



gmbS



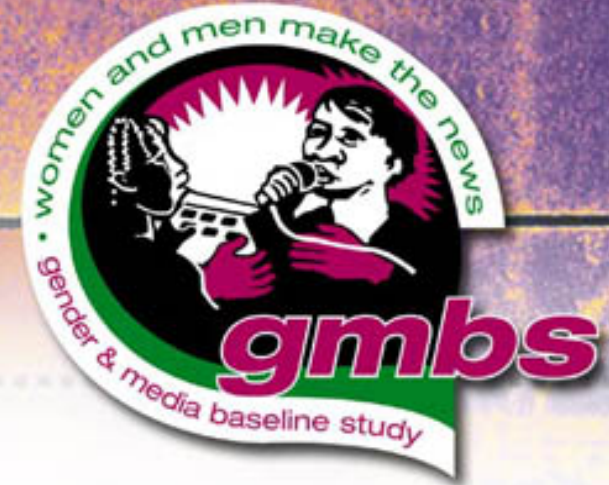
What is the GMBS



- 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

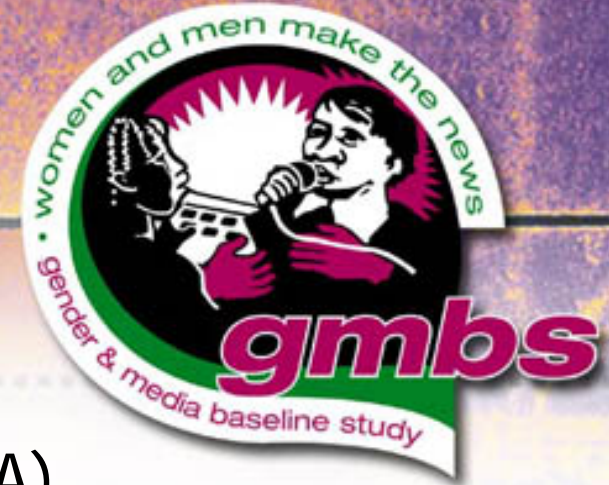
Objectives

- 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

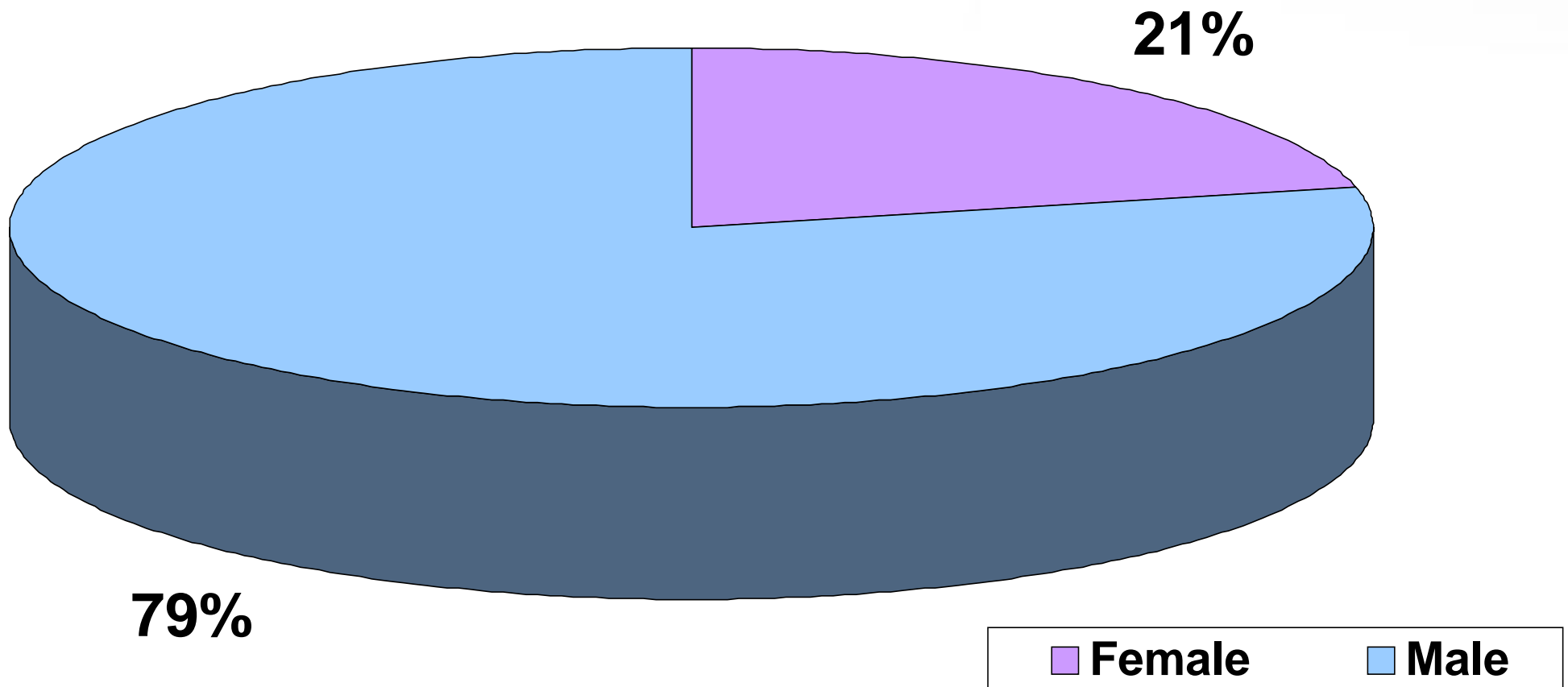
- The study focused on the news.
- It did not include entertainment and advertising.
- For radio and television, the study did not cover news feature programmes.
- These genres are important for future studies.



