

COUNTRY REPORTS

to be presented at the

GENDER AND MEDIA SUMMIT

September 2004

BOTSWANA

COUNTRY REPORT ON GENDER AND MEDIA BASELINE STUDY

Brief summary of key activities

Since the GMBS report was launched on 3 May 2003 at the World Press Freedom Day commemorations, a symposium was held in August 2003 to make the report known to the participants and draw up action plan which would advance or improve on the findings of the report.

The Symposium aimed at mobilising advocacy initiatives among various stakeholders and draw concrete national plans of action for advocacy, with clear indications on the envisaged activities, actors, resource bases, processes and time frames.

Participants drew an action plan to focus on five different areas of interventions i.e. awareness raising, research and monitoring, capacity-building and training, policy level interventions and institutional structures.

Two workshops in the north and south were conducted as a follow up to the symposium. These workshops were the beginning of the awareness bit of the action plan. Currently a research is being done to ascertain the existence of a gender policy in media houses around Botswana. The results will be shared at a different forum with editors, managers and media owners.

Who has been involved

- Women's NGO Coalition
- MISA Botswana
- Women's Affairs Department
- Botswana Women Media Association
- The District Commission Office and its affiliates
- Gender Links
- Participants Network

The key successes

- These workshops have stimulated debate and helped develop a national movement for promoting gender equality in and through the media.
- There has been rewarding interactions with participants in workshops critically look at ways in which gender can be mainstreamed at all levels of national development.

The main challenges

- Attitudes: Gender biases often lie hidden among those who assume they are walking free of such prejudices. Many women in leadership positions often unconsciously view themselves as having less authority than a man who might be in the same position. They confidently lead women but hesitate when it

comes to directing men. People think about gender issues as challenges, but should change and rather think about them as opportunities.

- Gender equality is and should be seen as the responsibility of everyone, and the people in authority must promote the advancement of women in political, economic and social spheres.
- The failure by all sectors to address gender dimensions exacerbates inequalities between women and men and compromises the achievement of all other development goals.
- The increase women participation in decision-making processes and integrates a gender perspective in national policies.
- Lack of funds and manpower to carry out monitoring and surveys on gender and media

The main future priorities

- Extend awareness and education of GMBS to other places to a cross section of people
- Strengthen existing ties with stakeholders and network wherever possible
- Media houses in Botswana to have solid gender policies in place
- Compilation and monitoring of gender/media coverage
- Monitoring and evaluation of GMBS findings in the country for possible update of events
- Press briefing campaigns
- Radio and television stations to run programmes tailored towards elections, gender and media

BOTSWANA: NATIONAL ACTION PLAN FRAMEWORK FOR GMBS ADVOCACY

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
AWARENESS RAISING					
1. Raise public awareness on the GMBS findings	-Radio programmes on GMBS; -Media coverage of GMBS findings; -Organisations to publish GMBS in newsletters; -Speaking about the GMBS and gender and the media at schools	-Radio programmes held; articles published in newspapers; programmes on GMBS held at school fun day activities	MISA; Media Women's Association; Botswana National Youth Council; Women's Affairs Department	<ul style="list-style-type: none"> ➤ Created awareness GMBS findings in Gaborone and Francistown areas ➤ Researchers & training institutions use it as a tool to justify the gender gap in all sectors 	<ul style="list-style-type: none"> ➤ To extend awareness workshops to other places i.e. Maun
2. Engage in specific campaigns around the issues e.g. (Sixteen Days)	-Plan, coordinate and hold a gender and media activity during days such as World Press Freedom Day, Commonwealth Day, Youth Day, during Sixteen Days Campaign, International Women's Day, etc.	Gender and media seminars, activities held during the international and national day celebrations identified	MISA; Botswana National Youth Council; Women's NGOs; Botswana National Cultural Council; Media Studies Dept at University	<ul style="list-style-type: none"> ➤ Joint activity with Women's Affairs Department i.e. Press Conference ➤ Educated media on sixteen days on violence 	<ul style="list-style-type: none"> ➤ Commemorate upcoming 16 days of activism on violence ➤ Engage survivors of violence ➤ More focus on priorities such as defilement, incest and passion killings
3. Educate the public on the role of the media	Hold seminars and workshops on the GMBS, gender and the media and the role of the media for various segments of the public	Workshops held; reports from workshops, seminars; media coverage of seminars/ workshops held	MISA; Botswana Media Women's Association	<ul style="list-style-type: none"> ➤ Through exercises in workshops, participants identified the gap in gender issues ➤ They were also able to identify and associate 	<ul style="list-style-type: none"> ➤ Translate the GMBS summary into local language ➤ Continue educating people especially at grassroot.

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
				<p>themselves with the GMBS (they owned it)</p> <ul style="list-style-type: none"> ➤ Debate was stimulated among participants 	
RESEARCH AND MONITORING					
1. Raising alerts as appropriate	Put out statements on gender and the media (quality of coverage on gender-based violence) during the Sixteen Days of Activism Campaign 2003	Number of Media statements issued during the 16 days campaign	MISA; Botswana Media Women's Association; women's rights organisations; department of women's affairs	<ul style="list-style-type: none"> ➤ Most media houses have put or included 16 days as scheduled event which they look forward to to cover 	<ul style="list-style-type: none"> ➤ Engage monitors to compile alerts
2. Research on specific areas e.g. Gaps identified in the GMBS	<p>-Conduct a survey in newsrooms of media houses on whether women are given different beats to cover than men reporters;</p> <p>-Hold a workshop with the editors to present the findings of the survey on beat assignments</p>	Survey of newsrooms done; report produced; editors workshop held; report from editors workshop produced	MISA; Media studies dept at UB; Botswana Media Women's Association; Media Watch and Monitoring network	<ul style="list-style-type: none"> ➤ On-site training on Gender and elections in Media houses Coalition ➤ Plans formulated to follow up 	<ul style="list-style-type: none"> ➤ Fundraise to conduct survey (post-elections for media houses and women politicians) ➤ Hold monitoring and evaluation workshop

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
3. Regularly monitor progress/lack of it in media coverage and update GMBS	The GMBS should be repeated within 3-5 years to measure progress in the media, and report produced	2006 or 2008		<ul style="list-style-type: none"> ➤ Cuttings on gender stories/features and monitored a radio programme on women profiles ➤ Panel radio programmes continued 	<ul style="list-style-type: none"> ➤ Documented all these activities.
CAPACITY-BUILDING AND TRAINING					
1. Train and build the capacity of media training institutions on mainstreaming gender into their work	<p>Address the imbalance between women and men in the newsrooms;</p> <p>Sensitise editors on gender;</p> <p>Incorporate gender into the curriculum of training institutions;</p> <p>Create gender desks in all newsrooms;</p> <p>Develop gender policies in media houses.</p>	<p>Notable changes in the number of women in newsrooms and mgt.</p> <p>News coverage more gender-sensitive</p> <p>Journalists enter the news rooms aware of gender in the media</p> <p>Gender better mainstreamed in coverage</p> <p>Coverage in the media more gender balanced and improved quality</p>	Media houses, Media Council, MISA, Botswana Media Women's Association	<ul style="list-style-type: none"> ➤ On-going research on ascertaining gender policies in media houses 	<ul style="list-style-type: none"> ➤ Media houses to have solid gender policies ➤ Gender desks to be created in media houses

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
2. Develop relevant training materials for media, NGOs, students, policy makers, etc	Identify existing training manuals and develop, where needed, new training manuals/guides for journalists/editors on gender in the media;	Training manuals collected, developed and tested in training programmes with media	MISA, Media Council, Dept of Media Studies UB, other media training institutes	➤ Not much done. Mostly dependent on gender/misa materials	➤ Solicit funds to produce more educational materials
3. Sensitise media owners and managers to gender as a priority issue for the media	Develop weekly call-in programmes and columns in the media on gender	Call-in programmes held; columns written; letters and responses from the public; changes in the media's coverage	Media houses; MISA; Media Council	➤ After survey to ascertain whether media houses have gender policies in place, media owners will be given a report	➤ Incorporation of gender in editorial policies ➤ Policy to be disseminated to staff and stakeholders
POLICY LEVEL INTERVENTIONS					
1. Engage policy makers on gender and media issues	Hold a breakfast meeting with Editors to discuss the GMBS findings and solutions	Meeting held; evaluations of the forum; discussions of the meeting documented in report; actions implemented by the editors	Press Council of Botswana; MISA; Gender Links; Ministry of Communications, Science and Technology	➤ Two breakfast meetings was held for editors and media managers	➤ Engage more stakeholders especially government and university of Botswana
2. Work with media houses on implementing transformative policies (e.g. pilot projects with selected media houses)	Organise a workshop with editors/media managers and owners on how to develop gender editorial and employment policies	Policy workshop held; report on workshop produced; development of policies by media houses	Media Watch Network; MISA Botswana; Botswana Media Women's Association; Ministry of Communications, Science and Technology	➤ Pending	

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
3. Ensure existing policies in media houses are inclusive and promote diversity and gender equality	Hold in-house forums with media managers to review existing policies	Policies reviewed, changed and mechanisms for implementation and monitoring of policy put in place	Media houses; MISA; Gender Links; Press Council; Ministry of Communications, Science and Technology; Media Studies Dept at UB	➤ Not yet	
INSTITUTIONAL STRUCTURES					
1. Put in place institutional structures	Build networks for information dissemination on gender in the media	Workshops held; clippings from the media; information disseminated	Women's NGOs; MISA; Women's Affairs Dept; media houses	➤ Pending	
2. Support institutions to coordinate and monitor gender and media issues	Create structures within media, NGOs to monitor and coordinate activities on gender and the media	Regular monitoring takes place; reports produced and issued; media clippings on coverage of research findings	Media organisations; women's NGOs; women's affairs dept; ministry of communications, science and technology	➤ Pending	
3. Develop strong networks among institutions and organizations	Develop more collaborative efforts by all stakeholders on gender in the media issues	Memorandum produced; minutes of meetings; joint activities held	BNYC; women's NGOs; media houses; media organisations; training organisations; women's affairs dept; WILSA; ministry of communications, science and technology; Botswana Coordinating Committee of NGOs	<ul style="list-style-type: none"> ➤ NGO, media houses have created networks ➤ Through workshops, participants have networked and organizers have built strong movements with them for future events 	<ul style="list-style-type: none"> ➤ Strengthen and invite more stakeholders

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
4. Fund raise for gender and media advocacy work	Organise joint fundraising initiatives in the form of proposals to donors, raffles, sponsored walks, dinners	Amounts raised; records of activities held	BNYC; women's NGOs; media houses; media organisations; training organisations; women's affairs dept; WILSA; ministry of communications, science and technology; Botswana Coordinating Committee of NGOs	<ul style="list-style-type: none"> ➤ Friedrich Ebert Stiftung, Ministry of Labour and home affairs and gender links financially supported BOMWA with developing strategic plan, the launching and necessitated press conferences on women elections 	

Gender and Media Baseline Study (GMBS) Progress Report – Malawi Report

Administrative Information

Names: Mr Lowani Mtonga, Stella Mhura and Levy Manda
Organisations: National Media Institute of Southern Africa (NAMISA) Malawi
Women Media Association (MAMWA) and Media Council of Malawi
Designation: National director, Chairperson, Chairperson Media Council Task Force

Brief Summary of Key activities since the GBMS

The Gender and Media Baseline Study (GMBS) report for Malawi, which was launched on May 3, 2003, exposed a number of weaknesses in the way media workers source their news stories. The research revealed that the majority of news sources are men. The gender disparity in *who speaks and on what* has necessitated some interventions to address the situation.

Having realised that the focus of the GMBS study was on the way media practitioners source their news stories, it was decided that the starting point of sensitization should be media workers themselves. It was hoped that this would bring about a rapid shift in the way journalists write their new stories.

Training of media practitioners in gender and the media is one of the interventions to achieve gender balance in media coverage so that the voices of both women and men should equally and fairly be portrayed in the media. NAMISA together with MAMWA and Media Council organised two three-day training courses in February and March 2004 for both and electronic media.

Objectives of the training

- Raise awareness among media workers about the need for the voices of both women and men to be equally represented in the media.
- Equip journalists with skills on how to report gender issues
- Bring critical issues of gender in the media to the fore.

Expected output (What we hoped to achieve)

- Media workers who mainstream gender in their news stories
- More gender balanced stories in the media coverage
- Nurture media workers who are always gender sensitive in their work.

Who was involved in the training?

