

Gender Links

Strategic Plan

March 2005-February 2007

Promoting gender equality in and through the media



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VISION AND MISSION

VISION

GL is committed to a Southern Africa in which women and men are able to realize their full potential and participate equally in all aspects of public and private life.

MISSION

GL's primary area of focus is the transformation of gender relations in and through the media by:

- Conducting research on gender disparities in the internal structures and editorial output of the media, as well as working with media institutions to develop corrective policies.
- Developing gender training materials for the media, and assisting media training institutions in applying these.
- Creating and sharing content that demonstrates how a gender perspective can be integrated into media coverage.
- Taking advantage of opportunities presented by information and communication technologies for advancing gender equality.
- Strengthening the media and communication skills of gender activists and women in decision- making.

In addition GL leverages its skills and expertise by providing research and advisory services on gender and governance more broadly.

In all its work, GL strives to build strategic partnerships and networks and to serve as a catalyst for gender transformation by working through existing structures.

FOREWORD

In 2005, the global community will be taking stock of what has been achieved ten years after the Fourth World Conference on Women in Beijing. Gender Links and its partners will have emerged from the first Gender and Media (GEM) Summit in the Southern African region; perhaps the first in the world. We will be proud to say that we have contributed in some small way towards transforming gender relations in and through the media.

The media - the twelfth critical area of concern in the Beijing Platform for Action - is one of the most important yet challenging areas of work for advancing gender equality. As "formal" or legislated discrimination against women falls away, the key challenge confronting us is how to change mindsets hardened by centuries of socialization and cemented by custom, culture and religion.

Potentially having a huge role to play in this "liberation of the mind", the media has more often than not been part of the problem rather than of the solution. And, while the media has set itself up as the watchdog of the rest of society, it does not always take kindly to being "watched". The result has been an unfortunate antagonistic relationship between gender activists and the mainstream media.

Broadly, we have approached the issue from two perspectives:

- Gender training, advocacy and awareness raising in the mainstream media and
- Communications and media training for gender activists and women decision-makers.

The Gender and Media Baseline Study undertaken by GL with its strategic partner the Media Institute of Southern Africa (MISA) in 2002 laid bare the glaring gender disparities that exist both in the institution and content of the media. Few research studies in Southern Africa have been publicized and canvassed with such vigour, giving rise to a video; mounds of media coverage, and national action plans in twelve countries that will be reported on at the GEM Summit.

At the centre of the summit are the awards affirming good practice in gender and media coverage as well as a host of best practices in crafting gender policies; mainstreaming gender into media training and NGO advocacy projects that have resulted in greater quantity and quality of gender coverage.

GL's work on gender and the media has led us into the broader area of gender and governance. Positioning itself to take advantage of the nine elections in the region in 2004 and 2005, GL last year launched its ground breaking study: *Ringing up the Changes: Gender in Southern African Politics*. This first qualitative study on the impact of women in decision-making in Southern Africa has been launched in nine African countries as well as at the United Nations and the World Bank.

GL has used the study in training workshops in all SADC countries holding elections, both for the media as well as for aspiring women candidates. We have no doubt that the vastly increased coverage of the gender dimensions of elections in these countries contributed to the recent announcement by heads of state that as the

deadline for thirty percent women in decision-making draws to a close in 2005, the stakes must be raised to fifty-fifty. GL will continue to be part of this campaign, as well as the longer term goal of ensuring that gender is integrated into all aspects of governance.

To date, we have concentrated largely on the people who make the news; the news they make and the people who are in a position to shape the news, like activists and decision-makers. The audience research project launched by GL in 2004 takes us into an important new area of work: those who consume the news. Being critical consumers of news is a key tenet of citizenship. Media literacy will form an important new area of work for GL and its partners in gender and media networks, who provide a critical "mirror on the media" essential to the ongoing monitoring of gender in the editorial content of the media.

At an institutional level, GL has grown in leaps and bounds. A hands-on board, strengthened staff and management team have ensured a hard working and purposeful organization with a reputation for high quality outputs. With the formation of the regional gender and media network, GL's role will become, even more so than before, that of a catalytic support and information exchange service, with our Electronic Gender and Media (EGEM) project coming into its own.

This two year strategy and action plan - the product of much engagement with partners, the board and staff - represents a series of well thought through interventions. The key to the ultimate change that we seek is perseverance.

On behalf of the board, I would like to extend my sincere gratitude to all those who have had faith in, and supported GL's work. We hope we can continue to count on your support, not just to run projects, but to build a solid institution that we in Southern Africa can be proud of. Be assured that we will not disappoint you.

***Thenjiwe Mtintso
Chairperson
Gender Links Board
August 2004***

INTRODUCTION

This document summarises the strategy and action plan of Gender Links, a Southern African NGO specializing in gender, media and governance, for the period March 2005 to February 2007. The plan builds on the work of Gender Links during its first four years in existence, in accordance with GL's mission and vision.

Background

Ten years after the Beijing conference, gender disparities in the media remain among the most glaring of all. Empirical studies show that the overwhelming majority of news sources are men. Women invariably feature either as sex objects or as victims of violence in the media.

Ironically, although women constitute the majority of media consumers, little attention is paid to what they would be interested in knowing. Assumptions may also have been made about the closed mindedness of men to progressive coverage on gender issues. Indeed, the burden of masculinity is also one that is coming in increasingly for discussion and scrutiny. It needs to feature more in media debates.

While much has been said and written on mainstreaming gender in government, the private sector and NGOs, little work has been done on mainstreaming gender in the media. Ironically, the media remains, and is increasingly, one of the most powerful forces on earth for influencing societal attitudes and perspectives.

Approaches

There have been several different approaches to gender and the media. These include:

- ❑ Empowering women journalists;
- ❑ Creating alternative media for women's voices to be heard;
- ❑ Consumer boycotts and activism and
- ❑ Seeking to bring about gender balance in the institution of the media as well as in its editorial content.

None of these approaches is mutually exclusive. Each has an important role to play in ensuring a fair representation and portrayal of women in the media. GL has, however, specifically chosen to focus on the latter because:

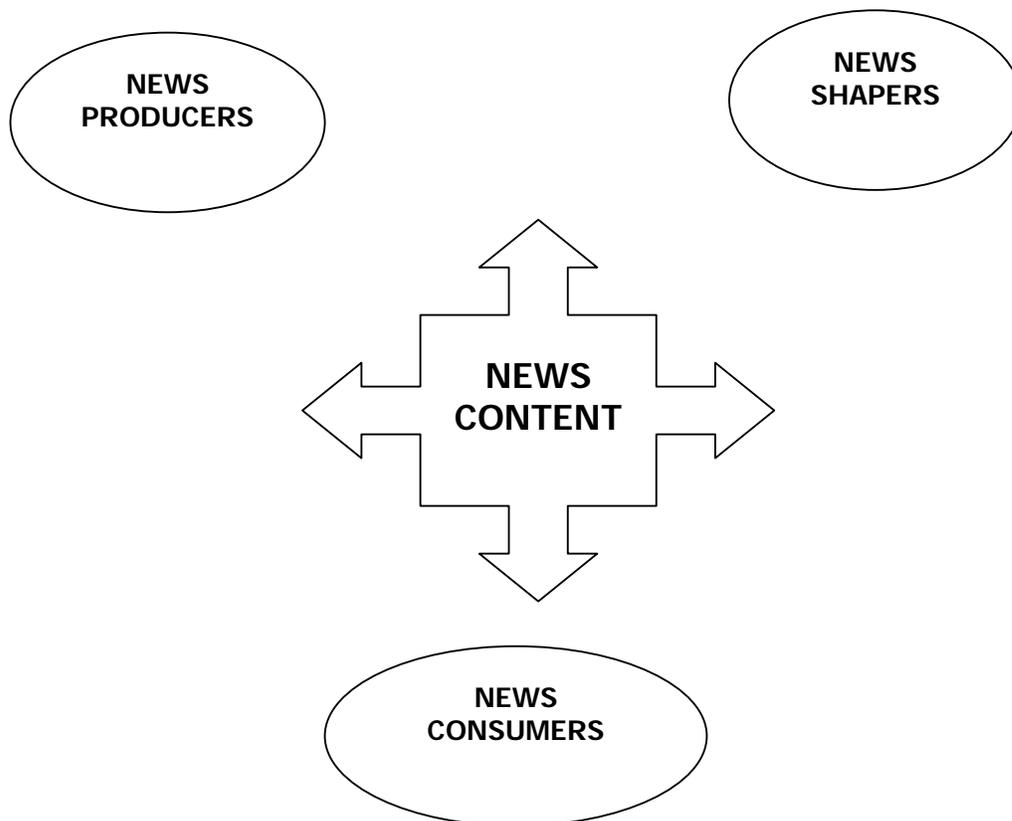
- ❑ In the long term there is no alternative to ensuring that the mainstream media reflects and promotes gender equality;
- ❑ We believe that male *and* female journalists need gender training;
- ❑ Several organisations- such as the various media women's associations in Southern Africa- are focusing on the first two of these approaches. We welcome these as important and complementary initiatives. But we believe our niche is to engage with the mainstream media as well as seek to bridge the gap between gender activists and media practitioners.