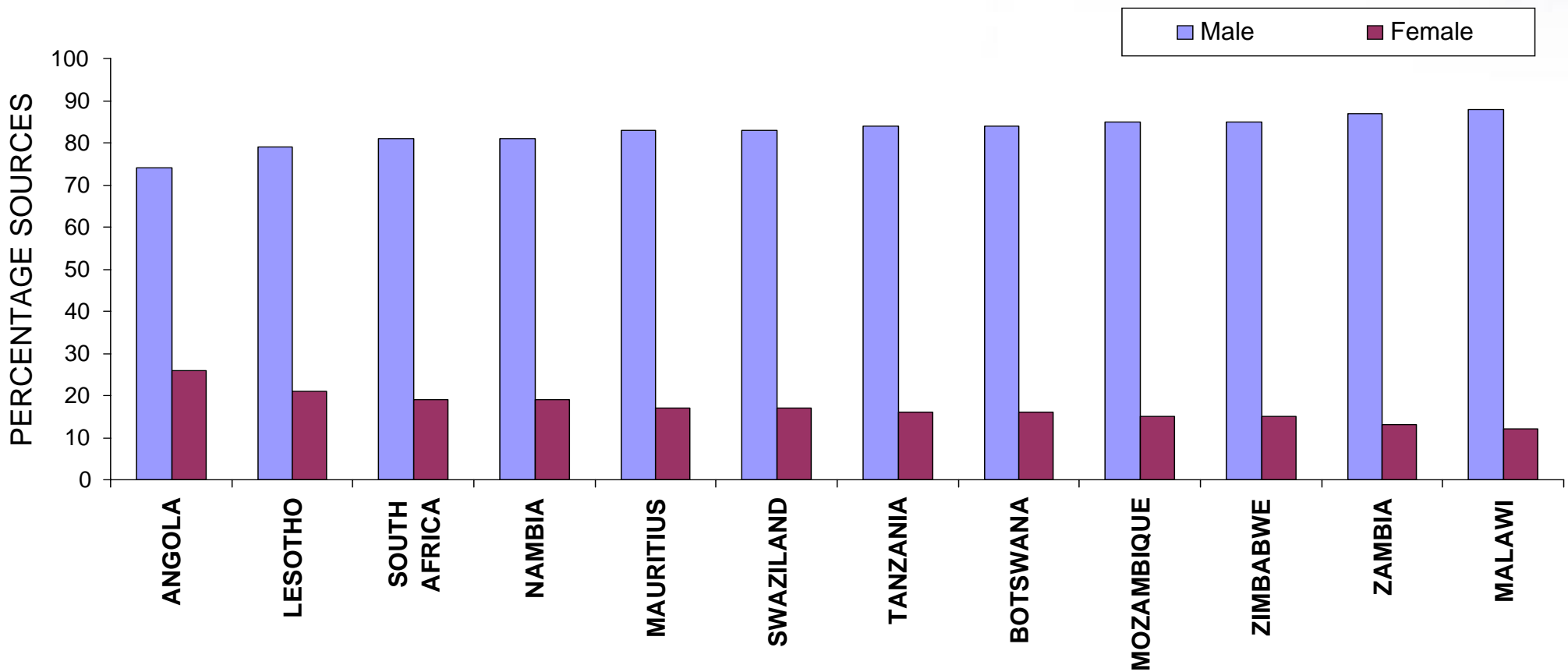


Sources

