Tabloidisation of the Media
Key objectives

- This is a populist medium for which we need populist strategies; two things to work on;
- To educated and train future journalists, current media practitioners, editors, managers and owners.
- Media houses, including tabloid, abide by code of ethics
- To capitalise tabloid popularity with communities to advance gender equality

Key action points

- Consistent media monitoring
- Consistent long term audience research- to provide us with evidence-based information
- To work with media practitioners in the tabloid sector to develop gender advocacy campaigns
- Tabloids to develop codes of ethics and uphold journalistic ethics.
- Publicise research on what audiences would like to see more of; Ongoing audience research of a huge sample across the region

PANELISTS

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Abstract
As part of the Mirror on the Media series of monitoring reports coordinated by Gender Links with the support of the Open Society Initiative of Southern Africa (OSISA) on gender and the media, Gender and Tabloids in Southern Africa explores the growing phenomena of tabloid media in the Southern African region. The findings indicate that when it comes to gender, women continue to be unheard voices, especially when it comes to “hard news.”

Key words
tabloids, media, gender

Introduction
The study focused on gender and tabloids in three Southern African countries with the highest density of tabloids, defined in terms of both size and content. It included monitoring of three newspapers in each country over the month of June 2007. The monitoring covered a total of 2546 news items: 859 in Mauritius; 1203 in South Africa and 484 in Tanzania (where tabloids are much fewer pages than in the other countries). Researchers also conducted desktop research, interviewed editors, gathered case material and administered an audience survey to 280 readers in the three countries. This research focused on gender representation and portrayal in tabloids and audience responses to this. This is the first time that GL and GEMSA have conducted research on tabloids. To our knowledge, it is the first comprehensive study on gender and tabloids in Southern Africa.

Tabloids have been an important focus of current media debates. Most of these debates have focused on tabloids in relation to journalistic standards, media ethics, and the related tabloidisation of the media [IAJ (2006) Strelitz & Steenveld (2005); Joseph (2005a & 2005b); Berger (2005). Limited research exists on gender portrayal in tabloids. It is thus appropriate to evaluate not only the reasons behind the popularity of this medium but also how women (in particular) are able to access tabloids, how women and men are portrayed, and how they respond to this form of media.

Origin of tabloids
The word “tabloid” itself is a derivation from “tablette,” an old French word for “small slab...with or for inscription” (Langer 1998). There are a number of serious newspapers with serious, hard-news content of high journalistic standards in tabloid form (i.e. Mail and Guardian in South African and the Daily Mail in London).

However, the modern day understanding of tabloids is most closely aligned to the British tabloids, renowned for their emphasis on scandal, particularly as it relates to
politicians and other personalities (sports or entertainment), and recipe of “news” evidently popular with the “masses,” i.e. the working class majority. The distinctions are felt in terms of readership where the mainstream press is seen as more highbrow and its readers distinguished (from low brow, popular culture that is). There are not always clear differences between tabloid and mainstream media. This is primarily due to the characteristics of tabloids becoming increasingly evident in the mainstream media. Tabloidisation of media is a phrase generally used to explain the growing trend of mainstream media reflecting the character of tabloid-style journalism. This has resulted in the terms “tabloid” and “tabloidisation” being (erroneously) conflated, although they are distinct categories.

The tabloidisation of the mainstream media in South Africa for example, is evident in the blurring of boundaries between the more established daily, the Sowetan, and the newer Daily Sun. The former is a traditional mainstream paper in tabloid format and the latter a tabloid (in content and form). The shift, it is argued, is partially due to “the bottom line,” where the uptake of the Daily Sun encroached on the Sowetan’s market, thus necessitating a review of strategy in securing readers.

For the purposes of this research, tabloids are defined both in terms of form and content. The following characteristics broadly define the kind of newspapers that constitute the focus of this research.

“Tabloid” refers to:
- A type of news characterised as “extravagant, sensationalistic, over dramatic and focused almost entirely on a human interest angle” (ibid.).
- Media that contains news in a condensed form and much photographic material, and that features stories of violence, crime, or scandal presented in a breathtaking style (http://www.radessays.com/viewpaper/45781/Motzart.html).

