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 Lesotho:
  - Institute of Extra Mural Studies, National University of Lesotho
- 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.

• 7 out of 17 media houses, or 41% of the total.

• A total of 25 110 news items; 745 items, or 3 % of news items came from Lesotho.
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.
Sources

Analysis of sex of sources for all media

- Female: 21%
- Male: 79%

Female | Male
Sources in comparison to the region
Sources per media house

- **LTV**: 20% Female, 80% Male
- **Catholic Radio**: 20% Female, 80% Male
- **Moeletsi OA Basotho**: 20% Female, 80% Male
- **Mirror**: 20% Female, 80% Male
- **Public Eye**: 20% Female, 80% Male
- **Lesotho Today**: 20% Female, 80% Male
- **Radio Lesotho**: 10% Female, 90% Male
## People Behind the News

<table>
<thead>
<tr>
<th>Region</th>
<th>Television Presenters</th>
<th>Television Journalists</th>
<th>Radio</th>
<th>Print</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of women</td>
<td>% of men</td>
<td>% of women</td>
<td>% of men</td>
</tr>
<tr>
<td>Region</td>
<td>45</td>
<td>55</td>
<td>38</td>
<td>62</td>
</tr>
<tr>
<td>Lesotho</td>
<td>59</td>
<td>41</td>
<td>53</td>
<td>47</td>
</tr>
</tbody>
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Blatant Stereotypes
Subtle Stereotypes
Gender Blind Reporting
Gender Aware Reporting