

The Gender and Media Diversity Centre

By Tarisai Nyamweda ~ GMDC Coordinator

FACT FILE

Programme	GMDC														
Sub programmes	<ul style="list-style-type: none"> Gender In Media Education (GIME) GMDC Governance 														
No of events during the year	Country	Bots	DRC	Les	Mad	Mal	Mau	Moz	Nam	SA	Swa	Tan	Zam	Zim	Total
	No	1	1			2		2		5	1	1	1	1	15
No of participants	MALE					FEMALE					TOTAL				
	107					199					306				
How rated by partners in evaluation - average scores	Content	Design	Documen-tation	Facilitation	Group work	Output	Outcome	Learning	Networking	Admin	Overall				
	84%	82%	81%	88%	90%	78%	79%	88%	83%	90%	87%				
Outputs	Reports			Action Plans			Books		DVDs		Pamphlets/posters				
	16														
Outreach	Website hits		Contacts generated		Media mentions		Other events attended		No of MOUs with partners						
	3169		1169		1169		1								
Outcomes summarise	<ul style="list-style-type: none"> Journalism and media studies students who can write publishable articles through their contribution to summit newspapers. Creating a platform for institutions of higher learning to share best practices, learn from each other's experiences and find solutions to challenges during the Regional SADC Protocol@Work Summit. A better understanding on how to cover Gender Based Violence and HIV and AIDS related topics through training workshops conducted during 16 Days of Activism. Strengthened relationships between journalism and media training institutions and Gender and Media (GEM) networks to revive the gender and media movement in SADC. Sustainable approaches of mainstreaming gender into journalism and media curriculum through the GIME Centre of Excellence process (COE). 														
Main risks	<ul style="list-style-type: none"> Funding for GMDC activities. 														
Lessons															
Innovation	<ul style="list-style-type: none"> GIME COE process which is a more sustained and holistic approach to help bring change in journalism and media studies training. Recruiting journalism and media studies students to cover the individual country summits and the Regional summit. 														
Budget															
How VFM is being realised	<ul style="list-style-type: none"> Smart partnerships with journalism and media training institutions. Piggybacking on Media COE activities during 16 Days of Activism activities in 2013. 														

GMDC Advisory group as at December 2013

COUNTRY	ACADEMIC INSTITUTION	GENDER AND MEDIA NETWORKS	MEDIA NGOs
Botswana	University of Botswana	Botswana Media Women's Association (BOMWA)	
DRC		Union Congolaise des Femmes des Médias (UCOFEM)	
Kenya			African Woman and Child Feature Service
Lesotho			
Mauritius		Mauritius Media Watch Organisation - GEMSA (MWO-GEMSA)	
Madagascar	University of Antananarivo	Fédération pour la Promotion Féminine et Infantine (FPPE)	
Malawi	Malawi Institute of Journalism		
Mozambique	Eduardo Mondlane University		
Namibia	Polytechnic of Namibia		
Seychelles		Gender and Media Plus (GEM Plus)	
South Africa	University of Limpopo		
Tanzania		Gender and Media Southern Africa - Tanzania (GEMSA Tanzania)	
USA			International Women's Media Foundation
Zambia	Zambian Institute of Mass Communication (ZAMCOM)	Gender and Media Southern Africa - Zambia (GEMSA Zambia)	
Zimbabwe	National University of Science and Technology		African Fathers Initiative



Synopsis

This report highlights the key activities of the Gender and Media Diversity Centre (GMDC) over the past year. March 2014 marks the sixth year of the GMDCs existence. It continues to be a strong coalition of gender and media institutions; gender activists; media activists; media academics; journalists; media students; the media; national, regional and international organisations. The GMDC, which is also a knowledge hub, seeks to coordinate debate and dialogue on key gender and media issues in the Southern African Development Community (SADC) and beyond. It aims to create a diverse, responsive media and critical citizenry that are able to hold the media accountable. The GMDC does this through three strategies: knowledge creation and dissemination; investing in future media producers and through public debates on issues of gender, media and diversity.

As it works to reposition itself, the GMDC has become an integral part of the overarching GL media programme with its longstanding relationship with journalism and media training institutions.

