



women and men make the news

gender & media baseline study

gmbS



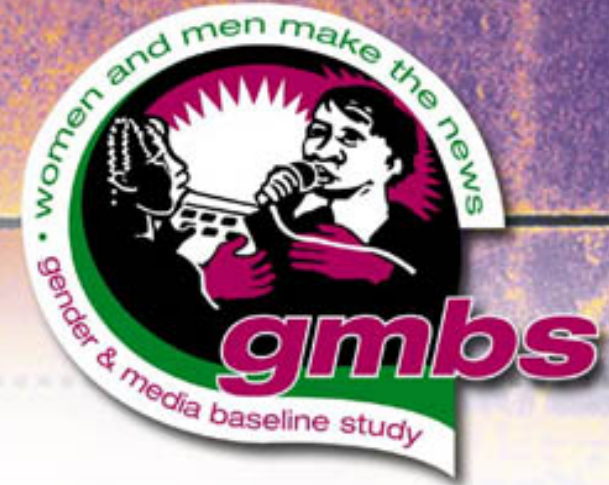
What is the GMBS



- The most extensive gender and media monitoring project- regionally, and globally.
- Twelve Southern African countries
- One month (September 2003). Global studies covered one day.
- 25 000 news items, compared to 16 000 in the global study conducted in 2000.
- Outputs: one regional overview; twelve country reports; training material

Objectives

- Baseline data for monitoring progress toward achieving gender balance in media coverage;
- Build capacity for monitoring media content from a gender perspective;
- Become a key advocacy tool



Partners

- Media Institute of Southern Africa (MISA)
- Gender Links
- 20 institutional partners in the 12 countries
- Partners in Botswana:
 - Worldview Botswana
 - Women's NGO Coalition
- Media Monitoring Project (MMP) South Africa-technical advisers
- Margaret Gallagher- International adviser



Global Context



- 71 countries took part in the first GMMP before the Fourth World Conference on Women in Beijing- 1995.
- 70 countries took part in the GMMP 2000 -“Who Makes the News”. The GMMP inspired the GMBS, but this spanned a whole month, rather than one day.
- Quantitative and qualitative findings.
- Slogan: “*Women and men make the news*”.

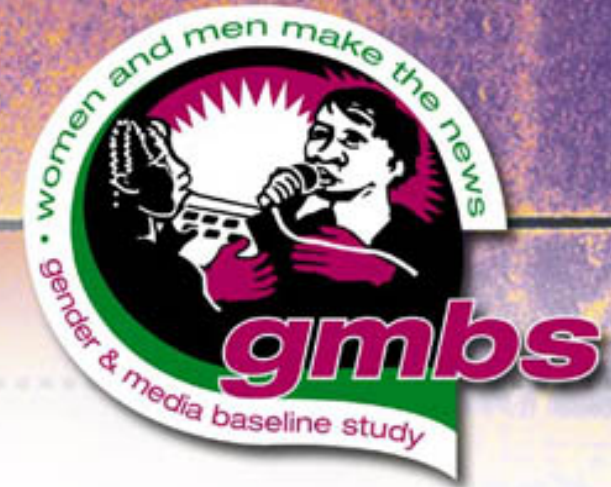
Media Monitored



- 117 out of the 340 print and electronic media in the 12 countries covered, or 34 percent of the media.
- 6 out of 14 media houses, or 43 % of the total.
- A total of 25 110 news items; 434 items, or 2 % of news items came from Botswana.

Scope of Study

- The study focused on the news.
- It did not include entertainment and advertising.
- For radio and television, the study did not cover news feature programmes.
- These genres are important for future studies.