NAMISA worked with MAMWA and Media Council of Malawi / Malawi institute of Journalism in the training. Ms Mhura and Levy Manda were resource persons.

Key Successes

The training were highly successful in the sense that:

1. Journalists were equipped with skills of how to mainstream gender in their stories. Resource persons used case studies to put gender issues into proper perspective. For example, participants were given practical exercises by analyzing articles from local newspapers to bring out gender coverage.
2. The evaluation of the workshops revealed that many journalists did not understand or know what gender was all about. Thus they learnt a lot of issues about gender. e.g. attitudes, cultural values etc. For many of participants, they knew the meaning of "gender" for the first time.

3. Participants committed themselves to mainstreaming gender in their stories and to share the knowledge gained with friends in the new rooms. At a training session in Blantyre, participants made a declaration committing themselves to gender coverage (see the declaration)

Main Challenges

The main challenges have been:

1. Monitoring of stories. This has not been done due e to capacity problems. Furthermore, we also need to give a particular organisation to monitor.
2. We are also limited in terms of human and financial resources. The GMBS has raised a lot of issues, which require adequate funding and human resources to carry forward the process. This explains why some activities have not been implemented because there is no readily available funding
3. Co-ordination has been a problem. Unlike some countries, media houses in Malawi are scattered such that coming together to discuss issues has not been easy because it entails some expenses. Yet the activities in the action plan are not funded
4. There has been an issue of interest and commitment. Some institutions seem not to be keen to play their part. This explains why some activities have not been carried out.

Main future priorities

1. Continue to train media workers so that mainstreaming gender is part and parcel of media work.
2. Carry out research in gender related issues

Continue with awareness campaign in gender issues

MALAWI: NATIONAL ACTION PLAN FRAMEWORK FOR GMBS ADVOCACY

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
AWARENESS RAISING					
<p>1. Raise public awareness on the GMBS findings *campaign title: Women and Men Make the News</p>	<p>-follow-up workshops in Lilongwe and around the country to make the public aware of the study and its findings. These forums can form the basis of a campaign.</p> <p>-panel discussions(one per month) on the GMBS findings on radio (capital FM; 101 FM, MIJ radio station, etc)</p>	<p>-Number of articles that emanate from these events and the prominence given to them in the media; -Time given on MBC and other radio stations;</p> <p>-Response through the phone-in programmes will indicate how well the gmbs awareness campaign has reached the public(s)</p>	<p>-NAMISA, media houses, gender activists, human rights activists, Media Women's Association</p>	<p>As part of our public awareness of the GMBS, we had two training workshops on gender and the media for media practitioners</p> <p>We had a live panel discussion on <i>Capital FM Radio</i> on GMBS report. Listeners phoned in to comment on issues raised in the report.</p>	<p>We want to continue sensitising media workers and also other stakeholders (civil society organisations, government officials etc</p>
RESEARCH AND MONITORING					
<p>1. Raising alerts as appropriate</p>	<p>-Issue press releases and alerts on gender in the media (eg sensational stories, negative portrayals, good reporting, etc)</p>	<p>-4 reports on the discussions and debates per year</p>	<p>-NAMISA; Media Women's Association; Lilongwe Press Club</p>	<p>No alerts have been issued. But MAMWA has done monitored some gender stories</p>	<p>We shall discuss to agree on which organisation should specifically be issuing the alerts</p>

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
	<ul style="list-style-type: none"> -Quarterly Panel discussions and debates on gender in the media 				
<p>2. Research on specific areas eg. Gaps identified in the GMBS</p>	<p><u>Areas for research:</u></p> <ul style="list-style-type: none"> -Why few women are in the newsrooms; -What issues would readers want to see covered (audience needs); -Why few women in print media? -Why few women in decision-making positions; -Why does politics dominate the coverage agenda; -Why more male than female sources? -Build Media Women's association capacity for research and monitoring 	<p>Produce reports at the end of each research</p>	<p>NAMISA; Media Council; Media Women's Association; Lilongwe Press Club-organisations to meet during August to discuss the division of activities (Media Women's Association to host meeting)</p>	<p>MAMWA and Media Council have worked on the research and a report will soon be published</p>	<p>Research in various areas will continue on yearly basis</p>

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
3. Regularly monitor progress/lack of it in media coverage and update GMBS	Regular monitoring of the media-radio, print and TV daily	Daily records and producing quarterly reports on monitoring results	NAMISA; Media Women's Association (responsibilities to be shared between these two institutions)	This has not been done due to limited monitoring skills	This will be done. But intervention in terms of training is essential
4. Capacity Building	Training on research and monitoring	Development of monitoring tools; research on gender in the media training manual	MIJ; Polytechnic; Media Women's Association		
CAPACITY-BUILDING AND TRAINING					
1. Train and build the capacity of media training institutions on mainstreaming gender into their work	Training of Trainers; training of media personnel at all levels, including media owners; -Curriculum review and development of gender in the media training material at tertiary level; -Training of NGOs, policymakers on how to engage with the media and be credible sources of information	Training manuals and curricula developed and used	MIJ; Polytechnic; NAMISA and Gender Links to work with the Polytechnic on mainstreaming gender into the journalism curricula	MIJ gas gender as part of human rights programme.	Syllabi of training institutions should include gender or human right reporting
2. Develop relevant training materials for media, NGOs,	Workshop to bring all stakeholders together to determine the	Workshop report and action plan developed	Polytechnic responsible for organizing the initial workshop to develop		

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
students, policy makers, etc	<p>gender and media training needs and what materials need to be developed;</p> <p>To access the Policy developed by the National Machinery to see what action areas the media can implement.</p>		this activity further.		
3. Access to information and data on gender in Malawi	More NGOs needed which focus on gender issues and provide information to the media; NGOs should lobby parliamentarians on gender issues	Number of articles carried in the media	NAMISA, WILSA and other NGOs (NAMISA will compile a contact list of editors and journalists and send to NGOs by Jul. 21; WILSA to discuss providing a weekly article to the media on gender issues)	The data bank of media organisations was compiled and sent to NGOs to submit gender articles as agreed	<p>This activity largely depends on NGOs ability to write articles on gender. It also depends on the openness and interest of the editors to accept such articles.</p> <p>A proper plan should be put in place to ensure articles are published.</p>
4. Civic Education	Civic education for MPs, police, government departments and NGOs on gender in the media	Number of civic education programmes that take place	National Initiative for Civic Education (NAMISA will contact); Parliamentary Committees on Gender and on Media	NAMISA discussed the issue of civic education with NICE. However, NICE has no expertise in gender. It has been agreed, however, that	We shall source funds and carry out civic education with NICE

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
				<p>NAMISA would identify people with such expertise and NICE would provide their facilities in the rural areas for workshops. NICE personnel in collaboration with NAMISA would also identify the participants since they know people within a particular district.</p>	
POLICY LEVEL INTERVENTIONS					
<p>1. Engage policy makers on gender and media issues</p>	<p>-Engage with policymakers on gender and media issues;</p> <p>-Sensitise editors on the need for policies(equal employment and gender-responsive editorial policies); and establish gender-sensitive editorial guidelines for use by editors and reporters</p>	<p>Improvement in the quality and quantity of stories after policies in places</p>	<p>Media institutions</p>	<p>Participants to the gender training in Blantyre made a declaration to quote sources without gender bias.</p>	

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
2. Work with media houses on implementing transformative policies (e.g. pilot projects with selected media houses)	<p>-Editors should establish guidelines for reporting which encourages journalists to interview and include women as sources in their stories;</p> <p>-Editors should spend more time coaching journalists during the newsgathering stage to ensure better balance and diversity in sources and information</p>	Strengthening links between responsible media people in media houses	Media institutions	Malawi Institute of Journalism (MIJ) adopted gender equality as an ethical issue.	
INSTITUTIONAL STRUCTURES					
1. Put in place institutional structures	Many are already in place but need to be strengthened on how to incorporate gender into their work, and to take forth gender and the media issues.				
2. Support institutions to coordinate and monitor gender and media issues	Fundraising for workshops; Provide gender materials and information to	Media coverage of activities; numbers of those who attend workshops; amount raised	MIJ; Polytechnic; Media Council; NAMISA; Media Women's Association (taskforce created for	Nothing has been achieved	Fundraising activities will be explored

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
	media houses		May 3 activities, which includes the above organizations, will coordinate this work)		
3. Develop strong networks among institutions and organizations	Establish database of stories on gender issues; interaction with NGOS working on gender issues	Newspapers with web-pages should include the category of gender and begin to post gender stories on their Internet sites; database of stories established; publication of gender stories in the media	Media houses and associations		
4. Fund raise for gender and media advocacy work	-Sell T-shirts, pens, and badges with gender messages which will be sold to raise funds; -A walkathon on gender issues to raise funds	People wearing the T-shirts; media coverage of the event and other publicity; the amount of funds raised from the activity	Media Council; NAMISA; Media Women's Association; Press Clubs	Nothing has been achieved.	We shall explore fundraising activities

MAURITIUS

Country Report for Summit

Administrative Information

Loga Virahsawmy
President
Media Watch Organisation

Summary of Key activities since the GMBS

- Workshops and media literacy in educational institutions, including the University of Mauritius, Upper VI students and Head Girls of Loreto College. Workshops in NGOs, women's organizations, women professionals and community leaders.
- Presentation of papers at national forums for MACOSS "Women an unfinished agenda", SELEX "Women the future of tomorrow", Human Rights Commission "Gender in the Media", Textile and Garment Trade Union "Gender in advertisement and in the Media"
- Participated in workshops to build capacity from a gender perspective in plans of action for UNICEF, UNDP and the Ministry of Women Rights, Child Development and Family Welfare.
- Resource person for a regional workshop for the Indian Ocean Commission on HIV/AIDS.
- Monitoring of the media on World Press Freedom Day and reports sent to media houses.
- In house workshops at the Mauritius Broadcasting Corporation, L'Express and Le Mauricien.
- Radio programmes on 16 days activism and International Women's Day. Radio and press interviews on Gender Sensitive Award, Directory of Women's Sources, Summit Gender Media Award. Radio and television programmes for the Mauritius College of the Air on World Press Freedom Day and on gender in the media.
- Workshop on Sex Discrimination in collaboration with the Sex Discrimination Division of the Human Rights Commission, at Centre de Solidarite, a rehabilitation center for drug users.
- Participated in the drawing of an Action Plan for the Women's empowerment Year that started on 1st July 2004.
- National forums/debates on Women in Politics and Women in decision-making.
- Alerts to the press on different issues concerning women and one on HIV/AIDS.
- Monthly meetings of MWO
- Annual General Meeting
- Launch of Ringing up the Changes
- Launch of video "making every voice count"

Who have been involved

MWO partnered with

- Gender Links
- the Ministry of Women's Rights, Family Welfare and Child Development
- Soroptimist International
- Association de Femmes Mauriciennes Chef d'Entreprises (Association of Women Head of Enterprises)
- Centre de Solidarite
- Human Rights Commission
- United Nations Office in Mauritius

- Educational Institutions
- University of Mauritius
- Association of Advertising Agencies

What are the key successes

- Sexist Advertisements removed
- Article on the use of negative image of woman in an article on bad drivers published
- Alerts published in the press
- Two women appointed as Youth Advisers
- Launching of Gender Sensitive Award
- Launching of Directory of Women's Sources
- Pilot Project at the Mauritius Broadcasting Corporation
- Pilot Projects in two schools on prevention of sexual exploitation of children
- Two media houses have requested MWO to monitor their newspapers
- Article on HIV/AIDS brought up at the National Aids Commission.
- Good media coverage of all activities of MWO and partners

What have been the main challenges

- Work with lack of human resources.
- Lack of infrastructure and equipment
- Lack of finance

What are the main future priorities

- National forum/debate on "Gender in the Media"
- Workshops in women centers
- Audience Research Survey and how to engage with the media
- Work with Chrysalide – the first ever residential center to cater for women who are on drugs and sex work. The Centre will be opened in October and will start operation with 19 women and their children. Audrey D'Hotman who is Assistant Treasurer of Media Watch is Director of this Centre.
- Pilot Project at MBC – To engage with management regarding a Gender Task Team to monitor the project
- Pilot Project in other media houses
- Pilot Project in two other schools regarding the prevention of child prostitution. Manda Boolell who is Secretary of Media Watch is also member of Soroptimist International which heading this project.
- Form part of a women's forum that will lobby for women in politics, in boards and in decision making positions.
- Media monitoring
- Radio and television programmes with the MBC

MAURITIUS: NATIONAL ACTION PLAN FRAMEWORK FOR GMBS ADVOCACY

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
AWARENESS RAISING					
1) To launch the GMBS and develop national action plans based on this	Launch country report	Feedback Letters Media coverage Evaluations Reports	Loga Virahsawmy	Launch of GMBS by Minister of Women with wide media coverage. Interviews of GMBS in print and electronic media	1. Regular monitoring of media on specific dates. 2. Reports to media houses Collaboration with MISA and Gender Links for another GMBS
2) To raise public /consumer awareness	Awareness workshops among NGOs, activists, schools, based on the GMBS		Loga	Workshops in educational institutions, NGOs, women professionals and community leaders	Workshops in schools in rural areas.
3) To engage in specific campaigns that demonstrate the transformative role of the media	Participate in the regional Sixteen Days of Activism on Gender Violence campaign		Loga, Manda and Audrey	1. Interaction with members of the public on gender issues during 16 days through the radio. 2. Awareness on gender issues 3. Workshop at Centre de Solidarite, rehabilitation centre for drug users on sex discrimination. 4. Engage with auditors on International Women's Day and following five days	1. Common programme with GEM Network 2. Forum/Debates on gender violence 3. Slot on radio during 16 days on one form of violence each day. 4. Workshop at CDS/Chrysalide on sexist advertisement 5. MBC programme "Teleobjectif" to discuss psyche influence of sexist advertisement and articles.

