What is the GMBS

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

• Baseline data for monitoring progress toward achieving gender balance in media coverage;
• Build capacity for monitoring media content from a gender perspective;
• Become a key advocacy tool
Partners

- Media Institute of Southern Africa (MISA)
- Gender Links
- 20 institutional partners in the 12 countries
- Partners in Tanzania:
  - Tanzania Media Women’s Association (TAMWA)
  - Tanzania Women Lawyers Association (TAWLA)
  - Tanzania Gender Networking Programme (TGNP)
- Media Monitoring Project (MMP) South Africa-technical advisers
- Margaret Gallagher- International adviser
Global Context

- 71 countries took part in the first GMMP before the Fourth World Conference on Women in Beijing- 1995.
- 70 countries took part in the GMMP 2000 - “Who Makes the News”. The GMMP inspired the GMBS, but this spanned a whole month, rather than one day.
- Quantitative and qualitative findings.
- Slogan: “Women and men make the news”.
Media Monitored

- 117 out of the 340 print and electronic media in the 12 countries covered, or 34 percent of the media.
- 11 out of 48 media houses, or 23 % of the total.
- A total of 25 110 news items; 2784 items, or 11% of news items came from Tanzania.
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.
QUANTITATIVE FINDINGS
Sources

Analysis of sex of sources for all media

- 84% Male
- 16% Female
Sources in comparison to the region

PERCENTAGE SOURCES
Sources per media house

- KIU
- NIPASHE
- MAJIRA
- ITV
- TVT
- Daily News
- THE AFRICAN
- MTANZANIA
- THE GUARDIAN
- RTD
- RADIO ONE

Legend:
- Female
- Male
Relationships

- Wife, daughter, mother etc
- Husband, son, father etc

TAN

Region
Who Speaks on What

Female
Male

- 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
## People Behind the News

<table>
<thead>
<tr>
<th></th>
<th>Television Presenters</th>
<th>Television Journalists</th>
<th>Radio</th>
<th>Print</th>
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<tbody>
<tr>
<td></td>
<td>% of women</td>
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<td><strong>Region</strong></td>
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<tr>
<td>Tanzania</td>
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<td><strong>Tanzania</strong></td>
<td>45</td>
<td>55</td>
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<td>62</td>
</tr>
</tbody>
</table>
Gender Analysis of Beats

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

[Chart showing gender analysis of beats across various categories with percentages for country female and country male.]
QUALITATIVE FINDINGS
Blatant Stereotypes
Dar sasa yawa kama Sodoma na Gomora

Ni baada ya vitendo vya kukuwetiana kuwa mtindo wa maisha, Habari kamili
Wanaume waafanyayo ‘bashara’ hii waweza inauzwa inaruhusu kupinduka jinga ukweli nk. 10:11

Subtle Stereotypes
Family portrait taken at 2002 census day

Mum is the brain of this house.
Ask dad?

I went to Beijing and all I got was this lousy t-shirt.

Daddy was here.

World's Greatest Dad

Me

Sister Mary
Gender Blind Reporting