

"Growing up"

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CHAPTER 9

Media, information and communication

Articles 29-31



Dr Margaret Nasha addressing the media during the gender policy for the media COEs launch. *Photo: Roos Van Dorp*

KEY POINTS

- The SGDI score of 73% is relatively high, ranking Botswana in fourth place in SADC.
- The CSC is much lower at 58%.
- The Constitution of 1966 (amended in August and September 1997) guarantees freedom of expression to all citizens, however Botswana has laws that regulate the media which can be invoked by the state.
- Media organisations in Botswana recently united to devise and introduce a common gender policy designed to mainstream newsroom equality.
- Botswana has experienced an increase in country media houses scores compared to the baseline.
- There is very little change in the proportion of women as sources of news between 2013 and 2014.

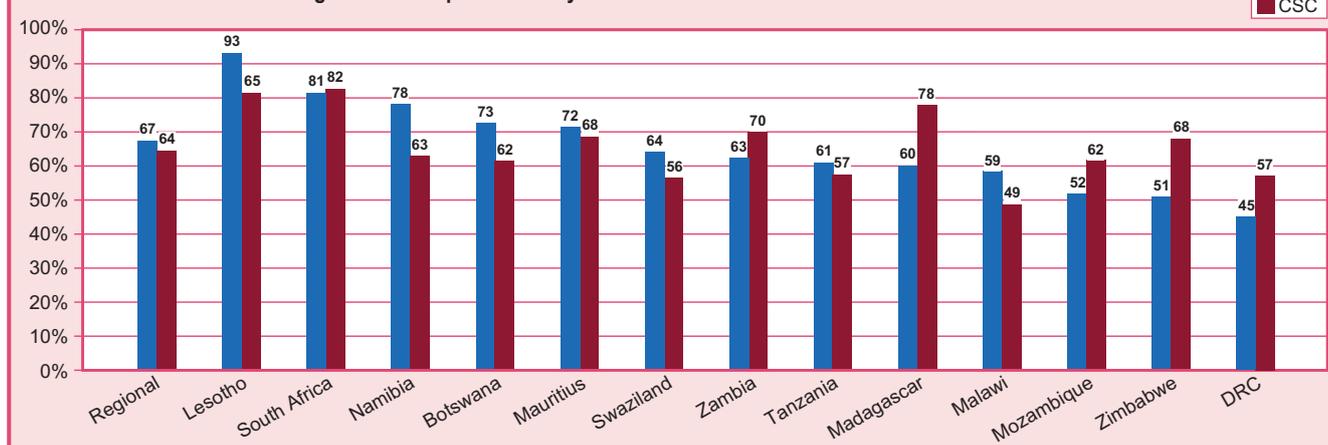
Table 9.1: SGDI and CSC scores for media, information and communication

	SGDI	CSC
Scores	73%	58%
Ranks	4	13

Table 9.1 shows that Botswana, with a 73% SGDI score for 2014, ranks fourth in the region in this sector. However, citizens gave a lower CSC score of 53%, placing

the country at number 13 on this indicator. The SGDI score incorporates women's participation in the media as employees, on boards and in the management. It also includes the proportion of women as lecturers and students in media institutions, as well as the proportion of women news sources in media content. The CSC captures other qualitative nuances such as sensationalism of news and gender stereotypes perpetuated in various media.

Figure 9.1: Comparative analysis of SGDI and CSC on the media sector



Source: 2014 SADC Gender Protocol Barometer.

The information in Figure 9.1 underscores the fact that Botswana ranks high on the SGDI score and quite low in terms of citizen perceptions.

The main objective of the Centre of Excellence (COE) process is to contribute to the advancement of the SADC Gender Protocol target of gender equality in and through the media by 2015. This project seeks to ensure that stakeholders mainstream gender into editorial practice and content as well as within media houses. The media has played a critical area role in the lobbying and advocacy of the SADC Protocol on Gender and Development. Gender activists have long recognised the critical importance of the media in changing attitudes and mind-sets, but have not always been strategic in engaging with the fourth estate. The importance of the media in this regard is evidenced by the fact that it is only Botswana and Mauritius in the region who are yet to sign the protocol.

The SADC Gender Protocol has only one time bound media target. This involves the achievement of gender parity in media decision-making. The wording of the provisions is careful not to be prescriptive or make assumptions about the extent to which government can regulate or influence the media (especially the private media). The provisions are consistent with

freedom of expression and they underscore the argument that gender and media activists have been making: that the subliminal silencing of women in the media is - the world over - one of the worst violations of freedom of expression.