Strategy

GL has situated its work firmly in the context of the efforts in the region to guard and strengthen the fragile freedom of expression that has resulted from the ending of apartheid and emergence of multiparty democracies in a number of countries in the region. GL's work began with the presentation of a Gender and Media Handbook to editors in the region on the tenth anniversary of the Windhoek Declaration on press freedom in Southern Africa. It became apparent in a room with of over one hundred decision-makers, only three of whom were women, that the notion that gender biases in newsrooms might constitute some insidious form of self censorship had not entered the editor's minds.

Since then, the baseline study has provided overwhelming quantitative and qualitative evidence that women are both under-represented and portrayed in a narrow range of roles in the media. This has been an essential awakening that has led to many innovative ideas on how the obvious discrepancies might be overcome.

GL recognizes that news is a product of supply and demand. Thus we have focused on those who create the news, as well as those who could potentially shape the news towards a more gender aware product, such as gender activists and women in decision-making.



What has also become increasingly apparent is that there is an important third factor: those who consume the news. They of course have the power to shape the news if not directly as sources of news then through their purchasing power. A focus on news consumers leads us into the broader area of media literacy, an area still in its infancy in Southern Africa, but one critical to the deepening of democracy and recognition that the media, like all other structures in a democracy, needs to be watched.

Organisation background

To avoid duplication, create synergies and multiplier effects, GL played a key role in the launch of the African Gender and Media Initiative (GEM) and is an active participant in this network that includes Inter Press Service, a global development news network, and the Nairobi-based African Women and Child Feature Service.

In its first four years, GL has worked closely with all the MISA offices in the region; gender activist networks and media training institutions. GL has also helped to establish gender and media networks in six Southern African countries and played a key role in the launch of the Southern African Gender and Media Network.

These vibrant local organisations are a major engine for transformation of the media in the countries where they are based. They largely exist in countries where there are either no media watchdogs or no media women's associations. An important feature of the SADC GEM chapters is that they include male and female participants, NGO and media practitioners.

GL is also a member of the executive committee of the Southern African Media Trainers Network (SAMTRAN) and has undertaken joint training and study materials development with the Institute for the Advancement of Journalism (Johannesburg), the Media Studies Department of the University of Natal (Durban), Peninsula Technikon (Cape Town), the Polytechnic of Namibia, Zambian Institute of Mass Communication (ZAMCOM), Malawi Institute of Journalism, Media Trust, Mauritius, the Tanzania Media Women's Association (TAMWA), Mass Media Trust (Swaziland), Rhodes University etc. GL also works closely with many gender-related NGOs, including Women's Net, Women's Media Watch, Women in Law Southern Africa, the Network on Violence Against Women etc.

At a regional level, GL works closely with the SADC Gender Unit, the SADC Parliamentary Forum and the Media Institute of Southern Africa (MISA).

In 2002, GL was selected by the UN Secretary-General to form part of an expert group that will advise the UN Commission on the Status of Women on issues relating to gender and the media.

A self-assessment

At its annual planning meeting and later Board meeting in 2005, Gender Links identified a number of key challenges, strengths and opportunities.

Challenges

Internal

Almost all of GL's internal challenges are linked to the project nature of almost all our funding which mean that:

- Staff can only be hired short term.
- Staff work under high pressure.
- It is difficult to plan long term.
- It is difficult to make strategic changes in direction or respond to developments that might not have been planned for.
- There are limited resources and time for investing in human resource development, as well as important institutional processes.

External

The external challenges concern our main focus are; funding and the need to constantly ensure that we play a catalytic as follows:

- With regard to the external environment, there is a natural tension between much of GL's work and the immediate and or vested interests of the mainstream media. The notion of the media being scrutinized so closely is new to most countries; even those that have well established media such as Mauritius. While there has been a certain politeness in acknowledging the problems raised through research, the deeper one delves into solutions such as adopting policies that could mean far-reaching change, the more these are resisted. There are also perceived threats to commercial interests, although, as the desk top findings for the audience research show, these are not backed by empirical evidence.
- The other major challenge that GL faces is sustaining financial support for its work. The area we work in does not lend itself to quick fix solutions. Persistence is key. Project funding is, on the other hand, geared towards immediate, visible solutions. There needs to be a balance between outputs and outcomes, as well as recognition of the need for core support to sustain our efforts thus far.
- GL also has to constantly scrutinize its work to ensure that, through working through existing institutions, strengthening networks, developing tools and providing support services, our focus remains catalytic.

Strengths

GL has a number of strengths to draw on in overcoming these challenges including:

- A number of strategic breakthroughs and resources that have a wholly Southern African origin and are being used extensively. These include "Whose News, Whose Views, A Southern African Gender in Media Handbook", "Getting Smart, Strategic Communications for Gender Activists", "Gender in Media Training: a Southern African Tool Kit" as well as "Gender, Media and HIV/AIDS". Key research studies include the "Gender and Media Baseline Study" (GMBS) as well as "Ringling up the Changes: Gender and Politics in

Southern Africa." GL has also enjoyed high visibility in its work and has a good media profile in many countries.

- Internally, GL has a strong and credible board; strong networks and partnerships; good external and internal communication; committed and experienced staff and consultants; strong team work and an integrated approach.
- GL has also built a solid reputation with its sponsors for delivery, accountability and impeccable financial reporting on all its commitments.

The kind of organisation we want

Staff and board members committed themselves to building GL into an organisation that:

- Is dynamic;
- Has clear goals;
- Has focused objectives;
- Is accountable and efficient;
- Encourages personal growth and development;
- Is open and interactive;
- Is service oriented;
- Networked and
- Is a key resource to others.