In a nutshell, tabloids are newspapers focusing on scandal, gossip, entertainment and sport. It is a press that is characterised by sensationalism. Their use of photographs and colour add to the visual appeal, and the language (basic address) of tabloids adds to the popularity of both the form and content. For convenience, the non-tabloid press is referred to in the research as the “mainstream media.”

**The African context**

Measured against the above definition, the African media landscape has seen a proliferation of tabloid journalism over the past few years. In South Africa, newspaper readership trends show a steady growth in favour of tabloids (AMPS 2005). Together the Daily Sun, Sunday Sun, Sowetan, Son and Sunday World command the biggest share of total readership (that’s 11.2%; 6.3%; 5.3%; 4.5% and 3.4%...
respectively).

According to an article on Tanzanian media by Lawrence Kilimwiko, not a day goes by in Tanzania without sensational headlines about death splashed across the front page of its tabloid newspapers. Kilimwiko suggests that colour photographs of grisly accidents or violent crimes feature most prominently.

Very little empirical research exists on tabloids in the Southern African Development Community (SADC) region, but a cursory desktop review conducted for this research in ten Southern African countries showed that out of a total of 178 publications, 37 (or 20%) are regarded by media analysts in those countries as tabloid both in form and content as defined earlier.

Making media accessible or destroying journalism?

In South Africa, tabloids have been the subject of an ongoing debate in media-related publications, specifically Equid Novi, the Media magazine, the Rhodes Journalism Review [Wasserman (2005); Streitz & Steenveld (2005); Joseph (2005a & 2005b); Berger (2005)]. Arguments have focused primarily on tabloids in relation to journalistic standards, media ethics, and the related tabloidisation of the media. Similar debates are emerging in other countries as the tabloid phenomenon takes root. These debates have essentially focused on whether or not tabloids are “good journalism” or good for journalism. This is situated within the ambit of ongoing dialogue about journalistic standards and standards of journalism.

Unlike tabloids, mainstream media – it is argued - present objective facts, and are meant to reflect and interrogate the political and socio-economic realities of societies. Moreover, as Lynette Steenveld (2006, 20) argues, the address of mainstream press is more authoritative than tabloids (which are conversational): “[t]heirs is serious, official, and impersonal, aimed at producing understanding and belief” [...] “they address their readers from the position of one who knows, and is providing information for those who don’t.”

Argument in support of tabloids often focuses on a form of journalism, which talks to the needs of “ordinary” people, and which profiles the realities of working class people in particular. It is argued that tabloids focus more on people than the state. As Bird (1998) argues, the growth of the tabloids and the tabloidisation of the media points to the audience preference for “human interest stories, celebrity gossip and life-style advice”. This observation concurs with findings of the recent Gender and Media Audience Study (2005) conducted across 12 countries, which found that women and men would like more local and human-interest news (Lowe Morna, Rama and Muriungi, 2006, 19).

Tabloids, it is argued, contribute to public dialogue and debate, which in post-apartheid South Africa as well as emerging multi party democracies in the region reflect a move away from the historical marginalisation of the country’s majority and the preserve of the public sphere for the ruling minority and elites. On the other hand, arguments against tabloids highlight the ways in which tabloids often violate the basic ethics of journalism including objectivity, investigation, facts and the “pursuit of the truth.”

1 http://www.misa.org/sothisisdemocracy/tanzania/tanzania.html
Findings
Regardless of the different arguments for and against tabloids, one sure fact is that they are a growing part of the media landscape. As such, understanding their reach, scope, and content is part of understanding the regional media landscape. The research pointed to the following findings.

- **The tabloid phenomenon is mushrooming across Southern Africa**: Out of 178 newspapers in ten countries, 37 (or 20%) are regarded by media analysts in those countries as tabloid both in form and content. These are characterised by sensation with stories are told in a melodramatic and breathless tone. Stories about superstitious incidents are often reported as fact, with little or no verification.

