What is the GMBS

- The most extensive gender and media monitoring project—regionally, and globally.
- Twelve Southern African countries
- One month (September 2003). Global studies covered one day.
- 25,000 news items, compared to 16,000 in the global study conducted in 2000.
- Outputs: one regional overview; twelve country reports; training material
Objectives

• Baseline data for monitoring progress toward achieving gender balance in media coverage;

• Build capacity for monitoring media content from a gender perspective;

• Become a key advocacy tool
Partners

• Media Institute of Southern Africa (MISA)
• Gender Links
• 20 institutional partners in the 12 countries
• Media Monitoring Project (MMP) South Africa- technical advisers and SA report
• Margaret Gallagher- International adviser
71 countries took part in the first GMMP before the Fourth World Conference on Women in Beijing- 1995.

70 countries took part in the GMMP 2000 -“Who Makes the News”. The GMMP inspired the GMBS, but this spanned a whole month, rather than one day.

Quantitative and qualitative findings.

Slogan: “Women and men make the news”.
Media Monitored

- 117 out of the 340 print and electronic media in the 12 countries covered, or 34 percent of the media.
- 25 out of 80 media houses, or 31 % of the total
- A total of 25 110 news items; 8642 items, or 34 % of news items came from SA
Scope of Study

- The study focused on the news.
- It did not include entertainment and advertising.
- For radio and television, the study did not cover news feature programmes.
- These genres are important for future studies.
Sources

Analysis of male and female sources for all media

- 19% Female
- 81% Male
Sources in comparison to the region

[Bar chart showing percentage sources by region, distinguishing between male (light blue) and female (magenta) sources.]
Sources per media house
Sources of news in South Africa by sex and race

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Representation in population %</td>
<td>Representation as sources-%</td>
</tr>
<tr>
<td>Black*</td>
<td>41</td>
<td>27</td>
</tr>
<tr>
<td>White</td>
<td>6</td>
<td>32</td>
</tr>
</tbody>
</table>
Relationships

- Wife, daughter, mother etc (14%)
- Husband, son, father etc (2%)

RSA vs Region
Who Speaks on What

% show the split of F & M where identified - any 'unknown' have been included in the % calculation for each topic

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

Female | Male
--- | ---

Economics: Male 80%, Female 20%
Politics: Male 90%, Female 10%
Disaster/War/Conflict: Male 80%, Female 20%
Crime: Male 70%, Female 30%
Labour/Education/Housing: Male 80%, Female 20%
Health/HIV/AIDS: Male 70%, Female 30%
Sustainable Development: Male 80%, Female 20%
Mining & Agriculture: Male 90%, Female 10%
Human Rights: Male 70%, Female 30%
Gender Equality: Male 60%, Female 40%
Gender Violence: Male 60%, Female 40%
Children: Male 50%, Female 50%
Media & Entertainment: Male 90%, Female 10%
Sports: Male 100%
Other: Male 70%, Female 30%
# People Behind the News

<table>
<thead>
<tr>
<th></th>
<th>TV PRESENTERS</th>
<th>TV REPORTERS</th>
<th>RADIO REPORTERS</th>
<th>PRINT REPORTERS</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>% W</td>
<td>% M</td>
<td>% W</td>
<td>% M</td>
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<td>REGION</td>
<td>45</td>
<td>55</td>
<td>38</td>
<td>62</td>
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<tr>
<td>SA</td>
<td>44</td>
<td>56</td>
<td>30</td>
<td>70</td>
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Media practitioners by race and sex

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
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<td>Rep in pop</td>
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<td>Rep in pop</td>
<td>Rep in media</td>
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<tr>
<td>Black*</td>
<td>41</td>
<td>33</td>
<td>45</td>
<td>8</td>
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<tr>
<td>White</td>
<td>6</td>
<td>34</td>
<td>7</td>
<td>21</td>
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</table>
Gender Analysis of Beats

% show the split of F & M where identified - 'unknown' has been excluded.

<table>
<thead>
<tr>
<th>Category</th>
<th>Country Female</th>
<th>Country Male</th>
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</thead>
<tbody>
<tr>
<td>Economics</td>
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<td>Politics</td>
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<td>Gender Violence</td>
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<tr>
<td>Children</td>
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<tr>
<td>Media &amp; Entertainment</td>
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<tr>
<td>Sports</td>
<td></td>
<td>110%</td>
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<tr>
<td>Other</td>
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</tbody>
</table>
QUALITATIVE FINDINGS
Subtle Stereotypes
Gender Blind Reporting
Gender Aware Reporting