



gmbS



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

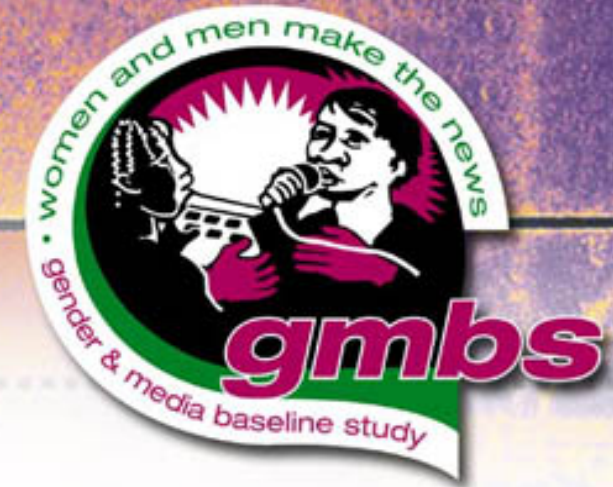


Partners

- 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.

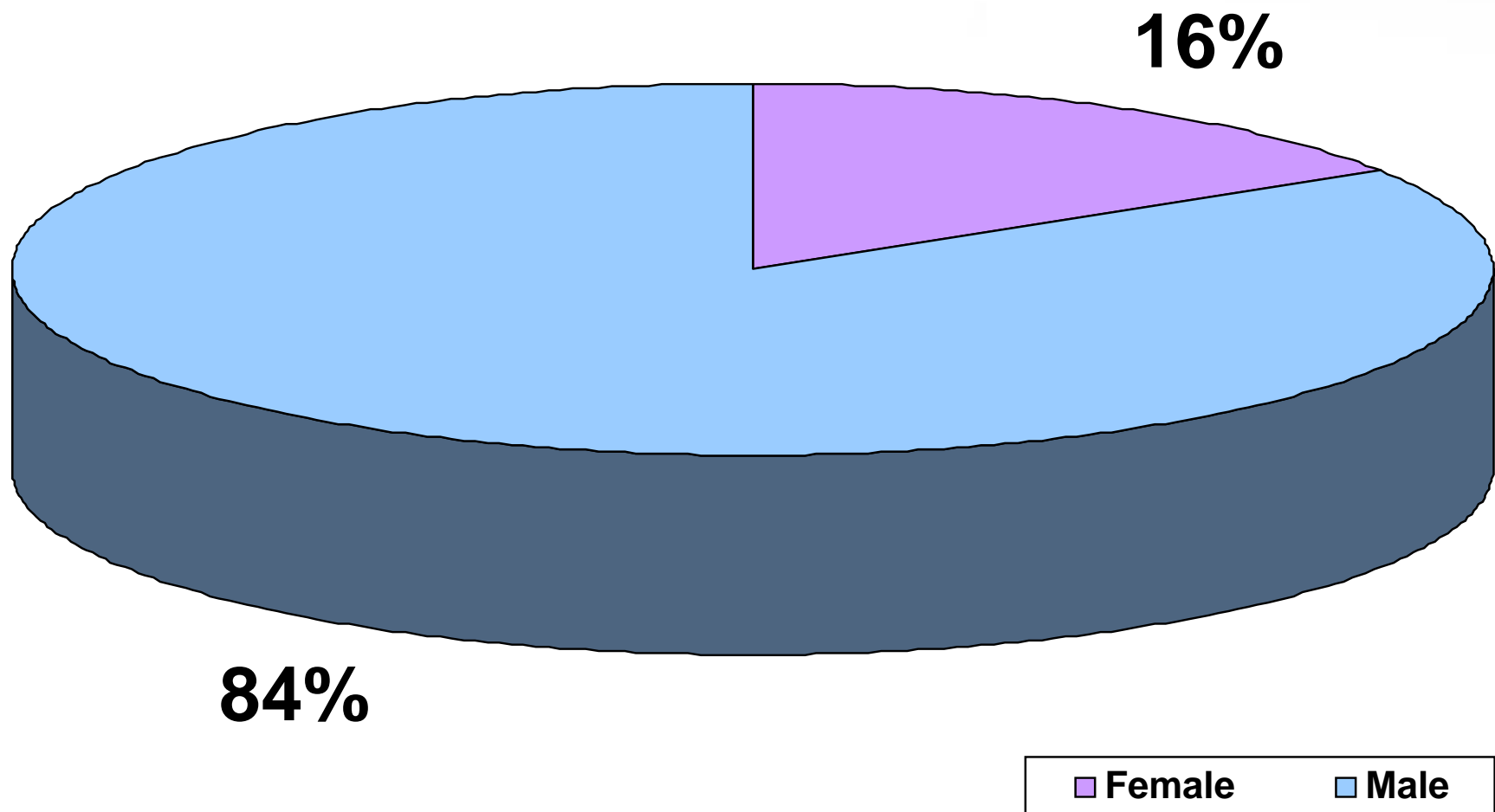




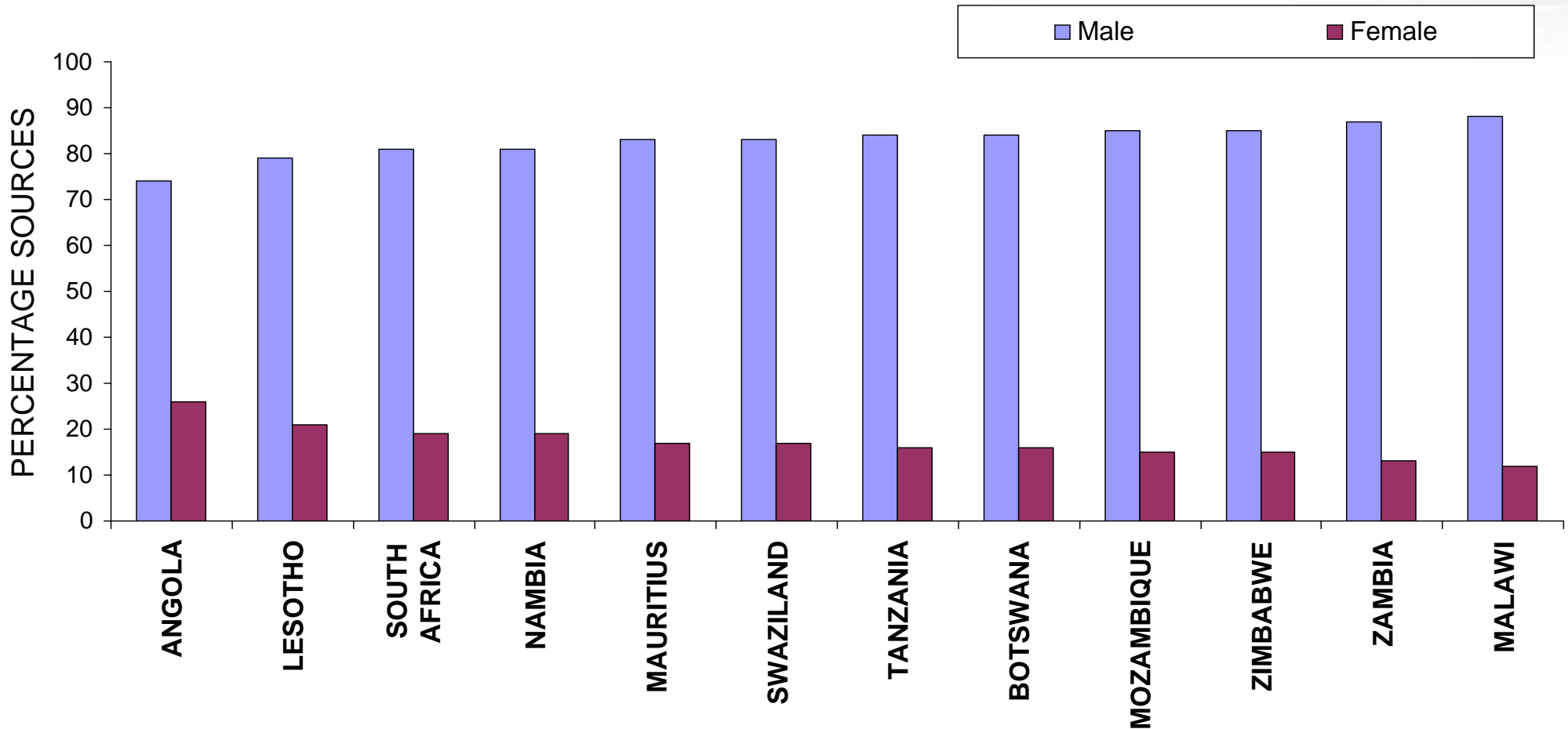