Background

The GMDC is a GL partnership project officially launched in 2008. It is a physical and virtual resource centre that seeks to collect gender and diversity information, connect with its target and collaborate with like-minded organisations to ensure that its unique resources are popularised.

The GMDC aims to create “a more representative, responsive and professional media as well as citizens, women and men, who are empowered to critically engage with developmental issues.” This vision is achieved through the creation, collection, connection and dissemination of existing knowledge and resources, as well as collaborating on new research and exchanges.

Since its establishment, the institution has conducted seminars on gender, media and diversity in SADC. These seminars include notably gender and leadership debates in the run-up to elections in seven SADC countries, gender and xenophobia; access to information; mainstreaming or male streaming and sexual harassment seminars.

The GMDC has also worked to empower citizens to engage critically with the media through its Media Literacy training

programme. The institution has also extended this programme to Journalism and Media training institutions. In 2009/2010, the GMDC conducted the Gender in Media Education (GIME) audit. This study showed that 28% of the institutions sampled in the region had stand-alone gender policies. Males comprise the majority of the academic staff but females are the majority of students. In addition, journalism and media studies students receive limited theoretical grounding in gender.

It is against this backdrop that the GMDC, working in close collaboration with Gender Links, is rolling out the Centres of Excellence (COEs) for gender in journalism and media education. The GMDC plans to work with at least seven training institutions on a holistic gender mainstreaming package.

Objectives

- To promote more critical, analytical, diverse and gender aware journalism cadres.
- Promote and steer debate and dialogue on fundamental gender and media issues arising in the region.
- To contribute to more gender aware and sensitive journalism and media training institutions through rolling out the COE project to institutions of higher learning.
- Provide resources that make the relevant links between media theory and practice.
- Revive the gender and media movement in Southern Africa.
- To build the capacity of journalism and media studies students and media educators to engage critically with media texts both at production and consumption level.
- Contribute to the strengthening of the Global Alliance on Media and Gender (GAMAG).
- Develop north-south and institutional partnerships with strategic organisations to help strengthen the work of the GMDC.

Delivery - activities and inputs

The GMDC conducted a number of activities in 2013-2014. These aimed to build the capacity of citizens to engage on issues of media and gender as well as strengthening the relationship with media training institutions.

Summit



Thomas Nkanga and Bridget Muvinda Zamcom media students covering the Zambia Gender Protocol Summit, Lusaka Zambia.
Photo: Cynthia Kalizinje

The GMDC provided journalism and media students' practical training opportunities, through the internship programme as well as producing supplements at the 2013 country and regional SADC Gender Protocol summits. This has empowered over 100 young media practitioners to report from a gender perspective.

GL and the GMDC produced thirteen editions of the summit newspapers with all the stories written by student

journalists based on the summits and the presentations thereof. The student journalists came from institutions that the GMDC has been working with in Botswana, DRC, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Swaziland, Tanzania, Zambia and Zimbabwe.

One of these young journalists shares how this experience has opened up his eyes and empowered him to write through a gender lens.

Learning by doing: Melkhizedeck Karol

Melkhizedeck Karol is a BA Journalism student at the University of Dar es Salaam, School of Journalism and Mass Communication. He has this to say about covering the first ever Tanzania SADC Gender protocol summit and the 2013 Regional summit:

I am a third year Bachelor of Journalism student specializing in public relations, mass communication and journalism. I took gender and media for one semester in my second year of study. Although we had some basic understanding of gender, we didn't know about being gender blind. I experienced challenges especially when we were asked to write about our general perspectives on gender.

However there were learning opportunities in the course as well as we got to engage with gender and media research in Tanzania. For example, a research study conducted by the Media Council of Tanzania on the issue of gender and the media showed that men dominate the media in Tanzania.

In March 2013, I got the opportunity to be part of the media team at the Tanzania SADC Summit. Before then I had not written seriously on gender issues. The support and guidance rendered by the Gender Links team and our lecturer Prof Eno Akpabio proved very valuable. I learnt

a lot during this practical training opportunity.

I wrote a story that was published in the newspaper for the national summit. Capacity building is important. Gender Links has contributed to the incorporation of gender in our curriculum. The students' knowledge about what gender is about will help them write good stories.