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
	Work through media members to engage in "bang" journalism.		Marie Annick Savripene	The concept of bang journalism is not known in Mauriitus. It has not been possible to put into practice but awareness has been created on gender discrimination in job advertisement	The concept of "bang" must be explained to journalists. Gender Links/MISA should prepare a small brief on the subject.
4) Excellence awards in gender coverage	Work with MISA and other appropriate institutions in devising / administering annual awards		Loga/Anushka and Manda	Gender Sensitive Award for best advertisement	Yearly event
POLICY LEVEL INTERVENTIONS					
5) To engage with policy makers on gender and media issues	Meetings with regulatory authorities		Loga	Complaint on sexist advertisement at IBA	Sub-Committee to monitor sexist advertisement. IBA is drafting a Code of Ethics and MWO's views will be asked.
	Review of legislation				
6) To work with media houses on implementing transformation policies	Assisting in selecting pilot projects		Colleen and Loga	Draft Gender Policy Paper at the MBC. In-house workshop at L'Express and Le Mauricien	Gender Task Team to be appointed. Further discussion to be held at the MBC regarding short term, medium and long term plan of the Pilot Project
	In-house gender training for the media				
	Documenting the pilot projects				
RESEARCH AND MONITORING					
7) To continue monitoring the media and raising alerts as	Quarterly monitoring	Statistics, Data Awareness Change of attitudes	All members of MWO	Monitoring of the press on World Press Freedom Day	Yearly feature

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
appropriate	Letters to the media/ regulatory authorities	Action and reaction	Loga	Reports sent to all media houses. Two weeklies Impact News and La Vie Catholique have asked that their media be monitored.	<ol style="list-style-type: none"> 1. Regular monitoring 2. qualitative monitoring of articles on drugs and sex workers and report to be sent to media houses
	Research on specific areas, eg child prostitution, women in decision making, domestic violence		Audrey D'Hotman, Director of Centre de Solidarite (CDS) and Executive member of Media Watch	<ol style="list-style-type: none"> 1. Research done by CDS on sex workers 2. Collaboration with AMFCE and Soroptimist for three national workshops – Women in politics; women in decision-making and women in the media 	<ol style="list-style-type: none"> 1. CDS is opening a centre for women who are on drugs and sex work. And will work in collaboration with MWO for the 16 days activism 2. Engage with the media regarding information for advocacy for sex workers, ex-prisoners and drug users.
	Sharing alerts through E-GEM		Loga	Alerts in form of commentary pieces on sexist advertisement published in GL website and in the press	Encourage MWO members to write alerts and commentary pieces. A sub-Committee to send alerts to Gem Network and to the press
	Working with press clubs in schools		Loga, Manda and Gina	While facilitating workshops, students have been encouraged to write on gender issues in their school magazines	Magazines to be sent to MWO. More workshops of this nature during the year.

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
CAPACITY-BUILDING AND TRAINING					
8) To engage with media training institutions on mainstreaming gender in their work	1. Develop tool kit- media, NGOs, students		Originally Meera but Loga developed her own tool kit with transparencies and power	Tool kit has been very effective for workshops	It is crucial for MWO to get a laptop with LCD and a overhead project.
	2. Training of trainers		Loga	Workshops on how to monitor the media for both qualitative and quantitative. How to facilitate media literacy workshops for NGOs and Schools as well as for community leaders	Other members of MWO to act as resource persons
	3. Engagement with schools (pilot project)		Loga, Manda and members of Soroptimist International	Two schools have been identified for pilot projects on the prevention of commercial sex exploitation of children in Mauritius.	More schools to be put in the project. Manda is preparing information leaflets that will be tested in these two schools.
	4. Engagement with Media Trust		Loga	Media Watch replied in the negative regarding office accommodation. On the positive side they are prepared to give MWO all facilities free of charge for workshops/forums/debates and other functions	Media Trust to put MWO on mailing list regarding training by professionals who come to Mauritius
	5. Engagement with the University		Loga and Colleen	Meeting with academic of the University	

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
INSTITUTIONAL STRUCTURES					
9. Fund raising and institutional development	1. Draw up budgets and fund raise		Originally Myriam but it has been difficult. Loga took over	MWO has been successful in getting in kind donations and some money for the Directory of Sources	The Mauritius Post has agreed to give MWO free space on their portal. Collaboration with private companies for publications of projects
	2. Put in place institutional structures		Loga	Loga is using her own office	MWO is growing too fast. It needs a proper office equipment especially a Photocopier
	3. Play an active role in the regional network		Loga	MWO news have been sent to GL on a regular basis.	One member of MWO to be in charge of sharing news
	4. Prepare annual progress reports for the AGM.	Minutes Treasurers Auditors report	Loga, Saskia, Myriam and Lewis (auditor)	AGM approved annual report as well as treasurer's report as well as auditor's report Myriam filed all papers at the Registrar of Associations	Yearly feature

MOZAMBIQUE
GUIDELINES FOR COUNTRY REPORTS FOR THE GENDER AND MEDIA SUMMIT

Key activities

- advocacy campaign for a Family Law
- Projects to strengthen community radio stations and opening of DTR 's (Development Through Radio)
- Debates with editors to create awareness on media gender policy
- Organization of a 16 day advocacy campaign against domestic violence (mainly upon women)

Who has been involved

- The coalition comprised by AMCS, AMMCJ (Mozambican Association of Women in Juridical Career), Muleide (Woman Law and Right) and partners WLSA, Oxfam America and Forum Mulher (Woman Forum).

What are the Key successes?

The Family Law bill passed in the parliament

What have been the main challenges?

- To see the Family Law Act implemented by the authorities
- To see the Inheritance Law Act being passed by the parliament
- To see the media gender policy approved by the government

What are the main future priorities?

- To have ICT 's Centers for community.
- To establish a Women in Media Secretariat and branches throughout the country.

MOZAMBIQUE: NATIONAL ACTION PLAN FRAMEWORK FOR GMBS ADVOCACY

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
AWARENESS RAISING					
1. Raise public awareness on the GMBS findings	<ul style="list-style-type: none"> - Seminars with reporters and editors to spread awareness on GMBS findings; - Forums for young women trainees in journalism training institutes to create an interest in the profession and to encourage more women to enter it. - Hold seminars with media institutions on GMBS findings and to advise and encourage the institutions to employ more women at all levels. - Create greater consciousness among women on gender issues, as well as issues on gender and the media 	Seminars held; reports from the workshops on held; more women in journalism training entering the profession; more women in the media, as well as in other professions speaking on gender and gender and the media issues.	MISA, SNJ, CSCS, Unesco-Media division, AMCS, AMCJ, Muleide, Gabinfo, school of journalism, ISPU (polytechnic), UEM, ISCTEM (polytechnic), relevant government ministries	We managed to settle an informal agreement with editors on adoption of gender policies inside newsrooms as well as on the need of embedding on reporters the importance of reporting with a gender perspective.	We will focus on providing media practitioners with the necessary tools to upgrade skills on reporting with gender balance and sensitivity and to create conditions to foster consciousness among women within media organizations, as well as men, on gender issues.

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
2. Engage in specific campaigns around the issues eg (Sixteen Days)	Work with the Association of Women in Law to build an advocacy campaign to lobby Parliament and government to institute policy on gender in the media	Meeting with women lawyers held; lobbying campaign developed; meetings with Parliamentarians and government officials held; better gender in the media policies enacted	MISA, Association of Women's Lawyers, Media women's association	We were engaged in a 16 days campaign on violence against women in Mozambique. In this exercises we strongly involved organization working with women, journalists and politicians (particularly law-makers).	
1. Raising alerts as appropriate					
2. Research on specific areas eg. Gaps identified in the GMBS	Carry out research in the following identified areas: - General survey of all media in Mozambique to ascertain the role of women in existing media organisations; - what is the public's understanding of the role of the media, and women's access to the media; - why more women are not applying for jobs in the media; - the role and portrayal of women in community media	Research carried out and reports of the findings published	UNESCO Media Project; AMCS(Media women's Association); MISA	About 37 women, all of them media professionals, benefited from training on basic journalistic reporting, management and leadership skills. Along with this program some were given opportunity to upgrade their educational level. Some were awarded scholarships to do MA studies abroad and others were given grants to attend international symposiums and meetings where were discussed gender issues.	

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
3. Regularly monitor progress/lack of it in media coverage and update GMBS	- Conduct yearly monitoring on one aspect of the GMBS to ascertain any changes in the media	Monitoring conducted; reports on findings published yearly	UNESCO-Media Project; AMCS (Media women's association); MISA		Its been decided that organizations dealing with gender issues (mainly those listed here) will conduct a thorough research on GMBS.
CAPACITY-BUILDING AND TRAINING					
1. Train and build the capacity of media training institutions on mainstreaming gender into their work	<ul style="list-style-type: none"> - Build the capacity of decision-makers in the media by holding workshops to 'demystify gender' and correcting the perception that gender=women - Train women in media management - Hold training courses for junior reporters on gender and the media - Create exchange programmes for women in the media - Create an award for best reports which mainstream gender and for reporting on gender issues in the media 	Training programmes held at all levels identified; more women entering media management; better understand among decision makers of gender and gender in the media; exchange programme started; award instituted	Media practitioners; media trainers at university, NSJ, private media training institutes	<p>More than 15 training courses were conducted on different issues, such as the impact of HIV/AIDS on women because it is well known that women comprise the major victims of the disease. Its said that AIDS as a female face. Other training courses were carried out aimed at upgrading female media practitioners in gender issues, management and in the coverage of electoral processes, as Mozambique is gearing up for elections late this December.</p> <p>Some in job training for community radios were conducted throughout the country, and the results are encouraging.</p>	

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
2. Develop relevant training materials for media, NGOs, students, policy makers, etc					
POLICY LEVEL INTERVENTIONS					
1. Engage policy makers on gender and media issues	<ul style="list-style-type: none"> - Hold meetings with editors (national) on the GMBS findings and gender in the media - Hold forums for sub-editors on gender in the media and GMBS findings - Hold seminars with editors of community media on GMBS findings and gender in the media - Lobby the Prime Minister to put in place a policy for gender equality in the media 	<p>Meeting with editors held; report on the meeting and editors' response</p> <p>Meetings held; report on meeting; improvement in the language used and the portrayal of women in the media</p> <ul style="list-style-type: none"> - Seminars held, report written <p>- Meeting with PM held; policy guidelines presented; gender equality policy enacted</p>	<p>MISA</p> <p>NSJ and SNJ</p> <p>AMCS (Media women's association)</p> <p>MISA, NSJ, SNJ, AMCS, UNESCO</p>		

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
2. Work with media houses on implementing transformative policies (eg pilot projects with selected media houses)	MISA/UNESCO/Gabinfo (Officer of Public Information in the PM office) to organise a summit for media owners and managers to review existing editorial and employment policies for strengths and weaknesses on promoting gender equality in the media; and, to train owners and editors on how to mainstream gender into employment and editorial policies	Summit held, report on meeting published and action plan developed; gender mainstreamed into media policies	MISA, UNESCO, Gabinfo		
INSTITUTIONAL STRUCTURES					
1. Put in place institutional structures	<ul style="list-style-type: none"> - Create an award in institutions to reward women who are at the top of the media profession; - Institute changes in the newsrooms which take into account the dual roles of women to make the work environment more conducive for women; - Train more women in the use of ICT with a 	<p>Awards instituted; women in the media recognised; media coverage of awards</p> <p>New policies instituted; more women entering and staying in the profession</p> <p>More women</p>	AMCS(Media women's association; training institutions; media and communications organisations; SNJ		AMCS is mapping out a project to set up a Multimedia Center inside Muthyana Community radio station, which will solely benefit women.