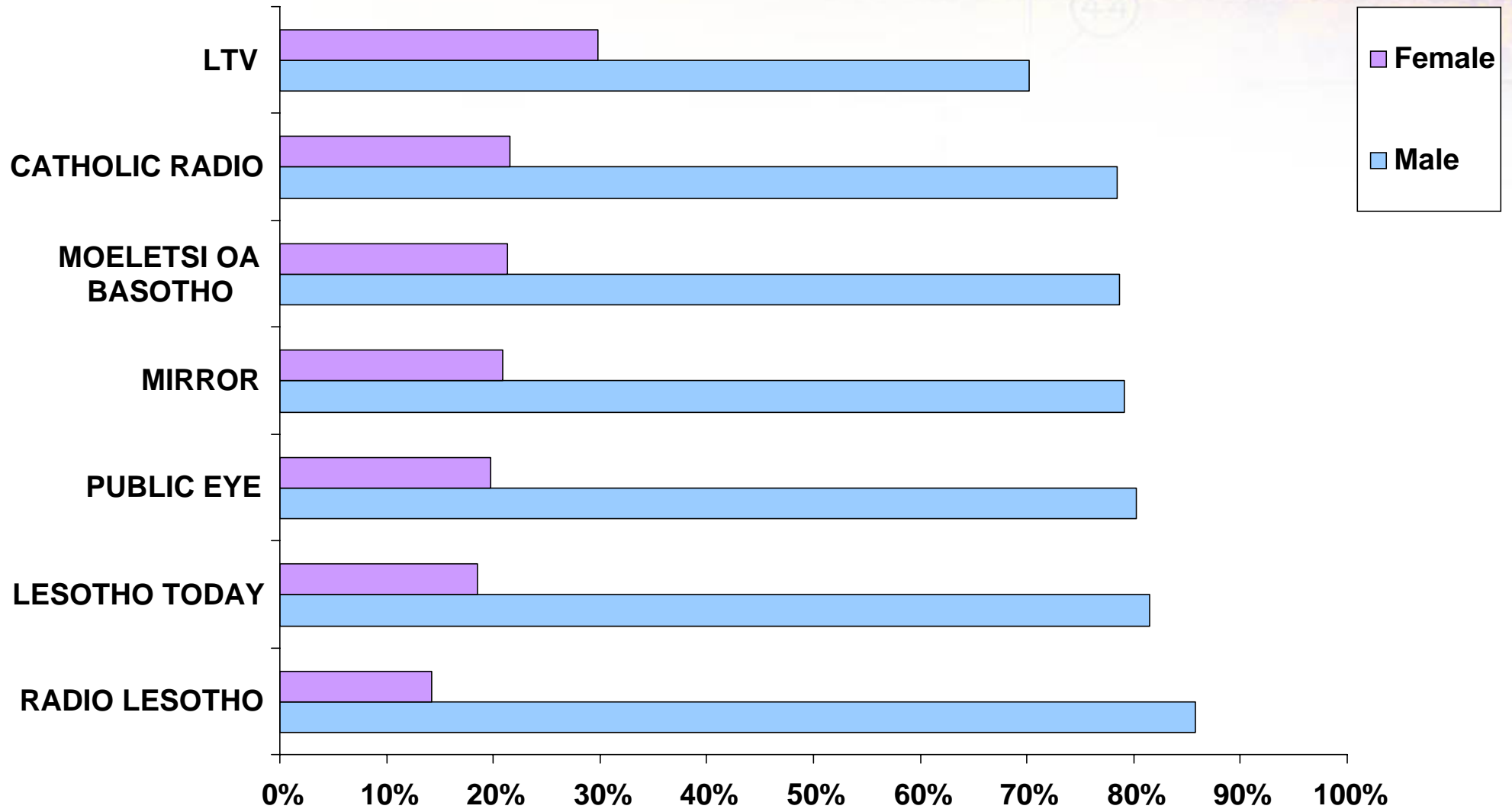
Analysis of sex of sources for all media