Melkhizedeck Karol, student at School of Journalism and Mass Communication at University of Dar es Salaam, Tanzania speaking at a Reporting GBV workshop in Tanzania. Photo: Gladness Munuo

At the summit, each student was asked to write two stories. There were five of us present and we made sure that we discussed story ideas among ourselves before writing to ensure that a diversity of issues was covered and to avoid duplication. We therefore had editorial meetings just like any media team would. At the end of summit, I was chosen to participate in the regional summit in South Africa.

One of the benefits of attending this regional summit is the diversity and experiences on gender issues from other countries. It gives a broader understanding of gender issues. Now when I write stories I am able to make comparisons across countries.

Peer learning for trainers

The SADC Protocol Summits also provided an opportunity for journalism and media trainers to facilitate knowledge sharing and exchange. Seven journalism and media training institutions responded to the call to make presentations at the 2013 SADC Gender Summit. They came together to showcase progress in mainstreaming gender in their

institutions. This has helped facilitate peer learning and sharing ideas on gender mainstreaming. Case studies shared include curriculum review, media literacy training as well as community outreach programmes. Durban University of Technology (DUT) emerged as the winner while Malawi Polytechnic was the runner up in the GIME category.

Championing gender mainstreaming at Malawi Polytechnic

At the Malawi Polytechnic, gender is being effectively mainstreamed into journalism education. They use the strategic plan as a tool to help them mainstream gender in their training. It emphasises that gender will be mainstreamed in all activities of the Polytechnic. Conditions of service spell out that no one is supposed to be discriminated with regard to their sex. On the part of the students there are rules and regulations and they are guided by a statement on sexual harassment.



Francis Chikunkuzeni, gender champion at the Malawi Polytechnic.

They incorporate gender into the curricula using the lecturer as an empowerment tool. Lecturers were trained and course outlines were changed to reflect gender sensitivity. It now specifically shows an outline of women and gender issues. The way students are examined has also changed. Questions on gender are integrated into compulsory exam sections. Students also have a resource centre at the institutions library that specifically has material on gender and the media.

GMDC advisory group meeting

The GMDC held its twelfth advisory group meeting in October 2013. Amongst other things, participants at the meeting put forward ideas on how the GMDC can reinforce its partnerships that exist with media training institutions and Gender and Media Networks (GEM) in the region. They suggested how they could also look further to establish which institutions could possibly be interested in mainstreaming gender into their work. In the coming year the GMDC will approach more institutions to be part of its alliance.

Representatives from the GEM networks attending the meeting discussed ways of reviving gender and media activism in Botswana, DRC, Madagascar, Mauritius, Seychelles, Swaziland, Tanzania and Zambia. These two core groups that form the GMDC advisory group planned and implemented Sixteen Days of Activism activities together in November 2013.

In addition, the GMDC also used the meeting to consult and harness the wealth of knowledge and expertise that resides within the GMDC advisory group and membership to contribute to the Global Forum on Media and Gender agenda. They contributed their ideas on what the global high level caucuses should cover as well as the roles and constitution of the major outcome of the forum which is the Global Alliance on Gender and Media (GAMAG).

The meeting agreed that the GMDC is best suited to be the hub for coordinating the GAMAG in the Africa Region. This is because it already exists as an alliance that can connect, collect and collaborate on gender and media activities in the region by bringing together media stakeholders.

In total, 28 participants attended the meeting, 18 female and 10 male participants. The next GMDC Advisory Group meeting will be in May 2014 during the SADC Gender Protocol Summit. This meeting will discuss the processes for establishing the GIME COEs as well as forward processes with the GMDC.



Madikana Matjila, Assistant lecturer at the University of Limpopo presenting on Gender in Media Education proposed COE process in Johannesburg, South Africa.
Photo: Colleen Lowe Morna

During the year under review no new MOUS were signed however the GMDC efforts to follow up with institutions which do not have MOUs or which have not been attending

to try and get them on board to qualify for membership into the advisory group were underway.