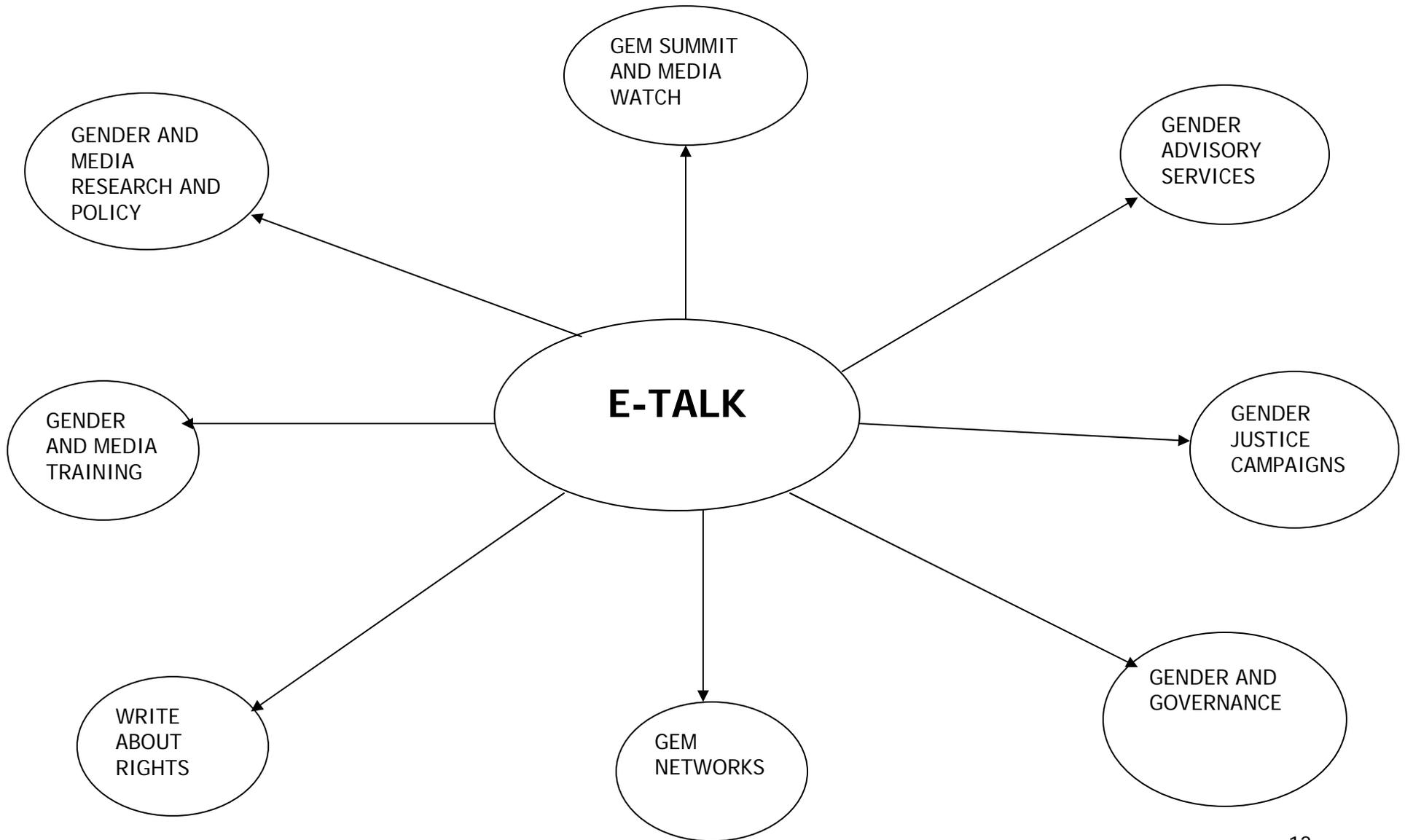
Priorities for 2005/2007

GL's strategy and action plan for 2005/2007 is summarized in Figure one. Key principles that inform this strategy include:

- **Building on previous research and remaining at the cutting edge of gender and media research in the region to strengthen the case for gender equality in the media.** Major projects include completing the audience research in the six countries not covered in the first phase and canvassing this research in all countries, as well as a new research project on "Gender in Southern African newsrooms" that will draw on the research methodology developed for "Ring up the Changes."
- **Replicating pilot projects, and ensuring a more sustained approach to transformation,** through assisting media houses in devising and adopting gender policies and media education institutions in mainstreaming gender in their work.
- **Broadening the scope of work with potential news shapers through an integrated approach to empowering women in decision-making,** with a special focus on local government.
- Broadening targets to include consumers of news, and engaging in a new area of work on media literacy.
- **Ensuring ongoing monitoring and feedback to the media** through innovative projects like "Mirror on the Media" that provide constant feedback to the media in between major research projects.
- **Producing useful tools and services,** such as the Virtual Resource Centre, that also provide an ongoing source of engagement around the issues.

- **Creating linkages in all our work**, for example the monitoring project feeds directly into the VCR that is an important part of the E-GEM project.
- **Building institutional strength and capacity** for organizations at country level to engage in gender and media training and advocacy through training of trainer workshops as well as the local and regional Gender and Media (GEM) Network.
- **Maximising use of new technologies**, to reduce costs, maximize synergies, and empower those who may not have had access to these technologies.
- **Documenting and replicating good practice**; focusing on what works; sharing experiences and ideas.

GENDER LINKS POA



SUMMARY OF THE GENDER LINKS STRATEGY AND ACTION PLAN 2005-2007

PROJECT	OBJECTIVE	ACTIVITIES	PARTNERS	INDICATORS	TIMEFRAME	POSSIBLE DONORS
GENDER AND MEDIA RESEARCH AND POLICY						
1. Getting it right: Best practices in Gender and media from Southern Africa	To document best practices shared at the summit	Editing and printing book	MISA	1000 copies of book printed and disseminated	June 2005	UNESCO
2. Audience research	To complete research started in 2004.	Commissioning and conducting research in six more countries	Universities	Research report on phase two.	Late 2005	FES
	To disseminate findings in all twelve countries	Seminars in twelve countries	MISA offices	Twelve workshop reports	2005/ 2006	OSISA
3. GMMP 2005	To use the global study to benchmark progress in the region.	Deriving a Southern Africa report from global report; publicizing findings.	MISA, GEM Networks, WACC	1000 reports Participation in twelve country workshops. Findings of research	February- June 2005	OSISA, FES
4. Gender in Southern African newsrooms	To conduct qualitative research on the impact of women in the media	Concept Research Editing Publishing book Launches	Media women's associations	1000 books published 8 launches held Media coverage Impact on gender policies	June 2005 to February 2007	FHR SDC
5. Gender policies	To assist media houses on a pilot basis to come up with gender policies	1. Sitn analysis 2. Policy workshop 3. Evaln	Media houses in the region	2 x missions 2 x policy wkshps 2 x evaln	Two projects each year	SIDA

PROJECT	OBJECTIVE	ACTIVITIES	PARTNERS	INDICATORS	TIMEFRAME	POSSIBLE DONORS
GENDER AND MEDIA TRAINING						
TRAINING TOOLS AND RESOURCES						
6. Virtual resource center for trainers	To develop and maintain the VRC and make it a useful tool for trainers	Annual training of trainer workshop Constant updating of material Trainers Network	Media trainers	No of monthly updates Usage	Ongoing	NIZA
7. GEM projects in entry level training	To support entry level media training institutions in mainstreaming gender in their work	Planning workshop Agreed steps Gender policy Assessment	Entry level media training institutions	Engendered curricula Gender policies Evaluations of quality of training	Two projects each year.	FES
8. Gender in university education	To follow up on the audit of gender in higher level media education	Curriculum conference Materials development	Universities	Conference report Materials developed	Over the two years	FES
GENDER IN EVERY DAY JOURNALISM						
9. Gender, HIV/ AIDS	To continue training on gender, HIV/AIDS and the media	Workshops in remaining SADC; newsroom training in SA; book of stories produced.	Media training institutins; SANEF; SAEF	6 workshops Several newsroom training Book	Over the two years	UNESCO UNIFEM
10. Gender, Elections and the media	To carry out on-site training in three countries that are preparing for elections.	2 days content Practical	GL/ SAMSO	10 workshops in each country Quantity and quality of coverage	2005	KAS

PROJECT	OBJECTIVE	ACTIVITIES	PARTNERS	INDICATORS	TIMEFRAME	POSSIBLE DONORS
11. Gender, media and the economy	To conduct training with the media in a new thematic area.	Development of materials Training workshops Manual TOT	Media training institutions	120 journalists trained 20 trainers trained 6 supplements produced Quality of reporting	Over the two years	UNIFEM UNDP World Bank
GENDER JUSTICE CAMPAIGNS AND CAPACITY BUILDING						
12. Training in running gender justice campaigns	Extend training to Southern Africa	TOT In country workshops	GEM Networks	120 activists trained 10 trainers trained	Over the two years	FHR
13. Communications strategies and solutions for gender NGOs	Practical guides and support for NGOs on communication options	How to manual On site workshops and backstopping	GEM Networks	Manual Number of pilot projects Number trained Profile	Ditto	OSISA
WRITE ABOUT RIGHTS						
14. GEM Opinion and commentary service	To support women experts in writing and publishing opinion pieces in the mainstream media	1. Training workshop; 2. Placing of opinion pieces. 3. Annual magazine	Gender networks; Regional Women's Parliamentary Caucus	Training workshops; opinion pieces published	Continuous	HIVOS
15. Gender justice barometer	To produce six issues of Amalungelo	Editorial meetings Production		Editorial meetings Six issues	Over the two years	FHR Local business
GENDER AND GOVERNANCE						
16. Ringing up the changes in East and Southern Africa	To extend the study to East Africa; update Southern Africa study	Backstop research in East Africa; update research in region; edit; publish	AWC	High quality publication Launches	Over the two years	Hivos

