

Annex A: GEM Summit participants list

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Annex B: GEM Awards citations

QUICK FACTS:

- 62 entries, 38 by women, 24 by men in 10 categories
- Submissions from 9 countries.
- Winners from five countries: Malawi, Mauritius, South Africa, Tanzania and Zimbabwe.
- Four women and six men won.

CITATIONS

CATEGORY: PRINT (NEWS; FEATURE; OPINION AND COMMENTARY)

Print: News

Name of story: Swart's victory in sex-pest case a boost for women

Name of winner: Edwin Naidu

Country: South Africa

Lara Swart, a South African sexual harassment victim is relieved that after a three year fight for justice against a former diplomat, she can now focus on her career. The sexual harassment trauma led to Swart accepting a posting to South Korea while the Public Servant's Association fought to take the matter to a conclusion. Jerry Shongwe, the deputy judge president of the high court in Pretoria, ruled in Swart's favour and found Norman Mashabane guilty on three charges of sexual harassment. One of the judges' comments "Well balanced and well sourced piece."

Print: Feature

Name of story: New magic? HIV+ mum but HIV negative baby

Name of winner: Brian Ligomeka

Country: Malawi

In this story the writer celebrates the success story of an HIV positive Malawian woman who gave birth to an HIV negative baby as a result of the Prevention of Mother to Child Transmission (PMTCT) programme which has been rolled out in both urban and rural Malawi. While some people living with HIV are subject to stigmatisation and worry, the 30 year old HIV positive woman from Chikoja village in Zomba Malawi is a happy mother despite being HIV positive. Although mother-to-child transmission of HIV is preventable, courtesy of drugs such as nevirapine, zidovudine, didanosine and tenofovir, up to 30 000 babies in Malawi are born with HIV. The Ministry of Health in Malawi is currently encouraging all pregnant women to go for Voluntary HIV and AIDS Counseling and Testing.

One of the judges described this piece as inspiring and well researched as it highlights the effectiveness of PMTCT. Another judge felt that this story challenges stereotypes about rural women and traditional practices around child delivery.

Print: Opinion and commentary

Name of story: Pro-active initiatives increasing girls' university enrollment

Name of winner: Bestina A. Magutu

Country: Tanzania

Described by one of the judges as 'a good read', this story looks at the Dar Es salaam College of Education's (DUCE) many initiatives aimed at increasing girls university enrollment. Most of the girls at DUCE joined the college through a pre-entry science programme for girls, designed to encourage their continued science studies at University level. Such programmes can mean that girls, who otherwise would have dropped out of the system, have a chance to further studies, and improve their futures.

This article is written in accessible language and it encourages young women to break barriers.

CATEGORY: BEST PRACTICES (ECONOMIC REPORTING; SUSTAINED REPORTING AND HIV AND AIDS)

Best practices: Gender and Economic reporting

Name of story: Climate change, water crisis

Name of winner: Raphael Mweninguwe

Country: Malawi

This story explores the gender dimensions around climate change and water shortages in Malawi. Drought and floods are some of the elements that people in rural Malawi have to contend with. Scientists are quoted as saying that floods and droughts have a potentially catastrophic impact on water supply and threaten lives of millions of people. The writer highlights that due to the increasing water crisis in Malawi, many women and girls have to walk long distances to fetch water and in the process most of the girls drop out of school. This issue affects a lot of women in developing countries especially in Sub-Saharan Africa. There is a balance of male and female voices in the piece.

A judge's comments: "In-depth analysis of global research issues and they link to the lives of ordinary people particularly women."

Best practices: Sustained reporting on a particular issue

Issue: HIV prevention trials in Southern Africa

Name of winner: Kristy Siegfried

Country: South Africa

The three pieces entered in this category cover the issue of HIV and AIDS prevention trials in Southern Africa. These pieces contributed significantly to the debate around the conducting of such trials. One of the questions the first article asks is, 'what in it for participants?' The writer shows evidence of having talked to the participants at the trial sites and got a sense of why they volunteered. Instead of presenting these people as uninformed victims, the story depicts them as people who made great efforts to contribute to the stemming and preventing HIV and AIDS.

Communicating the complex science of trial design in simple language was one of the ways that the series helped readers understand HIV and AIDS prevention models.

