

II. TRAINING

Training is a critical entry point for mainstreaming gender in the media. GL is working with a number of media training institutions in developing tools for mainstreaming gender in their work, including in-depth resources on specific areas.

ACHIEVEMENTS

Media Training Needs Assessment of the SADC Region: In 2001, the NSJ Trust, that conducts media training in the SADC region, contracted GL to conduct a Media Training Needs Assessment for the region, with support from the Netherlands Institute of Southern Africa (NIZA). As part of this research, GL helped to facilitate the launch, and is a member of the steering committee of the Southern Africa Media Trainers Network (SAMTRAN).

Mainstreaming Gender in Media Training: With support from FES, GL and the Johannesburg-based Institute for the Advancement of Journalism (IAJ) ran a one-year pilot project on mainstreaming gender in key courses offered by the IAJ in 2001. With support from the EU CWCI Fund and FES, GL and the IAJ produced a training manual for media trainers called: *Gender in Media Training: A Southern African Toolkit*. GL has continued these pilot projects with ZAMCOM in Zambia (which, like the IAJ, offers in service training) and the PON in Namibia that offers entry-level training. The project with the PON spans the full three years of the course. It includes training in basic gender and media principles, monitoring the local media from a gender perspective, producing a community newspaper that demonstrates the principles of gender mainstreaming as well as a community broadcasting project. The project also includes a gender and sub-editing component.

“ I participated in the GL/IPS workshop on covering gender violence in Zimbabwe, and also served as a reviewer of the GL/IAJ tool kit, *Gender in Media Training*. In my interaction with Gender Links, I have observed that their training is not limited to imparting journalism skills in broadcasting or writing about gender issues. More fundamentally the training addresses attitudes, mindsets and behaviours, locating the study of gender and the media within the broader context of the socio-cultural, political and economic dynamics that have a bearing on how we communicate gender issues as journalists. In my view, this approach is critical in that it does not only give a context to issues, but also empowers the trainee with self understanding and the ability to transcend some of the deep seated cultural prejudices in communicating gender issues.”

- Last Moyo, National University of Science and Technology, Zimbabwe.



Gender - an issue in every media course

By Colleen Lowe Morna*

“Women miners toil for R1200 a day”, reads the headline of a front-page article in a South African daily. But, the sub heading goes on, “Pioneers who have broken into a man’s world are not complaining”. Really?

At one level, this story is big news for gender equality. South Africa’s economy is built on the gold mines. Its history of migrant labour-of men leaving women in the rural areas to eke out a living while they live in single sex hostels on the mines-is based on this reality. Until recently women could not go down mine shafts. Their doing so could change the very foundations of our history.

But there is a snag. The only reason that women are being hired is that they are willing to work for lower wages than men. The story is told in a matter of fact way, mainly from the perspective of the employer. There is no critical questioning of the legal and constitutional implications of this blatantly discriminatory act. The several constitutional bodies that South Africa has established to safeguard the rights of all its citizens, such as the Human Rights Commission, the Commission on Gender Equality, and the new Employment Equity

Commission, are also not consulted. Only one of the women concerned is interviewed. Her name and identity are disclosed. Is it any wonder that she says she’s happier to have a job than not to have a job at all?

When sixteen journalists from mainstream media attending a course on investigative journalism at the IAJ stopped to think about it, they agreed that this story could and should have been told in a different way.

Through techniques like interviewing the women in private, concealing their identity, and consulting a wide range of sources, the story would in fact have been about the discriminatory practices that still plague South Africa despite constitutional provisions for gender equality- not about how grateful women are to have jobs at any price!

The session on gender in the investigative reporting course formed part of a unique pilot project to mainstream gender considerations in media training conceived by GL and the IAJ, with the support of FES that ran through the year in 2001.

When unexpectedly confronted with a gender module as part of the course, the typical response is: “this is not what I came here for”! Yet, as evaluations from each of the training sessions showed, for many participants this first ever exposure to gender issues proved an eye opening experience. Examples of comments made include:

- This module opened my world. I was not aware of the subtle nature of stereotyping, how this can be perpetuated through language, religion, etc.
- When we analysed the day’s newspapers, I realized that the messages that we send out are quite shocking.
- Made me think about who I am as a journalist, my background and how this influences me.
- The (module) demonstrated just how our lives are so fundamentally shaped by race, class and gender. It is essential to understand this in order to change our thinking and in reporting race and gender as human values.

