barometer 2017.

Table 9.3 shows key gender and media research that has taken place in Southern Africa, culminating in the 2015 Gender and Media Progress Study (GMPS). Covering 27 045 news items, researchers for the 2015 GMPS study monitored news content in 14 SADC countries over one month. This three-part study sought to explore progress made since the 2009 Glass Ceilings study, the 2010 GMPS and the 2010 Gender in Media Education (GIME) audit. Together, the studies analysed women and men in media studies, in media practise, and in media content. The 2015 GMPS represents a culmination of many years of research, advocacy, policy and training.



Tshwareza Malatji presents some of the GMPS findings at a Barometer launch in Pretoria, South Africa, in 2017.
Photo: Thandokuhle Dlamini

⁶ Grizzle, A.(eds). 2012. Gender-Sensitive Indicators for Media. UNESCO. Paris.

⁷ <https://en.unesco.org/training-gender-sensitive-indicators-media>

Table 9.4: Summary of key GMPS findings

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%
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%	18%	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

Source: Gender and Media Progress Study 2015.

Gender and freedom of expression

The year 2017 marked the 26th anniversary of the Windhoek Declaration, which the sector celebrated under the theme “Critical Minds for Critical Times: Media’s role in advancing peaceful, just and inclusive societies.”

The right to communicate is enshrined as a human right in Article 19 of the Universal Declaration of Human Rights of 1948, which states that “everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.”

Conversations on freedom of expression or communication often focus on freedom from government interference or the absence of laws that hinder the press and not so much on citizens’ freedom to communicate and express themselves in the media. This framing negates discussions on the difficulty of women in reaching certain roles in the media, covering certain topics, or expressing themselves.

Press freedom and gender equality are intertwined: one cannot exist without the other. Gender equality and equality of all voices is implicit in the notion of a pluralistic press, which should reflect the widest

possible range of opinions. As noted in a 2018 report from Canada, “Any discussion of freedom of expression must ask, whose freedom, defined by whom? It should not be defined, as it typically has, as men’s right to squander the profits of communication companies to secure their own economic and political power or continue to omit and stereotype women in the content of their news and programming.”⁸

All SADC countries guarantee the right to freedom of expression. All countries in SADC also have media laws and policies that govern the operations and behaviours of the media. Some countries, however, have embraced stringent media laws that purport to uphold the status quo and which, in many instances, pose a threat to media freedom and democracy. In many ways, freedom of the media continues to decline in the region.

The 2018 *World Press Freedom Index* conducted by Researchers Without Borders revealed that no SADC country ranks among the global top 20. Indeed, Namibia has dropped to 26th place from 24th in 2017. Meanwhile, South Africa’s status has improved, moving from 31st to 28th place. Comoros, the new addition to the Southern Africa region, ranks 49th out of 180 countries. eSwatini (152) and DRC (154) remain among the worst in the world for press freedom.⁹

Gender equality and freedom of expression



Table 9.5: State of media freedom in SADC

Country	Media provisions
Angola	The constitution protects freedom of speech and of the press, however Angola continues to have a restrictive media environment. Press status for the country is “not free.” The only outlets with a truly national reach and most widely accessed - Jornal de Angola, television channel Televisão Publica de Angola (TPA) and Radio Nacional de Angola (RNA) - remain under government’s firm grip. Private media is operational; however, it is very limited. ¹⁰
Botswana	The Botswana Constitution enshrines freedom of expression in Chapter 12. On the surface, the country has a free and diverse media environment. However, several laws, like the National Security Act, restrict free access to information. The government has been reluctant to pass the Freedom of Information Act, although several government policies provide for it - including the national strategic vision, Vision 2016. ¹¹
Comoros	The Comoros Constitution provides for freedom of speech and of the press. However, Reporters Without Borders notes that many journalists self-censor. ¹²
DRC	DRC laws and the constitution provide for freedom of speech, information, and the press, but, in practice, these rights remain 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. ¹³ The political allegiance found in the stories out of most media outlets in DRC normally reflects that of the owner.
Lesotho	While the Lesotho Constitution does not directly mention press freedom, it guarantees freedom of expression and information exchange. However, multiple laws, including the Seditious Proclamation No. 44 of 1938 and the Internal Security (General) Act of 1984 prohibit criticism of the government, give penalties for seditious libel, and endanger reporters’ ability to protect the confidentiality of their sources. ¹⁴
Madagascar	Madagascar enjoys a diverse and pluralised media landscape, which radio has, in recent times, dominated. Madagascar has a liberal policy towards the media, which has fostered the development of media pluralism and diversity. ¹⁵
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 many languages. ¹⁶

All SADC countries guarantee the right to freedom of expression

Country	Media provisions
Mauritius	Section 12 of the Constitution of Mauritius has always guaranteed freedom of expression. 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, its constitution guarantees gender equality across all sectors.
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 politicians deemed overly critical of the government. ¹⁷
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.
Seychelles	Seychelles has 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.
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, threats to media freedom from various quarters still exist - some by government and political parties; others from the profit-seeking corporate sector. ¹⁸ Conditions for media freedom improved marginally in 2015, with the courts reaffirming journalists' right to access information and further limiting arbitrary restrictions on publishing information in the public interest. ¹⁹
eSwatini	The 2005 Constitution of the Kingdom of eSwatini guarantees freedom of expression. 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.
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. Tanzania has many private media houses as well as a strong community media sector. However, human rights groups, media platforms and independent publishers took the government to court in 2018 over the new Electronic and Postal Communications (Online Content) Regulations, which set out a series of prohibited content affecting bloggers, online radio stations, online streaming platforms, online forums, social media users and internet cafes. ²⁰
Zambia	Article 20 of the Zambian Constitution protects freedom of expression. Regarding 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 around 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). However, citizens often cannot express themselves freely due to the perceived elevated levels of political intolerance. ²¹
Zimbabwe	Zimbabwe has repressive media laws which hinder free media practice, including laws around access to information based on the principles of “official secrecy.” Its 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 remains common.

Source: Gender and Media Progress Study 2015.