One of the judges' comments: "Use of credible sources makes this an outstanding piece. It also focuses on the need for more trials and putting it into context: Very good."

Best practices: HIV and AIDS

Name of story: The trials and tribulations of community involvement in research

Name of winner: Kanya Ndaki

Country: South Africa

According to the writer, this piece was inspired by a media report that appeared in a local South African newspaper describing women who had participated in clinical trials of microbicides as guinea pigs. This piece advocates for community involvement in the fight against HIV and AIDS. The writer highlights the fact that no microbicide has shown to be effective, hence the need to continue with research around HIV and AIDS.

This piece also chronicles the trials that are being run by the Population Council at three sites in South Africa that is in Soshanguve, Cape Town and Kwazulu Natal province.

The article has a diversity of views giving different angles to the issue of microbicide trials. These range from experts to ordinary community members. One of the judges had this to say, 'well researched and structured article highlighting the dynamics of research and its relationship to the community.'

Best practices: Political participation

Name of story: Pro-active gender campaign for Malawi elections

Name of winner: Daniel Manyowa

Country: Malawi

This article looks at some of the barrier to women's participation in politics in Malawi. It also highlights the fact that unless women realize their political rights and the capacity of aspirants is built; they will continue to lag behind. At 14% women in parliament Malawi has clearly failed to achieve the goal of 30% representation of women in parliament adopted by SADC. A source is quoted saying, "women still dance and sing for male politicians during the campaigns".

One of the judges said, "Interesting piece supported by research"

Category: Photojournalism

Name of photo: Maasai men braiding women's hair

Name of winner: Trevor Davies

Country: Zimbabwe

Described by the judges as an award winning photograph, the photo shows two Maasai men braiding a woman's hair. This photograph, taken in Dar es Salam, Tanzania during a Gender Links Business Unusual training field trip, challenges traditional stereotypes around roles that women and men can take up in life. Hairdressing is traditionally considered a feminine job but Maasai men have broken this stereotype and entered this field.

CATEGORY: TELEVISION (NEWS; FEATURE)

Television: News

Name of story: Domestic violence

Name of winner: Gillian Pillay

Country: South Africa

This is a particularly interesting story of domestic violence involving a member of the South African Police Force. Although not an unusual occurrence, the story examines a survivor's struggle for justice in an ongoing cycle of abuse. It again highlights pertinent issues of how survivors are denied support by the justice system, their families and communities. The piece showcases one women's courage and survival to break the silence around this problem of domestic violence. This is a deviation from media's stereotypical portrayal of women as helpless victims. This story gives this survivor of domestic violence agency.

There is a balance between male and female voices in the story.

One of the judge's comments: "A well researched piece that challenges stereotypes."

Television: Feature

Name: AIDS: Living together

Name of winner: Avinash Bissoondoyal

Country: Mauritius

This feature report looks at the different circumstances of people living with HIV and AIDS. It is the story of a couple, both HIV positive who have living together for three years and have a three month old baby. This story is used to make a plea to society not to stigmatise HIV positive people. The same message is echoed in the story of an HIV positive drug addict. It is the fear of stigma that has prevented him from disclosing his status to his family.

The reporter reveals that AIDS has not been accepted in Mauritius despite several campaigns to create awareness about the disease. The fight against HIV and AIDS can also be won through information and prevention initiatives.

One judge's comments "This is a good feature with human interest stories that address the critical issue of HIV and AIDS."

Annex C: Summary of evaluations

GEM SUMMIT 10 – 12 AUGUST 2008

55 evaluation forms filled in.

	Excellent	Good	Fair	Poor	Very Poor	No comment
1. Programme Expectation	21	32	1	1		
2. Programme Content	21	29	5			
3. Facilitation	16	31	5	1		2
4. Group Work	21	25	7			2
5. Outputs vs Expectations	20	21	10			4
6. Learning Opportunity	29	24	2			
7. Networking	26	15	11			3
8. Administrative Arrangements	16	23	12	2	1	1