The provisions cover both media content and the institutional make-up of the media as well as on both policy and training. More importantly, they emphasise the need to give women a voice in the media. There is an absence of women's voices in the media and, at the same time, there is the perpetuation of gender stereotypes.

Media regulations in Botswana

The freedom of expression to all citizens is guaranteed under the Constitution of Botswana of 1966. Legislators amended it in August and September 1997. Botswana has allowed robust debate in electronic and print media unlike many African countries, where the ruling party bans opposition views and news from newspapers, radio and television. Despite the guaranteed freedom of expression, Botswana still has laws that regulate the media which can be invoked by the state. These laws override constitutional provisions; grant discretionary powers to government officials; and impose harsh

penalties on media that breach them. Botswana also imposes restrictions on freedom of expression and media to protect the reputations and rights of others, and prevents the disclosure of information obtained in confidence. Section 12(2) of the Constitution, which provides for permissible restrictions on the exercise of freedom in areas of defence, public security, public order, public morality, and public health, accommodates these laws. They include:

The National Security Act (1986) regulates anything that may be seen to threaten state security, while the Directorate of Corruption and Economic Crime Act prevents journalists from reporting on subjects under investigation until cases reach the court or investigations are concluded. The principle of *sub judice* therefore applies. Section 4(1) of the National Security Act (1986) makes it unlawful for any person who has obtained information from her or his position as a public servant to reveal information without authorisation. The prohibition is enforced by the possibility of up to 30 years imprisonment and has led to self-censorship in newsrooms.

The Media Practitioners' Act, which came into effect in January 2009, is possibly the main threat to media freedom. It requires the compulsory registration of journalists. At issue is the question of whether certain provisions of the Act are consistent with the Constitution. The African Media Barometer study of 2009 notes that by requiring journalists to seek accreditation before they practice, the Act turns the right to practice journalism into a privilege (MISA, 2010).

In addition, legislative bodies also regulate the media:

The **Statutory Media Council** requires publishers to form a media council. The failure to do so results in a fine or a three-year imprisonment, or both. The Act also requires publishers to register all websites and blogs with the Media Council. Press freedom advocacy groups believe the Act potentially erodes media freedom and freedom of expression, ultimately engendering censorship and self-censorship. The Council includes a media complaints committee and an appeals committee. It believes this body provides an avenue for the public to seek recourse.

Broadcasting Regulations (2004) stipulate that media practitioners maintain the highest professional and ethical standards and disseminate accurate and balanced information.

The Botswana Press Council's Code of Ethics and its members recognise that gender equality is intrinsic to freedom of expression; that all women and men have the right to communicate their views, interests and needs; and that "giving voice to the voiceless" is critical to citizenship, participation, and responsive governance. In 2008/2009, the Press Council worked with GL to develop a gender code of practice. The code outlines basic principles that guide the media practitioners as they disseminate information. Members should ensure that a diverse range of female perspectives is included in stories, including politics, economics and war.

Gender in media training

The audit of *Gender in Media Education in Southern Africa* (GIME) is the most comprehensive study yet undertaken of the gender dimensions of journalism and media education and training in tertiary institutions in Southern Africa. The audit of the University of Botswana (UB) is part of a larger GIME audit administered in 25 institutions in 13 countries.

The audit revealed that the Department of Media Studies at UB has adopted a strategy to mainstream gender into its curriculum and in departmental practices. The department developed a gender-specific module, *Gender, Sex and Ethnicity in the Media*, within its programme prior to the 2008/2009 curriculum review, but educators left the module out of the new curriculum.

Students expressed a keen interest in having gender incorporated into media training. Students said there is a need for the department to mainstream gender into their media education and journalism training and they showed a reasonable understanding of gender and media literacy issues. Academic staff indicated that they may highlight gender in their teaching depending on the subject.



Keabonye Ntsabane informing participants on the SADC Protocol during GIME, GMPS and Glass Ceiling workshop in Gaborone Botswana.
Photo: Gender Links

UB media students win SADC award

A team of five final year University of Botswana Department of Media Studies students comprised of Baker Tebogo, Matlhogonolo Samsam, Taelo Maphorisa, Oranotse Mpudi and Mompoti Lentswe Jr won a print media award from Gender Links Botswana during the SADC Gender Protocol Summit on 15 April 2014 at Boipuso Hall.

The SADC Gender Protocol Summit recognised and appreciated work done by local entities in the disciplines of leadership, media, entrepreneurship and welfare. This work included education, assistance and lobbying as part of playing a role in creating awareness of gender issues.