¹⁰ <https://freedomhouse.org/report/freedom-press/2015/angola>
¹¹ http://downloads.bbc.co.uk/worldservice/trust/pdf/AMDI/botswana/amdi_botswana3_media_health.pdf
¹² <https://rsf.org/en/comoros>
¹³ <http://uncoveringthedrc.blogspot.co.za/2012/01/media-landscape-in-drc.html>
¹⁴ http://www.mediamonitoringafrika.org/images/uploads/Lesotho_Interim_Report_PrintVersion_2.pdf
¹⁵ <http://www.unesco-ci.org/ipdcprojects/countries/madagascar>
¹⁶ <http://library.fes.de/pdf-files/bueros/africa-media/09541.pdf>
¹⁷ <https://freedomhouse.org/report/freedom-press/2014/mozambique>
¹⁸ http://www.gcis.gov.za/sites/www.gcis.gov.za/files/docs/resourcecentre/medialandscape2014_ch5.pdf
¹⁹ <https://freedomhouse.org/report/freedom-press/2016/south-africa>
²⁰ <https://edition.cnn.com/2018/04/12/africa/tanzania-blogging-internet-freedom-africa/index.html>
²¹ <http://library.fes.de/pdf-files/bueros/africa-media/10575.pdf>

Gender in media laws, policies and training



Article 29.1-3: State parties shall enact legislation and develop national policies and strategies, including professional guidelines and codes of conduct, to prevent and address gender stereotypes and discrimination in the media. parties shall ensure that gender is mainstreamed in all information, communication and media policies, programmes, laws and training in accordance with the Protocol on Culture, Information and Sport. State parties shall encourage the media, and media-related bodies to mainstream gender in their codes of conduct, policies and procedures and adopt and employ gender aware ethical principles, codes of practise and policies, in accordance with the Protocol on Culture, Information and Sports.

Three articles in the SADC Protocol concern the mainstreaming of gender in policies, laws and professional standards in the media. Mindful of constitutional provisions in most SADC countries for freedom of expression, the provisions are not prescriptive.

While governments may have some leverage over the public or state-owned media, the private media guards its independence. Most media stakeholders push for self-regulatory practices. A 2018 research study on the topic notes that “Normative frameworks, national media policies and measures adopted at the level of media organisations are crucial to define principles and goals, reflect normative orientations and develop mechanisms to assess progress and change in response to persisting and plural forms of gender inequality in and through the media.”²²

Gender policies are also important in the institutionalisation of mainstreaming gender equality in and through media. Many media houses lack this instrument and, in places where these exist, questions remain about their effectiveness.

No SADC member states have enacted specific gender and media legislation. However, countries have made progress in other areas, such as in Zimbabwe, where legislators revised the national gender policy in 2017 with the aim of eradicating gender discrimination and inequalities in all spheres, including media and ICTs. Governments must prioritise the enactment of laws to remedy gender gaps and mitigate further misrepresentation in the media.

Gender policies in media houses

In Southern Africa, many countries have national policies that support a gender-sensitive media and prioritise the importance of access and use of media to advance gender equality. The SADC Gender and Development Monitor notes that “Member states have crafted policies to promote the full and equal participation of women in management, programming education training and research through the SADC protocol on gender and development.”²³ These assist media leaders in each country to contribute to the push for gender equality.

Yet a 2016 article reminds us that “Training of journalists and media owners or executives is a necessary but not sufficient step to achieving gender equality and women's empowerment in media. Also needed are internal media policies or self-regulation that can enable sustainable changes, as well as national/public policies in support of gender-sensitive media.”²⁴

Many managers in the sector have expressed contempt for media gender policies at national and institutional levels because they view them as a covert way of pushing unqualified and undeserving women into leadership positions. However, the existence of policies to tackle stereotypes and promote gender equality remains paramount to redressing the rampant sexism and misogyny in the media, which deters women's progress.

Over the years, through the Centres of Excellence (COE) for Gender in Media, Gender Links has

85
media
COEs
adopted
gender
policies

²² Padovani, C (2018) Gendering Media Policy Research and Communication Governance, Javnost - The Public, 25:1-2, 256-264, DOI: 10.1080/13183222.2018.1423941.

²³ SARD, SADC. 2016 SADC Gender and Development Monitor 2016. SADC, SARD, Gaborone, Harare.

²⁴ Lourenço, M.E Gender equality in media content and operations: Articulating academic studies and policy presentation https://en.unesco.org/sites/default/files/mas_pub_genderequalitymedia_en_lkd.pdf

♀
60%
students
in
media
education

worked with media houses across the region to mainstream gender in institutional practices and adopt gender policies. GL has helped more than 85 media houses across the region to draft and develop gender policies and implement action plans.



In **Zimbabwe**, Gender and Media Connect (GMC) works with media houses to adopt gender-sensitive editorial and administrative policies and practices. The organisation found that ensuring buy-in from key stakeholders is imperative to ensuring the establishment of standards and guidelines for policies. GMC works with mainstream media houses to formulate situational analyses for participating media houses linked to existing gender disparities in the Zimbabwean media.

The existing gaps in media will take longer to close so long as media houses do not have clear gender and media policies or remain unable or unwilling to mainstream gender. There is a need to create mechanisms to ensure implementation of policies and a revision of existing policies to include gender mainstreaming. Close monitoring, evaluation and learning, carried out by media councils' ethical committees, civil society and government departments responsible for communication, must follow this. Women should be able to take part in the development and monitoring of these media policies.

The presence of media self-regulatory bodies, unions and associations can encourage diversity in the media. As the watchdogs of the media, these groups have the responsibility to ensure that media and journalists collectively work towards ethical media environments. Regulatory bodies must also play an active role to in constantly monitoring women's participation in all levels of the media sector. Quota systems should be built into licensing requirements for a media house to be allowed to operate.

Although enacting gender and media policies and laws is one of the most effective ways to achieve gender equality from the top down, stakeholders cannot carry out this approach in isolation. Massive attitude change is needed to alter perceptions and biases that continue to perpetuate gender inequality.

As part of the process for developing newsroom policies, stakeholders must also set specific targets, such as reaching 30% women sources by 2020, and 50% by 2030. Targets help to focus leaders and

mobilise teams behind a goal. They also allow for more effective monitoring and evaluation.

Governments also need to employ progressive policies to shape the agenda of gender in and through the media and ICTs. Legislators must ensure that national gender policies or strategies and action plans make specific reference to the role of media and ICTs in advancing gender equality and the women's empowerment agenda. They must also commit to achieving the targets they set and ensuring a review of media and ICT laws, regulations and policies. It is also increasingly important to ensure laws protect women and girls against online bullying and gender-based violence.

Governments should also lead by example, ensuring gender balance in the appointment of men and women to all regulatory and monitoring bodies, especially of public media, which is usually subsidised by government. It is also important to encourage self-regulatory authorities to use whatever leverage they have at their disposal, especially in relation to publicly-funded media, to ensure accountability. This could include requiring gender balance and sensitivity in institutional structures as well as editorial content through licensing agreements, as well as ensuring annual reports track progress.