PROJECT	OBJECTIVE	ACTIVITIES	PARTNERS	INDICATORS	TIMEFRAME	POSSIBLE DONORS
17. Communication skills for decision makers	To empower women in politics through communications skills	Training tools and training	Regional Women's Parliamentary Caucus	6 training workshops	Over the two years	SADC/PF SIDA
18. Pilot project-local gvt.	Gender, communications, confidence skills training for local government	Design course that covers a one year period	SALGA	120 women in local government empowered	Over the two years	Mott OSF-SA
MEDIA WATCH						
19. Mirror on the Media	To extend the pilot project to other Networks	Planning Training Compiling reports	GEM Networks	24 quarterly reports	Over the two years	OSISA
20. Media literacy	To develop media literacy tools .	Materials dev; TOT; in country wkshops	GEM Networks	No of trainers and participants	Over the two years	OSISA OSF-SA
SOUTHERN AFRICA GENDER AND MEDIA NETWORK						
21. GEM Network	To facilitate dialogue and exchange of ideas between the regional gender and media networks.	Contracts Dialogue Newsletter	Members of the regional network	Monthly newsletter Exchange of Information through E-Talk	Ongoing	OSISA
22. GEM Awards and summit 2006	To provide an accountability forum for the networks; showcase best practices.	Concept paper Promotional material Local fund raising Applications Awards Summit, book	Ditto	No of participants No of best practices	Sept 2006	NIZA OSISA FES

PROJECT	OBJECTIVE	ACTIVITIES	PARTNERS	INDICATORS	TIMEFRAME	POSSIBLE DONORS
E- GEM						
23. E-GEM (Electronic gender and media)	To run an efficient and effective gender and media advocacy network	Regular updating of the website Discussion Posting training material	All partners	Website, discussion groups, newsletter	Ongoing	HIVOS
SUPPORT FOR INSTITUTIONAL STRENGTHENING AND GOOD GOVERNANCE						
24. Core costs	To cover basic running and staff costs; ensure good governance	Running costs Governance Core staff	N/A	Quality of administration, reports, accountability	Ongoing	HIVOS, SIDA, GFW

PROGRAMME DESCRIPTION

GENDER AND MEDIA (GEM) RESEARCH AND POLICY

Until recently, there was hardly any research on gender and the media in Southern Africa. GL began its work in 2001 by bringing together gender activists and media practitioners in Southern Africa to talk about gender biases in the media.

This led to the production of "Whose News, Whose Views", a Southern African Gender and Media Handbook that included anecdotal evidence of gender disparities in the media, as well as a gender policy checklist for the media. In 2002, in partnership with Women's Net, GL undertook research on engendering broadcast legislation in South Africa.

GL went on to forge a strategic alliance with the Media Institute of Southern Africa to conduct the first Gender and Media Baseline Study of the region with technical support from the Media Monitoring Project (MMP) and UK-based gender and media consultant Margaret Gallagher.

The study, one of the largest such studies ever to be conducted anywhere in the world, showed that on average women constitute 17 percent of news sources and that they are most likely to be depicted as victims of violence or sex objects.

The study yielded 12 country reports and an overall regional report that have been key to advocacy on gender and the media in Southern Africa. National Action Planning Workshops have been held in each country, leading to country strategies for improving gender balance in the news. The study also forms the basis of GL's video, "Making Every Voice Count" about the growing gender and media movement in Southern Africa.

One of the key strategies identified is for media organizations to develop gender policies and targets. MISA led the way with the adoption of a far-reaching gender policy, devised at a workshop facilitated by Gender Links. The policy places advocating greater gender balance and sensitivity in the media within the broader debates on of press freedom.

GL has worked with a number of media houses in the region to develop gender policies. These include the Mauritius Broadcasting Corporation (MBC), a public broadcaster; the Times of Zambia (a state owned newspaper) and Kaya FM, a commercial radio station in South Africa.

With technical support from the MMP, consultants from the Rhodes University Media Studies Department and Margaret Gallagher, GL and MISA embarked in 2004 on an audience research project to assess the responses of audiences to the news they consume from a gender perspective.

Future directions:

- Write up and disseminate the best practices on gender and the media that emerge from the summit and ensure that these are widely disseminated.
- Conduct audience research in the other six countries; publicizing audience research. Using this to begin a media literacy project (see Media Watch).
- Using the methodology developed in Ringing up the Changes to measure the impact of women in the media and make the case for gender balance in newsrooms.
- Participate in the Global Gender and Media Monitoring (GMMP) and use this as a benchmark for the GMBS.
- Working with media houses to develop gender policies; tracking progress.

PROJECT ONE: DOCUMENTING BEST PRACTICES

Synopsis

This proposal is for additional resources to publish the 25 best practices that will be shared at the Gender and Media Summit as a book. At the time of the summit in September 2004, GL only managed to raise enough money to produce the best practices as a CD ROM. While this is valuable to specialist users a book has the advantage of wider dissemination. All GL publications have typically been in book as well as CD ROM format.

Background

The GEM Summit in September 2004 emerged from the landmark Gender and Media Baseline Study (GMBS) of 2003. The summit aimed:

- To show case innovation, research and best practice in gender and the media in southern Africa and globally.
- To allow for media networks from the GMBS countries to report on the activities they have been involved in during the last year.
- To launch the Southern African Gender and Media (GEM) Network.
- To provide an opportunity for the media, media trainers, gender activists, academic institutions, researchers and others to forge links and develop strategic partnerships.

A substantial part of the programme was dedicated to the presentation of 'Best Practices' in the following areas: policy, media content, training, networking and advocacy for social change. The call for awards led to entries of some 100 media articles and productions. These materials need to be compiled in a user friendly format with guiding notes to make them useful and accessible. They also need to form part of GL's database driven website.

Activities

Editing, compiling, proofing, designing, printing and disseminating a book under the working title: "Getting in Right: Gender and the Media in Southern Africa".

Indicators

1000 copies of the book disseminated in twelve countries.

Timeframe

March - May 2005

PROJECT TWO: AUDIENCE RESEARCH

Synopsis

This project aims to extend the audience research project to the six Southern African countries not included in the first phase as well as ensure that the findings are disseminated and engaged with in all twelve participating countries. The fact that the methodology has now been tested and is in existence, and that the partnership with universities has proved viable will greatly assist the second round. The project will provide a further point of engagement with universities and the mainstream media; as well as open the door to media literacy work (see media watch).

Background

One of the issues that persistently arose at the GMBS workshops were the commercial imperatives of gender biased coverage. What became apparent, however, is that nowhere is this based on any kind of scientific evidence, nor is such evidence disaggregated by gender. Women listeners and viewers have basically been treated as though they do not exist. Until the audience research project, there was virtually no gender and audience related research in Southern Africa. To date, most of the research has focused on the media as producers of content rather than on the public as the consumers of this content. The project also opened the door to a new collaboration with universities and institutions of higher learning in the region in the countries where the research was undertaken in the first phase (South Africa, Swaziland, Botswana, Mauritius, Zambia and Namibia). The second phase seeks to extend the research to six more countries and ensure its wide dissemination.

Activities

- ❑ Training of team leaders from Mozambique, Seychelles, Tanzania, Malawi, Angola and Lesotho.
- ❑ Conduct research.
- ❑ Meeting of researchers in July to present findings.
- ❑ Preparation and printing of report.
- ❑ One day workshops in all countries where the research was undertaken.

Indicators

- 1000 copies of phase two report.
- 20 participants x 12 countries in seminars to engage with findings.
- Media coverage.
- Impact on editorial and marketing policies.

Timeframe

Research and workshops in first six countries: 2005/2006

Workshops in phase two countries: 2006/2007

PROJECT THREE: GMMP 2005

Synopsis

The aim of this project is to encourage maximum participation by the GEM Networks in the Global Media Monitoring Project (GMMP) and to disseminate these findings widely a) as a benchmark for the region against the rest of the world and b) as a measure of progress since the GMBS.

Background

The first GMMP has conducted just prior to the Beijing conference, and again to coincide with Beijing Plus Five. The GMMP inspired the GMBS. This global project is being repeated in February 2005 to coincide with the tenth anniversary of the Beijing conference. GL and MISA have worked closely with the World Association of Christian Communicators who are organising this event. The MMP, technical consultants on the GMBS, has been contracted to assist with the GMMP. Although this is just a one day study, it provides a useful snapshot of where things stand globally. It also occurs 2.5 years after the GMBS, a useful half way mark before the next GMBS planned in the latter half of 2007. WACC sponsored twelve participants to the GEM Summit and ran a training workshop for country coordinators. Although all monitors will participate voluntarily, GL believes it is important to invest some resources in this process a) to ensure maximum participation and b) to request and publicise specific information on Southern Africa.

Activities

- Monitoring in February.
- Collating Southern African findings and comparing a) with global performance and b) with GMBS.
- Printing of one analytical report.
- Media publicity.
- One day seminars in each country to engage with findings.