1. Most useful session:

SESSION	NO	REASONS
1. All	9	<ul style="list-style-type: none"> - the whole event was good - I was able to learn a new thing in all the session. And I take home a lot of experiences and knowledge. I will also have learnt a lot of Idea which I will try at home. - All the sessions compliment each other and they all have important information - Even though we participated in one session at a time which is helpful, plenary brings you all experiences and discussions on all other sessions and I think that it is very helpful as you will be in touch with all proceedings of the summit. - Sharing of experiences even had a chance to plea for support for objecting Botswana Media Practitioners Bill
2. Plenaries	18	<ul style="list-style-type: none"> - Offered a chance to meet and identify potential network links. - That is where we learned about other groups on several topics, very good. - They gave us opportunity to know what others were discussing - Diverse views on issues were cultivated and consensus reached. - Relationship with media and politics. Guide based tool of gender children - Able to share in a smaller group and participate actively - Opportunity to learn diverse units. - Sessions gives insight of situations relating to media - Was possible to discuss with others about all themes or issues learned at this summit - Gave me a chance to engage
3. Media	14	<ul style="list-style-type: none"> - Gave an insight into potential of the programme and how

SESSION	NO	REASONS
Literacy		<ul style="list-style-type: none"> it can impact on Journalism - I have participated to this discussion group and it was helpful for starting stories and experience between different countries. - It gave people an opportunity to come out. - Opportunity to engage in points of view in countries of Region involved in Gender in Community and Panel ones. - I learned that it is necessary to capacitate the media in order to work about the gender - Media knowledge for public opened up for importance of training - Presented lots of learning opportunities - Conducting media workshops on literacy in my country, I found the information sharing sessions great. - I was a speaker from Mauritius and presented a case study on "Portrayal of men & Women in press ads in Mauritius." - Learnt what my colleagues are in media literary did and to improve mine. - It is the best for my profession - Phased experiences - I learnt that it is necessary to capacitate the media in order to work about the Gender
4. Tabloidisation of the media	14	<ul style="list-style-type: none"> - Believe I attended a very interesting topic - I learn more about this at a region - What to do concretely, we don't really know. We understand that tabloid is a tool but will people do tabloids in order way? - The need to ensure gender sensitivity within the tabloid setting - Had learned more on tabloids and why they carry sensational materials - interesting - Because of the research presentation and the level of discussion
5. Policy and Regulation	12	<ul style="list-style-type: none"> - We were able to share experience in policy issues and media regulation - Donor Interest - Lots of shares and experiences - To get to know the putting into place of HIV/AIDS policies in newrooms and regulatory authorities in the countries. - Because most of the challenges facing the media right now are to do with regulation - It gave me an appreciation of the policy and regulation in the region
6. Media practice and training	8	<ul style="list-style-type: none"> - Was relevant to my work and the session was well managed. - Very relevant because this is one critical area that has not been playing its part in gender mainstream - Well researched and relevant to concerned participant - We had both trainers and practitioners

SESSION	NO	REASONS
		- Element of putting journalist in forefront of genderism
7. Consumer engagement and Activism	9	<ul style="list-style-type: none"> - Though I found it useful, I should have stayed with policy since this is where I operate. - It opened/ broaden the minds in term of what should / not appear in newspapers - Interesting but would be better to involve Advertising Agencies - Because of the presentation done and the interaction among participants. - Learned a lot and have identified some strategies on the way forward on advertising, cartoons and use tabloids as activism materials. - Good- gave me understanding on how the media deals with consumer
8. Research and Monitoring	15	<ul style="list-style-type: none"> - Gives a good view on media issues - There is a need to evaluate and judge the impact of progress - Discussed how research can bring about change in media to advance gender equality. - It gave me an insight on the media research, policy formation and activism - More Revelations, Real Cases - Its relevant because help to avaluation in my station radio
9. Media Activism	10	<ul style="list-style-type: none"> - An eye opener for breaking the silence - I assist in tabloidisation, plenary and media activism. This session was practical. We learn practices if other comes. - The exchange was interesting - I also picked up very useful information at this session. Very good - Created potential for more public engagement - Helped to know how the media can be of help to advocate
10. Gender and media diversity	7	<ul style="list-style-type: none"> - So affirmative, hoping for positive results - In actual fact, the group lived to this diversity in terms of gender, regions, and representations from different media genres. - There were concrete things. - The presentation of Trevor Davies was very inspiring and I already joined his group via facebook. The concept of Africanfathers (fatherhood) is really very interesting. - It encourages the relevant others to fully participate - We saw that we need to challenge the journalist and all the people and the government to extend the talkerhood and using the community Radio and Citizen Journalist

