



Gender and Media Progress Study

SOUTH AFRICA



Katlego Mabasa and Tarisai Nyamweda, GL Media Coordinator, monitor the South African media for the GMPS.

Photo by Albert Ngosa

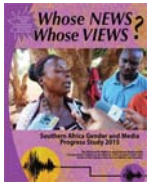
KEY FACTS

- The proportion of women sources in South Africa has remained stagnant at 20% since 2010 and increased only by one percentage point from 19% since 2003.
- The proportion of multiple source stories is 54%, up from 38% in 2010. This reflects some improvement in the quality of journalism.
- Women are more likely to be seen than heard. They constitute 27% of images in newspapers, compared to 20% of news sources.
- Sports (25%), economy (20%), crime and violence (14%) and political stories (13%) are given top priority in South African media.
- Spokespersons make up 28% and people's personal experiences 19% of sources.
- Fifteen community media houses in South Africa have joined the Gender Links (GL) Centres of Excellence for Gender in the Media.
- At 21%, the proportion of women sources in COE's is slightly higher than non-COE's at 20%.
- In the study overall, Mokopane community radio had the highest proportion of women sources at 61%, while Die Burger FM (0%) had the lowest proportion of women sources.



The Gender and Media Progress Study

The Gender and Media Progress Study (GMPS) 2015, conducted in 14 SADC countries, is a follow up to the GMPS (2010) and Gender and Media Baseline Study (GMBS) 2003. This study brings together all research studies that GL has conducted since 2001 into one research study. The study covers gender in media content; within media houses and in media education. It is the most extensive single study of gender in and through the media ever undertaken in Southern Africa. Coinciding with the fourth Global Media Monitoring Project (GMMP) study in 2015, the study also enables Southern African coun-



tries to benchmark themselves against global findings where the two studies measured similar parameters. The table at the back of this leaflet summarises the key findings. The full regional report can be accessed at <http://genderlinks.org.za/shop/whose-news-whose-views/>

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Gender in media content

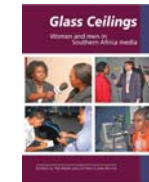
In South Africa, the study covered 31 newsrooms: 15 private, 4 public and 12 community. Of these, 15 were print; 13 radio and 3 television media outlets. Students at the University of Limpopo and GL staff monitored a total of 6454 news items on fourteen staggered days in different weeks of April 2015. This provides a much more reliable sample than the one day of monitoring in the global study.

Women's voices are more likely to be heard on social issues than in "hard" news: The proportion of women sources is highest on climate change (41%); social issues (33%), Health, HIV and AIDS (31%), Celebrity, Art and Media (30%). Women's views are missing in sports (9%), politics (17%) and economics (17%).

There is a close correlation between the proportion of women reporters and women sources in topic categories: Women comprised 53% of those reporting on Health, HIV and AIDS; 51% on Climate Change; 40% on economic news and 17% of those reporting on sports and political topics.

Media is still struggling with normalising Sexual Orientation and Gender Identity (SOGI) in coverage: The GMPS monitored coverage of SOGI for the first time. The study shows that SOGI-related stories constituted 0.1% of all stories. Most of these came from South Africa followed by Lesotho. The study found that "stories on SOGI often lack the voices of LGBTI people; fail to address stereotypes about LGBTI people; lack analysis, context, history or research; and resort to moralising or stereotypical language."

Greater Tzaneen FM. The South African Broadcasting Corporation (SABC), the public broadcaster, declined to share this information despite several requests. Based on this sample, women constitute 53% of media employees (compared to 40% regionally). This is a three percentage point increase from 50% in the



Glass Ceilings in South African Newsrooms study carried out with the South African National Editors Forum (SANEF) in 2009. Women comprise 46% of those in management; an 11 percentage point increase from 35% in 2009.