(*Colleen Lowe Morna is executive director of Gender Links)

“The Institute for the Advancement of Journalism is South Africa’s leading provider of in-service media training. The Institute has trained close to one thousand journalists each year since its foundation in 1992. We have worked with Gender Links on developing strategy and content for gender-related inputs to our core courses for working journalists. The organisation has been a valued partner in asserting the place of gender issues in the news.”

Nicole Johnston

Head: Print Media Training

Institute for the Advancement of Journalism

Training of Trainers: GL has used *Gender in Media Training, a Southern African Tool Kit* to conduct two training of trainer courses: one for members of SAMTRAN held in Tanzania with support from NIZA in July 2002, and another in Johannesburg for GL staff, associates and partners in January 2003 with support from HIVOS. GL has also run a training of trainer's workshop on Gender, HIV/AIDS and the Media using the manual developed with support from the Ford Foundation (see thematic training).

My TOT experiences

Ayanda Bekwa*



At first I thought I was just going to be documenting the training of trainers course in Tanzania but to my surprise I found had to train seasoned journalists and professional trainers. GL believes in learning by doing. So although I had gone along to be trained as a trainer, I found myself training other trainers at the first training of trainer's (TOT) workshop that took place in Tanzania in July 2002.

I felt daunted by this huge task but as I spoke to the PON's Pauliina Shilongo, my fears subsided. She told me preparation and thorough knowledge of the subject are important for any trainer. When I stood in front of all those trainers from different institutions in the SADC region, I broke out in a sweat thinking: "I am the youngest of them all, will they pay me any attention?"

I found that they were very supportive and surprisingly I did not have to do any talking at all. They came up with examples from their respective countries. It was a wonderful experience filled with memories that I always treasure. I learnt that training can be made effective by using humour and lots of examples.

With the South Africa TOT, I broadened my knowledge of training further. The trainers who were assigned these chapters simplified difficult subjects like the Arts, Economy

and Development. They managed to use everyday examples to illustrate points about gender and the media. I learnt about the various stages a story goes through before it appears in the newspaper.

When training one must be careful of lapsing into lecturing because it allows no interaction between the trainer and the people being trained. Interaction is an important way of getting participants to talk about their experiences.

The most valuable lesson that I learnt is that refresher exercises, drama and skits provide participants with variety. Co - facilitation is great provided both trainers give each other a chance to speak and to interact with the participants. I enjoyed meeting people from different parts of Africa. The training methods used at both these courses have helped to improve my own. I am now able to stand in front of people and feel confident (*Ayanda Bekwa is Programme Officer, GL)

Thematic training

Covering Gender Violence: In 2000, GL worked with IPS in the production of a training manual for the media on covering gender violence. This was tested in a media- training workshop that ran parallel to a major SADC conference on gender violence in Lesotho in December 2000. The workshop led to the establishment of a Southern African Gender and Media (GEM) Network. Participants suggested that this training be cascaded to national level. With support first from the Ford Foundation and then from OSISA GL conducted follow up training at national level in twelve SADC countries in partnership with local media training institutions. The Open Society Foundation and Hivos provided support for the training to be cascaded to provincial level in South Africa.

The training is closely linked to the training offered in three South African provinces, and once at regional level, on developing effective campaigns for the Sixteen Days of Activism on Gender Violence (see section on communications training for gender activists).

In all GL ran 26 gender violence- related workshops: the regional workshop in Lesotho; the twelve SADC country workshops; nine provincial workshops; three provincial and one regional strategic communications workshops linked to the Sixteen Days of Peace. An external evaluator has assessed the provincial and the regional training will also be externally assessed. The following are some internal assessments of this, the most extensive area of GL's work to date:

- **Screening:** Participation was competitive. The courses were advertised, rather than participants being invited. They have to demonstrate why they should be accepted and how they will use the training. Those chosen included the most senior possible male and female journalists from a mix of print and electronic media.
- **Involvement of gender activists:** The programme was structured to involve as many local experts as possible in panels, interviews, field- work etc. This building up of contacts is an essential part of the on - going task of media coverage of gender violence. As illustrated in the workshop reports, the training workshops have exposed participants to a wide variety of activists in the gender justice field. Evaluations by participants high light the thoroughness of their presentations.
- **Productions during the course:** Each course produced a supplement carried by the mainstream media. These add immensely to the level of concentration and sense of purpose during training. The high quality of the supplements produced is a testimony to the seriousness with which the training was taken, as well as the wide variety of exposure that takes place during a short space of time. The productions also provided an opportunity for GL to interact directly with prominent local media houses. These often made important “in kind” contributions by carrying the supplements at cost.
- **Post workshop coverage:** Where it has been possible to gather these materials, the impact of the training is evident. An example is the one-hour radio documentary put together by a journalist from the Seychelles Broadcasting Corporation with a wide spectrum of opinion, including by survivors of gender violence and several men. Her only regret was that she was unable to get any of the perpetrators to speak on the record.