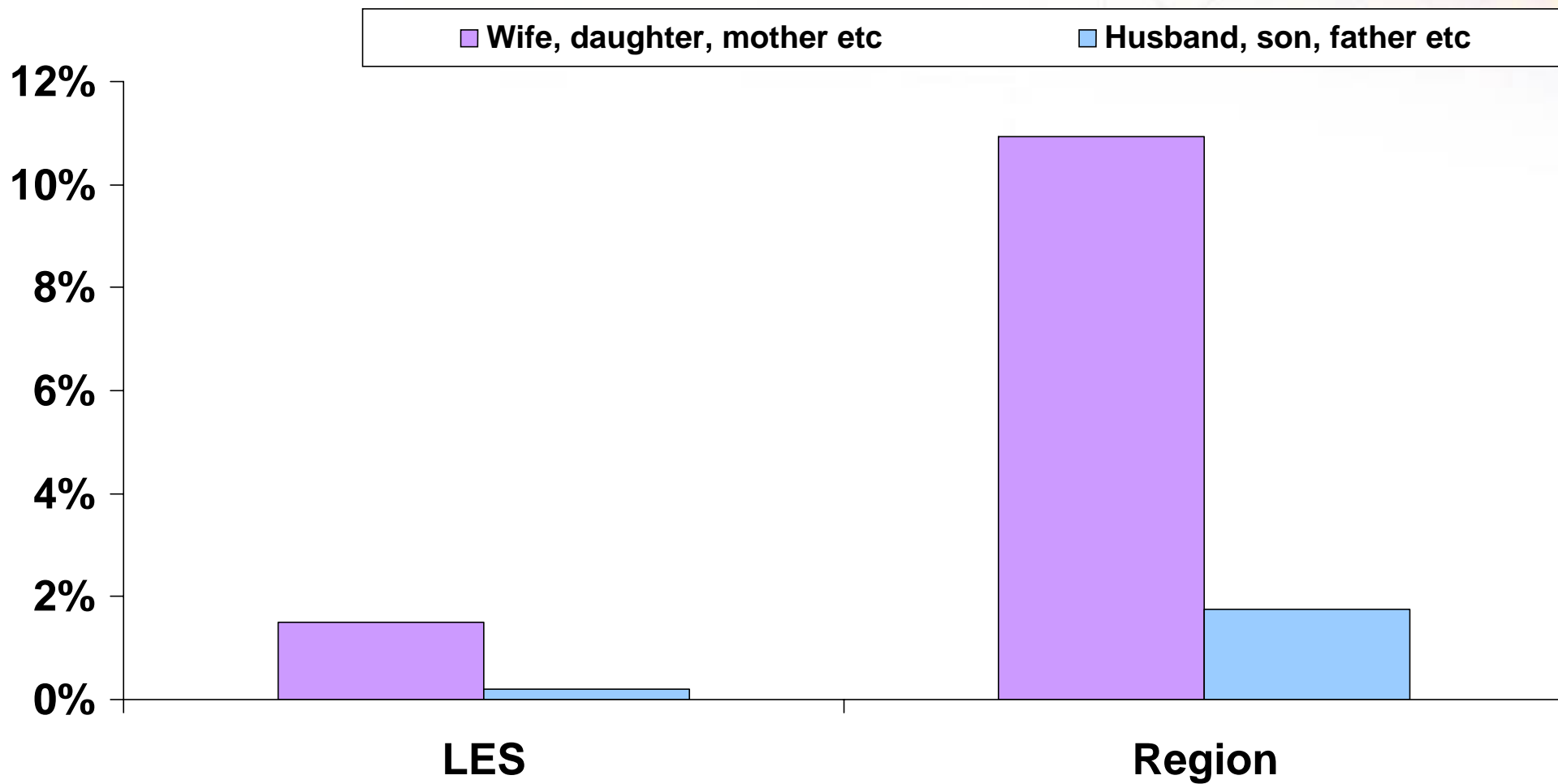
Sources in comparison to the region



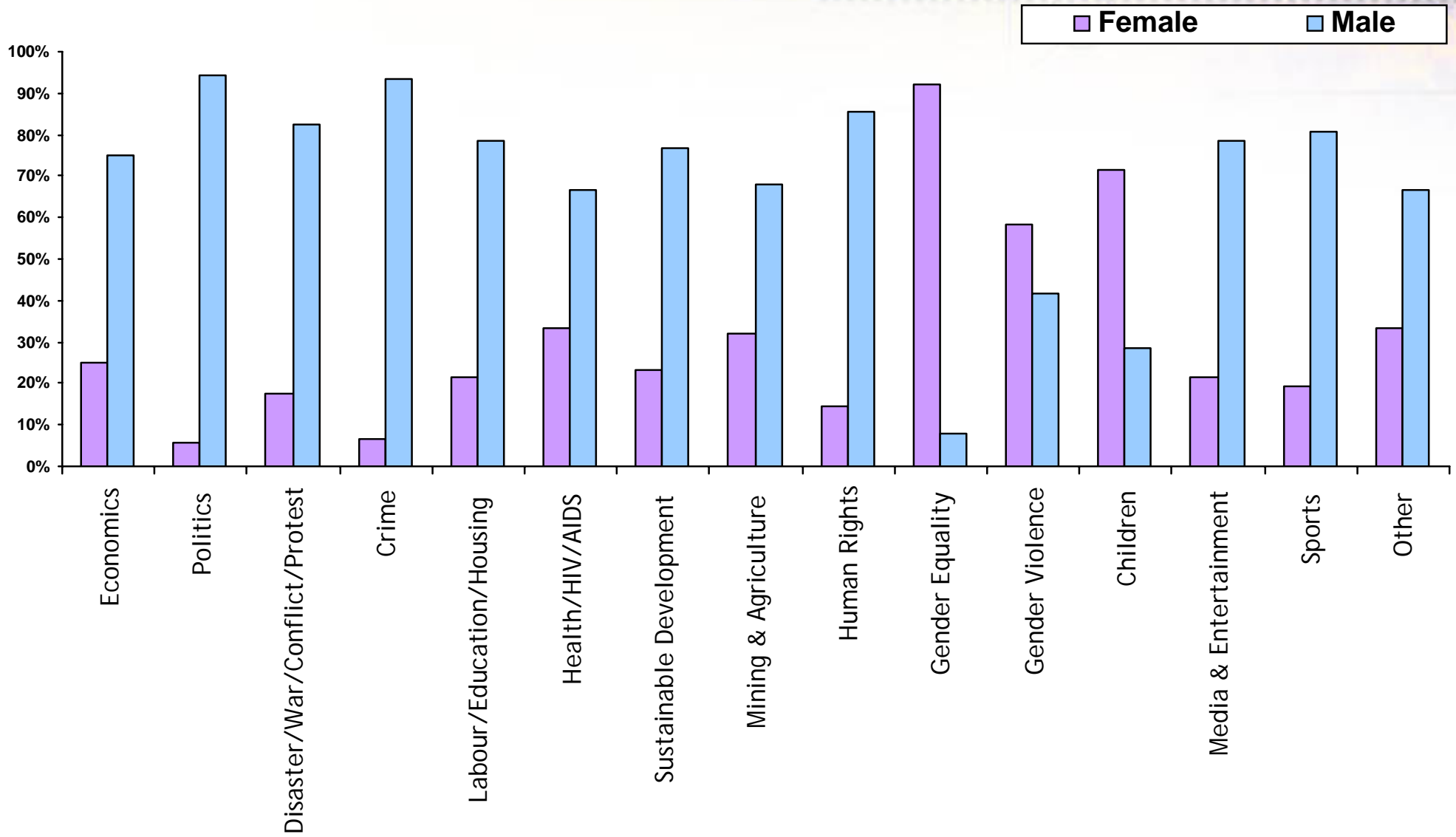