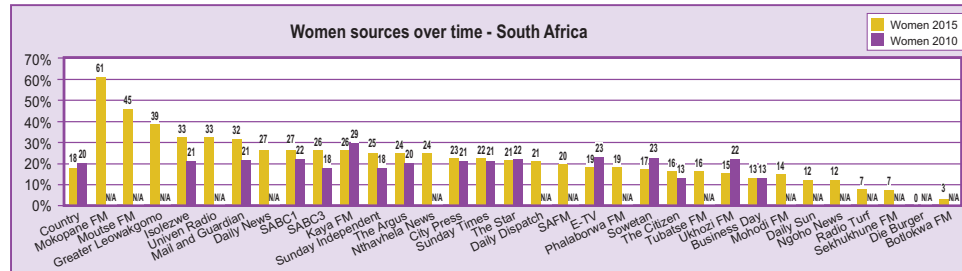
The gender gaps in occupational levels of the media are still pronounced in the South Africa media as 58% work in semi-skilled positions. It should be emphasised, however, that these results cannot be generalised as this is not a representative sample, with no public media, only one private media house and 14 community media houses from one province participating. GL is in discussion with SANEF about the possibility of repeating the 2009 Glass Ceiling study to obtain reliable data on progress made in redressing gender gaps within the media.

Gender in media education

The 2015 GMPS audit also sought to measure whether there has been progress in women's representation in media education since the Gender in Media Education (GIME) Study in 2010. The study covered 15 institutions offering journalism and media training in 11 countries. In South Africa, the study covered the University of Witwatersrand, Stellenbosch University and University of Limpopo.

Gender in newsrooms

The study gathered data on women and men within the media in 14 media houses of South Africa willing to share this information. These were Media 24; Nthavhela News; Zebediela FM; Radio Turf, Tubatse FM; Greater Lebowakgomo Community Radio, Mohodi FM; Phalaborwa FM; Musina FM; Univen Radio; Mokopane FM; Sekhukhune FM; Ngoho News;



The proportion of women sources in the South African media remains static at just one fifth of the total: The GMPS reveals that the proportion of women sources in South Africa increased from 19% in 2003 to 20% in 2010 but remained stagnant at 20% in the period to 2015. Botswana and Seychelles (28%) came top in Southern Africa with regard to the proportion of women sources in the news.

The proportion of single-source stories is lower than the regional average but still of concern: Single-source stories in South Africa constitute 46% of the total, compared to the overall regional average of 67%. However, the fact that nearly half of all stories in South Africa rely on a single source is worrying. This contributes to the low proportion of women as sources since, where there is only one source, the chances of this being a man in a male-dominated society are high.

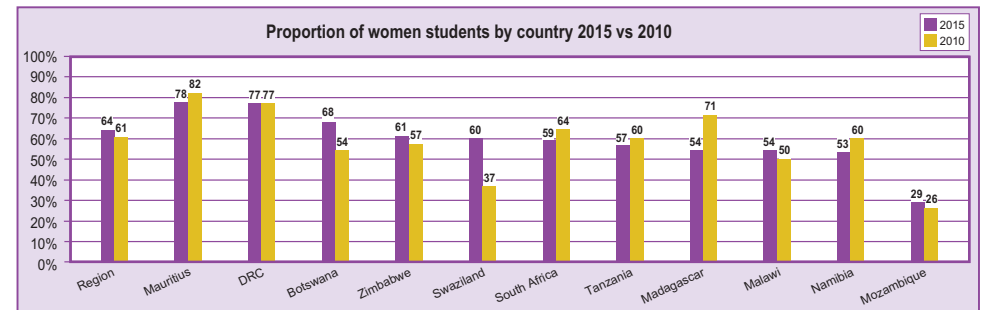
Official sources dominate: Spokespersons make up 28%, experts 18% and government officials 9% of news sources, compared to person affected (11%), personal experience (19%), popular opinion (3%)

and eye witnesses (1%). This means that overall official sources trump "ordinary people". As men predominate in positions of authority, this helps to explain the predominance of male sources in the news.