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
	<p>view to enabling more women journalists to work effectively from home</p> <ul style="list-style-type: none">- Hold seminars/workshops to make women more aware of other jobs they can hold in the media (eg sub-editors, technical areas, etc) other than just becoming reporters- Hold discussions in schools on journalism as a profession to encourage more women to consider the career	<p>competent in use of ICT; more women enabled to meet news deadlines and do their stories from home</p> <p>Women trained and entering all areas of the profession</p> <p>Number of schools visited; discussions with students held; press clubs forming in schools</p>			
2. Support institutions to coordinate and monitor gender and media issues					
3. Develop strong networks among institutions and organizations					
4. Fund raise for gender and media advocacy work					

NAMIBIA
GUIDELINES FOR COUNTRY REPORTS FOR THE GENDER AND MEDIA SUMMIT

Aim

The aim of the country reports is to take stock of progress towards achieving gender balance in the media through the implementation of the GMBS National Action Plan.

Structure

Administrative information

Carmen Cupido

Information Officer

MISA-Namibia

Pauliina Shilongo

Lecturer: Media Technology Department

Polytechnic of Namibia

Liz Frank

Director

Sister Namibia

Kaleni Hiyalwa

Media Officer

Frederick Ebert Stiftung

Sarry Xoagus

Namwa

Charles Simakumba

White Ribbon Campaign

Content

Brief summary of key activities since the GMBS

MISA-Namibia has focused mainly on putting gender on the agenda at training sessions with journalists. Two training workshops for journalists have taken place in May and June, focusing on elections and general journalistic skills respectively. MISA-Namibia has also introduced a category for gender sensitive reporting for the upcoming Media Awards in October 2004.

FES and Namwa has conducted gender sensitivity training for parliamentarians as well as radio slots educating voters and prospective candidates on the significance of women's participation in the electoral process.

The Polytechnic of Namibia has mainstreamed gender in their curricula.

The White Ribbon Campaign has been most active in educating men and boys about the consequences of violence against women on society in general. This campaign has been carried out in the most innovative ways, such as the Shebeen project, where the message was passed on at these social gatherings. Another one of their activities was on Father's Day, which challenged the traditional roles of fathers and encouraged them to embrace the roles of caregivers and nurturers.

The re-enforcing of gender stereotypes through the media, as highlighted by the GMBS,

Who has been involved? (Structures that have been formed) Who have you worked with? (Partnerships)

No formal structures were formed in Namibia however a loose coalition has evolved.

The organisations mentioned have been principally, not exclusively, involved in the work.

What are the key successes?

In training we often experienced a resistance towards the

What have been the main challenges?

Funding and the involvement of media houses.

What are the main future priorities?

The formulation and implementation of comprehensive gender policies for media organizations.

NAMIBIA: NATIONAL ACTION PLAN FRAMEWORK FOR GMBS ADVOCACY

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
1. Raise public awareness on the GMBS findings	<ul style="list-style-type: none"> - Talk of the Nation - Radio slots - Send out info through WAD networks 		MISA Namwa Polytechnic of Namibia FES	Use of findings in journalist training workshops. Voter education programs using findings. Radio slots educating voters as well as potential candidates on women's participation in the democratic process.	
2. Engage in specific campaigns around the issues eg (Sixteen Days)	<ul style="list-style-type: none"> - Meet with gender justice NGOs - Get endorsement from high profile personalities, eg Frankie Fredericks - Meet with media houses re coverage 		MISA, White Ribbon Campaign, Namwa, Polytechnic, Legal Assistance Centre, Forum for the Future, Women's Action for Development	Invitations to NGO's, Ministry of Women's Affairs to form coalition for 10 Days of Activism. Meeting 30/08. White Ribbon Campaign - Valentine's Day – School project focusing on healthy relationships b/t boys and girls. Father's Day – events challenging the traditional roles of fathers and encouraging roles as nurturers and caregivers. Continuous project – handing out white ribbons	Activism Campaign planned for Nov/Dec 2004.

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
3. Materials development	Posters, stickers, pamphlet translated into Namibian languages		MISA		
4. Public lectures	University of Namibia Polytechnic of Namibia		Gender studies dept, University of Namibia PON	Lectures in Media and Gender Studies Depts have incorporated finding of GMBS. Gender has been mainstreamed into curricula.	e.g. Polytechnic of Namibia Media Conference in May 2005
5. Awards	Announce MISA Namibia award-excellence in gender coverage		MISA-Namibia	Namibia Media Awards – 29 October 2004	
RESEARCH AND MONITORING					
1. Raising alerts as appropriate	MISANET Links with rural networks through WAD		MISA, Legal Assistance Centre. Women's Solidarity, IPPR, Ecumenical		
2. Research on specific areas eg. Gaps identified in the GMBS	Monitoring of gender and the elections as part of MMP election coverage monitoring		MISA-Namibia	A fundraising proposal containing clear gender aspect to monitoring submitted to the Finnish Embassy. Media monitoring to commence one month before elections until one month after.	Continuing media monitoring project.

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
3. Regularly monitor progress/lack of it in media coverage and update GMBS	Gender to be built into ongoing monitoring work of MMP	Ongoing			Once Media Monitoring Project is operational MISA will predetermine dates on which monitoring will be conducted.
4. Spot checks	Conduct spot checks eg on International Women's Day, 8 March		MMP		Once Media Monitoring Project is operational MISA will predetermine dates on which spotchecks will be conducted.
5. GMMP	Participate in global monitoring in 2005		MISA/MMP		
CAPACITY-BUILDING AND TRAINING					
1. Train and build the capacity of media training institutions on mainstreaming gender into their work	PON gender mainstreaming project; documenting of this process and disseminating it; project taken up by others, eg University of Namibia		PON	Draft Gender Policy.	Gender Policy to be accepted by academic departments at the PON.
2. Training of trainers	Train core group of trainers who can do newsroom training				
3. On the job training	Offer gender training in newsrooms. Include UNAM radio				

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
4. On line support	Develop on line support centre, like the Poynter Institute				
POLICY INTERVENTIONS					
1. Engage policy makers on gender and media issues	Gender and media network – to engage Minister of Women’s Affairs for input		Frederick Ebert Stiftung	Media Training Workshop for Parliamentarians from 8 – 9 November 2003.	
2. Work with media houses on implementing transformative policies (eg pilot projects with selected media houses)	Consult with editors one on one Identify potential pilot projects.				
INSTITUTIONAL STRUCTURES					
1. Develop strong networks among institutions and organizations	Meet with chair of multimedia campaign Constitute Namibia Gender and Media Network Monthly meeting				
2. Fund raise for gender and media advocacy work	Draw up budget based on agreed activities				

SEYCHELLES COUNTRY REPORT THE GENDER AND MEDIA SUMMIT

A: Key activities since the GMBS

In the case of Seychelles, it has been only three months since the launching of the GMBS findings. During these three months GEM Plus has managed to undertake several sensitisation activities on the GMBS findings and other activities to do with gender and the media. These were done in the form of radio programmes, meeting with the patron of the GEM Plus Association, poster competition, newspaper articles and short presentations with various target groups.

B: Partnerships and structures formed

After the launching of the findings of the GMBS, the GEM Plus Association decided to present the findings to other organisations. The first target group was the Liaison Unit for Non-Governmental Organisations (LUNGOS), where NGOs associated with women and children were sensitised on the major findings of the study. The executive committee members of the GEM Plus Association coordinated this session. Another presentation was done later to the National Gender Steering Committee of which GEM Plus is also a member. This committee have representatives from all governmental departments, NGOs and the private sector. As one of our executive committee members is also the secretary on the committee and the facilitation of the presentation was easy.

GEM Plus used other forums to raise issues on gender reporting in the media. One example was collaboration with the National Council for Children (NCC) in a workshop, which explored Article 2 on the Convention of the Rights of the child. Jean Claude Matombe and Sharon Thelemaque made a short presentation on reporting in the media.

Our collaboration with the Alliance Solidarity for the Family (ASFF) made it possible to identify persons for articles in the "Nation" newspaper. One article was on sexual harassment in the workplace, written by one of the GEM Plus members.

With the launching of the poster competition entitled "Gender equality through the eyes of young people", GEM Plus worked in close collaboration with the Ministry of Education and Youth. The Ministry of Education has facilitated towards the awareness of the poster competition to all secondary schools and post-secondary institutions on Mahe, Praslin and La Digue. This collaboration will be further explored in future activities of the GEM Plus Association.

At the launching of the GEM Plus Association, Minister Patrick Pillay, Minister of Health, was identified as our patron. The executive committee members met with him to discuss the GEM Plus work plan, future activities and challenges faced in achieving gender balances in the media. Through the patron, there will be links to the Cabinet of Ministers and possible collaboration with other governmental organisations.

C: Key successes

There have been several successes to the activities of the GEM Plus association since the launch of the GMBS findings. Through the presentations made, various target groups are more aware of the work of the GEM Plus Association itself and also about bringing balance in media reporting.

Greater successes have been through the radio programmes, which have helped to change the attitude of people. One programme is called "Elle" and is produced by a member of GEM Plus. The programme creates awareness on all gender issues in the society. During one session, which addressed the issue of domestic violence, many men came out and provided support to the

victims. One caller even decided to seek rehabilitation at a clinic for his drinking problems, which was contributing to domestic violence.

Although there has not been an increase in gender sensitivity towards news reporting in the media, the GEM Plus Association has through its members used different mediums available to create awareness on gender and the media. This has encouraged other media houses to include gender issues in their newspapers. "The People" and the "Seychelles Nation" are two examples.

In 2003, a new association for Public Relations personnel was formed and one of its first activities was to reward journalists and reporters for the hard work during the year. It should be noted that women constitute more than 60% of journalists and reporters in the various media houses in Seychelles. It was noticed by the GEM Plus Association that all journalists and reporters who received prizes were men. After filing a complaint to the chairperson of the association, there was a special prize, which was awarded by a woman! However, due to the intervention of GEM Plus Association this year there will be more gender balance in the awards.

GEM Plus has successfully published newsletters every six months and the last one was after the launch of the findings of the GMBS. The newsletter is distributed nationally and target different sectors of the Seychelles society. Feedbacks received have been very positive and encouraging.

D: Main challenges

Despite the successes of the association, there are major difficulties in infiltrating through the media houses for in-house training, presentations and other support. Although the findings of the study was covered as a news item on Seychelles Broadcasting Corporation (radio and TV) Seychelles Nation), GEM Plus has not received any responses in the form of comments or challenges towards the findings from editors or other media practitioners. One major tasks of the association is to adopt strategies to get the involvement of media houses.

Another challenge is the involvement of committee members due to the lack of a secretariat. GEM Plus does not have a secretariat, which will ensure the smooth running of GEM plus activities. Presently, the meetings and the uses of resources are being borne by the members themselves although we have an account. The identification of a secretariat would facilitate better coordination and effective execution of GEM Plus activities to acquire better impacts on people. The Patron of the association is assisting in the identification of a room. However, our major challenge is having a regular budget to run the secretariat.

Finance is our major constraint. Seychelles in general is facing a massive economic crisis and funding of any activities is difficult. GEM Plus is cornered financially and has great difficulty in planning for big projects, which requires large sum of money.

E: Main future priorities.

Future priorities would be to develop strategies to infiltrate through the media houses to conduct in-house training and presentations.

Presentation via the patron to the Cabinet of Ministers on the findings of the GMBS.

Lobby for more GEM Plus members.

Do fund raising activities.