- **The main target is lower wage earners**: In all countries tabloids target the working and lower middle class and in South Africa the main target is black readers. The research showed that the majority of tabloid readers have a secondary school education; although in Mauritius quite a high proportion have a tertiary school education.

- **Men are the main buyers of tabloids**: Although tabloid editors claim to be targeting women, the research shows that they are not the primary buyers of tabloids. Only 43% women buy the paper directly compared to 62% of men. Women are more likely than men to get the paper from a spouse, other family member, friend or neighbour.

- **Tabloids make use of more images than mainstream media**: Images make up 21% of content in tabloids while images take up only 15% of space in mainstream papers. Advertising takes up 35% of space in tabloids compared to 44% in mainstream media.

- **Most editorial content in tabloids is of a non-news nature**: News constitutes only 45% of the editorial package (except in Mauritius, where the figure is 60%). The balance comprises human interest stories, features and other genres.
• **Audiences like interactive aspects of tabloids:** The favourite genres for women are the agony aunts and human interest profiles and portraits, and news and articles that ask for feedback. The favourite genres for men are articles that ask for feedback, news and editorials. The fact that both women and men responded so positively to “articles in which people are asked what they think about something” suggests that there is more scope for interactive features in tabloids.

• **Sports and celebrity news dominate:** Both tabloids and mainstream media share a love of sports (21% of all topics in this research and 17% in the Gender and Media Baseline Study). On the other hand, mainstream media has a much higher proportion of economic and political news (25% compared to 10% in the case of tabloids). Tabloids in turn have a much higher proportion of media, entertainment and celebrity news (24% in tabloids compared to 8% in mainstream media).

• **Gender hardly features as a topic:** At about one% each, gender violence and gender equality are equally marginal topics in both tabloids and the mainstream media.

• **Community concerns are not well covered:** Despite the claim by editors that tabloids are like a service arm to communities, the majority of both women and men felt that tabloids only cover issues affecting the community partially, not well or very poorly.

• **The main reason for reading tabloids, especially among women, is for entertainment and escapism:** Some 60% women and 50% men said they
read tabloids to “catch up on the gossip.” Other reasons given by women included looking at photos of celebrities and “to have a laugh.” Other reasons given by men included more serious reasons, like news coverage. Men also like the headlines. Significantly, none of the women said they liked the headlines, which often perpetrate blatant gender stereotypes.

**Why people read tabloids**

- *Tabloids are not the main source of news for their readers:* Tabloids are not the main source of news for their audiences; indeed other than the internet they are the least likely source of news. Overall, TV is the main source of news for audiences in the three countries (although there are country variations, such as Mauritius, in which radio is cited as the main source of news).

- *Despite the fact that they read tabloids a lot, audiences are aware that tabloids do not always tell the truth:* When asked to select from a long list of what they dislike about tabloids, 52% women and 50% men said they do not always tell the truth (see figure 2.13). The second highest proportion said that tabloids exaggerate. Men said that tabloids do not provide useful local information.

- *Gender biases abound in the way stories are told:* Applying the Gender and Media (GEM) classification system for the items monitored, the research found that that about two thirds of these items demonstrated gender biases of one kind or the other, with only one third classified as “gender aware” (see 2.14). Audiences perceived a high level of blatant stereotypes.

- *Women’s views are often ignored:* Women constitute 25% of news sources in tabloids in the three countries monitored compared to the Southern African regional average of 19% in the Gender and Media Monitoring Project (GMMP) the latest study for which such figures are available for the mainstream media. In Mauritius and Tanzania the figures are exactly the same for tabloids and the GMMP (24% and 18% respectively).
- **South African tabloids have the highest proportion of women sources**: At 30%, women sources in tabloids in South Africa were the highest of the three countries and slightly higher than in South Africa's GMMP figure of 26%.

- **But the voices of black women are still marginalised**: At 18%, black women are better represented in tabloids than in the mainstream media (7% in the GMBS) but are still grossly under-represented relative to their strength in the population (45%).