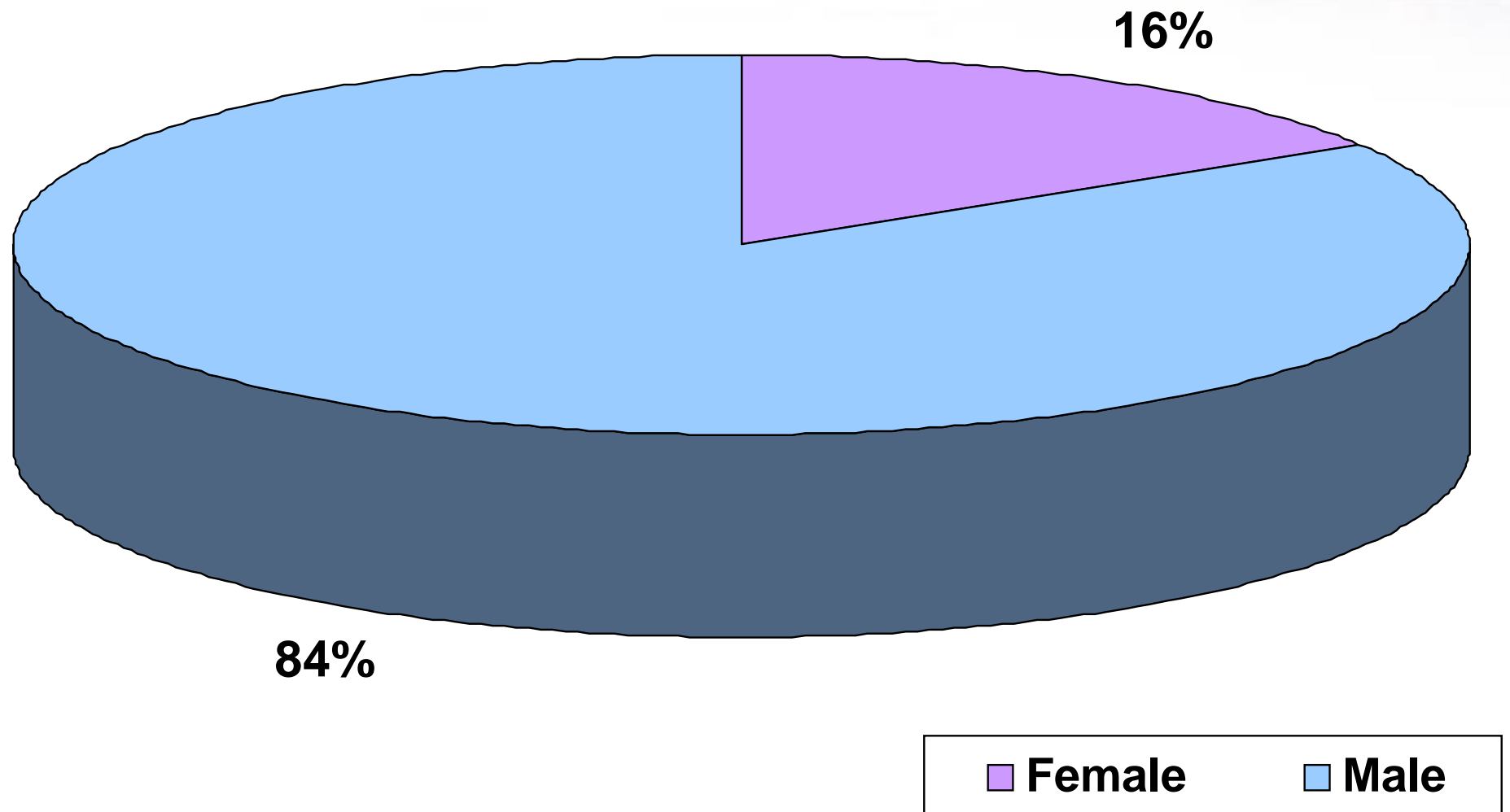




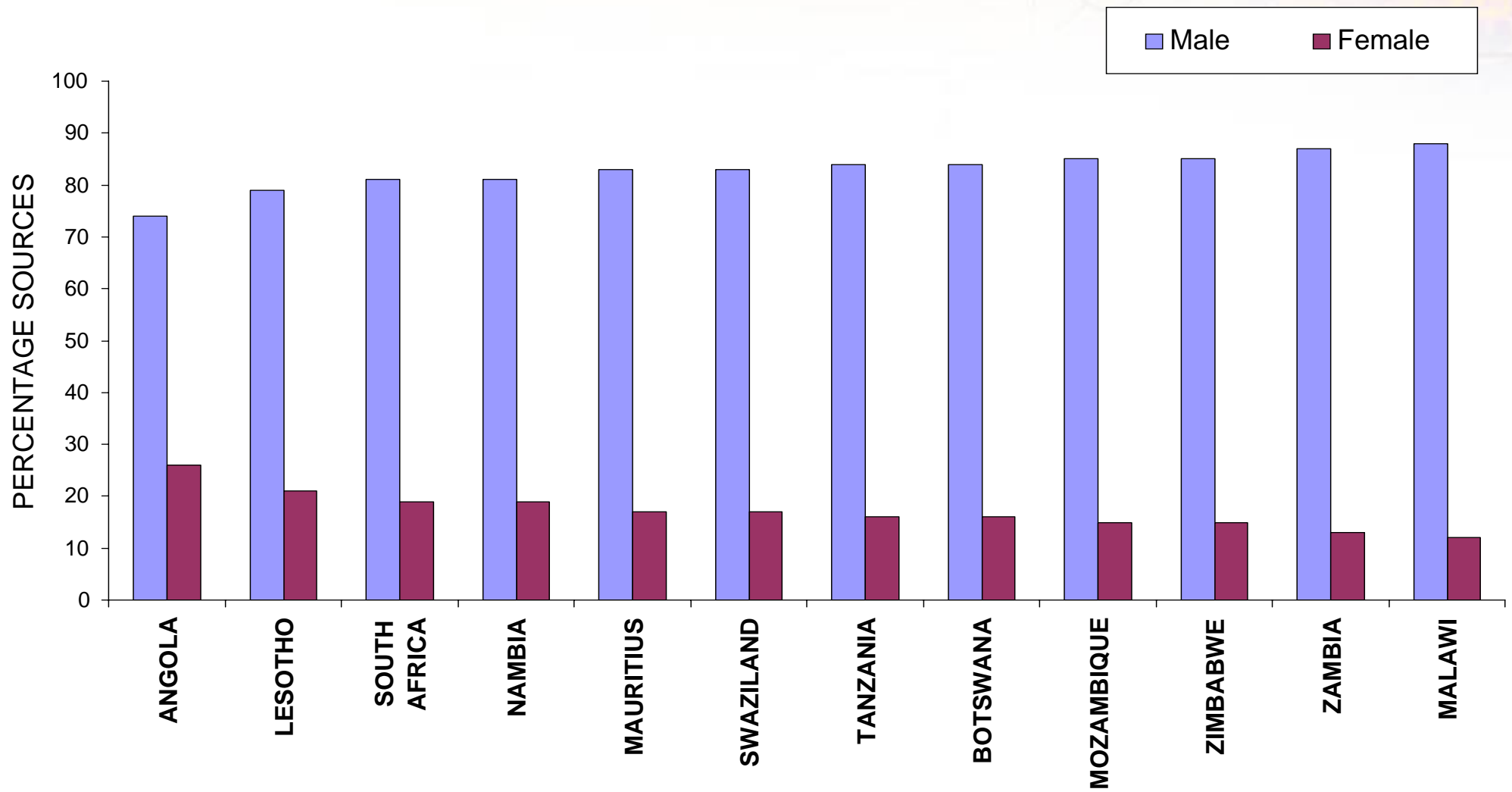