SEYCHELLES: NATIONAL ACTION PLAN FRAMEWORK FOR GMBS ADVOCACY

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
AWARENESS RAISING					
To launch the Seychelles GMBS	Workshop	Revised action plan	Committee	<p>The GMBS was done in July 2003 and its findings were presented to Parliamentarians, members of the Cabinet, editors and media practitioners in May 2004.</p> <p>Coverage was given to the event by the National Media.</p>	<p>To present findings in workshops to targeted groups</p> <ul style="list-style-type: none"> Trainee Teachers Secondary Students NGO's Produce Radio programmes and articles

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
To canvass the findings of the GMBS with key decision makers	Presentations to Cabinet National Assembly Seychelles Media Association	Reports of presentations	Team leader assisted by Committee members	<ul style="list-style-type: none"> • The Executive Committee have met with Minister Patrick Pillay, their Patron who will present the documents to the Cabinet. • We are planning for a get together with the Seychelles Media Association where we hope to hold the event at the end of September. • Finding presented to the Liaison Unit for Non Governmental organisations. • Miss Tania Labiche also presented the findings to the National Gender Steering Committee on which she is secretary. 	<ul style="list-style-type: none"> • Give presentations in different ministries • Hold different sessions with media practitioners • Conduct in house training in Media

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
To make GMBS findings more accessible to the public	Translate the executive summary into Creole. Print and distribute leaflets.	Pamphlets printed and distributed	Committee	<ul style="list-style-type: none"> • Good coverage of the events were given by all three national media as news items • Miss Lucille Adrienne also produced a special programme on the event. 	<ul style="list-style-type: none"> • Seek funding for translation and production of leaflets,(project proposal for 16 days of activism.) • Intensive Media programmes.
To raise public awareness on the GMBS findings	<ul style="list-style-type: none"> - TV panel. - Series of radio programmes. - Presentations in schools. 	Number of programmes/talks given.	Committee	<ul style="list-style-type: none"> • Cindy Wirtz, Lucille Adrienne and Beryl Pillay members of Gem Plus has the responsibility to produce programmes. • Letters written Post secondary institutions for future presentations. 	<ul style="list-style-type: none"> • Miss Lucille Adrienne to discuss key GMBS findings in the programme Elle to be aired on the 31st August • A talk is scheduled to take place at the National Institute for Education in October. • Other Post Secondary Institutions have also been targeted.

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
To produce a half yearly newsletter	Continue to produce half-yearly newsletter		Committee	<ul style="list-style-type: none"> • Two newsletters are produced yearly. • On the 3rd of May to commemorate World Press Freedom Day and 3rd of November to coincide with the launching date of Gem plus. 	<ul style="list-style-type: none"> • May Edition have been published • Each member of the committee has the responsibility to contribute articles for the issue.
Poster competition for GEM Plus	Advertise competition in schools	Best poster illustrating the work of GEM Plus	Committee	<ul style="list-style-type: none"> • Competition has been launched via National Media 	<ul style="list-style-type: none"> • Prize Ceremony in 16 days of activism • Gem Plus own poster • Other posters to be used for 2005 calendars to be sold as part of fundraising activities.

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
To engage in specific campaigns that demonstrate the transformation role of the media	<ul style="list-style-type: none"> - Participate in the regional Sixteen Days of Activism on Gender Violence campaign - March for peace, singers to perform peace songs - Organise a school writing competition 		Committee, media houses, artists, students, NGOs	<ul style="list-style-type: none"> • Calendar of activities have already been planned. 	<ul style="list-style-type: none"> • Committee will liaise with other NGO's for joint activities.
RESEARCH AND MONITORING					
To continue monitoring media performance on an ongoing basis	Monitoring on special dates e.g. International Women's Day and World Press Freedom Day	Changes in media performance Tapes, examples for use in training	Members	<ul style="list-style-type: none"> • Media to be monitored by committee members. • Tania Monitor TV • Sharon and Lucille Seychelles Nation • Jean Claude Regar • Beryl Radio • Marie Anne Lepathy The People • Other members to analyse findings • Committee to raise alerts 	<ul style="list-style-type: none"> • Discuss findings and publish alerts. • Use findings as tool for training in Media Houses.
	Participate in the Global Media Monitoring Project	Ditto	Members; GL		
To give feedback to the media	Alerts and continuous meetings with media	Letters published Apologies offered	Members	<ul style="list-style-type: none"> • Monitoring • Alerts in the paper. 	<ul style="list-style-type: none"> • Get apologies • Have gender

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
	after initial on-site workshops (see training)				balanced/sensitive reporting.
CAPACITY-BUILDING AND TRAINING					
Training of trainers workshop	In house workshop for members to familiarise them with findings of the GMBS; the VRC and other resources that they can use in presentations/training	Number of members trained as trainers; skills as trainers	Tania and Sharon Assisted by Committee	<ul style="list-style-type: none"> Negotiations underway with Editors. 	<ul style="list-style-type: none"> Use World Press Freedom Day for In house training
On-site training for media houses	Take findings of GMBS to media houses; conduct workshops with them	Number of workshops held Willingness to engage on an ongoing basis	All members	<ul style="list-style-type: none"> Negotiations underway with Editors 	<ul style="list-style-type: none"> Our Patron will be negotiating with Media Houses.
INSTITUTIONAL STRUCTURES					
Strengthen and develop GEM Plus, and raise funds for future programmes.	1. Participate in the Southern African Gender and Media Summit	Inputs from Seychelles into the summit	Exec Committee	<ul style="list-style-type: none"> Two members as resource persons Participation in the Awards ceremony Our Patron, Minister Patrick Pillay to head delegation. 	<ul style="list-style-type: none"> Publicize recommendations of the Summit

GENDER AND MEDIA SUMMIT South Africa

Compiled by: Tusi Fokane (Director, MISA SA) and Kubi Rama (Deputy Director, Gender Links)

a. Brief summary of key activities since the GMBS

Awareness raising

- GMBS received extensive media coverage.
- Statistics from the study are used as benchmarks against which current practice is measured.
- GMBS materials were widely distributed and used.
- Workshops held in Gauteng, Western Cape and Kwazulu Natal.
- A virtual campaign called "Strip the back page", objecting to the sexist images of women in newspapers.
- 16 Days of Peace received extensive media coverage.

Research and Monitoring

- Initiating the 'Mirror on the Media' monitoring project.
- Elections monitoring.
- Monitoring during 16 days.
- GMMP planning workshop at the Summit.
- Gender Links Gender and Media Audience Research.

Capacity-building and training

- Gender Links 'Gender in Journalism education and training' audit.
- Pilot training project at Kaya FM.
- SANEF/GL workshops.

Policy level interventions

- MMP input into draft SABC editorial policy.
- Background research being done to set up an assessment gender in the legislation and policy regulating media.

Institutional structures

- Formation of SAGEM.
- Planning and contributing to the Gender and Media Summit.
- Contribute to the launching and planning for the regional structure.

b. Who has been involved? (Structures that have been formed) Who have you worked with?

SAGEM meetings and activities have included the following organisations:

- NGOs - MISA-SA, Gender Links, MMP, RRA, NiZA, Tshwaranang, Women's Net, GAP, Pitseng Women's Fund
- Government and regulatory bodies – MDDA, GCIS, IEC, ICASA.
- Media – SANEF and individual media houses.

c. What are the key successes?

- Formation of SAGEM.
- Joint monitoring project.
- Responding to issues such as the Desai rape case.
- Successful pre-election information-sharing meeting.

d. What have been the main challenges?

- Lack of human and financial resources to administer SAGEM.
- Including people from all the country in meetings.

e. What are the main future priorities?

- Increasing membership.
- Following up on activities from the plan that not being implemented yet.
- Engaging with the 16 Days Campaign.
- Planning for 2005.

SOUTH AFRICA: NATIONAL ACTION PLAN FRAMEWORK FOR GMBS ADVOCACY

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
AWARENESS RAISING					
1. Raise public awareness on the GMBS findings	1. Additional copies of the report and pamphlets; simplify, translate, target to consumers	No of additional copies	GL	Additional reports and pamphlets were printed and distributed. No translation.	Link GMBS with gender and media audience research. Distribute findings to consumers.
	2. Train organisations on how to use the study for workshops with media consumers	No of trainers trained	GL	SAGEM partners have used the GMBS as tools in gender and media awareness training.	Link GMBS with gender and media audience research. Distribute findings to partners.
	3. Distribution of materials by partner organisations, at already planned forums including SANEF workshops	No of forums at which GMBS is discussed	GL, MISA, SANEF, WMW, GAP, WN, Int'l Assn in AIDS Care	The GMBS material was widely distributed at various key events and through organisations.	Continue to use the statistics from the GMBS to keep the issue of women's voices on the medi's agenda.
	4. Radio- talk shows, Public Service Awareness	No of radio programmes	NCRF, CDC, SABC	The GMBS was covered extensively in the media and continues to be used to illustrate gender imbalances of sources in news.	To link new gender and media audience research to the GMBS and provide findings to the media. Meet with media to share what women and men want in the news.
	5. Discussion on the Internet	No of participants	WN to create list, GL to facilitate	SAGEM ran a virtual 'Strip the back page' campaign'. 218 people signed an online petition in the space of one month objecting to the	IT will be used in different ways to create awareness. These will include the Cyberdialogues during the 16 days campaign, the new

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
				representation of half-naked women in newspapers.	GL website that will pivot around an e-talk platform.
	6. Schools campaign	No of schools to which findings disseminated	PPSA (DOE contact)		To follow up.
2. Engage in specific campaigns	1. 50/50 campaign, launch of "Beyond Numbers"	No of women in next elections	GAP and 50/50 partners	There has been a substantial increase in women's representation in government and in relatively senior positions.	GL is going to launch a training project with local councillors from the City of Joburg in September 2004.
	2. Sixteen Days Campaign	Media coverage Policy changes	GL, WN, DOJ, Gender justice Network	The 16 days campaign in 2003 received substantial media coverage. The SABC covered the campaign on all 16 days. GL set up a 16 days section on the website. The site had a bulletin board and provided information to the media during the campaign.	The 16 days campaign in 2004 will include a new and exciting element, Cyberdialogues. The campaign will link decision makers and communities using the internet.
RESEARCH AND MONITORING					
1. Raising alerts as appropriate	1. Network to focus on gender and media in SA (see mechanisms)			See institutional structures.	
	2. Criteria for monitoring		MMP, GL	A media monitoring project was launched in July 2004. The monitoring includes quantitative and qualitative criteria.	See notes under point 5.
	3. Integrating alerts into MISA system	No of alerts Action taken	MISA	Discussions have occurred.	Integrate gender at regional level and filter

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
				Criteria has not been developed.	these to countries.
	4. Management and targeting of alerts, including storage of archival material	No of alerts Action taken	WMW? GAP	Need to link this with a regional; alert system through existing MISA system.	Should be co-ordinated through new regional network.
	5. Annual report- media performance	Quality of report and findings	GAP, MMP, GL	A media monitoring project was launched in July 2004, Mirror on the Media. Two reports have already been released.	Two more reports will be released between now and June 2005. Meetings will be set up with media monitored to talk about the individual reports.
2. Research on specific areas eg. Gaps identified in the GMBS	1. Audit of existing research on gender and the media	Data base of existing local research on gender and media	MMP		To follow up.
	2. Advertising/ Entertainment	One year	Academic institutions		To follow up.
	3. What consumers want	One year	GL, universities and technikons	GL has just completed a gender and media audience research project in six southern African countries.	Preliminary regional findings will be presented at the Gender and media Summit.
	4. Other genres- radio and TV features, radio talk shows, supplements		MMP	The research focused on the news consumption patterns and preferences of women and men.	The six country reports and regional overview will be available in October 2004.
3. Regularly monitor progress	1. Coverage of elections	2003/2004	GAP/MMP	GAP and MMP monitored the elections and produced insightful reports after the 2004 elections.	To monitor local government elections in 2005 and key dates in the calendar.
	2. Sixteen Days		GL- MMP	MMP monitored the 16 days	Similar monitoring during

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
				and issued a report commending some media and pointing to gaps in the coverage in others in 2003.	2004. Link monitoring to 'Mirror on the media monitoring project'.
4. Global GMMP	1. Participate in the global study in 2005- another benchmark	Comparative data	MISA regional/ GL/ MMP/ WMW	GMMP training workshop will be held at the gender and media summit.	Use the GMMP in February 2005 as an indicator of performance since the GMBS.
CAPACITY-BUILDING AND TRAINING					
1. Train and build the capacity of media training institutions on mainstreaming gender into their work	1. Training of trainers in media institutions	Training reports Training modules	GL/ MISA/ NSJ	GL has just completed a Gender in Journalism and Media education Audit in South Africa and six other countries in the region. The research does look at training materials available and research being done. The findings of the research will be presented at the Summit.	Develop partnerships with institutions to mainstream gender into the curriculum.
	2. Proposal on the incorporation of gender into the new curriculum of technical colleges	Inclusion into the national curriculum			
	3. Restructure short courses offered to incorporate gender		GL/MISA/ NSJ		
	4. Submission to NSB and SGB for media	Unit standards to include gender			
2. Develop/ publicise relevant training materials	1. Audit of training materials available and where these are available	Audit report Training material made available			
	2. Identify gap and create material to bridge gap				
3. On-site training	1. Kaya FM pilot project	6 months	GL/ Kaya FM	Training workshops were held at Kaya with the reporters in the newsroom.	Further training at Kaya. Training in other

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
				Monitoring by MMP has shown that KayaFM has consistently been using more women sources than most other media.	newsrooms.
	2. SABC research dept	Sept	GL/ SABC research		To follow up.
	3. Independent newspapers/ Cape Town			See below in point 4.	
	4. SANEF road shows/ workshops	Sept- one year	SANEF/ GL/ GAP/ WMW	Workshops were organized with SANEF in Kwazulu Natal, Gauteng, and Western Cape.	Further collaborations with SANEF.
POLICY LEVEL INTERVENTIONS					
1. Engage policy makers on gender and media issues	1. Workshop with DOC/ regulatory bodies eg ICASA, Media Development and Diversity Agency, ASA, Press Ombudsperson, Broadcast Complaints Authority, portfolio committee	Workshop and follow up Assessment of gender in policy and legislation	MISA	Background research into assessment under way.	To complete assessment and hold workshop with identified stakeholders.
2. Work with media houses on implementing transformative policies	1. Audit of existing policies. Draft template/toolkit Workshop to adopt these	Audit report Template/ checklist	SANEF, MISA, GL		To follow up.
3. Pilot projects	Kaya FM	Content, awareness	GL/ Kaya	See onsite training.	
4. SABC	Input into draft policy	Submission	WN/ GL/ MISA	MMP made a submission on the policy.	Monitor how SABC implements policy.