Indicators

- 1000 benchmarking reports disseminated in twelve countries.
- 20 participants x 12 countries= 240 participants.
- Workshop reports.
- Media coverage.
- Responses by media houses.
- Further benchmarking.

Timeframe

2005

PROJECT FOUR: GENDER IN SOUTHERN AFRICAN NEWSROOMS

Synopsis

Making use of the methodology developed to measure the impact of women in politics, GL seeks to extend the fifty fifty campaign to the newsrooms in the region by demonstrating, through qualitative research, the difference that having women in all areas of media production, and especially at decision-making level, can make.

Background

Gender disparities in newsrooms in the region are among the worst of all. While there has been much effort in the political arena and in many bureaucracies to increase the number of women at decision-making level, the media has lagged behind. There is no automatic link between having more women in decision-making and more gender aware policies. But invariably where there has been progress, this can be traced to a few dedicated women trying to make a difference. Put differently, gender equality in editorial content is not likely to be achieved as long as sexism in newsrooms remains as rampant as it is. Glass ceilings in the media are legendary, even in the most progressive countries in the region. Why is this so? What difference would gender parity in newsrooms and in all areas of decision-making bring? As in *Ringing up the Changes*, GL will seek to answer this question through the views and voices of male and female media practitioners and decision-makers.

Activities

- **Conceptualisation:** A reference group, consisting of organisations such as the Southern African Editors Forum, media women's associations, and academic institutions would meet to design the research.
- **Literature review:** The researchers would then conduct a literature review.
- **Case studies:** In-depth studies would be conducted in eight countries according to a detailed brief.
- **Editing and production** would follow.
- **Dissemination:** Launch workshops would be held in at least eight countries.
- **Media:** With its strong media background, Gender Links will produce from the research a series of opinion pieces and press releases for dissemination in the region and globally, as part of the advocacy campaign on gender and governance.

Indicators

- 1000 copies of groundbreaking qualitative research report.
- 160 participants in launch workshops.
- Link to gender policy development (see project five).
- Link to Fifty Fifty campaign.
- An essential contribution to understanding gender dynamics of the media in Southern Africa and to the untold story of women in the media.
- The first reliable figures on women and men in the media itself.

PROJECT FIVE: GENDER POLICIES

Synopsis

Over the last two years Gender Links has worked with three media houses in Southern Africa to develop gender policies presented as best practices at the Gender and Media summit. GL has already received requests from other media houses to provide strategic and catalytic support in developing and implementing gender policies. This is a critical long term follow up strategy to the GMBS, findings of the audience research etc.

Background

GL has assisted the Mauritius Broadcasting Corporation (a public broadcaster); Times of Zambia (pubic newspaper) and Kaya FM (a commercial radio station) to develop gender policies. These processes and tools used have been well documented and shared at the GEM summit. GL has received an approach from the Malawi Broadcasting Corporation to offer similar assistance there. GL would like to be able to provide backstopping to at least two media houses a year to develop gender policies. Our experience is that assistance with the key stages of a situation analysis and facilitating a policy workshop are critical to the final outcome. The encouraging results of the three pilot projects confirms the assumption that underpinned this process, that putting policies in place is essential to ensuring that gender is embedded in institutional culture and practice.

Activities

- Support to four media houses (two each year) around the region to develop and implement gender policies.

Indicators

- 4 gender policies
- Benchmarks
- Qualitative changes in media coverage

Timeframe

Two projects each year.

GENDER AND MEDIA TRAINING

Training is a critical entry point for mainstreaming gender in the media. In 2001 GL undertook a media training needs assessment of the SADC region for the NSJ Trust, with the support of the Netherlands Institute of Southern Africa (NIZA). GL also became actively involved in helping to form a Southern African Media Trainers Network (SAMTRAN). This gave GL critical insight into, and links with, mainstream media training institutions.

GL has since worked with the Institute for the Advancement of Journalism (IAJ), the AIDS Law Project, and Southern African Media Services Organisation (SAMSO) in developing a number of gender and media training tools. These include: *Gender in Media Education, a Southern African Tool Kit*; a *Gender, Culture and the Media training Manual*; *Gender and HIV AIDS, a Manual for Southern African Media and Communicators*, and *Picture our Lives: Gender and Images*.

GL has also launched an innovative Virtual Resource Centre for trainers that includes case materials from the GMBS and will be continually updated with new examples. All these tools have been tested and shared with trainers at Training of Trainers workshops.

To ensure that gender is woven into all areas of media training, GL embarked on a three year "Mainstreaming Gender in Media Education" project with the Polytechnic of Namibia documented in a primer shared at the Gender and Media Summit.

GL, in collaboration with media training institutions across the region and in South Africa's nine provinces, has run several workshops on reporting from a human rights perspective with special emphasis on gender violence and HIV/AIDS. Each of these workshops produces a special supplement as part of the training under GL's Our Writes/Rights logo, carried by the mainstream media.

Following the development of *Picture our Lives* with SAMSO, and of the video *Making Every Voice Count* that includes a training video, GL has been placing much greater emphasis on visuals and the electronic media in its work. GL has also made use of online training as a way of providing continuous learning and networking.

In response to concerns by media houses that they cannot always release staff for week-long workshops, and from participants that they go back to newsrooms with little appreciation for what they have learned, GL has conducted a number of on-site or newsroom media training workshops. This has been the primary method used in the latest round of human rights training workshops that focus on gender, elections and the media, as part of GL's gender and governance programme.

Future directions

- Managing and growing the Virtual Resource Centre.
- Using PON primer to work with other entry level training institutions.
- Engaging with universities; gender in media curricula.
- Gender in every day coverage; newsroom training

PROJECT SIX: VIRTUAL RESOURCE CENTRE FOR TRAINERS

Synopsis

Building on the core resource base that has been established using material from the GMBS, and popularized with trainers at a training workshop, this project seeks to ensure constant updating and usage of the Virtual Resource Centre.

Background

As one of several follow ups to the GMBS, GL has established a resource centre on its website consisting of case studies from the GMBS that are indexed and can be searched by country, theme and functional are. These case studies are accompanied by training notes. The VRC was tested with trainers in March 2004 and adjustments made to make this resource as user friendly as possible. A key issue in media training is that case material dates easily. It needs to be constantly updated. The VRC provides a unique mechanism for doing so. It is also a way for actively engaging trainers and monitors around the region in gathering and sharing material. Already, items from the "Mirror on the Media" project are being prepared for addition to the VRC. The VRC is primarily intended for media trainers, but has multiple potential uses in gender training more broadly. It is also a tool that SAMTRAN could consider for mobilizing trainers in the region in other areas of media training.

Activities

- Managing the VRC.
- Honoraria to trainers and monitors to send in material.
- Discussion forums on new material.
- Annual training of trainer workshop to grow the number of users and contributors.

Indicators

- New items per month.
- Feedback on usage.
- New uses of the VRC

Timeframes

Ongoing

PROJECT SEVEN: GEM PROJECTS IN ENTRY LEVEL TRAINING

Synopsis

This project is a follow up to the pilot project conducted by GL and the Polytechnic of Namibia on mainstreaming gender into university education that led to a step-by-step primer and several study materials. The project is a flexible one to offer support in initiating and implementing similar projects in other entry level training institutions in the region.

Background

The pilot project with PON took place over three years and is probably one of the most comprehensive efforts at mainstreaming gender into media education ever undertaken (our background research has failed to yield any precedents elsewhere). The pilot had the advantage of starting with a new programme and of persistent follow through, as well as a high level of experimenting and documenting outcomes. The extent to which the project contributed to the overall quality of training, through field exercises, training supplements, and opportunities opened to students, was recognised in the first external evaluations of the programme. It is anticipated that the session on training at the summit, where the audit (see project 8) and the PON pilot will be the centre piece, will generate considerable demand for similar processes elsewhere. The form this will take has been deliberately kept flexible so that training institutions can work at their own pace.

Activities

- Responding to requests for support.
- Designing appropriate processes and backstopping.
- Key on-site workshops at different stages of the process.
- Evaluating outcomes

Indicators

Two projects each year.
Measures taken to engender curricula.
Policies put in place.
Practical outcomes.
Feedback from students.

Timeframe

Two projects each year.

PROJECT EIGHT: GENDER IN UNIVERSITY EDUCATION

Synopsis

This project is a follow up to the audit commissioned by GL in 2004 of the extent to which gender is currently integrated into university curricula; the potential for doing so, and for sharing best practices in the region. It recognizes that universities function in a distinctive fashion and that there is unlikely to be a simple formula for “engendering university media education”. However, it recognizes the potential for materials development and networking in this area.