QUANTITATIVE FINDINGS

Sources

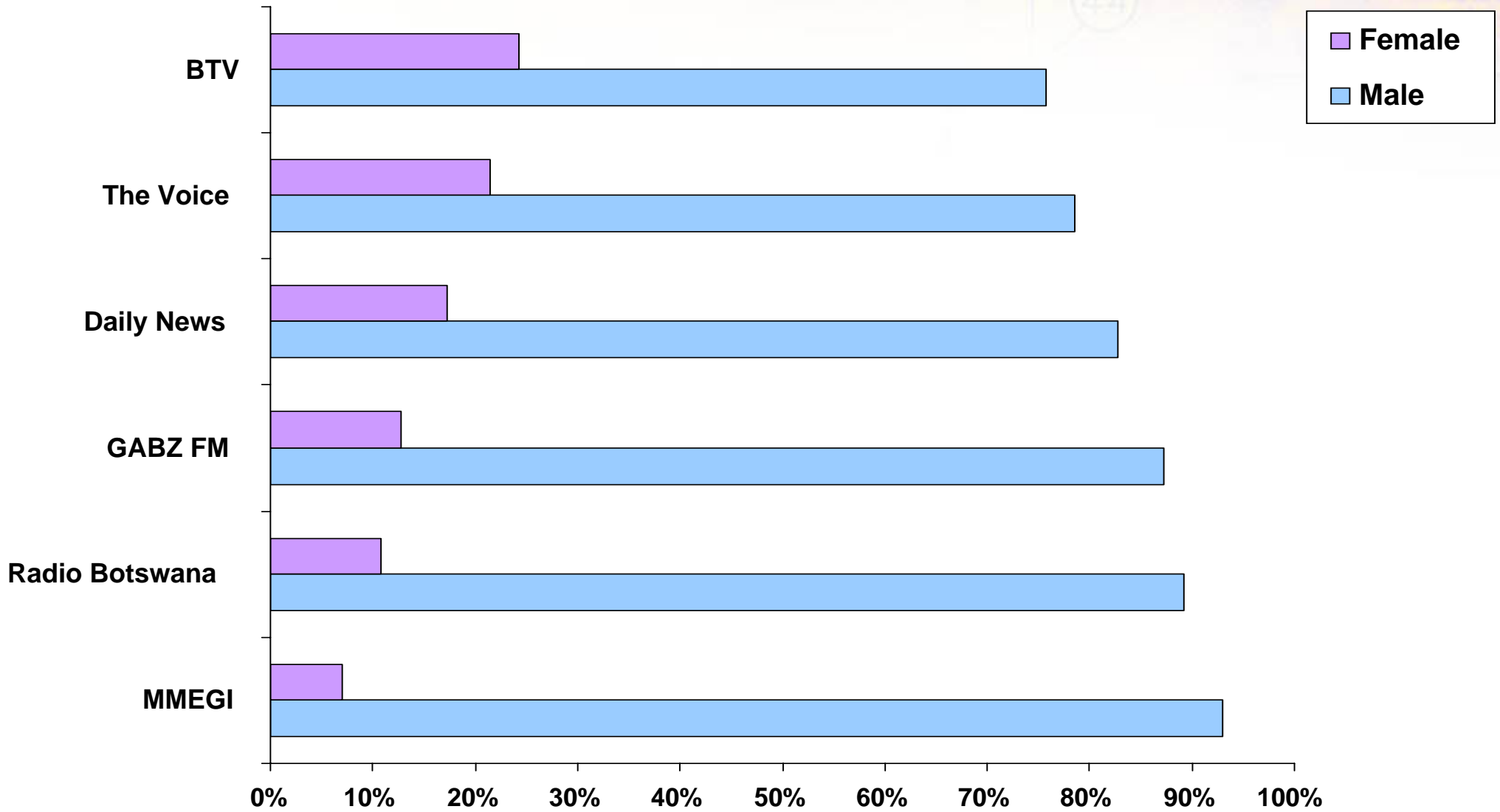
Analysis of male and female sources for all media