Training



Zuhura Selemani Khateeb, a lecturer at the University of Dar es Salaam School of Journalism, talks about her efforts to mainstream gender in curricula. Photo: Gender Links

Training is a critical entry point for mainstreaming gender in the media. Journalism education should be the starting point. By mainstreaming gender in teaching and curricula, training institutions can enable the development of journalism cadres unaffected by a gendered media culture. Therefore, "improved media training is essential to remove gender biases that prevail... The challenge is to integrate gender awareness training into all types and aspects of media training."²⁵

²⁵ Lowe Morna, C and Shilongo, P 2004. Mainstreaming gender into media education. Gender Links, Johannesburg.

One 2010 study notes that “Teaching gender issues in journalism and communication schools has to do with understanding the construction and impact of the gendered production of media content, and also with the status of women in newsrooms, professional career opportunities, equal payment, and eradication of sexual harassment, among other issues.”²⁶ Unfortunately, many schools still do not view gender as an important part of journalism and media training.

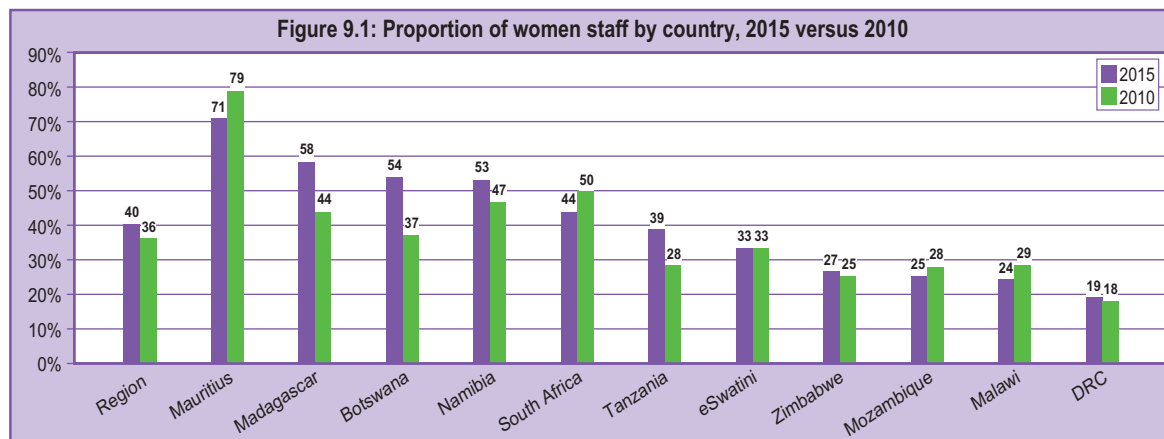
Yet female students form the majority of those studying in many African journalism and media studies departments. In the SADC region, female students make up 60% of those in journalism and media studies. “The high proportion of women students is... a stark contrast to the proportion of women in media houses.”²⁷ Thus, there is a need for empirical data to help us understand why the higher numbers of women studying media is not translating to more women working in the media. Full and accurate data is crucial so that stakeholders throughout the region have baselines they can use to track progress.

As staff in journalism and media studies departments formulate their curricula, course content and assessments they need to be sensitive to the existing inequalities in the media industry and strategise ways to respond existing gaps.

National governments should also support women's education, especially in public institutions of higher learning. Government commitment is necessary to mainstream gender in all publicly-funded media training institutions and encourage private institutions to follow suit. There is also a need to take a fresh look at training curricula offered in institutions teaching journalism and media studies. Women's enrolment and retention in programmes that educators have stereotypically thought of as courses for men could also use a boost.

The GMPS 2015 gender in media education findings covered media departments at 15 tertiary institutions in 11 countries. This is ten fewer institutions than in the 2010 GIME study. These more up to date findings, however, do offer important new information on gender in media education and training.

♀
40%
media
trainers



Source: Gender and Media Progress Study, 2015.

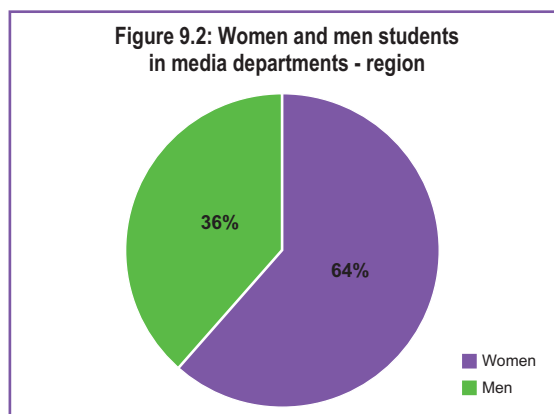
There has been an increase in the proportion of women trainers: Figure 9.1 shows that the region went from 36% in the 2010 GIME to 40% in the 2015 GMPS. Although change is slow, this is evidence that institutions may have started addressing gender gaps in staff composition.

However, this varies considerably by country: The University of Mauritius continues to lead (71%) although it has declined from 79% in 2010. DRC represents the lowest proportion of female staff (19%). The findings show a steady increase in the proportion of women staff in several countries: from 37% to 58% in Botswana; from 44% to 58% in Madagascar; and from 47% to 53% in Namibia.

²⁵ Lowe Morna, C and Shilongo, P 2004. Mainstreaming gender into media education. Gender Links, Johannesburg.

²⁶ North, L. 2010. The Gender 'Problem' in Australia Journalism Education. Accessed from <https://ssrn.com/abstract=2015844> or <http://dx.doi.org/10.2139/ssrn.2015844>

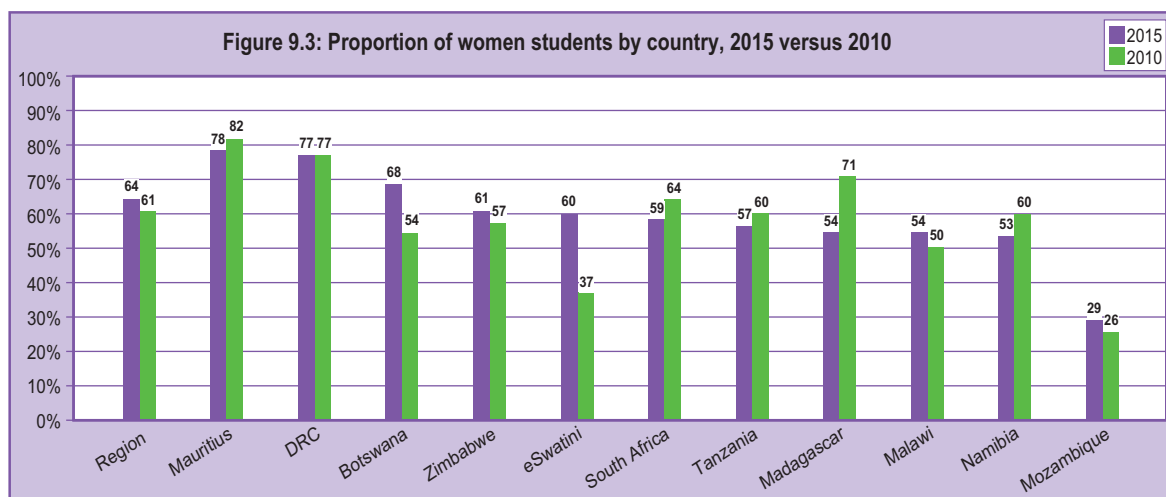
²⁷ Ibid.