- **Women are more likely to be seen than heard**: Women in the tabloids monitored constituted 35% of all images (compared to 25% of sources). The majority of audiences in all countries, and especially women in Tanzania, believed that there are more pictures of women than men in tabloids even though this is in fact not the case. This points to the power of visual imagery.

- **Women have little to say on ‘hard core’ issues**: As in the findings in both the GMBS and GMMP, women’s views are under-represented in all topic categories in tabloids, especially in sports, politics and economics. Unlike the mainstream media, in which women had more to say than men in only the gender equality topic category, in tabloids men’s views predominate even in this topic category. The only topic category in which women’s views predominated in tabloids was health, with celebrity news a close second.
Male reporters predominate: Tabloid newsrooms, like those of their mainstream counterparts, are dominated by men. The monitoring showed that women journalists constituted 29% of those who wrote stories, compared to 22% print journalists in the GMBS. This varies across countries, from 37% women writers in South African tabloids to 21% in Tanzania.

Gender stereotypes are reinforced in the roles that women and men are portrayed in: The only occupational category in which women predominate in tabloids is as beauty contestants, home makers and domestic workers, office workers, social workers and students. Men on the other hand predominate in a range of roles, from professional, to NGO, to business person, labourers and drivers, religious figures and politicians.

Older women are virtually non-existent: Another way that subtle stereotypes are reinforced in tabloids (as in the mainstream media) is the tendency for older women to be virtually non-existent in coverage. Figure 2.25 shows that across all countries in which the monitoring took place, women predominate in the 20-34 year old category and become virtually non-existent in the age categories over fifty.

Women are more likely to be identified according to a personal relationship than men: In contrast 18% of women sources were identified according to a personal relationship in tabloids compared to 2% of men.

Audiences, especially women, are unhappy about the blatant stereotyping of women in tabloids: Some 69% women said they feel uncomfortable when they see sexual images of women in tabloids. Roughly equal proportions of men (31%) found such images entertaining as said they felt uncomfortable about them.
• The monitoring yielded some interesting examples of more gender aware reporting. These included women in new roles, men caring about their children, a gay man seeking out a partner in the UK, etc.

• Audiences would like to see greater diversity in the way women and men are portrayed: When asked what other ways they would like to see women represented, the top two choices of women and men were in professional and leadership roles. When asked how else audiences would want to see men represented they both gave as their first choice “parents.” Women gave “homemakers” as their second choice and men “non traditional roles” as their second choice.

• They would like more positive and local news: In findings very similar to the Gender and Media Audience Study (GMAS), the study found that overwhelmingly what women and men would like more of in their daily tabloid are more positive stories, as well as more local/community news.

• And less violence, pornography and victimisation: When asked what they wanted to read less about in their tabloids, men cited violence and crime while women pointed at pornography and women as victims.

Recommendations

Against this background, the following key recommendations emerge from the research, divided into different stakeholder groups responsible for their implementation.

Gender and media activists:

• Conduct campaigns to publicise the findings and devise strategies for increasing gender awareness and sensitivity in the tabloid industry.

• Broaden media literacy, consumer awareness and activism within, especially the taking up of complaints against sexist reporting through existing regulatory bodies.

• Conduct further research into the extent to which sex actually sells, and conversely, measures that can be taken to grow female audiences and markets.

• Sensitise tabloid owners and editors of the role that tabloids play in socialisation and in either perpetrating or challenging stereotypes.

• Offer support in developing HIV/AIDS, gender and diversity policies through the Media Action Plan on HIV and AIDS and Gender.

• Seek partnerships with tabloids around specific campaigns like the Sixteen Days of Activism, the 50/50 and the “Making IT work for gender justice” campaigns.

Tabloid owners and editors

• Adopt Codes of Conduct and policies that define sexist reporting and imaging and seek to promote more inclusive, gender-aware editorial content.

• Involve women in the drawing up of such guidelines.