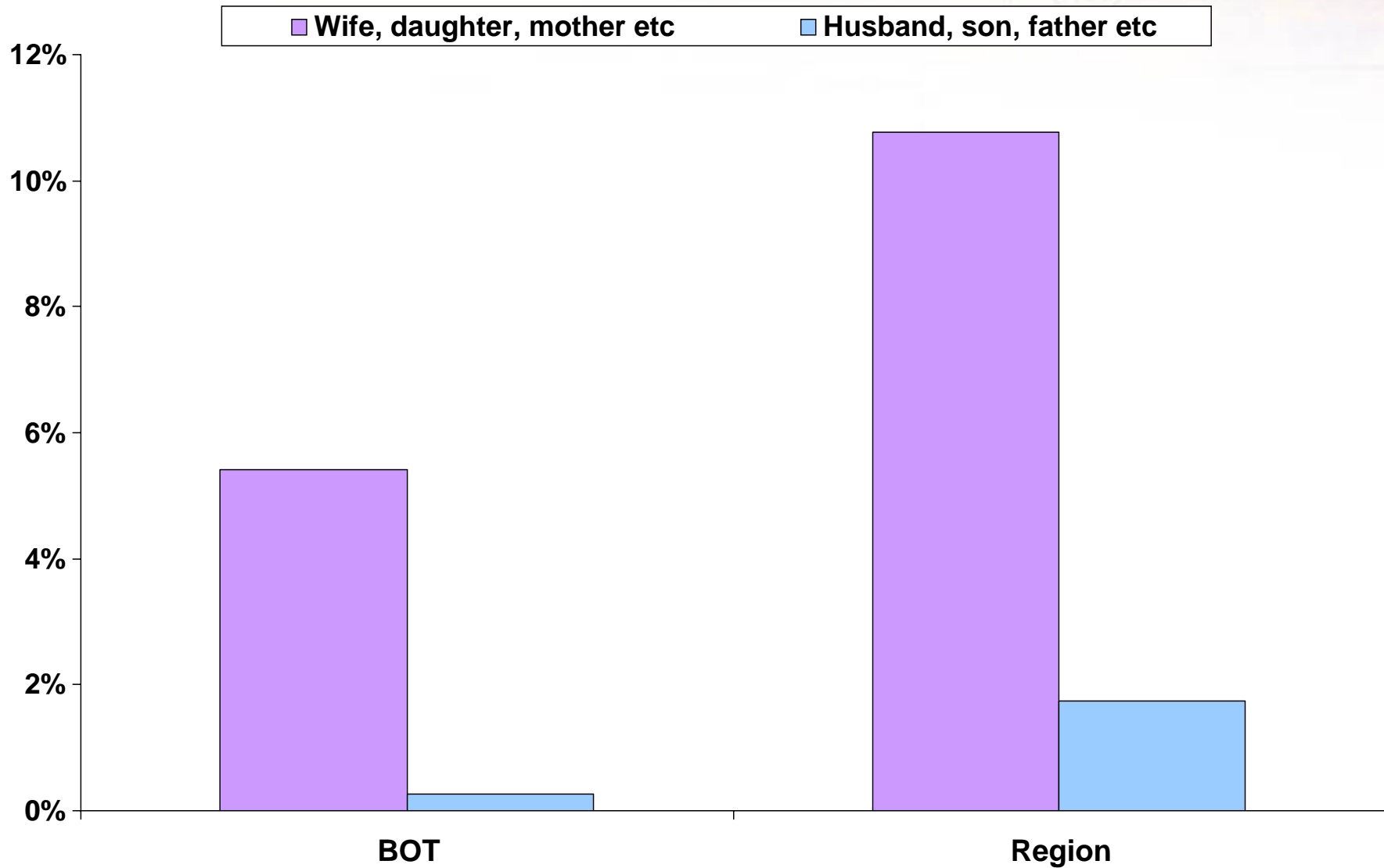
Sources in comparison to the region



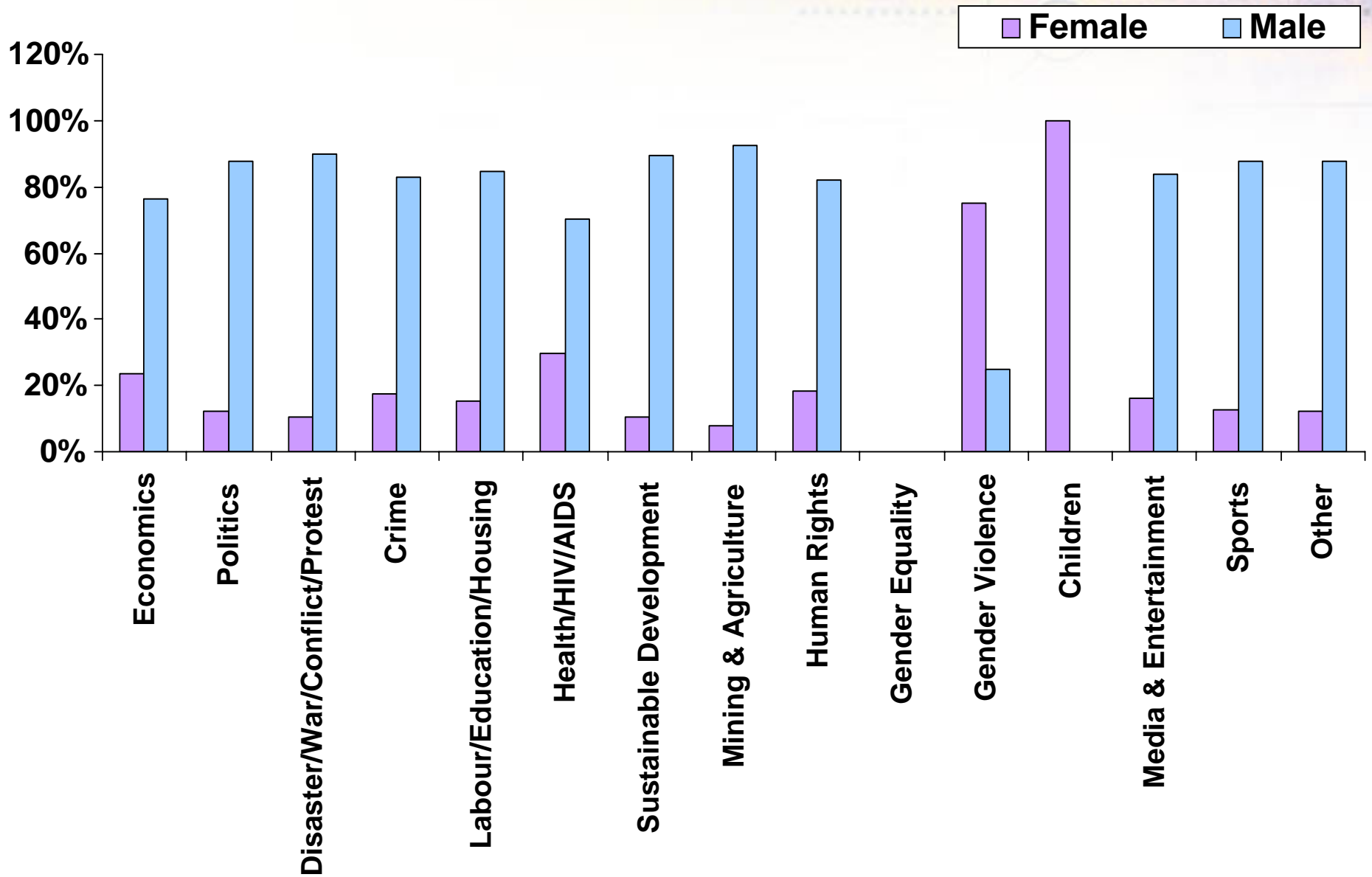
Sources per media house



Relationships



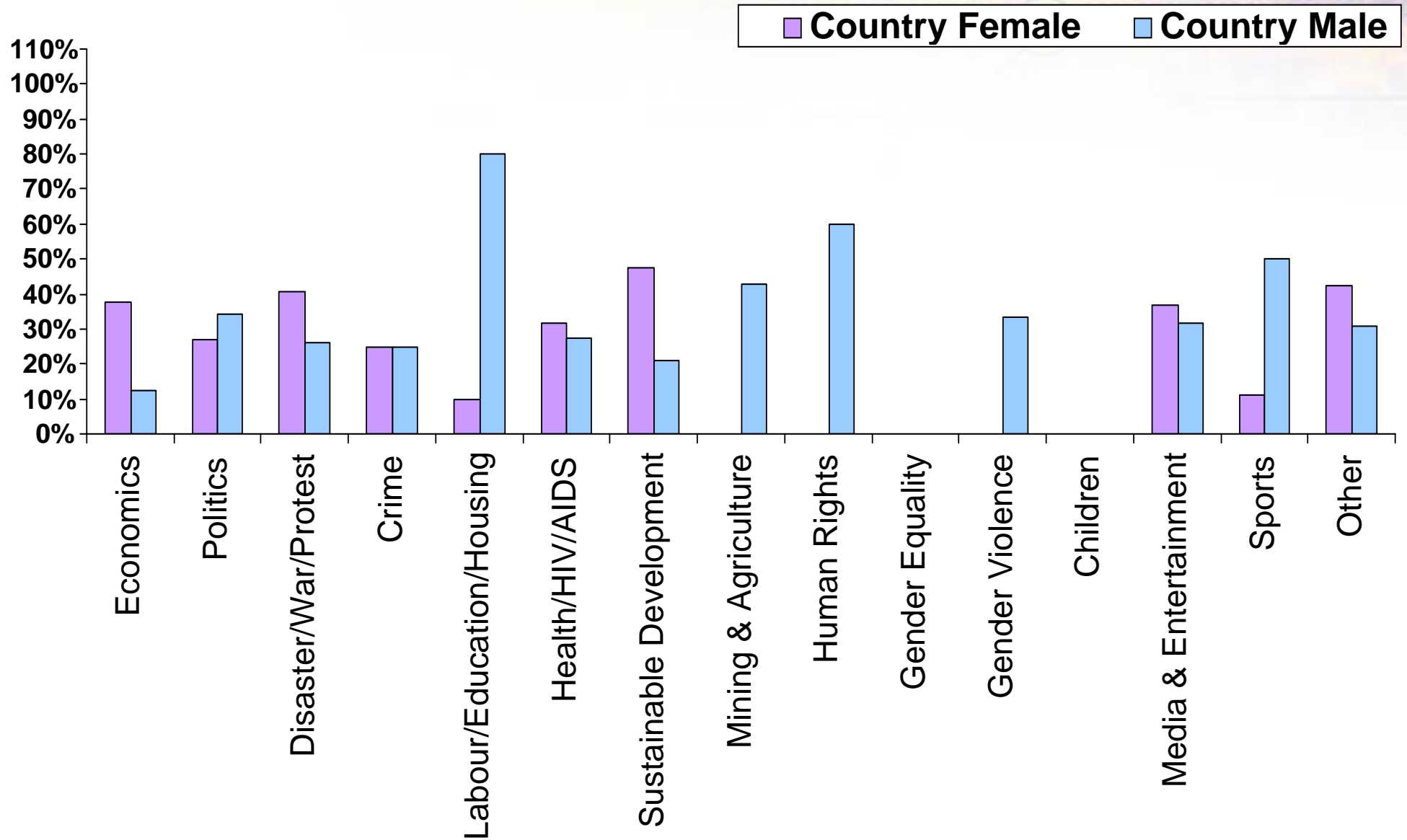
Who Speaks on What



People Behind the News

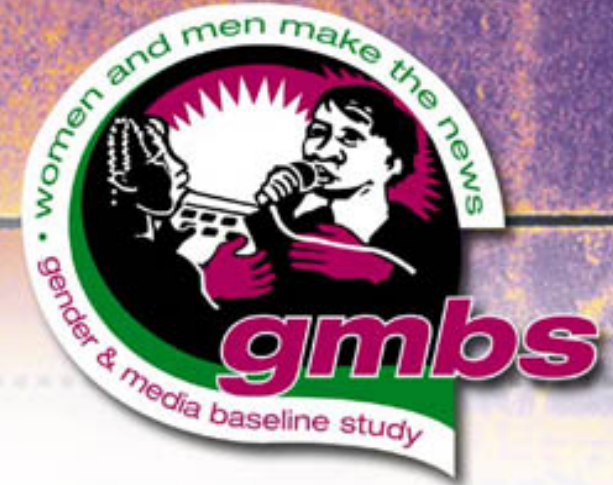
	Television Presenters		Television journalists		Radio		Print	
	% of women	% of men	% of women	% of men	% of women	% of men	% of women	% of men
Region	45	55	38	62	34	66	22	78
Botswana	35	65	48	52	N/A	N/A	41	59

Gender Analysis of Beats



A woman with dark hair in braids, wearing a black blazer over a light blue collared shirt, is shown in profile from the chest up. She is holding a silver mobile phone to her ear with her right hand. The background is a collage of abstract, textured images in shades of green, yellow, and purple, overlaid with a grid of black lines and various arrows. A purple banner at the bottom of the image contains the text "QUALITATIVE FINDINGS" in white, bold, uppercase letters.

QUALITATIVE FINDINGS



Blatant Stereotypes



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Subtle Stereotypes

ABUSED WOMAN FORGIVES ABUSER

A WOMAN of Kumakwane, who was hit with a hammer on the head by his lover, Tau Koonyatse has forgiven and taken the abusive man back into her arms.

Itumeleng Dieshi said she forgave Koonyatse because he came grovelling to apologise and he has also assured her that he will never beat her again.

Dieshi who has recovered from the hammer horror that nearly killed her a month ago said, 'I have forgiven him because he came to me to ask for forgiveness and he looked truly sorry.'

