women and men make the news

gender & media baseline study
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 Malawi:
  - Media Women’s Association of Malawi (MAMWA)
  - Malawi Polytechnic (University of Malawi)
- 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.
- 9 out of 16 media houses, or 56 % of the total.
- A total of 25 110 news items; 1528 items, or 6 % of news items came from Malawi.
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

- 88% Male
- 12% Female
Sources in comparison to the region

PERCENTAGE SOURCES

- ANGOLA
- LESOTHO
- SOUTH AFRICA
- NAMIBIA
- MAURITIUS
- SWAZILAND
- TANZANIA
- BOTSWANA
- MOZAMBIQUE
- ZIMBABWE
- ZAMBIA
- MALAWI

Male
Female
Sources per media house

Analysis of male and female sources per medium

- Weekend Nation
- TV Malawi
- MBC 1
- Nation
- Daily Times
- Chronicle
- Malawi News
- MIJ 90.3 FM
- Capital Radio

Bars represent Male sources, and the horizontal axis represents the percentage of female sources.
Relationships

- Wife, daughter, mother etc
- Husband, son, father etc

MAW

Region
## 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>Malawi</td>
<td>42</td>
<td>58</td>
<td>27</td>
<td>73</td>
</tr>
</tbody>
</table>
Gender Analysis of Beats

- Economics
- Politics
- Disaster/War/Protest
- Crime
- Health/HIV/AIDS
- Sustainable Development
- Mining & Agriculture
- Human Rights
- Gender Equality
- Gender Violence
- Children
- Media & Entertainment
- Sports
- Other

Legend:
- Light purple: Country Female
- Blue: Country Male

Y-axis: Percentage
X-axis: Beats

The chart shows the percentage of coverage for various beats by gender, comparing female and male contributions.
QUALITATIVE FINDINGS
Blatant Stereotypes
MALAWIANS STATELESS IN ZIMBABWE

Malawians living on white-owned commercial farms risk being deported for having dual citizenship.

BY EDWARD CHIMBAZA in Harare, Zimbabwe

Thousands of people in Zimbabwe who trace their origin to Malawi have become stateless following a recent amendment of Zimbabwe's Citizenship Act which targets white farmers in the country had women.

The Malawi government also says it cannot accept the stranded farm workers on the grounds they have lived in Zimbabwe for more than 22 years without renouncing their dual citizenship.

Turn to Page 3

Stranded Malawians on one of Zimbabwean farms—Pictures: Edward Chimbaza
Subtle Stereotypes
Gender Blind Reporting
THIRD TERM NON STARTER!

Muluzi Shields Jumbe... despite ACR recommendations for Prosecution

THE MAKING OF A DICTATOR

PROTECT YOURSELF

KNOW YOUR STATUS

HIV STATISTICS
The joy of sitting for final exams

BY GRACIOUS CHITAKA

STANDARD V pupils at Chichi Primary School in Blantyre heard a sigh of relief after sitting for their Primary School Leaving Certificate (PSLC) final examinations last week, saying they were happy and looking forward to the future.

Pupils were seen smiling across the school grounds and hugging each other after finishing the last paper at about 3 p.m. in the morning.

Most pupils interviewed at the school said they were happy to have reached the end of their primary education life and were eager to start anew chapter at a secondary school.

"I am really happy that I have written these exams and finished without any problems. I am looking forward to starting a new life at secondary school," said Tendai Banda.

Most of the pupils expressed hope that they would be selected to attend secondary schools.

Another pupil, Andrew Kayila said that although some papers like Mathematics were tough, he was happy because he had completed them.

Chinsali Secondary School, felt that the long holiday was good news to all but not prepared for Form 1 week.

"I asked my brother to help me with his Form 1 work in Mathematics and other subjects," he said.

Another pupil, Chisale Shawa also said she would use the holiday to start working on secondary school material. She said she was not sure how much work was involved in each secondary subject and decided that she would keep her books to read them during the holiday.

Standard V pupils sat for their exams throughout the country last week.