However, there are variations across the 31 newsrooms monitored: The proportion of women sources ranges from 0% at Die Burger to 61% at Mokopane FM. Only six news rooms had 30% or higher women sources.

Women are more likely to be seen than heard: Television has the highest proportion of women as sources at 25%, up from 21% in 2010, followed by radio at 22% (down from 23%) in 2010. Print has the lowest proportion of female sources at 21% (up from 19% in 2010).

Economic and sports stories dominate news in South Africa: Sports stories constituted 25% of all topics covered during the monitoring period, followed by the economy (20%); crime and violence (14%) and politics (13%).



Decrease in women students in media studies and in staff positions: The GMPS found that there are more women students (59%) than male students (41%) in media studies in South Africa. This is a

decrease of five percentage points compared to the 2010 GIME audit. The proportion of women staff in media studies in South Africa decreased from 50% in 2010 to 44% in 2015.

Conclusions and recommendations

- Nearly a quarter of a century since the advent of democracy, it is unacceptable that women's views and voices continue to be under-represented in the South African media.
- It is also unacceptable that the media, which serves as a watchdog on the rest of society, refuses to share data on women and men within newsrooms.
- The "watching the watchdogs" campaign needs to be reinvigorated by media training institutions; standard setting bodies; and media development NGOs.
- The diversity committee of SANEF has an especially important role to play in ensuring that media houses deliver on their constitutional mandate to reflect South Africa in all its diversity.
- Gender Links stands ready to share its Gender and Media Score Card, as well as self-monitoring content tools for use by the media in improving its gender and media practice.

South Africa GMPS summary

Indicator	GMBS SA 2003	GMBS SA 2010	GMBS SA 2015	2015 COE	2015 NON-COE	GMBS Regional 2003	GMPS Regional 2010	GMPS Regional 2015	GLOBAL
	% Women	% Women	% Women	% Women	% Women	% Women	% Women	% Women	% Women
Who is heard and seen in the news?									
Overall	19%	20%	20%	21%	20%	17%	19%	20%	24%
Private media	N/A	20%	18%	N/A	N/A	N/A	19%	18%	N/A
Public media	N/A	21%	24%	N/A	N/A	N/A	20%	24%	N/A
Community	N/A	22%	21%	N/A	N/A	N/A	22%	21%	N/A
Images in newspapers	N/A	25%	27%	N/A	N/A	N/A	27%	28%	30%
% women in adverts	N/A	N/A	50%	50%	50%	N/A	N/A	50%	N/A
Who speaks on what?									
Economics	9%	16%	17%	N/A	N/A	10%	12%	18%	21%
Political stories	10%	19%	17%	N/A	N/A	9%	13%	14%	18%
Sports	5%	10%	9%	N/A	N/A	8%	12%	13%	N/A
GBV	N/A	24%	63%	N/A	N/A	N/A	27%	58%	N/A
HIV and AIDS	40%	14%	23%	N/A	N/A	39%	20%	30%	N/A
Where are women in the media?									
Women in the media	N/A	50%	53%	N/A	N/A	N/A	41%	40%	N/A
Women in senior management	N/A	35%	40%	N/A	N/A	N/A	28%	34%	N/A
Women in top management	N/A	25%	47%	N/A	N/A	N/A	23%	34%	N/A
All reporters	N/A	36%	35%	53%	N/A	N/A	27%	34%	37%
TV reporters	30%	49%	N/A	N/A	49%	38%	N/A	42%	38%
TV presenters	44%	55%	63%	N/A	63%	45%	46%	61%	57%
Radio reporters	44%	54%	35%	N/A	30%	34%	30%	50%	41%
Print reporters	22%	33%	34%	N/A	33%	22%	25%	39%	35%
Where are women in media education?									
% women lecturers	N/A	50%	44%	31%	17%	N/A	36%	40%	N/A
% women students	N/A	64%	59%	58%	2%	N/A	61%	64%	N/A

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