GL asked entrants to come up with messages that will intensify communication to educate members of the public on issues of gender-based violence. The UB team of five beat other entries in the media category, including those from Radio Botswana and Limkokwing University College.

The UB Media Department applauded and commended the leadership qualities displayed by its students. The winners confessed that they have been introduced to gender issues in 2013 by hosting a radio discussion on socialisation and GBV with renowned gender activist Ntombi Setshwaelo as well as writing articles which celebrated men in The Voice newspaper. Among other efforts, the team also supports and works with a UNFPA Facebook campaign against GBV called SM4Youth Botswana.

Speaking after receiving the award, one of the team members, Baker Tebogo, said that they "Collectively table [their] varied skills in the media fraternity and execute projects that complemented each other."

Tebogo also represented the team during the project's presentations at the Summit. The students wish to form a club of some kind that would sensitise the UB community and young people in general about gender issues. This would be in honour of their well-deserved award and continue the work with Gender Links Botswana to spread its message across the country.

The winners' package included a trip to Johannesburg, South Africa, to compete regionally for a much bigger honour on 25 May 2014. The UB team reminded the UB community to wear an orange item on the 25th day of every month to commemorate the "Anti-Gender-Based Violence Day" or "Orange Day," and also to take a "selfie" photo and upload it on the SM4Youth Botswana Facebook page as part of this remembrance effort.

Source: <http://www.ub.bw/newsdet/nid/2493/UB-Media-students-win-SADC-award/> Dated: 16.07.2014



Tebogo Baker receiving an award for a winner in Print Media at Botswana National Summit. Photo: Vincent Onthusitse

Giving equal representation to women and men by 2015



The Protocol urges member states to take measures to promote the equal representation 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.

In 2009, GL and MISA undertook the *Glass Ceilings in Southern Africa Media* study. In Botswana, researchers based the study on research in five media houses, with 886 employees. Researchers conducted in-depth case

studies of two media houses and interviewed six journalists/senior managers/editors for their perspectives on the results. A further 33 staff responded to perception questionnaires.

The report indicated that gender equality in media houses is in line with the SADC 2015 parity goal. However, furthering the careers of women in Botswana media houses has not been a priority, and no media house in Botswana had strategies to fast-track women. The same study revealed that only 20% of media houses

in Botswana have gender policies while 60% have sexual harassment policies. Moreover, 60% say they need to improve existing policies. Only 16% of media firms in the SADC region have gender policies compared to 28% with sexual harassment policies, while 68% are keen to improve their policies or formulate gender policies.

Marking International Women's Day by celebrating an African woman at the helm



Botswana newspaper publisher Beata Kasale. Photo: Tarisai Nyamweda

"Women must make themselves visible. The media are about visibility. If they take a back seat, nobody will know that they are there. They should be more assertive," said Botswana newspaper publisher Beata Kasale to mark International Women's Day in 2014.

Kasale is one woman who has smashed through the glass ceiling. She is the publisher and former editor of *The Voice*, one of the seven Botswana media organisations that recently united to devise and introduce a common gender policy designed to mainstream newsroom equality.

Women and men in the media



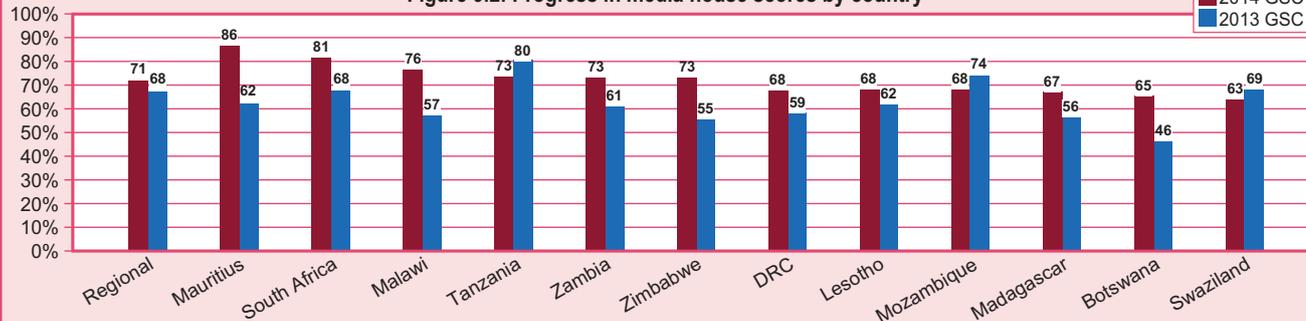
The Protocol calls on member states to encourage the media to give equal voice to women and men in all areas of coverage, including increasing the number of programmes for, by and about women on gender specific topics and that challenge gender stereotypes.