Seminars



Pat Made, middle, a gender and media trainer, speaking at a GMDC Seminar Making Every Voice Count a 360 degree approach, Johannesburg, South Africa.
Photo: Gender Links

The GMDC and GL hosted one seminar on gender and media in SADC in 2013. The seminar took place under the banner: Making Every Voice Count a 360 degree approach to gender and media in SADC. This seminar sought to formulate a regional position on gender and media ahead of the UNESCO coordinated GFMG that resulted in the formation of a GAMAG. It also was an opportunity to consult stakeholders on key gender and media issues arising in the region. A total of 15 female and 10 male participants took part in these discussions.

Training media students

Over the year, the GMDC offered training to students in the different institutions of higher learning it is working with. Students received training on how to write gender sensitive articles in all areas of development. This opinion and commentary writing workshop took place at the end of the Regional summit in April 2013.

In Mozambique, students from A Escola de Comunicação e Artes (ECA), at the University of Eduardo Mondlane trained on "I" story writing. The main focus in this training was angling and ethical issues around writing about sensitive issues such as GBV and HIV and AIDS. In addition, the GMDC collaborated with the GL Media programme to train media students and journalists on how to report on GBV as we approached the 16 Days of Activism. This training with students happened in South Africa, Swaziland, Malawi, Tanzania, Zambia and Zimbabwe. Tanzania and Zimbabwe also covered training on reporting HIV and AIDS. The training resulted in students taking part in field trips to cover stories on GBV and HIV and AIDS in different localities.

Gender and Media Diversity Journal

The Gender and Media Diversity Journal (GMDJ) is one of the major outputs of the GMDC. It is a bi-annual physical resource that puts together a vast array of information from gender activists, media activists, academics, civil society organisations, researchers and students from all over Africa and beyond. Over the years, it has grown to be a space of publicising public opinion; debate; policy developments; research findings on media diversity, media developments and practice.

The latest GMDJ Issue 11 takes a different turn. Though not deviating from its traditional role of disseminating case studies and campaigns it does not focus solely on the media. The GMDJ Issue 11 is a collation of case studies from the SADC Protocol@Work Summit. It highlights the variety of initiatives; target groups; diverse contexts and different approaches used in the region to mainstream gender by government ministries; organisations and individuals.

These case studies align to the 28 targets of the protocol. The overall aims discussed include service delivery; capacity building; women's empowerment; promotion of accountability; changing attitudes and behaviour and improving policy, legislation, constitutional rights and governance. This journal will be widely distributed during the upcoming Regional SADC Gender Protocol Work: "50/50 by 2015 and a strong post 2015 agenda."

Outputs

- 13 SADC Protocol@Work Summit newspapers.
- Gender and Media Diversity Journal Issue 11.
- GIME Analysis paper.
- GBV and HIV and AIDS training workshops: 7 countries.
- Recommendations on the formation of the Global Alliance on Media and Gender (GAMG).
- Press Release *Gender and media activists call for strong global alliance.*
- 16 workshop reports.

Outcomes - results

Ensuring gender is mainstreamed in all information, communication and media policies, programmes, laws and training in accordance with the Protocol: Through the production of summit newspapers and the training workshops held over the year the GMDC has been able to contribute to having future journalists who are gender aware and sensitive.

A vibrant gender and media movement: There has been increased dialogue on gender in media in SADC as we brought together, gender activists, media activists, civil society and academics academics.

Sustained relations: The GMDC has been in existence since 2008. Its linkages to its various members has given it the drive to go on with its work and venture into new projects like the GIME COE project which will kick off in 2014.

Contribution to Increasing Voice: The programme contributed to increased citizen's voice through partnership with the media both as a target and a tool, empowering survivors of gender based violence (GBV) to speak out. Gender Link's Gender and Media Baseline Study (GMBS) in 2003 revealed that women constituted only 17% of news sources. The Gender and Media Progress Study (GMPS) showed that women sources increased only by 2% to 19% in 2010.

Gender Links' "I" stories project contributed to increase in women sources through distributing the survivors own stories to the mainstream media and public forums through GL's Opinion and Commentary Service. In addition, GL contributed to increased voice of women through the media literacy training which targeted at the general public, local government, women in politics and schools with a range of communications skills including media monitoring, taking complaints and writing Opinion and Commentary pieces distributed to mainstream media.