• Have in-house complaints mechanisms that give readers the chance to complain and obtain redress quickly and at no cost.
• Encourage complaints of a gender nature and act on these as such cases play a significant role in prompting debate and change.

**Gender ministries and public bodies**

• Publicise the findings of research such as this and engage with tabloid owners on more progressive approaches.

• Form partnerships with tabloids in providing advisory services to women, for example on domestic violence, making use of the newspapers as well as their websites, and using this as an opportunity to empower women in the use of ICTs.


**Lowe Morna, C; Rama, K & Muriungi, A.** (ed’s) 2006. *Gender and Media Audience Study* (2005).


**Biographies**

Colleen Lowe Morna is Executive Director and Sikhonzile Ndlovu is a Researcher at Gender Links.
Name: William Bird  
Organisation: Media Monitoring  
Designation: Executive Director  
Name of Case Study: Tabloids – “Alien Invasion ………”  
Tabloids - “Alien Invasion……”  
Session: Tabloidisation of Media

About MMP  
MMP is a human rights driven, non-governmental organisation specialising in media monitoring. MMP aims to advance a media culture, in SA and the rest of the continent that is critical, fair, free, diverse and ethical.

Xenophobic Violence  
Background & Assumptions  
- May 2008 outbreak of violence, 62 people killed +/-50 000 displaced;  
- No issue is gender neutral – despite appearances;  
- Xenophobia and gender based violence and the media. **Media have a clear responsibility to challenge both!**  
- MMP monitored – coverage was extraordinary;  
- Limited focus of presentation.

Brutality of violence.....

Xenophobic violence  
Gender dimensions seldom raised or highlighted;  
Some stories:  
- Rape as form of xenophobic violence;  
- Women and children as victims;  
**Media AND NGO’s:**  
- Both largely failed to highlight gender dimensions.

Stereotype…. For good??
Tabloids role - Daily Sun

Given:
- Target market & Readership of +4 million;
- Context and history of South Africa;
- High levels of violence;
- Role of media: be balanced, accurate and fair

Expected:
- Coverage to clearly condemn violence;
- To oppose racism, xenophobia;
- Exercise extreme caution in reporting.

Daily Sun role before & during the violence
“I know that thug!” “Do not rob thy neighbour! Nine alien thugs robbed..” (08/04/08 p. 1)
“This isn’t magic, it’s theft! Aliens disappear with the cash” (15/04/08, p. 10)
“63 Aliens bust in crime drive” (9/04/08 p. 13)
“Aliens: We’ve lost faith in cops” (15/04/08 p. 2)
“Alien girl (9) dies in attack! (16/04/08 p. 5)
“Bloody end of alien lover” (09/05/08 p. 2)
“They wait for dark before they attack! Aliens use muthi to steal our cattle!” (09/05/08 p.11)
“It’s war on aliens! 20 bust for attacks!” (13/05/08 p. 4)
“Cops said I was an alien! Homeboy angry after jail horror” (14/05/08 p. 1)
“War against aliens! Thousands forced to flee Alex” (14/05/08 p. 2)
“Aliens: The truth! Daily Sun tells why Alex exploded” (15/05/08 p. 1)
“Alex aliens want to go home” (15/05/08 p. 2)
“Blood and flames! Aliens killed and injured as new attacks stoke flames of hatred” (19/05/08 p. 3)
“Rampage! 13 aliens dead as angry flames of hatred spread!” (19/05/08 p. 1)
“The Alien Terror! Helicopter chases warring crowds! Fleeing the mighty wind!” (20/05/08 p.1)

Tabloids…..
Giving our readers what they want....
- Deeply problematic view:
  - assumes no responsibility of the newspaper;
  - Implies it is acceptable – as it makes money
- Ignores the key issue of which readers?
- Assumes that because people are exposed to violence seeing more is “their” reality;

Each of these has serious implications in addressing gender equality and gender based violence.

