



CHAPTER 9

Media, Information and Communication

Articles 29-30



Making every voice count in SADC.

Photo: Valentina Madope

KEY POINTS

- A new SADC Gender Protocol provision on media ownership paves the way for a critical mass of women media owners and balanced participation of women in decision-making in media.
- The Gender and Media Progress Study (GMPS) remains the latest research on women's voices and their role in the media sector. It shows a paltry increase in women sources in the media from 17% in the 2003 Gender and Media Baseline Study (GMBS) to 19% in the GMPS 2010, and 20% in the GMPS 2015. The proportion of women sources is the single most important measure with regard to giving a voice to women.
- A country comparison shows that the highest percentage of women sources recorded in all countries decreased from 32% in 2010 to 28% in 2015. The lowest country percentage (14%) declined to a new low of 6%.
- There has been an encouraging increase in the proportion of women in media management from 27% to 34%. This is a key indicator of progress of gender mainstreaming at decision-making level. Lesotho (53%) has the highest proportion while DRC (17%) has the lowest.

**Women
only
20%
of
news
sources**

What the Protocol requires

The 2008 SADC Gender Protocol had one time bound media target: Gender equality in and through the media by 2015. However, all countries failed to meet the target of 50% sources and media decision-making. The Protocol specifically called for gender sensitivity in covering Gender Based Violence (GBV) and discouraged the media from promoting pornography, degrading or exploiting women. Part Nine of the Protocol has two articles, addressing Gender in Media, Information and

Communications, and Universal Access to Information and Communication Technology. As before, the Protocol calls for mainstreaming gender in all information, communication and media policies, programmes laws and training. It calls on media-related bodies to mainstream gender in their codes of conduct, policies and procedures. It also encourages media to give equal voice in all areas of coverage.

Table 9.1: The Revised Gender Protocol

Former provisions	New provisions
	Article 29.1: The Protocol calls on member states to enact legislation and develop national policies and strategies, including professional guidelines and codes of conduct, to prevent and address gender stereotypes and discrimination in the media.
The SADC Gender Protocol calls on member states to take measures to promote the equal representation of women and men in decision-making structures of the media, in accordance with Article 12.1 that provides for equal representation of women in decision-making by 2015.	Article 29.4: State parties shall take measures to promote the equal representation of women and men in the <u>ownership</u> , and decision-making structures, of the media.



**Equal
Ownership
of the
media!**

Table 9.1 shows that SADC heads of state approved minimal revisions to the SADC Gender Protocol on media and ICT. While *Article 29.1* strengthens existing provisions on mainstreaming gender in media policies and legislation, there is no longer a time bound media target. Engendering new legislation, policies and strategies will allow gender equality to be prioritised through the law. The wording of the provisions is careful not to be prescriptive or make assumptions about the extent to which government can influence the media, especially as media pushes for self-regulation without government interference.

Article 29.4 makes the important addition of *ownership* to the section on equal representation of women and men in media decision-making. So far, tracking has focused on women on boards of directors and as media managers. If women begin to own media outlets, they will be in a better position to influence content, decision-making, industry practices and policies in a gender aware manner. They can also bring different perspectives to stories on gender issues. As women begin to occupy top most positions in media companies, we will slowly see the sector's long-standing glass ceiling begin to shatter.



The SADC Protocol encourages media to give equal voice in all areas of coverage.

Photo: Gender Links

Key trends

Table 9.2: Trends in Media 2009, 2015, 2017

Parameter	Target 2030	Baseline 2009	Progress 2015	Progress 2017	Variance (Progress - target)
WOMEN SOURCES					
% women sources	50%	19%	20%	20%	-30%
Country with highest percentage of women sources.	50%	Lesotho (32%)	Botswana and Seychelles (28%)	Botswana and Seychelles (28%)	-22%
Country with lowest percentage of women sources	50%	Mozambique and Zambia (14%)	DRC (6%)	DRC (6%)	-44%
WOMEN IN MANAGEMENT					
% women in management	50%	27%	34%	34%	-16%
Country with the highest percentage of women in management	50%	Lesotho (52%)	Lesotho (53%)	Lesotho (53%)	+3%
Country with the lowest percentage of women in management	50%	DRC (10%)	DRC (17%)	DRC (17%)	-33%
WOMEN IN MEDIA IMAGES					
% women in media images	50%	27%	28%	28%	-22%
Country with the highest percentage of women in images	50%	-	Malawi (74%)	Malawi (74%)	-40%
Country with the lowest percentage of women in images	50%	-	Tanzania (10%)	Tanzania (10%)	-40%
SCORES					
SGDI	100%	67%	66%	53%	-47%
CSC	100%	40%	66%	65%	-35%

Source: Gender Links, 2017.

Table 9.2 shows that:

- There has been a mere one-percentage point increase of women sources in the media from 19% to 20% during the tracking period. The highest proportion of women sources is in Seychelles and Botswana (28%) and lowest in DRC (6%). DRC has consistently been the country with the lowest proportion of women sources overtime.
- The proportion of women in management has gone up from 27% at baseline to 34% in 2017. Lesotho (53%) has the highest proportion of women in decision-making and is the only country in the region to surpass the 50% target. South Africa is conducting an in-depth Glass Ceiling Study in 2017.
- While women comprise only 20% news sources they account for a much higher proportion of images (28%) suggesting that women are more likely to be seen than heard. Malawi (74%) has the highest proportion of women in images while Tanzania (10%) has the lowest.

