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 Namibia:
  - The Department of Media Technology at the Polytechnic of Namibia
  - Media Monitoring Project Namibia (MMPN)
- 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 28 media houses, or 25% of the total.
- A total of 25,110 news items; 1,939 items, or 8% of news items came from Namibia.
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 male and female sources for all medi

81%

19%

Female

Male
Sources in comparison to the region

- Angola
- Lesotho
- South Africa
- Namibia
- Mauritius
- Swaziland
- Tanzania
- Botswana
- Mozambique
- Zimbabwe
- Zambia
- Malawi

PERCENTAGE SOURCES

Male  Female
Sources per media house

- NBC RADIO
- THE NAMIBIAN
- REPUBLIKEIN
- ALLGEMEINE ZEITUNG
- WINDHOEK OBSERVER
- NEW ERA

Bar chart showing sources per media house, with percentages for male and female.
### Sex and Race of Sources in the Namibian Media

<table>
<thead>
<tr>
<th>MEDIA</th>
<th>BLACK</th>
<th>WHITE</th>
<th>COLOURED</th>
<th>ASIAN</th>
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<tr>
<td>Allegemeine Zeitung</td>
<td>25</td>
<td>3</td>
<td>46</td>
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<td>12</td>
<td>16</td>
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<tr>
<td>The Namibian</td>
<td>45</td>
<td>13</td>
<td>20</td>
<td>5</td>
<td>1</td>
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<tr>
<td>Windhoek Observer</td>
<td>23</td>
<td>5</td>
<td>46</td>
<td>24</td>
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People Behind the News

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<th></th>
<th>Television Presenters</th>
<th>Television journalists</th>
<th>Radio</th>
<th>Print</th>
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<tbody>
<tr>
<td></td>
<td>% of women</td>
<td>% of men</td>
<td>% of women</td>
<td>% of men</td>
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<tr>
<td>Region</td>
<td>45</td>
<td>55</td>
<td>38</td>
<td>62</td>
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<tr>
<td>Namibia</td>
<td>47</td>
<td>53</td>
<td>56</td>
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</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:
- Country Female
- Country Male
QUALITATIVE FINDINGS
Blatant Stereotypes
Destined to remain fettered in the absence of the Voice

STAFFREPORTER

Precious worked hard to make ends meet, living in a one-bedroom flat in the north-western areas of Windhoek. She was a single mother with two children. She worked as a cleaner in a local hotel and went home late at night. She could not afford to pay for her children's education, so they were forced to drop out of school. She was always looking for ways to make extra money.

In the absence of the Voice, Precious had to rely on her friends and family for support. She felt isolated and alone, and her children were always sad and worried about her. She knew that she needed help, but she didn't know where to turn.

Long since banned in the capital, the video was revived when a group of young people took to the streets in protest. The protesters sang and marched, their voices echoing through the streets. People across the country joined in, and the Voice was heard once again.

The Voice was a symbol of hope, a reminder that there was still a way out. People came together to fight against the oppressive regime, and the Voice became a beacon of light in the darkness.

Mum beauty

Nigeria's reigning Miss World Agbani Darego (right) has refused to become involved in a threatened boycott of this year's beauty pageant in Abuja. Beauty queens from European countries, chiefly Norway, France and Belgium, said they would not attend the pageant because of death sentences for adultery passed by Nigeria's Muslim courts. The beauty pageant is due to take place on November 30. Asked about the boycott Darego said: "I'm sorry, I won't answer that."

Photo: Nampa-Reuters
Subtle Stereotypes
Gender Blind Reporting
Gender Aware Reporting
Yeya ya pulakena shoka sha tokolewa omuhona gwavo

Ohela. Omwillokkuliuntu gwwa NBC, Ben Mulongeni, kina
Ewikongundu ly NBC mwa

Nande omuganga

Nh. employees gathered
to listen to unannounced DG