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
5. Community radio	Assist community radio stations in developing and implementing gender policies	Policies produced and implemented	NCRF /WN/ Agenda/ GL		To follow up.
INSTITUTIONAL STRUCTURES					
1. Develop network among institutions and organizations	Network name, members criteria, structure, operations	Network in existence and functioning	MISA, GL and founding partners	The South African Gender and Media Network (SAGEM) was formalised in February 2004. SAGEM has a constitution with membership criteria, structure and procedures.	Increase the membership. Develop a plan of action for 2005.
2. Gender and Media Summit	Report on action plan; sharing of best practices	No of participants, Quality of presentations	GL, MISA	Summit is happening from the 12-14 September with approximately 180 participants. Gender and Media Awards, Best practices, topical issues, working meetings on current projects.	Compile Best Practices into compendium, plan for future awards, set up strategic partnerships for future projects.
3. Southern African Gender and Media Network	Launch at summit	No of members, institutional structure	GL, MISA, partners	The regional network will be formed at the Summit,	Develop an action plan for the regional network.

SWAZILAND MEDIA GENDER WATCH (SMEGWA) REPORT

1. SUMMARY: This report summarizes activities by the Swaziland media gender watchdog following the recommendations of GMBS launch in Swaziland last year. The launch was coordinated by MISA Swaziland and the response was positive because all the organizations that are dealing with gender issues in Swaziland participated.

2. BACKGROUND: The Swaziland Media Gender Watch was formed immediately after a media gender violence workshop that was convened by Gender Links and the Swaziland Institute of Mass Communication from 12-16 August, 2004. Media practitioners from electronic and print media participated in the training.

3. ADMINISTRATIVE INFORMATION: The Swaziland media gender watchdog is administrated by an interim executive committee of seven members. Miss. D. Ngcamphalala(Chairperson), Mr. B. Maseko(Dep. Chairperson), Mr. A. Zwane(Secretary), Miss. N. Maziya(Dep. Secretary), Mr. B. Magongo(Treasurer), Mr. M. Dlodlu(Member), Mr. M. Dlamini.

4. GENDER MEDIA BASELINE STUDY ACTION PLAN UPDATE: The GMBS national action plan is the result of the GMBS launch which happened last year. The launch was coordinated by the Media Institute of Southern Africa(Swaziland) and Gender Links. The launch was a great success because all NGOs dealing with gender issues in the kingdom participated.

The GMBS launch recommended that all stakeholders should participate in the activities. Participants had an opportunity to draft the action plan and MISA Swaziland was identified as the main stakeholder. SMEGWA being one of the key stakeholders believes that the programs could not take off because of the lack of resources.

5. BRIEF SUMMARY OF KEY ACTIVITIES SINCE THE GMBS: The Swaziland media gender watch managed to do a number of activities using available resources. One can mention that there were many challenges but because all the members have a vision and dedicated to their responsibilities and task SMEGWA have moved a step forward.

5.1 Launch: The media watchdog in Swaziland was launched and Gender Links played a very crucial role which led to the success of the event. The launch marked the birth of the organization and it was supported by all ministries concerned on gender issues and key stakeholders like MISA, SNAJ, Editors Forum and the UN agencies.

As an organization we did achieve our objectives because all the speakers sited with the objectives and mission statement of the media watchdog. It transpired that the media has a potential in changing the mindset of the Swazi society. The launch was part of a broader picture to make the media aware that to play melodious music on a piano you need to use both type of keys. Similarly, to create sustainable development in the fight against poverty and all other ills the media need to give equal attention of equality and equity to the performances and contributions of both sexes.

5.2 Media monitoring training: SMEGWA like other media gender networks in the region took an initiative to facilitate a training program to empower members on how to monitor the media. The program was funded by Gender Links and it was facilitated by Loga Virahsawmy(Media Watchdog, Mauritius). All SMEGWA members participated in the workshop that happened early this year.

5.3 Media monitoring in the kingdom: Following the outcome of the Gender Link's funding proposal to OSISA the Swaziland media gender watchdog was identified as one of the three gender networks to participate in the media monitoring program. The program kick started on the 1st July, 2004 and it is ongoing. As a new initiative SMEGWA did not have enough resources to purchase all the necessary tools for members to do their task. Therefore members were forced to use their own money to purchase what so ever need to do the work.

5.4 Networking with other NGOs: In the kingdom there are a number of organizations that are dealing with gender issues. The media gender network participated in a number of events organized by other key stakeholders in the country. During the 16 days of activism the Swaziland gender consortium organized a gender activism program and the network participated. Other events where the network was invited to participate is the international women's day and the mother to child prevention of HIV/AIDS launch.

KEY SUCCESS: Following all the activities the media network covered there were a number of achievements. As an organization SMEGWA managed to create awareness within the media fraternity and in the entire population of the kingdom. Members were empowered on how to monitor the media and they were sensitized to write gender sensitive stories in their field of work. Another important aspect is the fact that SMEGWA is now recognized by key stakeholder

MAIN CHALLENGES: Like any other new initiative SMEGWA had a number of challenges but the main challenges are as follows.

1. **Lack of resources:** The organization is in the process of mobilizing resources local and international. At moment SMEGWA does not have an office which complicate the work of the secretariat in one way or the other. Communication continues to be a problem because information does not reach concerned members in time thus leading to conflicts.
2. **Training:** Most SMEGWA members did receive training on gender issues but they lack training in a number of areas. Some of the areas that need immediate attention are governance, organization management and fund-raising.
1. **MAIN FUTURE PRIORITIES:** SMEGWA have many future plans, below are the main priorities.
 2. **Fund-raising:** The country media gender network has just received recognition following its launch recently. Therefore there is a need for the organization to mobilize resources. SMEGWA aims to fund-raise local and international and we are considering starting projects that will be self sustainable to be able to survive even if donors are drying out.
 3. **Office Space:** As an organization we are planning to have an office to house certain resources to be able to do our work professionally. The organization office will enable the secretariat to keep all the necessary records and it will eliminate all the communication problems.

CONCLUSION: The Swaziland media gender watch appreciates the efforts by Gender Links towards gender mainstreaming in the media. Gender activist in the region has spoken, "If the media in Southern Africa can succeed in challenging gender stereotypes, we will have gone a long way towards achieving a region in which women and men are free to realize their full human potential. And we will have strengthened the media in our region".

Zambia Country Report

Executive Members

1. Pamela Chama -Chairperson
2. Charles Chisala - vice-Chairperson
3. Brighton Phiri - Secretary
4. Chileshe Kalasa - treasurer
5. Pauline Banda -Committee Member
6. Reuben Kajokoto -Committee Member

Organisation

The name of the organisation is the **Zambia Media Watch (ZAMWATCH)**

Activities

The Zambia Media Watch (ZAMWATCH) was registered in September 2003 by the Register of Societies and was launched this year in August 2004.

Radio

Since the organisation was registered at the time preparations of the 2003 sixteen days activities were taking place, ZAMWATCH got involved. The Non Governmental Organisation Coordinating Committee (NGOCC) spearheaded the activities. The Executive members of ZAMWATCH organised themselves and ran two series of programmes aired on the Zambia National Broadcasting Corporation (ZNBC), that were initiated after the first ever Gender Links workshop. One was in English while the other was in Bemba (one of the seven local languages).

The programmes have various content that ranged from gender advocacy to general education and dissemination of the GMBS. However due to lack of sponsorship, the Bemba programme on Radio 1, ended early this year. The English programme on Radio 2, has been running successfully for the passed three years now and is being sponsored by the gender government wing, the Gender In Development Department (GIDD) located at cabinet office.

The producers are ZAMWATCH , Reuben Kajokoto and Chileshe Kalasa from ZNBC.

The organisation now hopes to fully utilise the programmes the programmes

Print

Two of ZAMWATCH members working for the Zambia Daily Mail (Gender focus column) and Times of Zambia (Gender Watch) used for both dissemination and as platform for media alerts.

The columns are written and managed by ZAMWATCH members namely Pauline Banda and Charles Chisala.

Orientation

The organisation has oriented it self to all media institutions and stakeholders in the country. These include mainstream, faith based and community radio stations that are mushrooming in the country, the donor community, NGOs and the Civil Society.

So far, the organisation has received over whelming response with commitment from some key stakeholders for technical support. The Zambia National AIDS network (ZANAN) has since sponsored a four-day HIV/AIDS workshop for the media in Zambia that took place from 30th to 2nd September 2004.

UNAIDS, GIDD and Frederick Elbert Stiftung(FES) have expressed interest in supporting ZAMWATCH.

Constitution Review Commission

ZAMWATCH has begun working on a document to present to the CRC

Press clubs

A lot of activities on the Copperbelt have taken place since the GMBS and these have led to the formation of a Network of School Press Clubs. These clubs are now releasing information newsletter on HIV/AIDS and gender issues.

There is need however need to support these clubs to ensure sustenance of the programme. ZAMWATCH intends to hold workshop in identified schools as indicated in the action plan.

Workshops

Members of the organisation have on several occasions been called upon to facilitate workshops on Gender and HIV/AIDS. Locally, some ZAMWATCH members have facilitated workshops organised by non-governmental organisation, National AIDS Council (NAC), the World Foundation for the Environment, HIV/AIDS and the Media and more recently the KAISER family Foundation at the XI international Conference in Bangkok, Thailand.