Source: Gender and Media Progress Study 2015.

There are more women in journalism and media studies: There has been a steady increase in women students in the region, from 61% in 2010 to 64% in 2015. While men remain in the majority as staff, Figure 9.2 shows that women continue to comprise the majority of students in the departments of media education and journalism training in the 15 tertiary institutions audited.

The high proportion of women students is also higher than the proportion of women working in the media. Newsrooms across the region do not mirror these enrolment figures; women remain underrepresented as staff in media houses.



Source: Gender and Media Progress Study, 2015.

Women form a large majority of students in several countries: Figure 9.3 shows that, although Mauritius still has the highest proportion of women students, there has been slight decline from 82% to 78%. Faculty Institute of Information and Communication Sciences (IFASIC) in DRC has maintained second position at 77%, the same as in 2010. eSwatini experienced a dramatic increase in women students from 37% to 60%. While in Madagascar and Namibia, the proportion of women

declined. Mozambique is the only country in which women students make up less than half the total (29%, up from 26% in 2010).

Training of media professionals also needs to extend beyond media training institutions. Strengthening the capacity of practicing journalists is important in continuing to put gender on the media agenda.

In **Comoros**, for example, female members of the Association des Femmes Comoriennes de la Presse (AFCP), a local group for journalists, have noted a lack of training as a major issue. Women there join media houses without any basic training or the opportunity for ongoing training. The group says these shortcomings create a barrier for women's development in the sector, preventing them from fully asserting themselves in their jobs. As one of its objectives in 2018, the AFCP will identify the number of women who practice journalism to strengthen their capacity and promote exchanges between Comorian women journalists and those from other countries.



Students from Namibia University of Technology participate in a webinar on the role of media in changing the narrative on women.
Photo: Gender Links

Putting gender equality on the front pages in Tanzania

UN Women is working with Gender Links and key media houses in Tanzania to prioritise increased reporting on gender equality. The work includes monitoring and analysing news content in newspapers, radio and television media and engaging and training media personnel through peer learning and sharing by media.

Through this initiative, UN Women hopes to increase prioritisation of gender equality and women's empowerment in news coverage and contribute to an increased understanding of SDG 5 on gender equality.

By providing training and support to Tanzanian media partners through this process, UN Women will arm journalists with knowledge and information about the gender-responsive implementation of the SDGs, and in particular SDG 5, so that they can effectively communicate better on these development priorities and hold all accountable in the achievement of gender equality. Furthermore, UN Women's media monitoring on the coverage of gender equality and women's empowerment will help set targets for gender transformation.

Women and men in media practise



Article 29.4: State parties shall take measures to promote the equal representation of women and men in the ownership and decision-making structures of the media.

Diversity in media workforce composition remains a critical issue in the sector. Having a diverse media workforce will pave the way for an industry that is reflective of the communities it represents. A diverse work force will help shift what the media prioritises as it embodies different perspectives to news coverage on issues.

A simple reflection on media composition reveals that more women have been securing jobs in the media sector. However, an analysis of mere numbers is not enough. We need to assess what women do in the media, what role they play, what kind of stories they tell, how much they earn, etc.

There is limited research on institutional practices, careers and promotion within media industries. One of the latest efforts on this topic globally is the IWMF 2011 report, which shows that women remain grossly under-represented in the media. However, the 2015 GMPs reveals that there is an increasingly critical mass of women entering the industry. But it notes that most women in media have yet to break through the glass ceiling that gives them access to the highest decision-making echelons. Furthermore, the 2017 Barometer noted that "there is presently limited data on ownership of media by women and men in the region - the welcome new parameter introduced in the Post-2015 SADC Gender Protocol. However, the gover-

nance structures of media houses in Southern Africa remain firmly in the hands of men (70%), with women constituting only 30% of those on boards of directors."²⁸

Various factors influence the lack of equal representation. Media houses often struggle with a gendered division of labour, which dictates news practices. Women often cover soft news beats compared to the hard news beats covered by men. This affects what journalists report and whose opinions they consult. It also affects the portrayal of women in the media.

Campaigns, like the IWMF-initiated #CheckYourBylines, act as a conduit to raise awareness about this issue and push media houses to address gaps in news coverage.

But more effort is needed to achieve equal representation. Media owners need to reshape leadership to cover the differential needs of women working in the media and to help propel women up the ranks. Industry-oriented solutions can work alongside activist campaigns to help close the existing gaps in media leadership.

²⁸ SADC protocol Barometer 2017.

Limited research on institutional practices, careers and promotion within media industries

Women in the media get a leg up from WANIFRA



The World Association of Newspapers and News Publishers (WANIFRA) has initiated the Women in News (WIN) programme, which aims to increase women's leadership and voices in the news. It is equipping women journalists and editors with the skills, strategies, and support networks to take on key decision-making and leadership positions within the media.

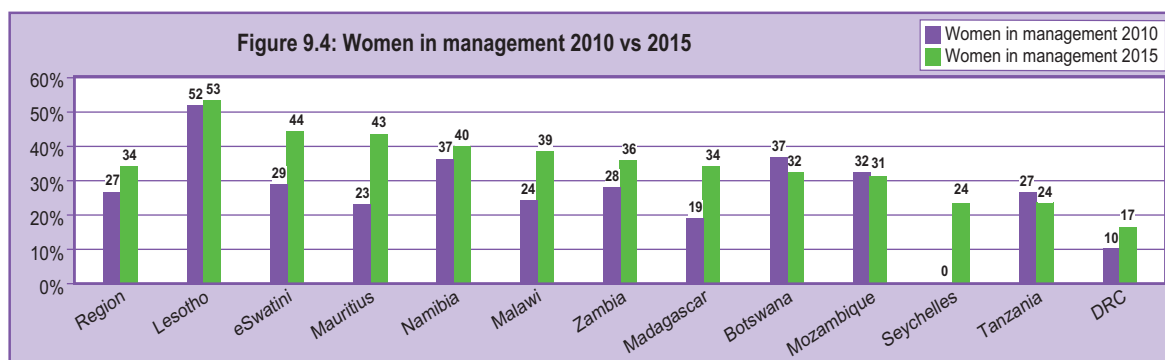
In 2018, WANIFRA hosted the Reshaping Media leadership summit in Nairobi. It focused on best practices in mobile storytelling, from newsrooms to audiences; industry solutions to sexual harassment; increasing women leadership in media; and increasing gender balance in news. The project covers more than 80 media houses from 12 countries throughout sub-Saharan Africa and the Middle East, including in Botswana, Kenya, Malawi, Rwanda, Somalia, Tanzania, Zambia, and Zimbabwe.