Sources per media house



Relationships



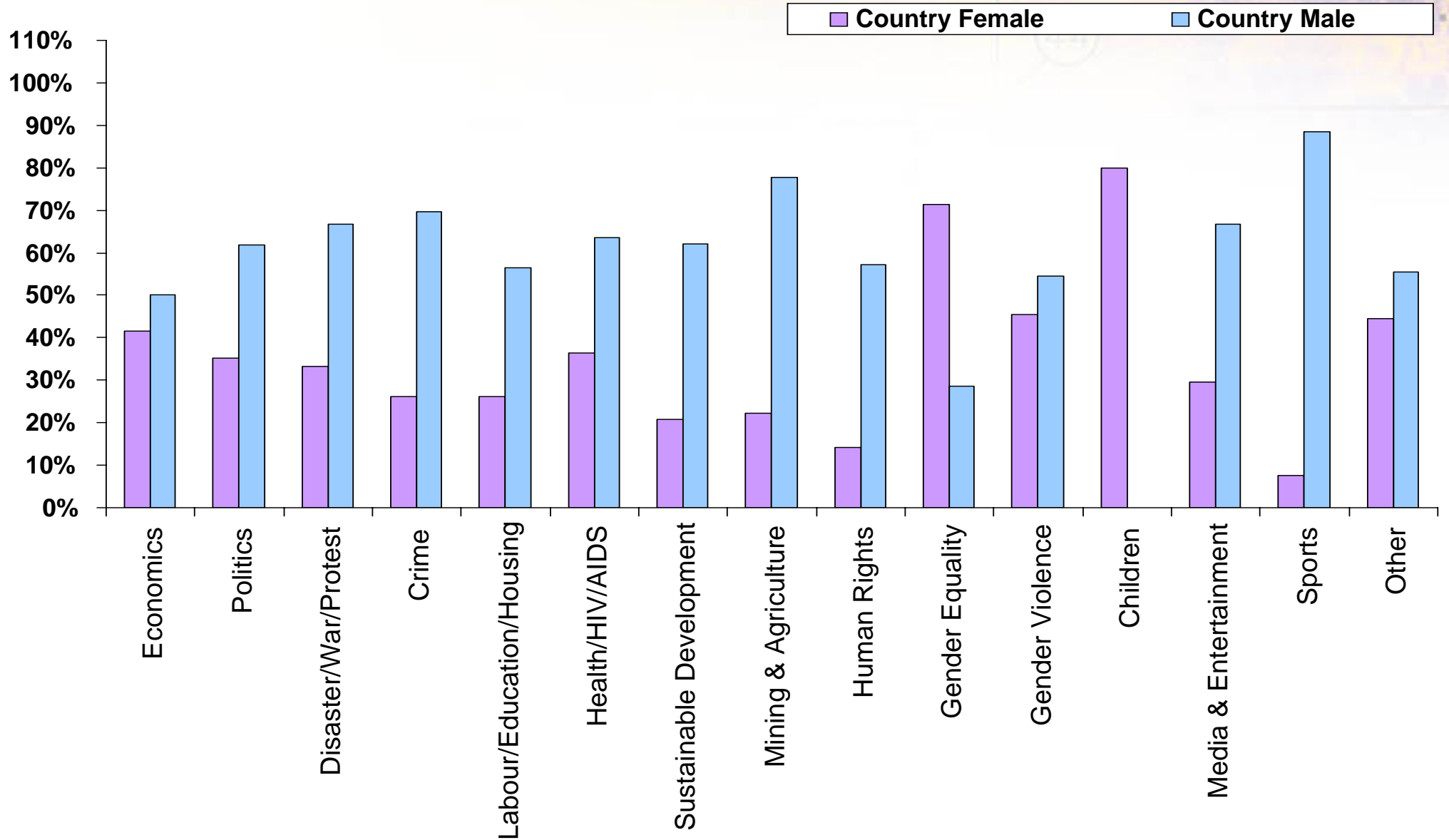
Who Speaks on What



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
Lesotho	59	41	53	47	N/A	N/A	18	82