Background

There are three main types of media training in Southern Africa: in-service (short courses offered by the IAJ, MIJ, NSJ etc); entry level, such as that offered by the polytechnics and universities. So far, GL has worked extensively in the latter two areas. We have had contact with, but do not have a good understanding at this stage of gender mainstreaming in university education. The audit, which will be shared at the summit, provides the first real insight into how gender is regarded in university media education. It shows that this is still a very mixed picture.

Activities

The project will consist of:

- A curriculum workshop to go into greater depths into the findings of the audit and to assess possible generic entry points.
- With the assistance of experts in this field, the development of useful generic support material.
- The establishment of a network of university media educators committed to engendering the media.

Indicators

- Common entry points
- Primer for universities
- Number and participation in the Gender Network for Media Educators.

Timeframe

Curriculum workshop and desk work for materials in 2005/06

Printing in 2006/07

PROJECT NINE: GENDER, HIV AIDS AND MEDIA

Synopsis

The crisis of HIV/AIDS in Southern Africa is that training for media on Gender, HIV/AIDS and the media will be an ongoing area of work. GL views HIV/AIDS both as a catastrophe and an opportunity to expose and grapple with the gender inequalities that are fueling the pandemic. There are several different facets to this project that build on GL's work in this area.

Background

In 2003, GL developed a training manual of Gender, HIV/AIDS and the media and tested it at three provincial and three regional workshops. GL also conducted a training of trainer workshop using this manual. GL has since conducted workshops, in partnership with media training institutions, in most South African provinces and in six countries in the region. These have been one week workshops in which participants produce a supplement that is carried by the mainstream media and write at least two stories after the training.

Activities

These will include:

- In South Africa, where GL is based, conducting newsroom training in partnership with Soul City and a network of trainers that have reached an agreement with the South African National Editors Forum to conduct such training.
- Conducting training workshops in the six Southern African countries in which these have not been held (Mozambique, Angola, Malawi, Tanzania, Mauritius and Seychelles).
- Using the first hand testimonies from all these workshops, and the stories gathered as part of the training to put together a book on living with HIV/AIDS from a gender perspective.

Indicators

No of media practitioners trained.

Quality of reporting.

1000 copies of the book.

PROJECT TEN: GENDER, ELECTIONS AND THE MEDIA

Synopsis

This project seeks to extend the training started by GL in the six Southern African countries having elections in 2004 to countries in the region having elections in 2005 and 2006. These workshops have heightened media awareness and coverage of the commitment by SADC Heads of State to achieve thirty percent women in decision making by 2005. They have also imparted practical media skills to women politicians preparing to run for office (see gender and governance). In a response to this and general activism around the Fifty Fifty campaign SADC Heads of State announced after their summit in Mauritius in August 2004 that the goal post is being shifted to fifty percent.

Background

Among the areas of problematic reporting highlighted by the GMBS is coverage of women in politics and decision-making. Traditionally, women are expected to occupy the home and "private spaces". Politics is one of the most public spaces that women can seek to occupy. Elections provide a useful check-point for democracy in all our countries. They receive huge media attention, they generate competition and debate, and they are one of the few occasions in which the public feel some real sense of power over the people who make decisions about their every day lives. In 2004, GL in partnership with the Southern African Media Services Organisation (SAMSO) ran a series of on-site training courses and seminars on gender, media and elections in the countries that had elections: South Africa, Malawi, Botswana, Mozambique and Namibia. GL also established a virtual resource centre of materials including fact sheets, profiles, contact lists and photographs on our website.

Activities

- One week on site training, seminars on Gender, Elections and the media in Angola, Tanzania, Zimbabwe and Mauritius.
- At the end of 2005, assessing progress towards achieving the thirty percent target.

Indicators

- No of journalists trained.
- No of women politicians trained.
- Media coverage of gender issues in elections.
- Relationships built between women politicians and the media.
- Progress in the Fifty Fifty campaign

Timeframes

Linked to elections in the region in 2005/6 and 2006/7.

PROJECT ELEVEN: BUSINESS UNUSUAL- GENDER, MEDIA AND THE ECONOMY

Synopsis

From the outset, GL has taken up various topical themes, developed training material on these from a gender perspective and worked in partnership with media training to conduct training for media practitioners and trainers. GL seeks to apply this approach to developing materials on gender, the economy and the media.

Background

Since its inception, GL has conducted workshops on the following themes: covering gender violence; gender, HIV/AIDS and the media, as well as gender, elections and the media. These workshops have involved building links with media training institutions; developing training material; producing a supplement as part of the training; as well as training of trainer courses. The economy is a natural next thematic area of work. It has a close fit to the governance programme.

Activities

- Developing draft training materials.
- Pilot testing these through actual training.
- Developing a training manual.
- Holding a training of trainer workshop.

Indicators

- No of journalists/ trainers trained.
- 1000 copies of training manual.
- Improved coverage.

Timeframes

Over the two years

GENDER JUSTICE CAMPAIGNS AND TRAINING

The media is a product of supply and demand. Changing the gender content of the news can only happen if the media becomes more sensitive to gender issues, and if those who feel passionately about these issues become more sensitive to the way the media works.

Working with NGOs to develop and run successful gender justice campaigns and to become more media savvy is the flipside of the coin to running gender training courses for the media.

In doing so, GL places a heavy emphasis on appropriating new information and communication technologies to promoting gender equality in Southern Africa- an issue on which we have conducted several research projects; and one central to the E-Talk that forms the centre of our programme "wheel".

GL, in partnership with Women's Media Watch, has developed a training manual called *Getting Smart: Strategic Communications for Gender Activists*. GL has applied this in helping NGOs to develop communication strategies, and in running numerous campaigns, such as the "Sixteen Days of Peace" (for two years running), the "Pep Talk campaign", "Strip the Back page Campaign" and "Ten Years of Herstory" in South Africa. In 2004, GL working with the Government Communication and Information Services (GCIS) and Department of Correctional Services is designing a "Cyber Dialogue" Initiative as a means of linking activists, women survivors of violence and decision-makers during the Sixteen Days. The initiative will involve the GEM Networks.

Future directions

- Taking Sixteen Days of Peace strategic communications raining regional.
- Ongoing support for NGOs in developing communication strategies.
- GL to carry the slogan "Imagine a world without gender violence and HIV/AIDS" in all its work.

PROJECT TWELVE: SUSTAINING THE SIXTEEN DAY CAMPAIGN

Synopsis

This project aims to expand and consolidate GL's pioneering work on the Sixteen Days of Activism to build capacity for implementing effective campaigns for ending gender violence across Southern Africa, working closely with the GEM Networks. It seeks to build capacity for sustaining the Sixteen Day of Peace Campaign and develop mechanisms for more effective networking and monitoring of impact with a special focus on the links between Gender Violence and HIV/ AIDS.

Background

In 2002 and 2003, GL conducted training workshops in almost all South African provinces on running strategic communications campaigns culminating in one country wide campaign called the "Pep Talk campaign" focusing on gender violence and HIV/AIDS. These workshops demonstrated the value of hands on training that is linked to actual campaigns. In the latter half the training included a component on budgeting and fund raising. In 2004, GL started to extend this work regionally through holding a strategy meeting with the GEM Networks after the Gender and Media Summit on how to collaborate more effectively in the Sixteen Day campaigns that in South Africa have attracted massive media attention and coverage. This link came under the umbrella of the Cyber Dialogue initiative, a multi prong plan to link up centres across South Africa with centres in the region in a daily discussion on how to end gender violence. Scope exists for extending the strategic communications training that took place in South Africa to countries in the region through the GEM Networks.

Activities

- Training of trainer workshop.
- In country training workshops with backstopping from GL
- Making the cyber dialogues a permanent feature of the Sixteen Day campaigns; linking these to the GEM Opinion and Commentary Service (see Project 14).

Indicators

- No of trainers and activists trained.
- Impact of Sixteen Day campaigns in SA and the region.
- Sharing of information on the running of campaigns; what works.
- Innovative ideas for future campaigns and use of IT.

Timeframes

Workshops in 2005

Cyber dialogues in both years

PROJECT THIRTEEN: COMMUNICATIONS STRATEGIES AND SOLUTIONS

Synopsis

In setting up its own communications systems including internal information management and website GL has acquired experience on communications solutions to many problems. This project is to assist NGOs at an institutional level in adopting and implementing cost effective communication solutions that will also help to boost their networking and media profile.