Amongst other things the project engages women working in the media through hosting roundtable discussions with top management within media to sensitise the industry; creating practical handbooks or online tools on best practices in gender equality; and regional leadership awards to recognise outstanding women editors.

The initiative has already been influential in the careers of many women in the media. Nearly one in five women who participated reported they received a promotion in the six months following their engagement with the programme and 93% of the trained editors and journalists reported an increase in self-confidence.

Source: <http://www.womeninnews.org/about>

The 2015 GMPS remains the latest regional-wide research covering the status of women in SADC media houses.



Source: Gender and Media Progress Study, 2015.



Male journalists continue to dominate in the SADC media sector.
Photo: Zotonantenaina Razanadratafa

Figure 9.4 shows that the media remains a largely a male-dominated industry, with men constituting 60% of all employees compared to 40% women. This represents a drop of one percentage point from the 2009 findings.

Considerable variation exists between countries: eSwatini (55%) has the highest proportion of women in the media, while Malawi is lowest at 26%. Of the 12 countries for which researchers could obtain country-level data, ten had fewer than 50% women employees in the media.²⁹ As only one media house in Zimbabwe responded to the survey, it is one of the countries in which GL does not have country-level results.

²⁹ Insufficient media houses responded in South Africa and Zimbabwe to make country-level conclusions.

However, related work in Zimbabwe reflects the extent to which the media remains a hostile environment for many women. The GMC, through its policy work with four key media houses in Zimbabwe, found a huge imbalance between male and female employees in the media. Of 1266 employees in four major media houses, men held 933 positions, compared to 333 for women. This is even though all media claim they have equal opportunity hiring policies.



According to the 2017 African Media Barometer, **Zambia** has moved closer to equal representation in the media. The report notes that the Zambia News and Information Services (ZANIS), for example, has all female

photographers and a female head of photography. Media houses in Zambia also have female sports photographers covering this male-dominated area. In addition, more females work as journalists in Zambia overall. However, as in other African countries, men still dominate in upper management.

Many policy changes are necessary at the newsroom level, as noted above. There is also a need to deepen engagement with media decision-makers, owners and ministries in charge of media and information communication to establish quotas on the participation of women in the media industry. Quotas will help increase the number of women in the media, including in leadership and decision-making roles and as media owners.

Glass Ceilings Women in South Africa Media houses



Glass ceilings researchers discussing during a project inception meeting.
Photo courtesy of Mauwane Raophala

Gender Links, the South Africa National Editors Forum and the Media Development and Diversity Agency are working in collaboration to assess the glass ceiling in South Africa media houses. The research seeks to assess the numbers of women in the media, the policies in place the effort to empower women and opportunities and safety of women journalists online. This is a follow up research. In 2006, Gender Links (GL) collaborated with the South African National Editors Forum (SANEF) in conducting the first *Glass Ceilings in South African Newsrooms* research studies.

In 2009, GL expanded this research to the SADC region, and conducted a survey of 11 media houses in South Africa. The International Women's Media Foundation (IWMF) incorporated the GL findings from SADC into the Global report on the Status of Women in News Media. The study showed that overall; women constitute 50% of all employees in the South African media. However only 38% of the board of directors, 35% of senior management and 25% of top management. This study will be a follow up to the 2009 Glass Ceiling Research done by GL and borrows from the first Glass Ceiling done in 2006 in collaboration with SANEF. It also builds upon the recently completed Gender and Media Progress Study (GMPS) 2015, which had missing information on the composition of women and men in South African media.

The purpose of this research is to undertake a follow up comprehensive survey on where women and men are in the media industry, especially decision-making and ownership structures, institutional culture and practices. The research also seeks to probe the gendered dimensions of the digital revolution over the last decade.

GL is initiating the research in line with Section J of the 1995 Beijing Platform for Action (BPFA), which 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. It also undertakes the research in line with the revised SADC Protocol on Gender and Development that encourages States Parties to promote equal representation of women in the ownership of, and decision-making structures of the media.

Women in media content



Article 29.6: State parties shall encourage the media to give equal voice to women and men in all areas of coverage, including increasing the number of programmes for, by and about women on gender-specific topics that challenge gender stereotypes.

Media
relies
on
as
experts

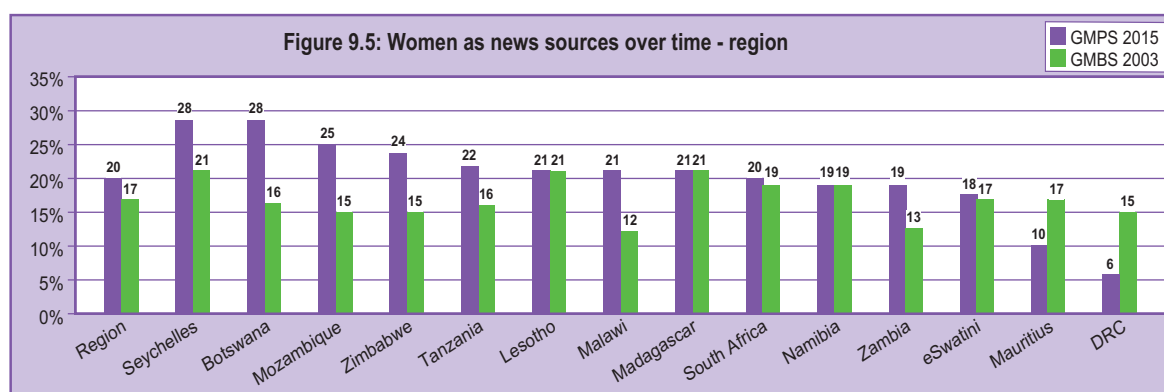
According to Spears (2000), women are generally portrayed in a limited number of roles. Sexualised images of women are rife, and media tends to define women in terms of their physical appearance, not abilities. When it is not portraying women as sex objects, the media most often shows women as victims of violence and homemakers.³⁰ Although stereotypes of women as caregivers (such as the selfless mother so popular in advertisements) have more positive connotations, they are nevertheless stereotypes, which certainly do not reflect women's complex experiences and aspirations.

In addition to appearing in a limited number of roles, women are often simply missing in the media. Media is much less likely to feature women in news stories and less likely to interview women for their opinions.³¹ There is further silencing of women in certain categories, such as rural women, elderly women, young women and women from certain religious groups. Thus, stripping them of their voice, agency and ability to participate in the development of their communities.

