

## Gender in media training

GL has developed a wide variety of gender and media training tools and applied these in different kinds of training – in-service, newsroom and entry level - in partnership with media training institutions around the region.

Since its inception, GL has conducted workshops on the following themes: covering gender violence; gender, HIV/AIDS and the media, as well as gender, elections and the media. These workshops have involved building links with media training institutions; developing training material; producing a supplement as part of the training; as well as training of trainer courses.

The economy is a natural next thematic area of work. It has a close fit to the governance programme. It is an area in which gender consciousness is especially weak. Despite the enormous role that women play in the economies of all Southern African countries this contribution remains undervalued and invisible. The Gender and Media Baseline Study (GMBS) conducted by GL and MISA in 2003 showed that women in Southern Africa constitute a mere eight percent of sources in economic news.

### Business Unusual

Over the last two years, GL has been conducting training on gender, economy and the media using the training manual "Business Unusual." During the period March 2006 to February 2007 NIZA supported four workshops (Zimbabwe, Malawi, Mauritius, Tanzania) while the Konrad Adenauer Foundation (KAS) supported two (Malawi and Zambia).

A total of 104 participants took part in the workshops that produced supplements carried by daily newspapers in each country and generated extensive media coverage. Participants submitted two stories after the workshop before they could receive their certification.

This course, based on training material developed by Gender Links covers the whole spectrum of gender and economic concerns, including gender and the macroeconomic environment, development; planning budgets; work; trade; enterprise and globalisation. The programme for each country is attached in the country chapters. In each case, a local facilitator made the arrangements and co-facilitated the course. The five day programme consisted of:

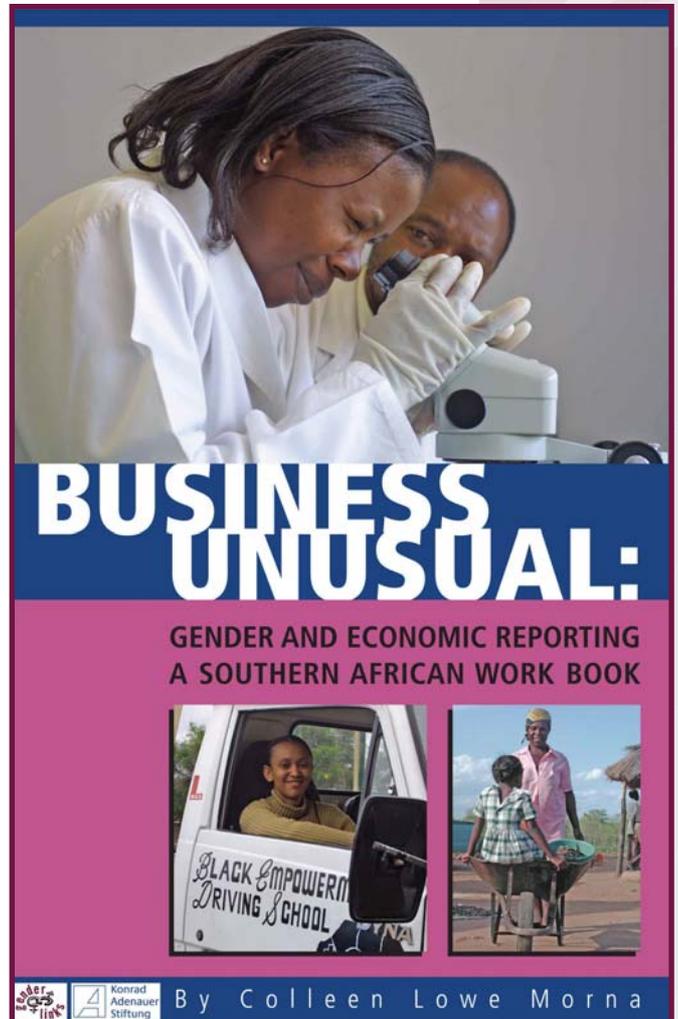
- Exposure to key topics and issues during the first two days making use of local experts and exercises from the training manual.
- Field work on the third day.
- Writing of stories and producing of a supplement on the fourth day. Review of the supplement,

"As far as I'm concerned Gender Links is doing a good job in training journalists and raising awareness of gender balanced reporting. Personally I gained a lot in the *Business Unusual* workshop and I passed this knowledge to my students. In future, I think you must work closely with institutions that offer journalism. We need to instill this to our students whilst at university."

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summarising key learning points on the final day.

- Agreeing to a schedule for participants to submit two further items after the course in fulfillment of course requirements.



Several of these stories were entered for the Gender and Media (GEM) Summit awards in 2006. With additional funding from KAS, the best performing participants from Malawi and Zambia had the opportunity to participate in the summit, in a session on training, as well as to go on to Highway Africa. Several participants are now regular contributors to the GL Opinion and Commentary Service.

At the request of the Highway Africa organisers, GL ran a seminar on the *Business Unusual* training at this annual event in September 2006. Another unplanned but welcome outcome was the video conference hosted by the World Bank and IFC on 10 August 2006 (the day after Women's Day in South Africa on 9 August) linking policy makers and participants in the BU workshops across the region.

### Outputs

- Six supplements carried by mainstream media and produced in most cases in partnership with a local media training or

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development partner (see table below).

COUNTRY	PARTNER	SUPPLEMENT
Malawi	MIJ	Daily News
Mauritius	MWO GEMSA, Media Trust	L'Express
Seychelles	GEMPlus	The Nation
Zambia	ZAMCOM; GEMSAZAM	Guardian
Zimbabwe	GEMZi	The Standard
Tanzania	GEMSATAN	Daily News

- Approximately 200 follow up items submitted; some used in the GL Commentary Service and others submitted for the GEM awards.
- Case study materials for the VRC.

### Outcomes

- Increased gender awareness and sensitivity among economic reporters.
- New members for GEMSA and the gender and media movement.
- Opportunities for personal growth, e.g. young reporters attending Highway Africa.
- Strengthening of GL partnerships.
- On the job gender and media training for media trainers through co-facilitation arrangements.

### Next Steps

- GL will conduct further BU workshops in South Africa, Swaziland and Namibia in 2006/2007.

## The Virtual Resource Centre

As one of several follow ups to the GMBS, GL has established a resource centre on its website consisting of case studies from the GMBS that are indexed and can be searched by country, theme and functional are. These case studies are accompanied by training notes. The VRC was tested with trainers in March 2004 and adjustments made to make this resource as user friendly as possible. A key issue in media training is that case material dates easily. It needs to be constantly updated. The VRC provides a unique mechanism for doing so. It is also a way for actively engaging trainers and monitors around the region in gathering and sharing material.

Items from the "Mirror on the Media" project are added to the VRC (the next series will be on advertising). The VRC is primarily intended for media trainers, but has multiple potential uses in gender training more broadly. It is also a tool that SAMTRAN could consider for mobilising trainers in the region in other areas of media training. The VRC has a close link to deepening engagement with media trainers and to the GMDC.

### Outputs

- Over 400 case studies on pertinent gender and media concerns.

### Outcomes

- Up to date information for trainers and IT capacity building.

### Next Steps

- Keep the VRC updated with at least ten new case studies each month. In particular develop thematic series from different events or research projects, for example the Gender and Media Awards and the *Mirror on the Media* research on gender and advertising.



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