Background

We believe that many gender NGOs are not using their communications systems optimally. Many still do not see communications and media strategies as central to their work. GL has, over time, run some pilot projects in assisting gender NGOs to develop and implement communication/ media strategies. We constantly receive requests to do this more often. The project would place us in a better position to respond more effectively.

Activities

- Developing a "how to" manual setting out options, pros and cons.
- Printing a primer.
- In house strategy workshops and backstopping.
- Implementation and evaluation of strategies.

Indicators

- Production and distribution of practical guide.
- Strategies developed and implemented.
- Improvement in profile and media visibility.

Timeframes

Primer in 2005

Support to NGOs in developing communication strategies, over the two years

WRITE ABOUT WRITES

While GL's primary mission is to get the mainstream media to produce more gender aware stories rather than produce alternative publications, this can be boosted by opinion pieces, supplements, and magazines produced as part of GL's training and networking efforts.

Under the slogan "*fresh views on every day news*", GL has launched the GEM Opinion and Commentary Service that provides an average of ten provocative articles each month from activists and opinion shapers around Southern Africa to the mainstream media on gender issues.

GL also produces a bi-monthly gender justice barometer called *Amalungelo* that in many Southern African languages means "Rights". This is distributed to policy makers, the media and civil society organizations across the region, as well as online. Contributors include many of those who have participated in GL training workshops. These workshops also yield many supplements under the banner *Our Write/Rights*.

GL and its partner organization in East Africa, the African Women and Child Feature Service, have also produced a number of daily newspapers during major international conferences such as Flame (at the tenth anniversary of the Windhoek Declaration on Press Freedom) Action GEM, the WSSD GEM and the Know How GEM. Most recently GL and the AWC produced a daily newspaper, GEM News, during the 15th annual conference on HIV/AIDS in Bangkok (see photo above).

These publications demonstrate in a practical way what it means to give voice to women and men on mainstream topics. GL uses these publications in training mainstream media how to take gender into account in their reporting.

Future directions

- Use production of daily newspapers at conferences as a means of training; raising profile of gender and media issues.
- Strengthen the GEM Opinion and Commentary Service.
- Upgrade and seek more self financing for Amalungelo

PROJECT FOURTEEN: GEM OPINION AND COMMENTARY SERVICE

Synopsis

This project aims to strengthen the GEM Opinion and Commentary Service that has shown what a powerful tool this can be projecting women's views and voices; as well as compile these annually into a magazine, "In their Own Voices" with selected pieces written by women from around the region.

Background

The GMBS highlighted the extent to which women's voices are excluded in all areas of the news, and especially in key mainstream areas such as politics and economics. Opinion and commentary is a powerful means for women to shape the gender agenda. Unlike news pieces written by journalists this provides an avenue for the direct voices of women to be heard. Often the difficulty for gender activists and women decision-makers is in lacking the skills and confidence to approach media institutions with their views. The best method for providing such training and creating a regular flow of opinion and commentary is through creating a regular service. GL's role is thus twofold: a) building the capacity and skills to write opinion and commentary and b) serving as a broker with media houses to secure publication space for such articles.

Activities

- ❑ Sustaining and growing the existing GEM network through the capacity for a full time editor;
- ❑ Monitoring the output and usage to ensure better targeting and maximum publicity.
- ❑ An annual planning and training meeting.
- ❑ Producing a special magazine on women in politics speaking their mind in the run-up to elections in their country based on pieces written during the training workshops.

Indicators

- ❑ No of GEM articles produced in 2005-2007.
- ❑ No of GEM articles used by the mainstream media.
- ❑ Magazine with selected articles: "In their own voices: women speak out."

Timeframe

Ongoing.

PROJECT FIFTEEN: GENDER JUSTICE BAROMETER

Synopsis

This project is for the continued production of a bimonthly journal of the Southern African Gender and Media (GEM) Network that seeks to analyse trends and provide a platform for reflection on the several initiatives underway in the region to promote gender equality in and through the media.

Background

GL has produced six issues of the bi-monthly gender justice journal, Amalungelo, including a special issue on Ten Years of Democracy in South Africa. This magazine has an editorial advisory board that includes key NGOs working in the gender justice sector. It is distributed through partner organisations in the SADC region and at provincial level. The magazine has served as a key outlet for the gender and media opinion and commentary service, and has been a key networking tool. GL is using contacts made in the private sector for the summit to encourage support from the local business community. GL has also started up a subscriber base for the magazine.

Activities

- Produce six high quality issues each year of the magazine.
- Grow the subscriber and support base.
- Continue working on improving design and content.
- Ensure that the magazine serves the needs of the gender justice sector and is an effective networking tool.

Indicators

6 x 1000 issues of the magazine each year.

Subscriber base.

Local fund raising.

GENDER AND GOVERNANCE

Gender equality is central to citizenship, democracy and governance. By failing to give voice to women, the media denies women the right to citizenship. In the political arena, although women have the right to vote, they continue to be under-represented in all areas of decision-making. In September 1997, Southern African Development Community (SADC) Heads of State signed a Declaration on Gender and Development in which they committed their countries to achieving at least a thirty percent representation by women in all areas of decision-making by 2005.

GL has worked closely with the SADC Gender Unit and the SADC Parliamentary Forum in tracking these changes through research on women's political participation, as well as helping to develop a Resource Kit for SADC Decision Makers.

In 2002/2003, GL conducted the first ever qualitative research on the impact of women in politics in Southern Africa, with a particular emphasis on countries that have achieved the thirty percent target in political decision-making. Head of the new Pan African Parliament Gertrude Mongella wrote the foreword to the study, entitled *Ringing up the Changes: Gender in Southern African Politics*. The book has been launched at the UN, the World Bank, and in several countries around the region, where nine elections have or will take place before the end of the 2005 deadline.

In each of these countries, GL is conducting training on Gender, Elections and the Media, mostly by through newsroom training and the creation of a Gender and Elections Resource Centre. As a result of the finding in the study that women in local government are the most disadvantaged, GL is starting a pilot project with the City of Johannesburg, with which it has co-hosted a number of high profile events on gender issues, to empower women councilors.

Future priorities

- Advising East African partners on a study on the impact of women in politics in East Africa.
- Assessment of SADC progress at the end of 2005.
- Working with SADC GU and SADC PF on communications modules/ training for women in politics.
- Extending the local government pilot project.
- Gender, elections and media training in all countries having elections.

PROJECT SIXTEEN: RINGING UP THE CHANGES IN EAST AND SOUTHERN AFRICA

Synopsis

This project seeks to provide support to the African Woman and Child Feature Service (AWC), GL's East African partners, in conducting research on the impact of women in politics in East Africa; updating the Southern African research, and combining the two in one publication for local and international distribution via Zed books.

Background

In 2003/2004 GL, with support from the Mott Foundation and Foundation for Human Rights undertook the first qualitative study on women in politics in Southern Africa. Prompted by countries in the SADC region including South Africa that have achieved a one-third representation of women in politics, the study sought to show that women's representation is not just a right, but results in more transparent, responsive and representative governance. The study has sparked off interest in East Africa, home to the country with the highest proportion of women in parliament (Rwanda) and interesting case studies/contrasts in Kenya and Uganda. Zed books has indicated that there could be marketing possibilities for a combined East and Southern African study, provided certain bottom line purchases can be met. AWC has put a proposal to Hivos for the East African study. This proposal is for the other components.

Activities

- Provide advisory support to the East African study.
- Update the Southern African study.
- Edit the combined study.
- Baseline purchases of the book from Zed.

Indicators

- Book produced and marketed.
- Impact of launches.
- Media coverage.
- Advancement of the Fifty Fifty campaign.

Timeframes

East African study, Southern African update in 2005
Complete book/launches 2006/07

<p style="text-align: center;">PROJECT SEVENTEEN: EMPOWERMENT STRATEGIES FOR WOMEN IN POLITICS</p>

Synopsis

This project seeks to empower women in politics through enhanced communication skills. A related objective is to improve media coverage of women in decision-making in the region by empowering women to project themselves more effectively, monitor and challenge the mainstream media, as well as create their own content. It has synergies with two important GL initiatives: the "Ring up the Changes" research and the GL handbook, "Getting Smart: Strategic Communication for Gender Activists."