When the media does cover issues of concern to women, such as violence, sexual and reproductive health, and women in decision-making, it often confines this coverage to special pages and segments, tagged as "women's issues," rather than leading news.

As the GMMP noted, "Mainstream media coverage continues to rely on men as experts in the fields of business, politics and economics. Women in the news are more likely to be featured in stories about accidents, natural disasters, or domestic violence than in stories about their professional abilities or expertise."³² Although women desire to contribute to the national discourse and to their local public sphere, media often does not recognise their voices.

The SDGs advocate the imperative of "leaving no one behind," yet that is exactly what is happening when media silences women's voices, experiences and concerns. The underrepresentation and misrepresentation of women can also significantly skew the way women and girls view themselves.



Source: Gender and Media Progress Study, 2015.

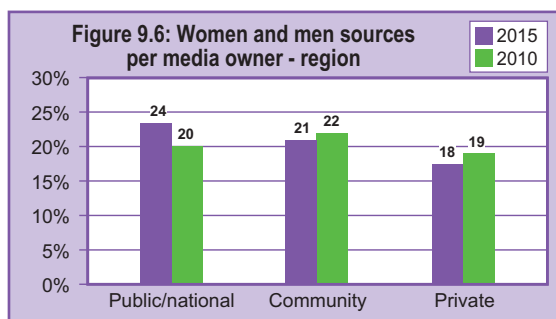
Figure 9.5 shows that there has been a slight increase in the proportion of women sources from 17% in the 2003 GMBS to 20% in this study: journalists still predominantly tell the news from a male perspective.

³⁰ Spears, G. and Seydegart, K. 2000. Who Makes the News? Global Media Monitoring Project 2000.

³¹ Ibid.

³² Ibid.

There is more forward than backward movement at country level: Only two countries (DRC and Mauritius) have slipped backwards on the proportion of women sources. Lesotho, Madagascar and Namibia remained the same over 12 years, while Seychelles has maintained its position at the top (28%). At 28%, Botswana ties with Seychelles and made the most significant improvement, compared to 16% in 2003.

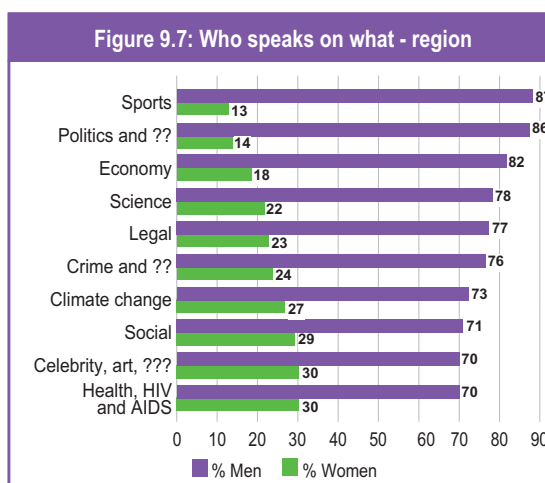


Source: Gender and Media Progress Study, 2015.

Public media leads the way on women's representation: Figure 9.6, 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 number is higher than the privately-owned entities, it remains excessively low considering that public media is funded from public funds. As such, public media has a mandate to represent all constituent voices. Furthermore, even though public media performs better than community and private media, these figures remain very low.

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%."

Figure 9.7 below shows that, as noted in the GMPS, "across the region, men's voices continue to dominate in all topic categories. This further emphasises the point that 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."



Source: Gender and Media Progress Study, 2015.



In **Tanzania**, UN Women has launched efforts to increase positive coverage of women. This initiative seeks prioritise reporting on gender equality through monitoring and analysing news content in newspapers, radio and television media and engaging and training media personnel through peer learning. The activity, titled *Acceleration of Gender-responsive Sustainable Development Goals localization - Reporting SDGs*, gender equality and empowerment of women in Tanzania, also seeks to support the public awareness and improved coverage and understanding of gender equality and the SDGs, in particular, SDG 5.

In **Zambia**, research conducted monthly by Panos Institute Southern Africa between December 2016 and October 2017 assessed quantity and quality of coverage of women in Zambia's major newspapers. The research also sought to determine the level of participation of women in the media as lead sources and main subjects. Furthermore, it identified the level of play of articles on women.³⁵ It found that "women are severely marginalised by the media and this undermines public opinion about their abilities and capabilities." Panos is using this information to advocate for better representation and portrayal of women in media coverage.³⁶ In October 2017, the assessment showed that women's representation in newspapers made up just 10% of total coverage. Given the abovementioned statistic that women make up the majority of journalists in Zambia, this finding shows that even female journalists seek out mostly male voices as sources. This points to a need for further training for both



Public
media
leads
on



³³ Ndlovu, S and Nyamwenda T. (2015) Whose News Whose Views. Southern Africa Gender and Media Progress Study.

³⁴ Ndlovu, S and Nyamwenda T. (2015) Whose News Whose Views. Southern Africa Gender and Media Progress Study.

³⁵ How Zambian newspapers report on women covered <http://www.panos.org.zm/wp-content/uploads/2017/12/Monthly-report-Oct-2017.pdf>

³⁶ Ibid.

male and female journalists. Gender activists must continue to raise awareness about the importance of diverse voices in media stories.

Gender Links has created a digital media monitoring tool to continue gathering data news sources in Southern Africa.

Gender and media advocacy



In 2017, GMC **Zimbabwe** hosted a gender and media summit. It presented awards in recognition of good journalistic practices that ensure women's access to expression in the media and flag relevant or topical issues from a gender perspective. Organisers granted awards based on a qualitative and quantitative assessments on the extent journalists and media institutions mainstream gender in their work. The awards recognised gender sensitive content in terms of depth, story angles, language, visuals and

placement of stories within a publication or broadcast. In terms of the media institutions, the awards looked at gender sensitive media operations. This includes the adoption and implementation of gender sensitive and aware operational codes, policies and practices.

Tanzania will also host a gender equality and women's empowerment summit in August 2018 to highlight gender sensitive and responsive media practise and coverage, linked to the SDGs and Agenda 2030.



In 2017, **South Africa** hosted the WANIFRA World News Media Conference. Organizers put Women in News as the centrepiece of the conference, showing that the sector increasingly considers gender equality and women's empowerment as an important theme for overall media development.

Coverage of gender-based violence



Article 29.7: State parties shall take appropriate measures to encourage the media to play a constructive role in the eradication of GBV by adopting guidelines which ensure gender sensitive coverage.

The SADC Gender Protocol encourages the media to desist from promoting violence against all persons, especially women and children, and from depicting women as helpless victims of abuse and reinforcing gender oppression. It also encourages the media to play a constructive role in the eradication of gender-based violence (GBV) through gender sensitive coverage.

