



Gender Links Team received a warm welcome at New Vision.

Photo: Gender Links

# CONCLUSIONS AND RECOMMENDATIONS

There was a negligible increase of women as news sources in Zambia, from 13% in the GMBS to 14% in GMPS. However, this is still lower than the regional average of 19% and way below the 50/50 target by 2015. Zambia ranks among the worst performers in the region.

The country is doing well in the origins of stories in that most of them come from journalists. Another positive development is the high proportion of primary sources and multiple sources. This shows that the standard of journalism in the country is good.

The study shows that, despite the MAP project, HIV and AIDS coverage has declined both in quantity and quality, although practices within newsrooms and the greater need to consult those most directly affected is welcomed.

The level of stereotyping has decreased in Zambian media, with women and men being portrayed in a diversity of roles, but this does not mean that stereotypes do not exist.

Having more women in the media does not necessarily translate to gender balance in news sources. Women can only make a difference if strategies to mainstream gender equality are integrated into all aspects of media work.

Key strategies will include:

#### **Awareness raising and advocacy**

- Awareness raising and engagement with the findings of this research through in-country consultations, the Gender and Media Summit 2010 and follow-up processes in country.
- Engaging with the public and state-owned media about their mandate to represent all citizens in a country and to develop strategies to increase women's voices in the news.
- Conducting a series of seminars in all SADC countries about the quality of journalism, taking into account the high proportion of single-source and anonymous-source stories, as well the stereotypical representations of women.

#### **Women in and through the media: 50/50 by 2015**

Using the SADC Protocol on Gender and Development to advocate for gender equality in and through the media.

#### **Policy**

- Engaging the media to put in place an enabling environment by developing gender policies to ensure that gender is integrated into all aspects of institutions' work.
- Providing support to organisations that have gender policies to implement these more effectively.

#### **Training**

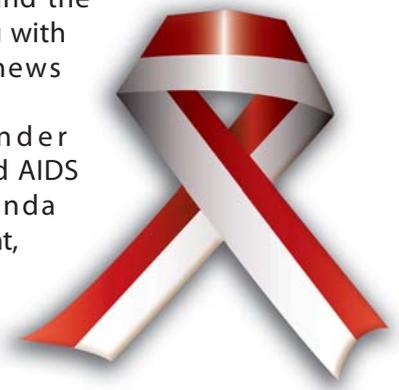
- Developing and running training courses for media on how to mainstream gender in news coverage.
- Working with higher learning institutions and the public to develop a critical citizenry through gender and media literacy courses so that they are able to hold the media accountable.

#### **Gender-based violence**

- Training journalists on how to cover GBV, increase women's voices and how to extend the repertoire of topics that are currently being offered.
- Working with the media and civil society organisations to create safe spaces where women who have experienced gender-based violence can speak out.

#### **HIV and AIDS**

- Engaging with media on increasing the coverage of HIV and AIDS, as well as increasing women's and the voices of people living with HIV and AIDS in news coverage.
- Putting the gender dimensions of HIV and AIDS on the media agenda through training, content, regular exchanges of information, and backstopping for journalists.



# Media provisions in the SADC Protocol on Gender and Development



Ensure gender is mainstreamed in all information, communication and media policies, programmes, laws and training in accordance with the Protocol on Culture, Information and Sport.

Encourage the media and media-related bodies to mainstream gender in their codes of conduct, policies and procedures, and adopt and implement gender-aware ethical principles, codes of practice and policies in accordance with the Protocol on Culture, Information and Sport.

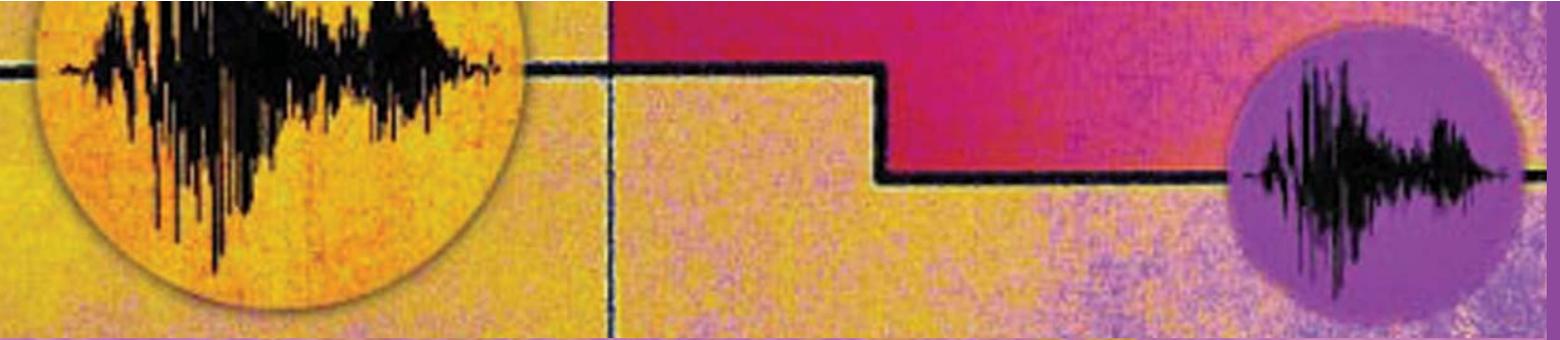
Take measures to promote the equal representation of women in the ownership of, and decision-making structures of the media, in accordance with Article 12.1 that provides for equal representation of women in decision-making positions by 2015.

Take measures to discourage the media from:

- Promoting pornography and violence against all persons, especially women and children;
- Depicting women as helpless victims of violence and abuse;
- Degrading or exploiting women, especially in the area of entertainment and advertising, and undermining their role and position in society; and
- Reinforcing gender oppression and stereotypes.

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.

Take appropriate measures to encourage the media to play a constructive role in the eradication of gender-based violence by adopting guidelines which ensure gender-sensitive coverage.



MUVI TV has expressed interest in developing a gender policy.

Photo: Thabani Mpfu

[www.genderlinks.org.za](http://www.genderlinks.org.za)