Scores - SGDI and CSC

The SADC Gender and Development Index (SGDI) is a composite empirical measure of progress. In the case of media, the SGDI has been revised to remove percentage of women in the media overall, and percentage of women in media studies, as these targets have now largely been achieved. The three remaining indicators measure women sources, images, and women in decision-making. These are more telling indicators of the real progress being achieved in narrowing the gender gap. Not surprisingly, the SDGI has dropped from 66% in 2015 to 53% in 2017. The Citizen Score Card (CSC) is a measure of how citizens (women and men) rate their governments' efforts to provide accessible and quality services. This score has also been expanded to take account of the new additions in the Post 2015 era. The overall score dropped from 66% in 2015 to 65% in 2017 with these tougher tests (such as women's ownership of the media) now in place.

SGDI

has gone
down

to

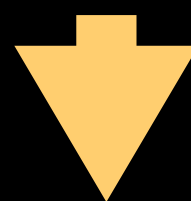
53%

in 2017

from

66%

in 2015



CSC

has

dropped

from

66%

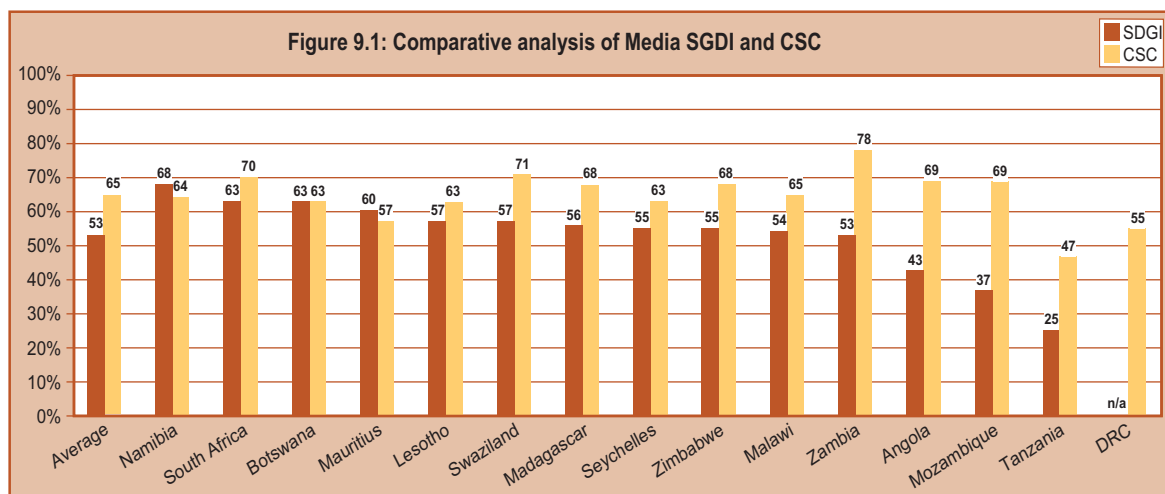
in 2015 to

65%

in 2017

SDGI
65%

CSC
53%



Source: Gender Links, 2017.

Figure 9.1 illustrates the media SGDI and CSC scores. The CSC gap between the CSC (65%) and SGDI (53%) is higher than for any other sector. The media SGDI has declined by 13-percentage point since 2016. This significant decline can be attributed to the change in media indicators, which have been reduced from five to three indicators, which are

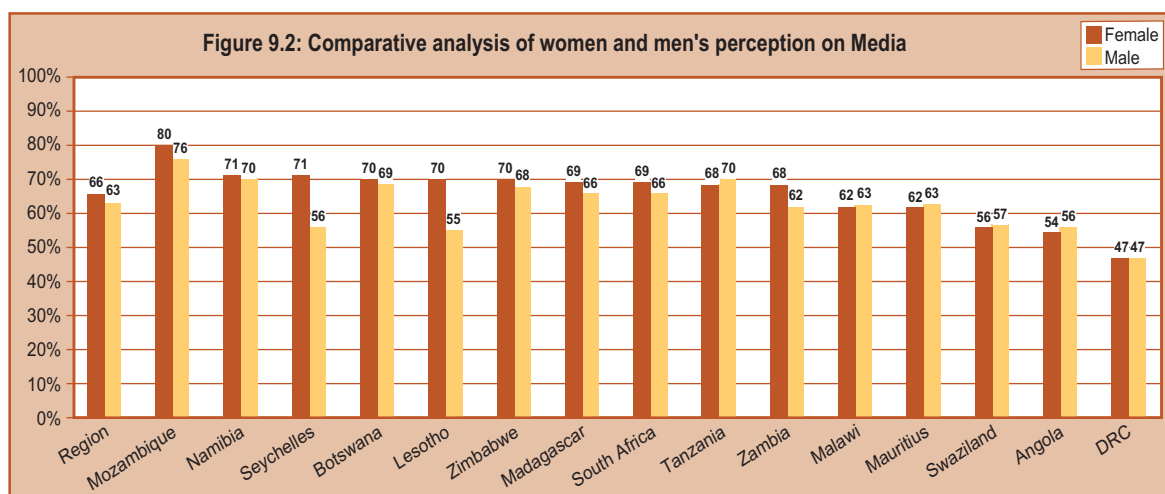
more telling of the trends in the sector. The difference between the SGDI and CSC gives a variance between the two. In general, there is a higher negative variance for this sector than any other i.e citizens believe that their countries are doing better than they actually are.



66%
scored
higher
than



63%



Source: Gender Links, 2017.

Figure 9.2 shows sex disaggregated data on the CSC for the media sector for 2017. On average women (66%) had slightly higher scores than men (63%). Women in Mozambique are most optimistic about the media they consume while women in

DRC (47%) are the least optimistic. The highest variance between women and men is in Seychelles and Lesotho at 15%. DRC has no variance, showing that women and men in this country largely concur on the media's performance.