2. Session found least Useful

SESSION	NO	REASON
1. None	15	<ul style="list-style-type: none"> - All sessions were equally important as they tackled different issues around media and gender - I think all members of my country learn more and we can

		<p>change</p> <ul style="list-style-type: none"> - Every bit of information is useful to a journalist or information officer. - Because all sessions were important in one way or the other - All the session was useful
2. Plenaries	1	- The closing is hard after a day of workshop
3. Media Literacy		
4. Tabloidisation of the media		
5. Policy and regulation	1	- Discussion became diffused. Presentation might have followed a common format.
6. Media practice and training		
7. Consumer engagement and activism	1	- The session was more like a lecture with little room for engagement
8. Research and monitoring		
9. Media activism	2	
10. Gender and Media diversity	1	- Very good interaction and important debate about community radios, his weaks and potentialities. How to carry on?

COMMENTS

Programme

- Plenaries brings all experiences and discussions that are very helpful as you will be in touch with the proceedings of the entire summit.
- More time is needed for discussions during plenaries.
- It is good to have more summits like this to get knowledge from other countries.
- To be exposed to other sessions during parallel sessions
- Presenters should make more effort and do more research.
- There is need to expose everyone to the media literacy and training.

Logistics

- Impressive conference – translation (3 of them – wow!) Good technology, tea several times a day, awesome and knowledgeable delegates. What a privilege to be part of this group. Gender Links staff are inevitably competent in putting all this meeting. I learned much and made good contacts. Thank you. (Carolyn Byerly)
- Excellent job and lots of informative ideas to take home. It was well planned. Looking forward to the next one.
- At least a small per diem for buying incidentals should have been given to participant.
- General excellent, allocation of rooms in the hotel on arrival is a little bit slow for a good place.
- Very big summit, well organised. Next time please let it be nearer Johannesburg. Benoni is so far away from everything that it interferes with sessions as people go away for shopping. It is also too expensive to get out of the hotel. Otherwise, keep it up.
- This is excellent. Keep up the good work. Good co-ordination.

Participants

- There is need for shareholders if possible to be invited.
- Communication needs to increase in order to link all the Gender or GEMSA members.
- The GEM Summit has helped me to have more positive views of the concepts and aims of GEMSA. The African Fathers initiative has been more inspiring and I would like to help in this project. I look forward to join Media Watch as soon as possible. (Denisha Seedoyal)
- GEM Summit is very viable. It does not just deal with issues but also recognizes the work of Journalist.
- Timing problem. Too much sessions and presentation in a short period.

Annex D: GEM Summit media log and examples of media coverage

Print						
Date	Newspaper	Country	Page	Article	Writer	Source
07-Aug	Journalism.co.za	South Africa	Online	Gender & Media Summit, Johannesburg	PR	
05-Aug	Soul Beat Africa	South Africa	Online	Southern African Gender and media awards 2008	PR	
10-Aug	Sunday Tribune	South Africa		Let women be heard as well as seen	Colleen Lowe Morna	
10-Aug	Sunday Independent	South Africa		Critical Media is key to gender equity	Colleen Lowe Morna	
10-Aug	IOL	South Africa	Online	Critical media is key to gender equity	Colleen Lowe Morna	
11-Aug	Biz Community	South Africa	Online	Gender and Media Summit gets under way	Issa Sikiti da Silver	
11-Aug	allAfrica.com	South Africa	Online	Gender and media summit gets under way	Issa Sikiti da Silver	
11-Aug	Citizen Journalism	South Africa	Online	Attending Gem Summit - Session on tabloidisation of the media	Phumeza	
11-Aug	Amandla Publisher	South Africa	Online	Whose News, whose views? Critical citizens, responsive media	Coleen Lowe Morna	
11-Aug	Biz Community	South Africa	Online	Southern African media summit on gender	PR	
12-Aug	Biz Community	South Africa	Online	Media must cover rural women, too	Issa Sikiti da Silver	
12-Aug	Biz Community	South Africa	Online	Long walk to 'media justice' for SA women	Issa Sikiti da Silver	
12-Aug	allAfrica.com	South Africa	Online	Media must cover rural women, too	Issa Sikiti da Silver	