“ The philosophy of Gender Links to work in partnership with and through other NGO's and groups - to function as a catalyst - is amply illustrated in the implementation of this project. Again, it is a hard route to follow. There are real risks of failure in relation to non-delivery by partner organisations. For this reason, many professional NGO's prefer to take control of all the aspects of their own projects and programmes. It takes commitment to the belief in partnership cooperation and in capacity building to work in this way. The real impact of this project is therefore the capacity building of other groups and organisations in order to create a MULTIPLIER EFFECT in which many other organisations, using their own resources , take forward a necessary cause – in this case combating gender violence. ”

Jeanette Minnie, independent evaluator and former Executive Director of the Media Institute of Southern Africa

Angola: Hungry to learn

By Ruth Ansah Ayisi*



“Most of us have grown up only knowing war,” said Arnaldo Junior, the executive director of an Angolan association working with those living with HIV/AIDS, many of them women who have suffered also from gender related violence. “It is a problem of education. We have just grown up in a time of violence. We learnt that you can kill a person like you kill a chicken.”

The end of 30 years of war in Angola has not only left a legacy of violence, but also a hunger to learn. This emerged vividly at the five-day GL workshop on covering gender violence from October 14-18 2002, in Luanda.

The ten female and four male print and broadcast journalists were so keen to debate and learn that, at their request, break times were cancelled and debates ran into lunch hour.

A couple of the journalists gave personal testimonies of domestic violence they had suffered. One 45-year-old TV journalist, and a mother of six children, had been subjected to both psychological and physical violence from her husband for many years. She had married at the age of 16 after her mother forced her to leave school at 14. The violence started when Maria, not her real name, began to

work at the provincial radio station while studying at night. Her husband did not accept either. “He would bring the children crying to the school and later he would refuse to give me money to support them, saying our children were not his. He accused me of having boyfriends at the radio.” The physical violence came when she decided to spend Christmas with her family. “I was pregnant with my sixth child, but he beat me in my stomach until I bled.” Maria did not lose her baby, but had to spend one month recovering in the hospital.

The field trip showed some of the obstacles Angolan journalists are up against: bureaucracy and control. Although the journalists had been granted permission by to conduct interviews with displaced people about gender violence, when the journalists arrived at the centre, a different official refused them access. Eventually the journalists visited a centre for domestic violence.

On entering the centre, the journalists found a mother of three, Juliana, who had just fled her husband about one hour before after he beat her. She arrived shaken, her face swollen, along with her three young bewildered children. At first a couple of the journalists aggressively commenced with the interview without explaining their business despite having participated in a lengthy session on ethics and how to conduct a sensitive interview. This was brought to their attention and they then approached Juliana with more care and explained what they were doing. She was then eager to tell her story. The stories were published in a special supplement of “Angolese”, one of the popular new independent newspapers.

(*Ruth Ansah Ayisi is a GL Board Member and independent media trainer.)

- **Partnerships and follow through:** GL has strengthened and developed excellent partnerships in the process of the training that we believe will help to ensure sustainability.
- **New areas of work:** The second phase provided the opportunity to work in areas that are often off the beaten track, like Seychelles, or regarded as too difficult to work in, like Angola.

Challenges

❑ **Editors:** GL made a substantial effort to brief editors on the training to ensure that reporters have more understanding and support in the newsroom. This has, on the whole, been disappointing. The matter has been raised in SAMTRAN in the context of follow up to the Media Training Needs Assessment conducted by the NSJ with support from NIZA. One of the findings of this study, conducted by GL on behalf of the NSJ, is that editors show little interest in the personal development of reporters.

❑ **Follow up:** Workshops of this nature often generate considerable energy that dissipates easily once all the participants go their separate ways. GL is constantly at pains to stress that training- especially training that involves gender transformation- is not an event but a process. This places a considerable administrative burden on GL to work with participants in the follow up processes, eg the two field assignments. Although not all participants respond, we continue to persist in this process as we are convinced that the real learning takes place in the field and newsrooms after the workshops, and therefore needs to be monitored and supported.