The Protocol urges member states to 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.

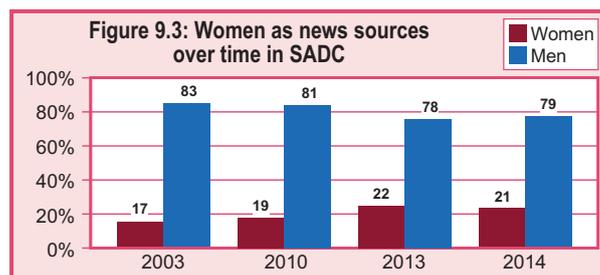
Figure 9.2: Progress in media house scores by country



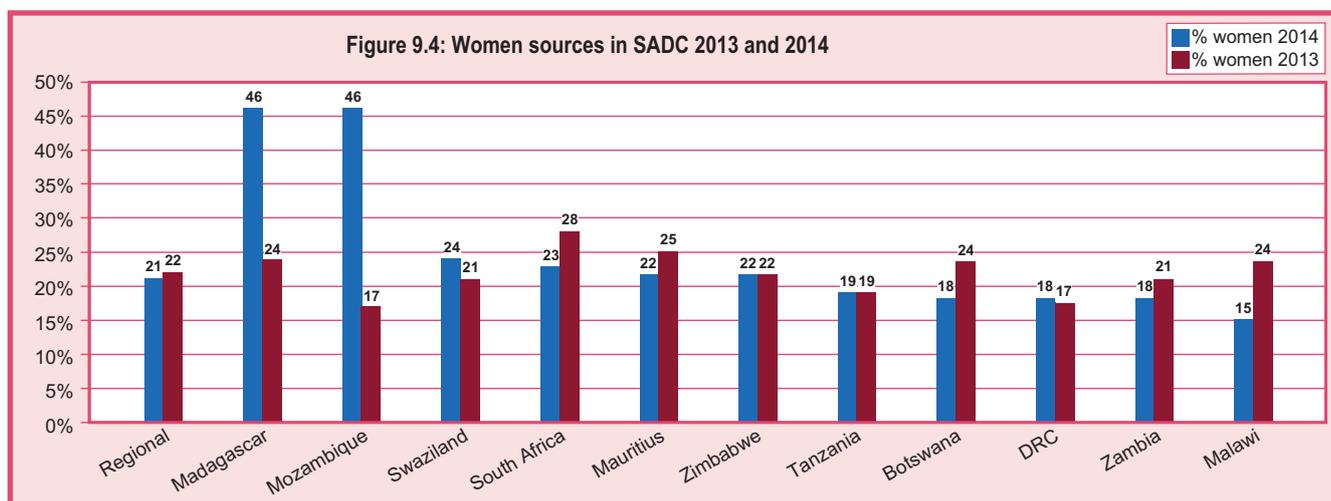
Source: Source: 2014 SADC Gender Protocol Barometer.

Figure 9.2 shows that there has been an increase in country media house scores compared to the baseline. Mauritius, South Africa and Malawi made remarkable progress between 2013 and 2014. Botswana's CSC score increase from 46% in 2013 to 65% in 2014.

Figure 9.3 shows that the proportion of men as sources of news remains almost constant from 2008 to 2014. There has been slow change in the proportion of women as sources of news during the same period. In 2008, women contributed 18% of the news, and they contributed just 20% of the news in 2014.



Source: 2014 SADC Gender Protocol Barometer.



Source: 2014 SADC Gender Protocol Barometer.

Figure 9.4 illustrates that there has been a dramatic increase in women as sources of data for some of the countries in the region. The proportion of women as sources in Botswana decreased from 24% in 2013 to 18% in 2014.

Media and gender-based violence



The Protocol calls on member states to 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.

Government tackles gender-based violence

A media development consultant, Beata Kasale, says although government has not yet ratified the SADC Gender and Development Protocol, it has made strides in the improvement of social welfare for both women and children. Facilitating at a two-day workshop on reporting gender-based violence, for media practitioners in Gaborone, Kasale said government is committed to taking care of the welfare of women and children.

The workshop aimed to broaden participants' understanding of the different forms and causes of gender-based violence, to analyse how the news media in Southern Africa reports gender-based violence and to review, based on research findings, how media represents women's views and voices in reporting GBV.