'I gladly accepted him and I believe it was a wise move to do so since I did not want to keep on changing boyfriends.'

She said that by the time her lover beat her almost to death she was unemployed and that has taught her a very good lesson not to depend entirely on him.

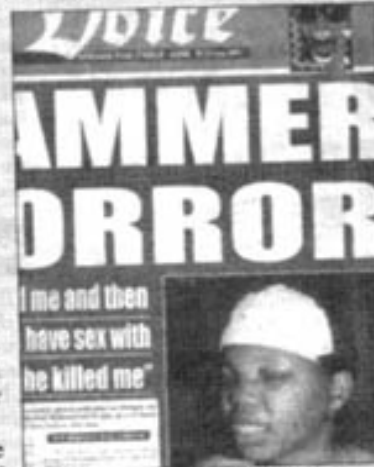
Battering

Although hers was a very serious case of woman battering, none of the local women's organisations assisted her.

Both Emang Basadi and the Women's NGO coalition sighted lack of resources to attend to Dieshi since she was in Kumakwane, a couple of kilometres outside Gaborone.

Speaking on behalf of Emang Basadi, Joyce Anderson said that they could still visit Dieshi and give her counselling.

Although she had initially reported



Flashback: Injured Dieshi

By MMIKA SOLOMON

the abuse to the Thamaga police, the officers did not charge Koonyatse because it was a 'domestic' issue.

Thamaga Police have closed their doors both Dieshi and The Voice newspaper as their station commander is always out of the office whenever wanted for a comment on the matter.

Disappointed Dieshi had this to say about the police, 'I hate the Botswana Police with all my heart, especially the Thamaga police.'

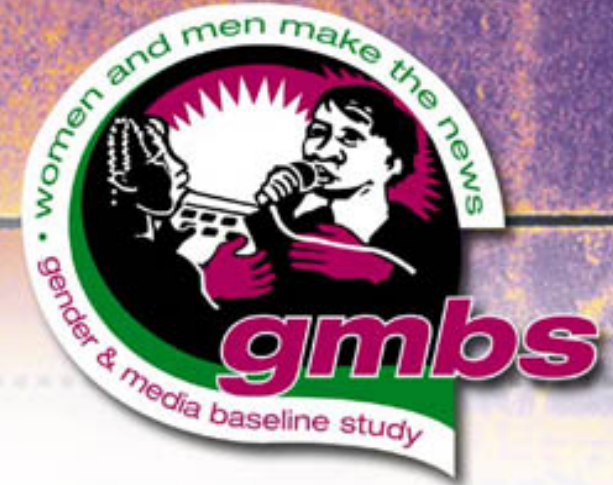
'Can you imagine that they never cared to do something about my case? And now I don't want to see them again. They are very useless and frustrating to say the least. All they did was to dump me in hospital and that was the end of the story.'



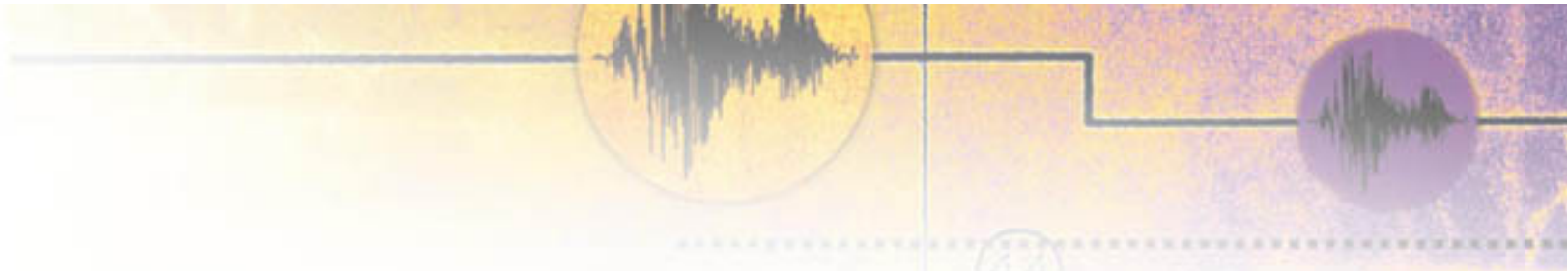
Gender Blind Reporting



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Gender Aware Reporting



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