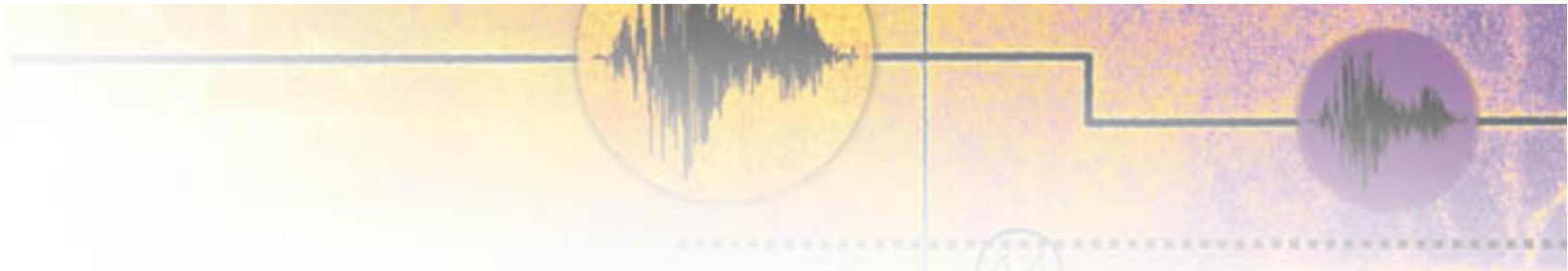
Gender Analysis of Beats







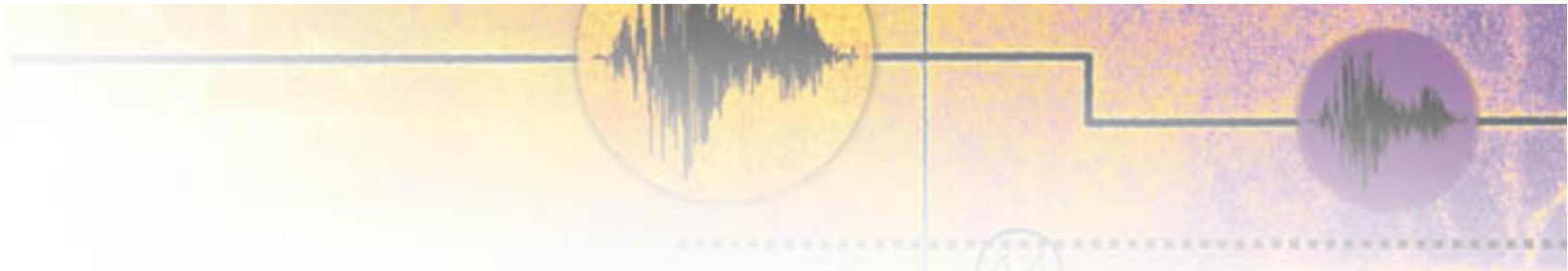
Blatant Stereotypes



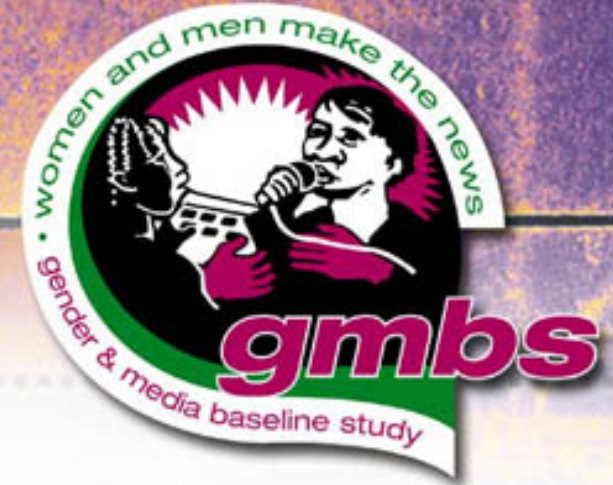
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Subtle Stereotypes