- DFID Governance and Transparency
Fund Evaluation 2013



Ellas Tsamwa, journalism and media studies student at Malawi Polytechnic conducting an interview with Catherine Daudi resident of Chimombo village in Machinga, Malawi. Photo: Kondwani Chamwala

Challenges

- The GMDC's main target group has been institutions of higher learning. Signing MOUs has continued to be a challenge and takes much time.
- The funding for the GMDC had been uncertain from March 2013. The extension of DFID PPA funding to 2016 has given a new lease of life to the GMDC. GL will now design a COE process for media education starting with the SADC Protocol@Work summit in 2014.

Next steps

- Approach more institutions to be part of the GMDC through signing MOUs.
- Review existing MOUs.
- Kick start the GIME COE process.
- Conduct survey on viability of GEM networks and NGOs it is in partnership with.
- Establish a working committee to help the coordinator come up with programmes of action and members of the committee to act as resource persons.
- Undertake seminars on key issues arising across the region e.g. elections; post 2015 agenda, harassment of women and female journalists online.
- Continue with its roll out of the internship programme.
- Mobilise financial resources for the GMDC.

Changes at the individual level

"I attended the media literacy training in Jan 2011. I am studying mass communication, which covers journalism, public relations, and communication. Our lecturer asked us to register for an event which was not well explained to us. At first we were reluctant to register because we were busy. About 21 students registered. We started the workshop on Monday for 2 weeks and we were only students. We were in first year at that time. We got assistance from 3 lecturers including the head of department and Saeanna. Surprisingly they asked what our expectations were for studying mass communication. One lady said she really didn't like mass communication at the time she applied. She didn't know what mass communication was but she just applied for the course. It was funny at that time and we were all surprised. We had 11-12 modules and out these each student was asked to write a project. We wrote the project.

On my side at first I did not understand the importance of gender equality, the whole idea of having men and women's opinions in the media. But the training opened our eyes somehow because we looked into different media and then decide how many men and women give their voices only to find out that that most of the people who speak or write were men. Long time ago it was said that men are business people. We also looked at our Lesotho media and the norms and stereotypes. We started to realize that we believed that only men had voices and what they said was representative. Most of the people speaking were men. Most of the people you find talking on business and politics you find on newspaper were men. Everyone who wrote a story was all about what men did. We looked at different radio stations in Lesotho and in South Africa. We looked at how many men and women give voices in the media. We found out that only men's voices were heard in the media. For example most of the people who called in a certain night show on People's Choice FM were men. 90% of times it's the men who gave their voices and in one way or the other the decisions that were taken were based on the opinions of men.

After the training we had a meeting as students and we planned to educate those who were coming after us and those ahead of us. We managed to have the first and second year students educated on concepts of watching the watch dogs. We talked with the students and I was asking questions on how they felt about gender in the media. We gave them our views on this matter. I am now in third year and I am scared for some of my friends. They feared to be part of the media. The media literacy really opened my eyes. At the moment I see progress because I see women in Lesotho being able to say what they want to

say. I also think that the training contributed a lot and it made me realize that it is important to have men and women in the media houses.



I covered the national summit and I had three or more articles published on Lesotho summit. We were five students covering the events in Lesotho and I was chosen as the best student to come to the regional summit to continue covering the regional summit. Ever since I came I haven't slept. I have been writing and taking photos. I really love media. I love media with all my heart. But this is the biggest opportunity ever. This is my first time participating in the regional summit.

I am starting to understand gender equality. At first I thought gender equality is about women wanting to take the power away from men but it is not so. It is about making the men and the whole world understand that women can also do it. Just give us a chance to make a difference. That is all we women are asking for. I started understanding this from the time I attended the media literacy workshop. After the workshop I started asking if the media of Lesotho is blind. But now I understand better the correlation between media and gender. Without us, and I mean women, there is no media. My belief is that we are media ourselves because wherever we are, we make news. It is high time men understood that media is not about only men doing this and that. We have women who are in politics and women who are in business. Women can also own businesses. We are not challenging men because we need each other. They cannot do it alone and we cannot do it alone."

- Mots'elisi Motseko, National University of Lesotho,
DFID GTF Evaluation 2013



Celebrating gender equality in Lesotho at the Southern Districts summit.

Photo: Ntolo Lekau