12-Aug	Journalists for Human Rights	Global	Online	GEM Summit calls on SADC leaders to adopt gender protocol	PR	
13-Aug	Biz Community	South Africa	Online	SADC leaders must adopt gender protocol	Issa Sikiti da Silver	
13-Aug	Biz Community	South Africa	Online	'Media's symbolic annihilation of women must be stopped'	Issa Sikiti da Silver	
	Network of Women in Media India	India	Online	Gender and media network calls on leaders to account for low female participation	Ammu Joseph	
17-Aug	Le	Mauritius		Pictorial	Danny Phillipe	
Radio						
Date	Time	Country	Radio Station	Topic	Show	Interviewee
10-Aug	20:00	South Africa	SAfm	Summit, Award Winners		
		Africa	Channel Africa	GEM Summit	French Service	Marie Annick
		Africa	Channel Africa (Chichewa)	GEM Summit	Chichewa Service	
		Africa	Channel Africa (Swahili)	GEM Summit	Swahili Service	Media Council of Tanzania
12-Aug		South Africa	Kaya FM	GEM Summit		Trevor Davies
12-Aug		France	Radio France Internation	GEM Summit, Media in Southern Africa	Media Programme	

			al			
13-Aug	18:30	South Africa	Radio Today	Stereotypes in advertising	ASA Radio Programme	Colleen Lowe Morna, Loga Virahsawmy,
24-Aug	09:20	South Africa	Safm	Women in the Media	Media@SAFM	Colleen Lowe Morna
Television						
Date	Time	Country	TV Station	Topic	Show	Interviewee
11-Aug		South Africa	SABC	Summit, GEMSA	Morning Live	Colleen Lowe Morna
11-Aug	18:00	South Africa	SABC	General Summit Overview	Rendez-Vous Africa	Jenny Mfuno
11-Aug	07:30	South Africa	SABC International	General Summit Overview	180 Degrees	Loga Virahswamy, Maria Jacobson
12-Aug	13:00	South Africa	SABC	General Summit Overview		Pamela Mhlanga
17-Aug	13:30	South Africa	SABC	Media's coverage of Women	In the Public Interest	Colleen Lowe Morna

Critical media is key to gender equity

COLLEEN LOOSE MERRIS

Among the many Women's Day celebrations this weekend, the South African Gender and Media (Sagema) Network will be toasting its victory in getting a "leers" advertisement pulled off the air by the Advertising Standards Authority (ASA).

The advert had a half-naked woman with dirt on her body juxtaposed with a handsome. A crane carrier moving from one body part to the next suggested which "piece" would be preferred on the woman's body.

Members of Sagema, who had been part of a media literacy course at Gender Links, argued that they did not "see how selling burgers and fish has anything to do with a woman's body as a sex symbol that is as good as a piece of meat that is juicy and affordable."

In a lengthy judgement, the ASA agreed that the advert violates a clause in its code which states that "gender stereotyping or negative gender portrayals shall not be permitted in advertising, videos in the opinion of the ASA, such stereotyping or portrayal is reasonable and justifiable in an open and a democratic society based on human dignity, equality and freedom."

Sagema will be joined today by about 200 gender and media activists from around the region for the third Gender and Media Awards and Summit convened by Gender Links, the Media Institute of Southern Africa (MISA) and the Gender and Media Network (GEM) under the banner "retail citizens, responsive media".

Many have similar stories to share. In Mauritius, the Media Watch Organisation (MWO) has registered a slew of successes with getting advertisements pulled off screens and bill boards. A month ago, the MWO challenged an advert titled the "pink trash", which depicted a woman with money scattered across her body to advertise a money changing business.

When the Business Media Women's Association, member Gema Mafuza, saw Kathleen Lombardi, the Democratic National Front aspirant, candidate for party president, caricatured as a corrupt boss in a local newspaper after she lost her leadership bid, the group protested that it found the cartoon "in poor taste" and unlikely to have been spotted by a male politician who suffered a similar fate.

The letter sparked a heated but healthy debate in the South African media about the often thin line between press freedom and ethical standards.

Four years since the first gender and media summit, research shows that although there has been some improvement in gender balance and sensitivity in the media, major challenges abound.