As the #MeToo and #TimesUp campaigns continue to gain momentum, citizens of countries in the global south have found their voices in calling out and reflecting on the sexual harassment in the media and film industry. This has created offshoots to similar campaigns at the local level.



In **South Africa**, Sisters Working in Film and Television (SWIFT) conducted its first sexual harassment and discrimination survey, which ran from January to April 2017. The study revealed that 67% of women feel unsafe in the workplace, 65% have witnessed sexual harassment, 24% indicated they had been unwillingly touched and 71% felt they did not have a platform or strong



Journalists cover a 16 Days of Activism march in Mozambique in 2012. Photo: Ruben Covane

support structure where they could address these issues. Motivated by their research, SWIFT launched the #ThatsNotOK campaign in July, including a series of short films that speak directly to the issue of sexual harassment.

In **Zimbabwe**, sexual harassment in the media is also a cause for concern. GMC started the #GMCSHOUT initiative, which



sees its team working with various media houses to encourage conducive working environments for both male and female journalists. GMC notes that Zimbabwe needs a policy manual or code of conduct for employees that can serve as a guide in finding corrective measures to ending sexual harassment in media houses.

However, as found in the GMPS in 2015:

The media is often part of the problem rather than the solution when it comes to coverage of gender violence: The GMMP 2015 study revealed 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.”³⁷

GBV is not making the news: The 2015 GMPS found that GBV stories make up a mere 1% of total stories covered in the media, compared to 4% in the 2010 GMPS. This is despite a stern warning from the UN Special Rapporteur on violence against women, Dubravka Šimonovic, who recently called

GBV “an almost acceptable phenomenon” in South Africa, noting that “despite an arsenal of progressive laws and policies to deal with gender-based violence put very ably in place, there has been little implementation, hence impact and gender-based violence continues to be pervasive and at the level of systematic women’s human rights violation.”³⁸

In **South Africa**, recent research undertaken by Media Monitoring Africa following the death of Karabo Mokoena, a young woman whose boyfriend murdered her, shows that media increased its coverage of GBV in May 2017. The research, which focused on 12 media houses, showed most coverage on GBV remains reactionary and coverage is not ongoing or consistent. The research showed that media ran only 10 articles on GBV before Mokoena’s death. However, 34 stories on GBV appeared after her story made the news. Articles also focus on the nature of the violence rather than on underlying critical issues that lead to such incidents or that highlight potential solutions.



Media
more
part of
the
problem
than
solution
on
GBV

ICTs and women's empowerment



Article 30: State parties shall put in place information and communication technology policies and laws in the social economic and political development arena for women’s empowerment regardless of race, age, religion or class. These policies and laws shall include specific targets developed through an open and participatory process in order to ensure women’s and girl’s access to ICTs.

Goal 5 of the SDGs highlights the role of media and ICTs in women’s advancement, encouraging member states to enhance the use of enabling technology, in particular ICTs, to promote the empowerment of women.³⁹

ICTs are an effective tool for women to amplify their voices and mobilise to advance their concerns. However, for women to achieve this, they need to have meaningful access to ICTs, which can be enabled or stunted by several factors, including affordability, relevant content, skills and security. Research on the topic notes that ICTs “allow isolated women to gain access to information that was not previously made available, thus helping them to become better informed members of society and



Emilar Gandhi, Facebook’s public policy manager for the SADC region, speaks on a panel about women’s safety online during the 2017 Forum on Internet Freedom in South Africa.

Photo courtesy of Petronell Ngonyama

consequently empowering them to speak up.”⁴⁰ In Lesotho, GL uses ICTs to promote women’s awareness on GBV.

³⁷ <http://www.unwomen.org/en/news/stories/2015/11/press-release-gmmp#sthash.E8TuFzbf.dpuf>

³⁸ <http://www.un.org/sustainabledevelopment/blog/2015/12/despite-progressive-laws-gender-based-violence-pervasive-in-south-africa-un-expert-warns/>

³⁹ SDG (5.b).

⁴⁰ Hafkin and Taggart. 2001. Gender, Information Technology and Developing Countries: An Analytic Study. Washington D.C.: USAID, June 2001 http://pdf.usaid.gov/pdf_docs/Pnacm871.pdf

Making ICTs work for gender justice in Lesotho

Gender Links Lesotho, Participatory Initiative for Social Accountability (PISA) and Mainlevel Consulting have piloted an application titled Sedibeng to break silence and promote awareness on GBV.

It seeks to inform women on GBV-related rights and laws in Lesotho and empower them to deal with GBV through knowledge of their rights.

The application also provides a safe online space for women to share experiences and network. It raises awareness on the types of GBV and appropriate reactions and responses.

Furthermore, it gives an overview of local GBV-related services. Women GBV survivors involved in the pilot reported that the app served as counselling, encouraging them to share experiences and knowledge. They also appreciated that they can access information on GBV anonymously and felt that *Selibeng* empowered them to become agents of change regarding GBV issues in their communities.

The app is the first of its kind to provide easy access to information on GBV, simplifying the transfer of knowledge - via the app and among women.



Participants learn how to use the GBV app in Mafeteng, Lesotho, in 2018.
Photo: Ntolo Lekau

Studies show that women journalists benefit from the use of online media platforms. According to the 2015 GMMP, women in Africa report more stories online (41%) than in the traditional media (35%). The study also found more women represented in online stories about politics (32%) and the economy (19%).

Social media has the potential to mobilise attention and accountability for women's rights and challenge discrimination and stereotypes.⁴¹ Women's rights organisations and women of different backgrounds and ages have harnessed the power of social media to bring their concerns to light. "Hashtag activism" has brought women's issues to the forefront of political agendas. Increasingly, efforts across the region use ICTs to increase women's participation, knowledge and voices, as in a case study from Zimbabwe.

Although the proliferation of ICTs provides many possibilities, it adds another dimension to gender inequality, according to research. "New media can also be a double-edged sword for women's rights. Much as women can claim this space to

make their voice count, it is also a space that can be used to fuel violence, conflict and misogyny."⁴² The struggles that women face offline extend onto digital media platforms. "Barriers faced by women in accessing ICTs, and that may limit their participation in digital life, are exacerbated by offline inequalities."⁴³

In 2016, SADC launched an ICT thematic group to facilitate resource mobilisation, planning and monitoring of the implementation of SADC's ICT initiatives. It will also act as a platform for dialogue as well as the interface between SADC and International Cooperating Partners (ICPs) with the main purpose of improving the coordination of all stakeholders in the ICT sector in the region. Unfortunately, the group - so far - has not included strong gender provisions in its priorities.