Violence begets violence

Media Monitoring Project
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The American playwright Arthur Miller commented “a good newspaper is a nation talking to itself,” and in that respect The Voice newspaper has spoken not just for itself, but reflected the concerns and interests of our readers. I don’t believe we would have survived, let alone become the country’s most popular newspaper, if that had not been the case. Other local newspapers, who have been in this industry longer—in some cases spanning over 21 years, would no doubt also subscribe to Miller’s mantra. It is just that our Voice was different.

Our target market has always been and remains anyone in Botswana who can read. With a population of less than two million, we cannot afford the luxury of a niche market. Coming up with an innovative, creative and bold style of presentation, the mixture of entertainment and news is presented in bold headlines, big photos, and short easily digestible stories. Our editorial policy is that entertainment and news should not be separate entities, but that all stories are part of the overall entertainment package.

The reason I have been asked to present a paper on tabloidisation of the media is because, I believe, The Voice is seen as a tabloid in the “red top” tradition of British newspapers like The Sun and Daily Mirror. The definition of tabloid varies from country to country, but generally, the definition of a tabloid (apart from its size) is that it focuses on local-interest stories and entertainment, with an emphasis on human-interest stories, sensational crime and gossip.

This type of newspaper was not found in Botswana, which is why we created The Voice. Our founding aim was to offer an alternative newspaper focusing on local, human-interest stories of topical issues, the reflection of our society, as it is today, entertainment, and the lives of celebrities and prominent people. However, due to the absence of celebrities, the paper focused on giving a voice to the voiceless, bringing issues from the trials and tribulations of everyday life, previously regarded as mundane or un-newsworthy, to the public interest - thus
giving the ordinary citizen their moment of fame. For this, The Voice has been talked about, often criticised, more often praised, but above all bought. We dared to be different, and had the courage to tackle topics that had not previously been considered worthy of column inches. This reflection of society as it is, has raised thorny issues and asked many questions of civil society. Issues that would be regarded as a national scandal in so-called developed countries, and blasted across front pages and news channels nationwide, are often accepted as the norm here.

We wanted to change this “suffering in silence” attitude and many times, we have been asked to clean up our act and report “serious” political issues instead. However, we were more interested in the politics of poverty than the machinations of the party political machine.

We believe that it is not just about being the voice of the voiceless, but we also have to catch the attention of the people who make decisions as well as those who go unchallenged into thinking about the things that were going on around them. In some cases, The Voice has caught the attention too well, and then chosen to be ignored or slapped with Million Pula lawsuits in our quest to inform, educate and entertain.

Journalism, like culture and life itself, is subject to change. We are a reflection of the now. That we became the face of tabloidisation and have been copied by other newspapers in Botswana is flattering and an indication of a changing journalistic culture and the evolution of the fourth estate in our country.

The challenges we face include, like other businesses, the escalating food and fuel prices. This global crisis threatens most companies worldwide, and we are no exception. Our advertising income is getting smaller and smaller as more and more companies cut their advertising budgets while our printing bills are getting bigger and bigger. A sure factor is that that tabloid or no tabloid, our popularity does not necessarily guarantee our survival in a country that cannot sustain a newspaper on the cover price alone.

Being the best selling newspaper is not enough to overcome the economic realities of running a weekly newspaper. We rely on advertising revenue for sustainability. But that revenue is often subject to the whims and fancies of advertisers and their agencies. Despite our popularity, we are at times left out of advertising campaigns because of the personal prejudice of a person in a position to influence the placing of advertising.

That said it is also true that many a good newspaper has folded because it has not been able to sustain itself economically. For us, as it is with all the independent press, the economic struggle involves us in a constant battle to make ends meet. The fact is, our audited sales by the Audit Bureau of Circulation (ABC), reflect that we are the best selling newspaper in the country.

Our bold presentation of news has brought the attention we sought to critical issues. Perhaps the biggest threat to the economic and social development of Botswana is the threat of HIV/AIDS. Much has been written and argued about the role of the media in reporting HIV/AIDS.