The summit takes place days before the annual summit of Southern African Development Community (SADC) states that is expected to adopt the long-awaited protocol on gender and development. Among the targets set in this instrument are to ensure women's equal participation in all areas of media decision-making by 2015 and to ensure that the views and voices of women and men are equally heard in media content.

The Gender and Media Baseline Study

Equal at work

Many men

make money

leading

women's hair in

a Tanzania

market. The

picture and the

story it accom-

panies are

enemies for the

gender and

media awards

taking place

tonight in

Harare, near

Johannesburg

MICHAEL

NEWMAN

REPORTS



conducted by Gender Links and MISA in 2008 showed that women constituted 17 per cent of news sources in Southern Africa (39 per cent in South Africa).

A global study two years later put this figure at 18 per cent for the region and 26 per cent for South Africa - a significant improvement, but still the short of any equity targets.

Gender Links' periodic Mirror of the

media series reflects similar gender disparities in a wide range of media types. For example, a study on radio talk shows in 2004 showed that in South Africa women constitute less than a third of guests and callers on radio talk shows.

Web content monitoring over half of all web messages but less than a 10th of the volume in advertising, a recent study on gender and advertising concluded that in

this genre "women are more likely to be seen than heard".

The study cites numerous examples of blatant stereotypes, including the women's underwear series that adorned the doorsteps of Sandton with messages such as "ready to buy", "inspired for success" and "saveage your assets".

Interestingly, the gender and tobacco study in 2007 showed that this stereotyping

medium has a higher proportion of women's sources (35 per cent in South Africa) than in the mainstream media, but tobacco ads used with stereotypes of men or obese women and male users - such as the alleged rapist whose penis was described in the Daily Sun as the "cigar of the nation".

Gender and media activists argue that what they are schooling is in line with the principles of good journalism, including balance, fairness and sensitivity, prompting heated debates on what is new and different.

Entries to the Gender and Media Awards range from the story of a policeman's wife fighting a case of domestic abuse in Harare, men who make money using their traditional hair braiding skills in a woman's hair salon in Tanzania.

On show at the two-day summit in Harare, which includes international experts from Sweden and the United Kingdom, will be more than 40 examples of gender and media research, policy and training initiatives. A powerful new addition is ordinary citizens making their voices heard through media literacy complaints and alerts.

Do content creators find a responsive media? The answer to that question is not only key to the quest for gender balance and sensitivity in our region, but also to the future of our fragile democracies.

Colleen Loose Merris is the executive director of Gender Links and the outgoing chairwoman of the Gender and Media Southern Africa Network. For more information go to www.genderlinks.org.za

Give thanks not for women behind you, but beside you.

Les soirées

EX PRESSO

PHOTO: DARY PHILLIPS ET VEESHASH NAARANSAMI

EXPRESSO N° 618 DU 17 AOÛT 2008



De la musique africaine a donné le ton et mis de l'ambiance avant le dîner.



Loga Virahsawmy a été nommée Chairperson du Gender and Media Southern Africa (GEMSA). Elle est entourée des membres de son équipe : Jennifer Mufune, Kubi Rama et Dorothy.



Sandra Williams de *Katutura Community Radio*, est entourée de Carolyn Byerly, Associate Professor de l'*Howard University*, et d'Ammu Joseph, journaliste en Inde. Les deux étaient les intervenantes étrangères (en dehors de l'Afrique) lors du sommet.

Avinash Bissoondoyal, réalisateur à la *MBC*, qui a reçu un award pour l'un de ses documentaires, Colleen Lowe Moma, Executive Director de *Gender Links*, et Priya Thacoor, présidente de l'*Advertising Agency Association*.

Gandhi Dumisani, Gender, HIV/Aids et Media Manager de *Gender Links*. À ses côtés, Saskia Virahsawmy-Naidoo, Country Facilitator de *GEMSA*.



À JOHANNESBURG

Le genre au sommet

Les professionnels des médias et les activistes du genre se sont donné rendez-vous à l'hôtel *Kopanong* les 10, 11 et 12 août pour le troisième *Gender and Media Summit*. La première soirée a été marquée par un dîner, une remise d'award et une piste de danse pleine à craquer.



Julie Télet et Davina Sholay, membres de *Media Watch*, encadrent Allia Syed Hossen-Gooljar, la responsable du Cercle des dames mourides, et Denisha Seedoyal, part-time lecturer à l'université de Technologie de Maurice.