Meanwhile, the key provisions of the SADC Gender and Development Protocol on gender-based violence note that, by 2015, state parties shall adopt integrated approaches, including institutional cross-sector structures, to reduce the level of gender violence by half.

The Protocol also calls upon state parties to enact laws and to adopt and enforce policies, strategies and programmes that define and prohibit sexual harassment in all spheres, and provide deterrent sanctions for perpetrators of sexual harassment, review, and eradicate traditional norms, including social, economic, cultural and political practices and religious beliefs, which legitimise and exacerbate the persistence and tolerance of GBV.



Journalists read stories about victims of gender violence in Botswana.
Photo: Felicity Male

SGP Post 2015

Media post 2015

Table 9.2: Proposed indicators and targets for media post-2015

Thematic area/target	Proposed post-2015 targets	Proposed post-2015 indicators	Priority indicators
Gender in media education			
	1. Promote the equal representation of women as teaching staff and students in institutions of media learning	1. Female percentage of staff in institutions of media learning ¹	1. Female percentage of staff in institutions of media learning
		2. Percentage of female students in institutions of media learning ²	2. Female percentages of students in institutions of media learning
	2. Ensure that media institutions of learning adopt gender policies and mainstream gender in their teaching curriculum by 2030	3. No of courses/modules that mainstream gender	3. Women employees as percentage of total ³
		4. Gender in Media Education Score	4. Women as percentage of board of directors
Gender in the media			
Take measures to promote the equal representation of women in 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	3. Take measures to promote the equal representation of women in ownership of, and decision-making structures of the media by 2030	5. Women employees as percentage of total ⁵	5. Women as percentage of management
	4. Ensure equal opportunities for both female and male editors	6. Women as percentage of board of directors	6. Use of media to create awareness on current issues
	5. Media Commission to enforce gender sensitive reporting	7. Women as percentage of management ⁶	

¹ Glass ceiling, Global Report on the status of women in the news and media.

² Gender in Media Education.

³ Glass ceiling, Global Report on the status of women in the news and media.

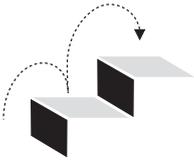
⁴ Ibid.

⁵ Ibid.

⁶ Ibid.

Thematic area/target	Proposed post-2015 targets	Proposed post-2015 indicators	Priority indicators
	6. Ensure that media houses adopt gender policies or mainstream gender in their codes of conduct	8. Gender in the Media Score	
Gender in media content			
Encourage the media to give equal voice to women and men in all areas of coverage	7. Encourage the media to give equal voice to women and men in all areas of coverage by 2030	9. Percentage of stories with more than three sources	
		10. Percentage of women news sources	
		11. Percentage of women news sources in economics, sports and politics	
	8. Ensure that media mainstream gender in editorial content and programming	12. Percentage of women who participate in radio talk shows	
	9. Ensure that media regulatory bodies enforce gender sensitive reporting standards	13. Percentage gender aware stories	
	10. Take measures to discourage the media from: <ul style="list-style-type: none"> Promoting pornography and violence against all persons, especially women and children; Depicting women as helpless victims of violence and abuse; 	14. Percentage of gender aware GBV stories	
11. Degrading or exploiting women, especially in the area of entertainment and advertising, and undermining their role and position in society; and			
	12. Reinforcing gender oppression and stereotypes		
Gender in advertising			
	13. Encourage advertising regulatory authorities to adopt gender aware codes of conduct and ethical principles to reduce stereotypical representation of women in advertising by 2030	15. Percentage of women in adverts	
		16. Percentage gender aware adverts	
		17. Percentage men who say it is not fine for advertisers to use sexy images of women to market their products	
Access to information and ICT policy			
	14. Ensure that half the women (including those in rural areas) have access to public information by 2030	18. Percentage of women with access to public information	
	15. Ensure that citizens, especially women, have access to all least one medium, including new media platforms by 2030	19. Gender Score for Media and ICT policies ⁷	
	16. Ensure that all citizens have the freedom to express their opinions in all public and private forums	20. Percentage women with access to ICTs	

⁷ Global impact study, Demographic survey.



Next steps

- Facilitate the establishment of more COEs in media, focusing on TV.
- The COEs for the media should strive to improve reporting on sensitive issues like GBV.
- Encourage women to act as sources of data so that they can tell their stories in print, radio and on TV.
- Make the public aware of the existence of laws, regulations and the statutory bodies covering media.
- Improve dialogue between state and media so that state sees media as a partner in the development process.