“ I have personally enjoyed working with Gender Links and can say with confidence how GL has improved my understanding of gender concepts and theories. GL has strengthened my commitment to the gender sensitization campaign such that my employer, Business Times Limited requested me to continue running the programme for the media for one more year.

I will run a one- year gender and media sensitization programme covering the whole country, with an added advantage of focusing more seriously on images. I believe my continued partnership with GL will go along way in improving media awareness on gender issues in Tanzania”

- Willie Katima, Media Trainer, Tanzania



Pat Made (centre) at a gender violence training workshop in South Africa's KwaZulu Natal province.

Gender, Media and HIV AIDS: GL, in partnership with the Centre for Applied Legal Studies of the University of Witwatersrand, GL has developed a Southern African training manual, on gender, media and HIV AIDS with the support of the Ford Foundation. This manual has been tested in three South African provinces, as well as in Zambia, Swaziland and Namibia. It has also been used in a training of trainer workshop in Botswana.



FUTURE DIRECTIONS

GL's work in the training field is shaping up around a three-prong strategy that will be pursued as follows:

✓ **Developing training tools:** GL will expand its range of training tools, with a greater focus on the electronic media and images, as well as high quality training manuals to accompany its thematic training. In 2003, GL will work with Harare-based SAMSO to produce a training manual on gender and images targeted at photojournalists. GL has also received support from the EU CWCI fund and from FES to develop a training video for the electronic media, as well as a tool to accompany "Whose News, Whose Views."

“ My advice for this year is that in addition to resident workshops we need to carry the training in the newsroom and also we need to work closely with editors and journalists to develop guidelines on covering gender related issues.”

Crosbey Mwanza
Swziland Institute of Mass
Communications

✓ **Thematic training:** The gender violence training that GL has conducted has provided a model for training the media around specific themes working in collaboration with media institutions. The methodology, that we believe is solid, is currently being employed in developing and testing training materials on gender, HIV and the media. So far, this training extends to three provinces and three countries in the region. The project differs slightly from the gender violence training in that it targets communicators in a broader sense than mainstream and community media, including NGO information officers, government communicators and others. Given the critical importance of the issue, GL will seek to extend the training to the other six provinces of South Africa, as well as the countries in the region during 2003. GL will also take advantage of six upcoming elections in the region, and its pioneering research work on gender and governance, to develop training material, and run workshops on gender, governance and the media. In general, each year GL will seek to offer training around specific gender and media themes, in collaboration with training institutions in the region.



✓ **Training of trainers:** So far, two regional training of trainer's workshop has been held using *Gender in Media Training: A Southern African Tool Kit*. It is important to continually reinforce these skills, as well as provide opportunities for training to those who may not have had this opportunity. GL will seek to run at least two training of trainer workshops each year making use of the tool kit. GL will also facilitate the adaptation of the tool kit for university and entry level media training - a possibility flagged by trainers from these institutions in the tool kit that is largely designed for in-service training.

✓ **Gender mainstreaming pilot projects:** The pilot projects with the IAJ, PON and ZAMCOM have underscored the value of working in a targeted and systematic way with institutions, over a one - year period. Each year GL will seek to work with two or three training institutions in ensuring that gender is built into their curricula and that trainers are equipped with the requisite skills for taking this work forward.

“ In March 2003 a gathering of African journalists took place at Technikon SA in Johannesburg to address the vexed question of “Reporting Africa” - specifically how to break the mould of forever portraying the continent in a negative light and how to seek the “good news” as well. The group came from various Southern African countries including Malawi, Zambia, Zimbabwe, Botswana, Tanzania and South Africa and the two week workshop was under the auspices of the Southern African Media Trainers Network (SAMTRAN).

One of the themes we identified and which is often the cause of imbalance is the insufficient representation of women in the media and the unacceptable way women are often treated in African media.

GL director Colleen Lowe Morna gave an eye opening address, full of substance. She highlighted the information she conveyed to the group with visual and print support material that gave new insights into women and their roles in Africa, both in and outside the media environment. Recent findings were available in book form. Delegates snapped these up.

GL instilled a new awareness of many of the problem women face as well as the potential they offer in finding solutions and making Africa a better place. Many of the delegates said they felt they had benefited enormously from the address and would be putting some of the ideas into practice. This is just one example of the good work done by Gender Links. As facilitator of the Reporting Africa event I would like to express my sincere appreciation to Gender Links.”

Kieran Maree
Manager: News Training, South African Broadcasting Corporation