Future Plans

- Training Of Trainers workshop for Executive members
- Replicate formulation of HIV/AIDS & Gender policy in selected media institutions
- Holding in-house training for media practitioners
- Train communicators in NGOs and the civil society
- Continue dissemination of the GMBS & audience research findings

Challenges

- Logistics
- Lack of offices
- Lack of materials
- Inadequate time to carry out activities due to other commitment

ZAMBIA: NATIONAL ACTION PLAN FRAMEWORK FOR GMBS ADVOCACY

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
AWARENESS RAISING					
<p>1. Raise public awareness on the GMBS findings</p>	<p>Meetings in Lusaka to disseminate the GMBS findings to more people. TV and radio programmes on GMBS and also on community radio stations. Writing of feature articles on the GMBS findings to be published in the media. Translation of the GMBS key findings into major local languages to give more people access to the findings; produce posters, leaflets. Holding debates at the community level on the GMBS findings, and using community theatre as one means to communicate the findings to the people. Produce posters,</p>	<p>Two meetings to be held</p> <p>Number of programmes aired</p> <p>Number of articles published</p> <p>Translated documents</p> <p>Number of debates held</p>	<p>ZIMA, ZAMWA, ZAMCOM, PAZA</p> <p>Media institutions</p> <p>ZAMWA, media institutions</p> <p>ZIMA, ZAMCOM(ZIS and others outlets to be used for distribution)</p> <p>ZIMA, ZAMWA, PAZA</p>	<p>Two series of radio programmes on gender (ZNBC), 1 in English and the other in vernacular dedicated were dedicated to discussing the GMBS</p> <p>Two newspaper columns in the Zambia Daily Mail (Gender Focus) and Times of Zambia (Gender Watch were also dedicated some months to the GMBS</p> <p>Other joint activities could not key off because ZAMWATCH was still in its infancy</p>	<p>To work closely with all media institution in the country in disseminating the GMBS findings. This will be done concurrently with the audience research finding</p> <p>The other activities still stand and will be pursued with the establishment of ZAMWATCH</p>

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
	brochures and leaflets with slogans from the findings in the GMBS. Holding workshops for different target groups (e.g. MPS, journalists, etc)	Actual documents produced and distributed Workshop reports	ZIMA, ZAMWA ZIMA, ZAMCOM, ZAMWA		
2. Engage in specific campaigns around the issues egg (Sixteen Days)	Hold provincial GMBS workshops in the 9 provinces to disseminate key findings	9 provincial centers visited and reports produced	ZIMA, ZAMCOM, ZAMWA (ZAMWA to liaise with NGOCC and other groups), ZAMWATCH	ZAMWATCH participated in organizing activities before the sixteen days ZAMWATCH participated in the International womens day activities Programmes both in vernacular and English were broadcast at ZNBC	Plans are underway for ZAMWATCH to mobilize media institution to draw programmes for the sixteen days
RESEARCH AND MONITORING					
1. Raising alerts as appropriate	Serialize the GMBS findings in radio, television and print media. Produce T-shirts with slogans and appropriate messages from the GMBS findings.		ZAMWA, ZAMWATCH, ZIMA (to coordinate all activities under objective 1; training activities to be coordinated by ZAMCOM)		ZAMWATCH is to start issuing the alerts after the launch workshop

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
	<p>Training sessions on images, stereotyping and decision-making in the media.</p> <p>Holding discussions on topical and controversial issues that are not covered in the mainstream media (egg PEP, access to treatment for women living with HIV/AIDS, marital rape, etc).</p> <p>Raising awareness on how gender is covered in the media. Produce documentaries and CDs for training the media on gender. Encourage investigative and issue-based reporting.</p>	<p>Documentaries and CDs produced</p> <p>More investigative and issue-based stories in the media</p>			
2. Research on specific areas e.g. Gaps identified in the GMBS	Regular monitoring of images in the media to assess how women are portrayed.	Review of employment trends to see if more women are represented; more	ZAMWA, ZIMA, ZAMCOM, ZAMWATCH		

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
	<p>Gender equality studies of employment patterns and training of women and men in the public and private media.</p> <p>Research on media laws and policies (e.g. human rights act, broadcasting act to see how they address gender)</p> <p>Assessment of media training programmes in Zambia for strengths and weaknesses</p>	<p>women promoted to decision-making positions; changes in enrolment patterns in journalism schools which reflect a gender balance.</p> <p>Improvement in the content of training to do away with the artificial divide of news into hard and soft categories.</p> <p>More males and females reporting from a gender perspective in all stories—mainstreaming gender into coverage.</p>			
3. Regularly monitor progress/lack of it in media coverage and update GMBS	Convene a meeting to set up regular monitoring systems	Monitoring framework, monitoring and evaluation reports			To commence monitoring
CAPACITY-BUILDING AND TRAINING					
1. Train and build the capacity of media training	Workshop for board members and lecturers of Evelyn	Board members and lecturers sensitized; action plan drawn	ZAMWA and Gender Links		In process

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
institutions on mainstreaming gender into their work	Hone College, University of Zambia (media studies), Mindola Ecumenical Foundation and ZAMCOM				
2. Develop relevant training materials for media, NGOs, students, policy makers, etc	<p>Distribution of gender-reporting checklist for reporters and editors that has been developed by ZAMCOM.</p> <p>Develop materials for NGOs on how to work with the media.</p> <p>Establish press clubs in secondary schools in 4 provinces (two clubs in each province).</p> <p>Sensitization workshops and meetings for policy makers on gender and the media.</p>	<p>Checklist distributed</p> <p>Materials developed and media relations improved.</p> <p>Eights press clubs established.</p>	<p>ZAMCOM, ZAMWATCH</p> <p>ZAMCOM</p> <p>ZIMA and ZAMWATCH</p> <p>GIDD, ZIMA, Gender Links</p>	<p>10 Clubs already in existence on the Copper belt</p> <p>Already taken place</p>	<p>Plans in process</p> <p>In-house training to start in all media institutions</p>

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
3. Train and build capacity of media associations, institutions and practitioners in gender mainstreaming	Training workshops	Members and practitioners trained – 3 courses to be held with an output of 60 people trained.	All media associations and public, private and community media houses, ZAMCOM		In process
POLICY LEVEL INTERVENTIONS					
1. Engage policy makers on gender and media issues	Workshops with senior government officials, MPs and members of Cabinet	Participants lists, press reports in the workshops and the number of government officials in attendance.	PAZA, ZIMA, Women's Lobby Group, ZAMWA, NGOCC		To work closely the Gender Department which has already started training policy makers
2. Work with media houses on implementing transformative policies (e.g. pilot projects with selected media houses)	Refresher courses for journalists on gender in the media. Interactive meetings with training institutions to develop curricula. E-forum for editors.	Number of trainees Revised curricula List-serve created, discussion on e-mail on mainstreaming gender	Evelyn Hone, ZAMCOM, University of Zambia, Mindola Ecumenical Centre and all media houses		To replicate Times of Zambia projects in selected media institutions
3. In-house training for journalists on gender in the media	Seminar and production of a newsletter on the GMBS findings and other gender-related materials	Number of media houses trained; press reports; improved reporting on gender; number of copies of newsletter produced	ZIMA, SSJ, PAZA and ZUJ		To commence in November in selected media as part of sixteen days

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
4. Lobby the legislator to make gender-sensitive laws	Meetings, design of draft policy	Number of meetings held, copy of draft policy	Media houses, ZIMA, SSJ, PAZA and ZUJ	ZAMWATCH has prepared submission to the Constitution Review Commission	
5. To campaign for the implementation of the National Gender Policy	Publications, debates and discussions on TV	Press reports, number of publications, number of debates and number of TV programmes	GIDD, media organizations and gender groups		ZAMWATCH closely with cabinet gender machinery
6. Networking	More coordination and networking between media NGOs and other civil society groups on gender equality issues and activities	Coordinated efforts	All organizations		In process
INSTITUTIONAL STRUCTURES					
1. Put in place institutional structures	Review existing research	Collected research	ZIMA, ZAMWATCH and ZAMWA		
2. Support institutions to coordinate and monitor gender and media issues	Hold workshops for media institutions Raise awareness through talks Round-table discussions with media (e.g. press clubs)	Workshops held Round-table discussions and talks	ZIMA, ZAMWATCH, ZAMWA, ZAMCOM		In process

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
3. Develop strong networks among institutions and organizations	List serve Quarterly get-togethers	List serve developed	ZAMWATCH, ZIMA, ZAMCOM		
4. Fund raise for gender and media advocacy work	Project proposal for consultancy work. Golf tournament. Motivation forums	Proposals written, golf tournaments, forums held.	ZIMA, ZAMWATCH		In process

Zimbabwe Gender and Media Report

A. Summary of Key Activities Since the GMBS

After the Zimbabwe Gender and Media Baseline Study, National Action Plan was held in 2003, a number of activities were held to advocate for gender equality in the media. The Federation of Africa Media Women in Zimbabwe (FAMWZ) carried out most of the activities in the work plan with support from Media Institute of Southern Africa (MISA) Zimbabwe Chapter, the Zimbabwe Women Resource Center and Network (ZWRCN) and the Media Monitoring Project of Zimbabwe.

Gender Mainstreaming Workshop

The Media Institute of Southern Africa (MISA) Zimbabwe chapter, held a workshop on Gender Mainstreaming with all the staff, the advocacy committee members and other partners such as MMPZ and FAMWZ. The workshop was facilitated by Pat Made and encompassed,

- Gender monitoring
- How to lobby gender
- How to include gender mainstreaming in the workplace
- How to include gender in Advocacy Campaign

16 Days of Activism Against Gender Based Violence (25 November – 10 December 2003)

FAMWZ took advantage of these days to highlight the plight of women in the hands of the Zimbabwean media. So to this effect 1000 pamphlets were printed and distributed during 16 Days of Activism. FAMWZ worked hand in hand with MISA and ZWRCN in designing and printing the pamphlets.

International Women's Day (8 March 2004)

This day was used to flight the plight of the Zimbabwean media women on Zimbabwe Television (ZTV) programme Media Watch. During this programme, the director of FAMWZ, Sinikiwe Msipa took this platform to highlight the findings of GMBS.

Beijing Platform Plus – Review meeting

The GMBS findings were used to measure Zimbabwe's progress in terms of the women's access and participation in it. FAMWZ through Women's Coalition managed to highlight this in preparation of the Beijing + Review meeting.

Gender, HIV/AIDS and Media Outreach Project

Through this project FAMWZ managed to access grassroots communities and enlightened them of the GMBS findings and the general gender gaps in the media. This project seeks to create information rich societies by bridging the information gaps between rural communities and urban communities. This also enables them to have access to the media. Often these communities are marginalized particularly women.

Gender Training for Journalists and Editors

FAMWZ managed to hold two workshops; one for the 10 journalists in December 2003. The other was for both journalists and editors. The aim of the two workshops was to sensitise them on the issues that had risen from GMBS and also to try and strategise with them ways to rectify the gender gaps in their stories, media houses policies and publications. The workshop was well attended with journalists from both print and electronic media.

B. Structures and Partnerships

A working committee was set up to coordinate with the various partners in the implementation of the Action Plan. This committee comprised of the Media Institute of Southern Africa (MISA) Zimbabwe Chapter, the Zimbabwe Women Resource Center and Network (ZWRCN), Federation of Africa Media Women Zimbabwe (FAMWZ), FAMW – SADC, Media Monitoring Project of Zimbabwe and Mwengo. Each of these organizations would take an area and include it in their yearly work plan. As said before FAMWZ took a lead role in implementing the plan as they had the capacity and ability to penetrate state controlled media without posing a threat.

C. Successes

Gender Training for FAMWZ staff and Board

FAMWZ staff went through comprehensive gender training. This enabled FAMWZ to critique unequal gender relations and gaps in the media. It also played a part in the formation of the Gender and Media Monitoring project in April.

Gender Media Monitoring

FAMWZ started to monitor the media in April 2004. This was started late due to lack of labour and the technical skills to implement the project. FAMWZ with the assistance of two-research assistance managed to kick-start the project. So far all the findings from April to June can be accessed on FAMWZ's site. In responding to some of the issues in the media, FAMWZ has at times issued statements condemning gender insensitive statement said by people in the media.

Compilation of the Media Women's directory

FAMWZ came up with a comprehensive list of all the media women in Zimbabwe. This was pivotal in seeing the number of women in the mainstream media and why they are leaving the newsrooms to join private sector

Personal Visits to Newsrooms

To this day FAMWZ has managed to meet editors of the following newspapers; Herald, The Standard, Daily Mirror, The Sunday Mail, The Independent, The Moto magazine, The Parade, ZBC Newsnet and The Financial Gazette. Through these meetings FAMWZ has managed to highlight the gender discrepancies in the Zimbabwean media to them. Of which they have promised to rectify through verbal agreement

C. Challenges

Day to day media violations occur that have hampered progress of the gender programme, as those have had to take top priority. In 2003 the Daily News and the Daily News on Sunday were closed and media organizations turned to support the journalists that were now unemployed. In 2004 another private paper the Tribune was closed. The theme in Zimbabwe of World Press Freedom Day turned to that plight instead of focusing on Gender.

As the Summit draws near events in Zimbabwe look dismal, there is a pending Non Governmental Organizations (NGO) Bill, that is threatening the closure of most of the NGO's that carry out human rights lobby work. MISA is threatened with closure everyday.

Lack of adequate funds also was a major hindrance, as some of the activities require a lot of funding to get them started.

D. Future Priorities

Project Proposals

MISA in conjunction with FAMWZ have written a proposal which they have since sent to a donor in order to source funds to carry out areas that needed to be covered in the workplan that had not yet been covered.

Another proposal is in the formative stages and already donors have expressed interests to cover areas such as training and a desk to carry out gender monitoring.