Data shows there is an increased gender divide in access to ICTs. The International Telecommunication Union (ITU) estimates that the overall gap between men and women concerning access to internet increased from 11% in 2013 to 13% in 2016. Africa has the highest regional gender gap (23%).⁴⁴

⁴¹ Loiseau, E and Nowack, K 2014. can social media effectively include women's voices in decision-making processes? OECD Development Centre. Accessed from https://www.oecd.org/dev/development-gender/DEV_socialmedia-issuespaper-March2015.pdf

⁴² Ibid.

⁴³ Promotion, protection and enjoyment of human rights on the Internet: ways to bridge the gender digital divide from a human rights perspective.

⁴⁴ International Telecommunication Union. 2016. ICT facts and figures. Accessed from <http://www.itu.int/en/ITU-D/Statistics/Documents/facts/ictfactsfigures2016.pdf>

Women, especially in rural Africa, remain disproportionately affected by these gaps. Many still do not have access to this technology due to inadequate infrastructure, affordability, availability, language barriers, illiteracy and even discriminatory social norms. Therefore, stepping up efforts in “connecting the unconnected” is important to ensure ICTs continue to contribute effectively to the empowerment of women and girls.

Citizens have been making new calls for leaders in Africa to make universal access to ICTs a reality for women. Governments must recognise that technology is not a luxury but a basic human right that can help women from diverse backgrounds to enhance their freedom of expression and freedom to access information that will improve their lives. Recognising it as such makes it an important conduit for progress on SDG5.

Research notes that “Rapid progress is possible in all countries through simple steps like reducing the cost to connect, introducing digital literacy in schools, and expanding public access facilities.”⁴⁵ As long as restrictive ICT policies exist, with negligible government efforts to live up to the tenets of universal access to information, the ability of ICTs to aid in the advancement of women and girls' rights will remain limited.

SADC governments need to tap into, and make effective use of, Universal Service Access and Funds to help women increase their access to ICTs and to reduce the cost of using them.⁴⁶ Research notes that “USAFs offer a promising path to develop and implement the policies and programmes needed to close the digital divide and, specifically, to tackle barriers to internet access and use for women.”⁴⁷

Mobile application amplifies women's voices in Zimbabwe



GMC Zimbabwe has launched a mobile application, called *SpeakZW*, to enable citizens, especially women, to amplify their voices and views on election issues ahead of the 2018 national elections.

GMC notes that Zimbabwe's mainstream media continues to muffle women's voices in the coverage of issues of socio, economic or political importance even though women make up a majority of the country's population of more than 16 million.

This initiative is in responses to the lack of prioritisation of women sources by editors, who often reject articles, asking, “who is she?” The application, which is available in both Shona and IsiNdebele, will give a platform for women to air their views on political issues.

SpeakZW will also help increase the number of women's voices in the monitoring and documentation of issues for a free and fair election.

Users can share the following:

- Registration: share experience of the biometric voter registration process;
- Campaigns: share observations and/or analysis on the campaigning period;
- Voting day: share polling day experience; and
- Results: give an analysis of the outcome of the election.

The organisation is promoting the application among women from different backgrounds, including those in rural Zimbabwe, so that it collates diverse views from people who rarely get the chance to speak out during elections. Although digital barriers remain, especially in terms of digital literacy, access, and affordability, this application will help bridge these challenges and promote equal participation and voice.

Source: <http://gmc.org.zw/2018/04/05/interactive-platform-increasing-womens-voices-in-zim-election/>

⁴⁵ World Wide Web Foundation. 2016. Women's Rights online. Accessed from http://webfoundation.org/docs/2016/09/WRO-Gender-Report-Card_Overview.pdf

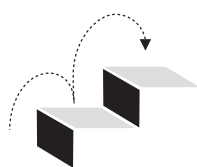
⁴⁶ Universal Service or Access Funds are a mechanism by which a national regulatory authority mandates, oversees and/or coordinates a set of subsidies and fees designed to promote access to telecommunication services for all of a country's population.

⁴⁷ <https://webfoundation.org/docs/2018/03/Using-USAFs-to-Close-the-Gender-Digital-Divide-in-Africa.pdf>

Needed:



in and
through
the
media



Next steps

The SADC Protocol on Gender and Development is one of the most comprehensive tools available to help the media promote equal participation and voice. Despite having this instrument, which foregrounds the importance of gender equality in the media, media representations continue to create and recreate discourses that impede processes of gender transformation in and through the sector. Except for the Gender and Media Progress studies carried out every five years, very few other mechanisms exist to comprehensively track the implementation of what member states have agreed to do in the media sector.

As the analysis in this chapter shows, gender disparities remain pervasive in the region's media sector. The region should focus on strengthening various factors to assist in the contribution to gender equality in and through media and ICTs. These include:

Strengthen monitoring: Although the GMPS provides a wealth of data and indicators for holistic reflection of women's representation, it remains one of the only far-reaching media monitoring efforts to track the improvement of gender in the media at a regional level.

Set specific targets: As part of developing newsroom policies, stakeholders need to set specific targets, such as women sources reaching 30% of the total by 2020, and 50% by 2020 (in line with AU targets for women's representation in decision-making). Although targets like this alone are not enough, they help to focus the mind, to mobilise and to conduct more effective monitoring and evaluation.

Improve education and access to it: Stakeholders must pledge to mainstream gender in all publicly-funded media training institutions and encourage privately-funded media training institutions to follow suit. They must also take a fresh

look at training curricula through a gender lens and work to improve enrolment of women in media training institutions, especially for programmes that many still see as "men's topics," such as sports, politics, climate change and economy.

Formulate better policies - and ensure their implementation: Governments need to shape the agenda of gender in and through the media and ICTs using progressive policies. They must ensure that national gender policies, strategies and action plans make specific reference to the role of media and ICTs in advancing gender equality and the women's empowerment agenda and commit to achieving their targets. They must also ensure a review of media and ICT laws, regulations and policies to mainstream gender throughout to eliminate gender stereotypes and biases in content. This will also improve access, use, participation and the voices of women in the media. Legislators must also create better laws to protect women and girls against cyber-based GBV.

Improve regulation: Governments should pioneer gender balance in the appointment of men and women to all regulatory and monitoring bodies, especially of government-subsidised public media. Lawmakers should mandate statutory regulatory authorities and encourage self-regulatory authorities, to use whatever leverage they have at their disposal, especially in relation to publicly-funded media, to ensure gender accountability. This could include requiring gender balance and sensitivity in institutional structures as well as editorial content through licensing agreements, as well as annual reports stating progress in this regard.

Expand access to ICTs: Lawmakers must avail resources to ensure that women have greater access to ICTs and relevant content to help enhance their lives and expand their access to economic opportunities.