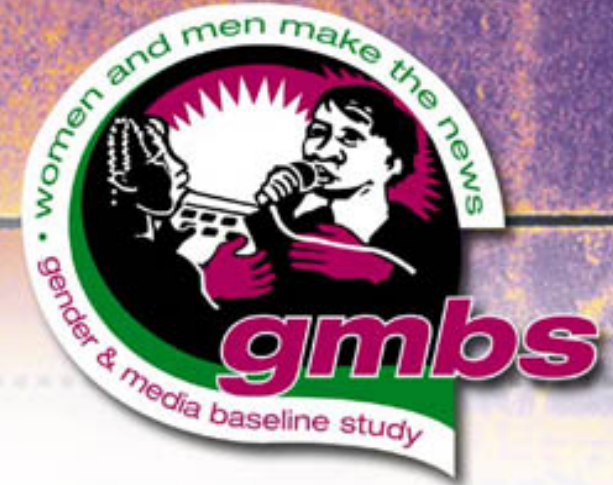
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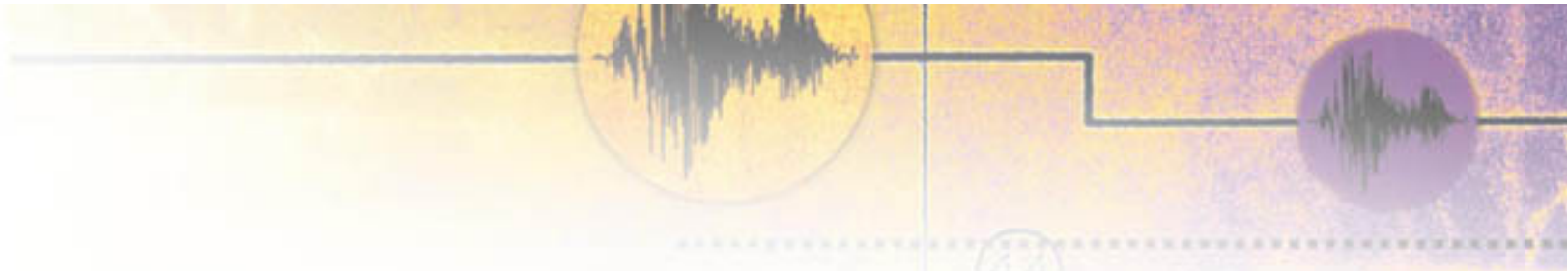
Gender Blind Reporting



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Gender Aware Reporting



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