Background

In all its work GL has two major objectives: to engender the mainstream media, as well as empower women to project themselves more effectively through strategic approaches to communications.

Activities

- Development of communications training modules for women decision-makers in SADC.
- Consultations with relevant stakeholders in four pilot countries.
- The training will be divided into eight modules of two days each, spread across an eight- month period. The precise timing of the training will be agreed with participants.

Indicators

- Empowerment of 80 Southern African women decision makers (20 x 3 SADC countries) in the use of a broad spectrum of communication tools and strategies that enhance their effectiveness, give them voice and visibility in the governance of their countries;
- Opinion pieces used/published;
- Campaigns for advancing gender equality developed/ implemented;
- Media coverage/ public awareness of the contributions of women to governance.
- Personal growth of those involved, through their assessment of the training in the final evaluation.

Timeframe

Materials development and workshops in two countries 2005.
Workshops in a further two countries in 2006.

PROJECT EIGHTEEN: LOCAL GOVERNMENT PILOT PROJECT

Synopsis

This project aims to extend the pilot project being undertaken with the City of Johannesburg to six more municipalities in South Africa.

Background

As a follow up to "Ringing up the Changes", and in response to the finding that local government has been a particularly neglected tier of gender and governance work, Gender Links is undertaking a pilot project with the City of Johannesburg for the empowerment of women in local government. Using and adapting the empowerment tool kit developed by the SADC Gender Unit, GL has added communications components that are being tested with the City of Johannesburg. A unique feature of the training is that it is built around the calendar of the local councilors and modules on laws; policies etc address the actual content of their work. The project is intended for replication.

Activities

- Training needs assessment in each locality.
- Planning of capacity building to fit schedule and address needs.
- Adaptation of training materials.
- Schedule for training.
- Conduct training.
- Evaluation.

Outputs

- 120 women local councilors empowered through a unique programme designed to suit their needs, highly relevant to their daily work, providing them a range of skills from gender analysis to use of the Internet, media and campaign skills.
- Gender specific campaigns run by women councilors on gender violence and HIV/AIDS.
- Use of these tools and experiences for replicating the programme.

Timeframe

Three municipalities in each year.

MEDIA WATCH

One of the main functions of the GEM Networks is to raise alerts about gender injustices and sexist coverage in the media. These Networks also issue report cards on media performance. Information is shared through E Talk and a monthly newsletter. GL has worked with the GEM Networks on various monitoring formats to ensure ongoing monitoring and commentary in between major monitoring projects.

Media Watch

- Extending the “Mirror on the Media” pilot project.
- Developing media literacy programmes.

PROJECT NINETEEN: MIRROR ON THE MEDIA

Synopsis

This project aims to extend the Gender and Media quarterly trends survey that has been developed on a pilot basis so that this can serve as a monitoring tool, in between major research studies, for measuring progress in achieving gender balance in the media.

Background

In 2004, GL developed a three country project to work through gender and media networks in developing quarterly media monitoring reports that have a strong emphasis of quantitative monitoring. These have been a source of ongoing critical commentary, as well as provided source material for the VRC. They will also feed into the regional alerts system to be run by the new coordinator of the Southern African regional coordinator (see project 21).

Project activities

- ❑ A planning meeting of the pilot countries.
- ❑ Capacity in the GEM Networks to conduct routine monitoring and raise daily alerts.
- ❑ Capacity to write quarterly qualitative reports.
- ❑ Dissemination of the reports online.
- ❑ Targeted dissemination to the mainstream media.
- ❑ Highlights of the reports in GL's bimonthly gender justice journal, Amalungelo.
- ❑ Effective co-ordination of the project.

Indicators

- ❑ 3 countries x 4 quarterly reports
- ❑ Dissemination of the reports
- ❑ Responses to the reports

Timeframe

3 new countries each year.

PROJECT TWENTY: MEDIA LITERACY

Synopsis

The aim of this project is to make use of the material generated in the GMBS and audience research to generate simple media literacy packages that help to inform and sensitise communities to the gender content of the media so that they can become more critical consumers.

Background

The media literacy project is an important part of GL's new focus on media consumers. It flows from the audience research project and has a close link to the media monitoring project in that monitoring is an important tool of media literacy. This project will be implemented by the GEM Networks and provides them with an avenue for engaging with the public on gender and media issues.

Activities

- Development of materials based on research.
- Training of trainer workshops.
- In country workshops.

Indicators

- Number of participants in each country.
- Letters to the press, phone- ins.
- Volunteers for monitoring projects.

Timeframes

TOT and some in-country workshops: 2005
More in country workshops 2006.

GEM NETWORKS

GL has helped to establish Gender and Media (GEM) Networks in a number of Southern African countries that conduct campaigns on gender justice, monitor and engage with the media. These include the Swaziland Media and Gender Network (SMEGWA), Media and Arts Watch (MAWA) Lesotho, Media Watch Organisation Mauritius, the Botswana Media Women's Association, ZAMWATCH and the South African Gender and Media (SAGEM) Network.

These and other stakeholders came together to form a Southern African Gender and Media Network at the Gender and Media Summit in September 2004 that showcased best practices in mainstreaming gender in the media and give awards for gender aware reporting. It is hoped that the Summit will become a biannual event, linking all those who work to promote gender equality, especially in and through the media.

Future directions

- Support for the Southern African Gender and Media Network and affiliated members.
- Newsletter and sharing information.
- Managing alerts

PROJECT TWENTY ONE: BUILDING THE SADC GEM NETWORK

Synopsis

This project aims to provide in-house capacity at GL to support follow up activities to the Southern African GEM Network formed at the Gender and Media Summit.

Background

One of the most important outcomes of the summit is the formation of a regional gender and media network that has devised a programme of action. There is likely to be need for additional fund raising for this POA. However, at the outset there is need for a coordinator to drive these activities. GL is offering to host the coordinator until such time as the Network is more firmly in place.

Activities

The main budgetary requirement here is a full time post for a senior researcher and network co-coordinator to ensure that there is systematic support for the Southern Africa Gender and Media Network and that there is follow through on its Programme of Action.

PROJECT TWENTY TWO: AWARDS AND AGM

Synopsis

This project is to ensure that an early start is made to planning the gender and media awards and the AGM of the Network in 2006.

Background

The Constitution of the new network provides for an AGM every two years.

Activities

- Announcing awards.
- Inviting best practices.
- Selecting participants.
- Country reports.
- Documenting outcomes.

Timeframe

September 2006

E-TALK

All GL programmes revolve around E Talk, an interactive forum where questions can be posed and information shared. In all, GL has a database of over 2000 contacts - media practitioners, decision-makers and editors whom it works with across Southern Africa. Each day, this database continues to grow in our shared quest for a Southern Africa in which women and men are free to realize their full human potential.

PROJECT TWENTY THREE: E-GEM- HIVOS

Synopsis:

To develop and maintain a dynamic website and interactive Internet tools for advancing and giving coherence to GL's gender and media work.

Background

In all its work, Gender Links meets many people and generates lively debates and discussions on gender and the media. To network these contacts, and begin to build a gender and media "movement" in the SADC region, GL needs to regularly update its website, and to run an E-GEM electronic network where:

Activities

- New developments, research will be posted.
- Queries can be posted in an electronic bulletin
- Campaigns on sexist coverage can be taken up through an alert system.
- Regular discussion forums can be held.
- Information on gender and media in the region can be archived.

Timeframe

Ongoing

GOVERNANCE AND INSTITUTIONAL SUPPORT

Presently Gender Links draws the bulk of its staff salaries and running costs from project funding. Hivos and the Global Fund for Women provide the only core support. This means that offices can only be leased for a year at a time (with long term cost implications); GL has not been able to capitalise itself fully; the longest staff contract is one year; there is no provision for capacity building and important institutional processes relating to human resources, operational guidelines, team building, planning etc.

Future directions

- GL requires a core staff of at least five to be able to perform its functions. Future funding proposals must seek to cover the costs of these staff, benefits and staff development for at least three years.
- GL needs to either fund raise for some capital and running costs, or explore how these can all be carried through project funding.

PROJECT TWENTY FOUR: CORE COSTS

The budget attached itemises GL running costs. It also makes provision for five core staff: the director, a programme officer, a finance manager, office manager and driver. Other staff costs are linked to individual projects. This budget also covers core governance and institutional costs including the annual board meeting; strategic planning; quarterly meetings of the executive committee; reviews and evaluations.