Editors Forum

FAMWZ is in the process of setting up an editor's forum. Since the editors decides what gets to be written and what is rejected in the papers. FAMWZ will organise regular editor's forum on HIV and AIDS and gender in the media. The major aim of the forum will be to analyse HIV/AIDS in the media from various angles.

Journalism training Institutes

FAMWZ 's gender officer was invited by Harare Polytechnic to be part of the process to come up with a gender-mainstreamed curriculum in November 2004. The Gender officer also visited CCOSA to try and make a survey on their journalism curriculum design to see how they can add a gender component. This is still in progress.

ZIMBABWE: NATIONAL ACTION PLAN FRAMEWORK FOR GMBS ADVOCACY

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
AWARENESS RAISING					
<p>1. Raise public awareness on the GMBS findings</p>	<p>1) hold workshop with editors, sub-editors and journalists</p> <p>2) hold individual meetings with media owners/publishers</p> <p>3) hold workshops for women in leadership positions (MPs through WIPSU, councillors, women at community levels through Women's Association</p>	<p>Workshops held, reports on workshops, response from the targeted groups, esp. in the media</p>	<p>FAMWZ, MISA, ZWRCN</p>	<p>Personal Visits to Newsrooms To this days FAMWZ has managed to meet editors of the following newspapers; Herald, The Standard, Daily Mirror, The Sunday Mail, The Independent, The Moto magazine, The Parade, ZBC Newsnet and The Financial Gazette. Through these meetings FAMWZ has managed to highlight the gender discrepancies in the Zimbabwean media to them. Of which they have promised to rectify through verbal agreement.</p> <p>Editors Forum FAMWZ is in the process of setting up an editor's forum. Since the editors decides what gets to be written and what is rejected in the papers. FAMWZ will organise</p>	<p>Continue to raise public awareness on the GMBS findings</p> <p>Hold workshops for women in leadership positions (MPs through WIPSU, councillors, women at community levels through Women's Association</p>

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
				regular editor's forum on HIV and AIDS and gender in the media. The major aim of the forum will be to analyse HIV/AIDS in the media from various angles.	
2. Engage in specific campaigns around the issues eg (Sixteen Days, Press Freedom Day, World AIDS Day)	1) hold workshops 2) place public adverts in the media; 3) hold marches to publicise issues 4) produce supplement and media strategy on gender violence, GMBS and gender and the media issues during 16 days(* <i>this activity is already funded</i>)	Media reports on activities, adverts in the media, marches held, media supplements carried, broadcasts on events Stories published, supplement produced, broadcast programmes	FAMWZ, MISA, ZWRCN, WOZA Reyhana Masters-Smith, Millie Phiri, Jenny Williams, Miriam Madziwa, Tongai Chipangura	Sixteen Days of Activism Against Gender Based Violence FAMWZ highlighted the plight of women in the hands of the Zimbabwean media 1000 pamphlets were printed and distributed during 16 Days of Activism. FAMWZ worked hand in hand with MISA and ZWRCN in designing and printing the pamphlets.	Campaigns around the Issues. 1. Hold workshops 2. Place public adverts in the media; 3. Hold marches to publicise issues
3. Organize a campaign on gender in the media and the GMBS for African Media Women's	1) Engender and work with MISA advocacy committees around the country 2) set up campaign core committee	Campaign committees set up; advocacy committees created; GMBS material translated; campaign materials produced;	FAMWZ (lead organization), MISA, ZWRCN, women's coalition, Padare and other interested groups	International Women's Day (8 March 2004) The was used to day to flight the plight of the Zimbabwean media	1) Engender and work with MISA advocacy committees around the country 2) set up campaign core committee

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
Day on Feb 25, 2004	3) create slogan, campaign materials 4) generate media articles 5) road shows 6) translate GMBS brochure into local languages	media publicity on campaign; road shows held		women on ZTV's programme Media Watch. During this programme, the director of FAMWZ, Sinikiwe Msipa took this platform to highlight the findings of GMBS.	3) create slogan, campaign materials 4) generate media articles 5) road shows 6) translate GMBS brochure into local languages
RESEARCH AND MONITORING					
1. Raising alerts as appropriate					Alerts to be raised as appropriate in accordance with the monitoring
2. Research on specific areas eg. Gaps identified in the GMBS	1) survey on entry requirements for journalism training and the percentage of women entering training institutes; 2) survey on journalism curriculum design in training institutes 3) survey of how daily diary events are assigned to women and men in the newsrooms 4) research on why women are leaving the newsrooms	Surveys conducted, research findings compiled into reports, reports disseminated and discussed in various forums, strategies developed	FAMWZ, ZWRCN, MMPZ, Training institutions, media houses, Zim GMBS research team, CSO Millie Phiri, Jenny Williams, ZWRCN	Compilation of the Media Women's directory A comprehensive list of all the media women in Zimbabwe. This is pivotal in seeing the number of women in the mainstream media and why they are leaving the newsrooms to join private sector.	1) survey on entry requirements for journalism training and the percentage of women entering training institutes; 2) survey on journalism curriculum design in training institutes 3) survey of how daily diary events are assigned to women and men in the newsrooms 4) research on why women are leaving the newsrooms 5) conduct a GMBS

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
	5) conduct a GMBS survey on Parade magazine 6) conduct research study on why women at all levels in the Zim society do not engage with the media, and why the media does not interview women				survey on Parade magazine 6) conduct research study on why women at all levels in the Zim society do not engage with the media, and why the media does not interview women
CAPACITY-BUILDING AND TRAINING					
1. Train and build the capacity of media training institutions on mainstreaming gender into their work	1) introduce gender curricula into media training institutions through training of trainers, lobbying relevant stakeholders, developing and using existing training manuals for the media; 2) hold induction seminars for student journalists on gender in the media 3) Form gender in the media clubs in training colleges	Training workshop held; training manuals, where necessary produced; gender integrated into training institutes curricula Induction seminars on gender in the media adopted by training institutes and held Clubs formed; more discussion by students on gender in the media	FAMWZ, Ministry of Education FAMWZ, Ministry of Education FAMWZ, Ministry of Education	Journalism training Institutes FAMWZ 's gender officer was invited by Harare Polytechnic to be part of the process to come up with a gender-mainstreamed curriculum in November 2004. The Gender officer also visited CCOSA to try and make a survey on their journalism curriculum design to see how they can add a gender component. This is still in progress.	1) introduce gender curricula into media training institutions through training of trainers, lobbying relevant stakeholders, developing and using existing training manuals for the media; 2) hold induction seminars for student journalists on gender in the media 3) Form gender in the media clubs in training colleges

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
2. Develop relevant training materials for media (editors, publishers, journalists) NGOs, students, policy makers, etc	1) Use gender training manuals developed by Gender Links and IPS for training media students and policymakers; 2) Hold induction workshops to introduce and explain manuals; 3) Raise awareness of the manuals (eg use days like March 8-Women's Day, Dec 1, World AIDS Day)	Research done, manuals produced and distributed, media coverage/reviews of manuals, workshops held, feedback on use of manuals from targeted groups	FAMWZ, ZWRCN. MISA		Develop relevant training material 1) Use gender training manuals developed by Gender Links and IPS for training media students and policymakers; 2) Hold induction workshops to introduce and explain manuals; 3) Raise awareness of the manuals (eg use days like March 8-Women's Day, Dec 1, World AIDS Day)
3. Mainstream Gender into the work of MISA and ZWRCN	1) Hold training workshops for staff of organizations 2) Development of gender-sensitive policies in both organizations	Training held; policies developed and implemented; mechanisms set up within each organization to evaluate and monitor policies; reports on policy implementation compiled	Gender and Development consultants (eg Hope Chigudu, Pat Made, etc)	Gender Mainstreaming Workshop The Media Institute of Southern Africa (MISA) Zimbabwe chapter, held a workshop on Gender Mainstreaming with all the staff, the advocacy committee members and other partners such as MMPZ and FAMWZ. The workshop was facilitated by Pat Made and encompassed, <ul style="list-style-type: none"> • Gender 	Hold the same kind of workshop with journalists, editors and technical colleges.

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
				<p>monitoring</p> <ul style="list-style-type: none"> • How to lobby gender • How to include gender mainstreaming in the workplace • How to include gender in Advocacy Campaign 	
<p>4. Train and build the capacity of NGOs, policymakers, women to engage with the media</p>	<p>1) train information and communications officers to mainstream gender into their work and work with the media</p> <p>2) Build the capacity of women at various levels to engage with the media as sources</p>	<p>NGOs trained; information distributed and produced by NGOS is engendered; reports on training produced</p> <p>Women trained; more women as sources in the media; more editorials, comments, letters written by women</p>	<p>FAMWZ, MISA, ZWRCN, Gender Links</p> <p>FAMWZ, MISA, ZWRCN, Gender Links</p>		<p>Train and build the capacity of NGOs, policymakers, women to engage with the media and to mainstream gender into their work.</p>
<p>5. Develop in-house training programmes on gender in the media for media houses</p>	<p>1) conduct pilot in-house training with Parade magazine</p>	<p>Pilot training done; Improved quality in gender reporting in Parade; gender mainstreamed into publication's operations</p>	<p>Coordinated by MISA</p>		

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
POLICY LEVEL INTERVENTIONS					
1. Engage policy makers on gender and media issues	1) train NGOs, women and media activists on policy formulation, advocacy and lobbying 2) lobby to include media and information in the National Gender Policy	Activists trained; lobbying strategy developed and implemented; National Gender Policy amended to include media and information	FAMWZ, ZWRCN, MISA, FAMW-SADC, MWENGO, women's coalition, other interested partners		Engage policy makers on gender and media issues 1) train NGOs, women and media activists on policy formulation, advocacy and lobbying 2) lobby to include media and information in the National Gender Policy
2. Work with media houses on implementing transformative policies (eg pilot projects with selected media houses)	1) hold strategy meeting with journalists associations on how to approach media houses 2) provide gender training for media practitioners at different levels	Strategy meeting held and actions developed to approach media houses Number of media houses and no of editors, journalists, trained; changes reflected in media's coverage	FAMWZ, MISA, FAMW-SADC FAMWZ, MISA, FAMW-SADC		Work with media houses on implementing transformative policies (e.g. pilot projects with selected media houses)
3. Engender existing policies in media houses	1) identify pilot media houses to (a) collect employment, editorial, collective bargaining and all policies to review for gender	Gender is mainstreamed into policies; transformation in editorial output; more women at all levels within	FAMWZ, MISA, ZWRCN, FAMW-SADC, MWENGO		Engender existing policies in media houses identify pilot media houses to (a) collect employment, editorial,

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
	gaps; (b) hold workshop with managers and owners to engender existing policies	newsrooms; recognition in employment policies of women's multiple roles			collective bargaining and all policies to review for gender gaps; (b) hold workshop with managers and owners to engender existing policies
INSTITUTIONAL STRUCTURES					
1. Put in place institutional structures	1) set up gender monitoring unit within MMPZ; 2) strengthen FAMWZ and other partners to use outputs from MMPZ for gender and media advocacy	Meeting held; plan of action for way forward formulated; gender unit established; gender and media advocacy training held	MMPZ, ZWRCN, Parade, FAMWZ, MISA, Gender Links		1) set up gender monitoring unit within MMPZ; 2) strengthen FAMWZ and other partners to use outputs from MMPZ for gender and media advocacy
2. Support institutions to coordinate and monitor gender and media issues	1) identify monitoring needs after research and training to set up in-house gender monitoring unit for Parade	Report on meeting; monitoring needs identified; way forward decided on	MISA, Parade management	The parade Magazine has since been closed	Support institutions to coordinate and monitor gender and media issues
3. Develop strong networks among institutions and organizations	Build a coalition of the stakeholders –MMPZ, ZWRCN, FAMWZ, MISA, Parade	Coalition formed; terms of reference adopted; activities implemented	MMPZ, FAMWZ, ZWRCN, MISA		
4. Fund raise for gender and media advocacy work	1) Hold round-table with identified donors on gender and the media actions for Zimbabwe 2) Develop	Donors round-table held; Proposal developed and circulated; funding secured (at least half of funding by March 2004)	MMPZ, FAMWZ, ZWRCN, MISA		Project Proposals are with the relevant donors. Other donors have expressed interests and another proposal is being drafted

OBJECTIVE	ACTIVITIES	INDICATORS	WHO RESPONSIBLE	WHAT HAS BEEN ACHIEVED?	FUTURE PLANS
	comprehensive proposal for internal and external donors (include within proposal post of gender and media coordinator within MISA-Zimbabwe)				