The Voice has worked closely with people living with HIV/AIDS who have disclosed their HIV/AIDS status to the public. We have told their stories honestly and in a way in which the AIDS messages can be better illustrated through the human faces that have to deal with the realities of their condition.
Some have expressed concern over ways we have reported these facts, but there is no doubt that we have at the very least got people to focus on the issues, even if it was only to slam the newspaper in the process. As a newspaper that has as its brief the objective of speaking for the voiceless, we have reported issues that might otherwise have been ignored or buried under red tape.

For example, when a young girl was admitted to a mental institution, suffering from post-natal depression, she was left unattended with a group of long term and dangerous mentally disturbed patients. She was found dead in the morning, murdered by the inmates.

The tragedy left many questions, and when we demanded explanations, we were told it was none of our concern. Yet this was a matter of national interest. Even the poverty-stricken mother was unable to get a satisfactory explanation of the matter, simply because she was poor, uneducated and consequently deemed to be of little consequence. There was no thought of compensation despite the mother's loss of the family breadwinner and the plight of the orphaned children.

We have campaigned vigorously on behalf of the mother and others in similar positions whose human rights have been steamrolled under the carpet of insignificance.

In 1994 a teacher raped a 12-year old girl, and two years later, in 1996, she died from an HIV/AIDS related complication. Her case had been dismissed at a court, for lack of evidence and belief. Investigations led the newspaper to another girl who dropped out of school because the same teacher had made her pregnant. Two more girls subsequently came up with similar complaints. On 27 June 2008 (14 years after the original story) the teacher was finally imprisoned following a case of defilement and impregnating another school child. His imprisonment is a victory for justice and this newspaper. Countless campaigns we have embarked on have resulted in readers coming to the aid of those disadvantaged.

Addressing such issues must be a priority if all of our people are to develop socially and economically without the further sidelining of those already disadvantaged by education and poverty.

Media is the watchdog of society, and we believe if the role of the independent media is eroded through the implementation of the gazetted Media Practitioner's Bill, our society will be weaker because of it. The freedom of the press is vital in a democratic society, especially one whose rapid development may leave some of our citizens behind because they are unaware of what is going on around them. For this reason, it is vital that a vibrant and socially conscious media not only informs but also acts as a catalyst to ensure a fair economic and social deal for all. At times, it has seemed that we are just a voice crying in the wilderness. We believe, however, that the media industry has grown and that voice has become stronger.
The media is now a force to be reckoned with, and people are more prepared to listen to what we have to say. *The Voice* or any other newspaper might go away, but the issues we report will not. We would prefer to stay around to make sure that we, and the issues are not forgotten or swept under that carpet. That we chose the tabloid style to boldly bring crucial issues to the forefront, is our role in playing a part in the development of our country. And it is a part we have played well.

Let me close my presentation with this quotation from - His Holiness the Dalai Lama, From "The Pocket Dalai Lama," edited by Mary Craig, 2002

'In this world, in order to enable society to develop, all its members have to assume responsibilities and make their contribution. If we do not make collective contributions then there will be no development.'

**Biography**

Beata Kasale co-owns and is the Publisher of The Voice newspaper, which is Botswana's best selling newspaper. She has over 20 years experience in journalism and photography. Kasale has published a children's book, *The Treasure in the Garden* with Heinemann UK.
Name: Corrina Julie  
Organisation: La Sentinelle Group  
Designation:  
Name of Case Study: Why Media owners and editors make the decision they make  
Session: Tabloidisation of Media

“Making every voice count and counting that it does”
Code of Ethics
• The duties of journalists—faithful, objective and exact reporting of facts
• Honesty and integrity at all times
• Respect of privacy and protection of children and families
• Social responsibility
• Independence

“Why media owners and editors make the decisions they make?”
5-plus gives the opportunity to both men and women to express their views and opinions on all issues pertaining to local and international society.
• We search for feminine professional outlooks.
• We create awareness on women achievements, on how they contribute to socio-economic development. How they can have an active role in society without losing their specificity.
• We portray men and women in far more diverse roles to break stereotypes.
• We deal with topics which interest women.
• We also want to entertain the reader.