QUANTITATIVE FINDINGS

Sources

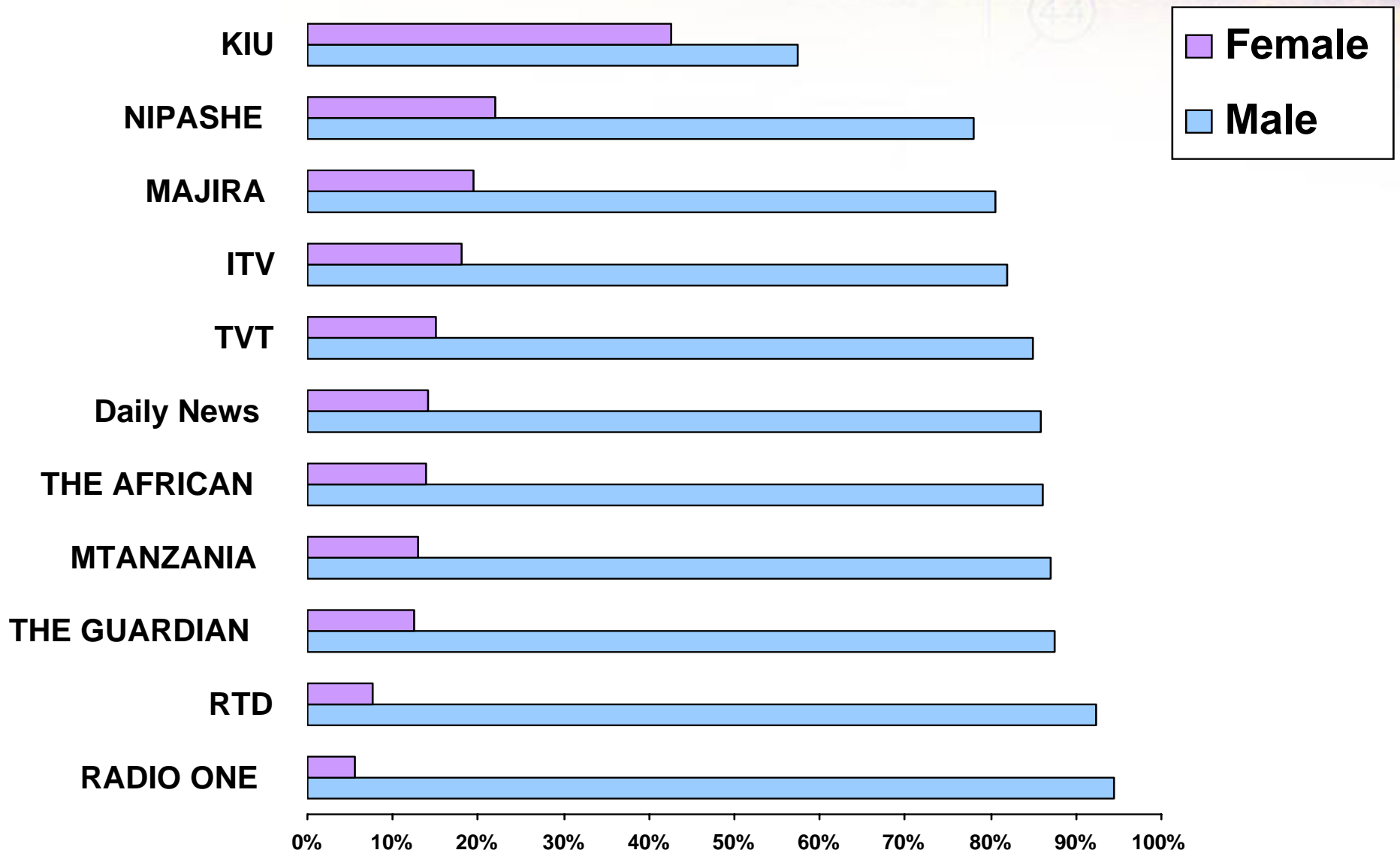
Analysis of sex of sources for all media



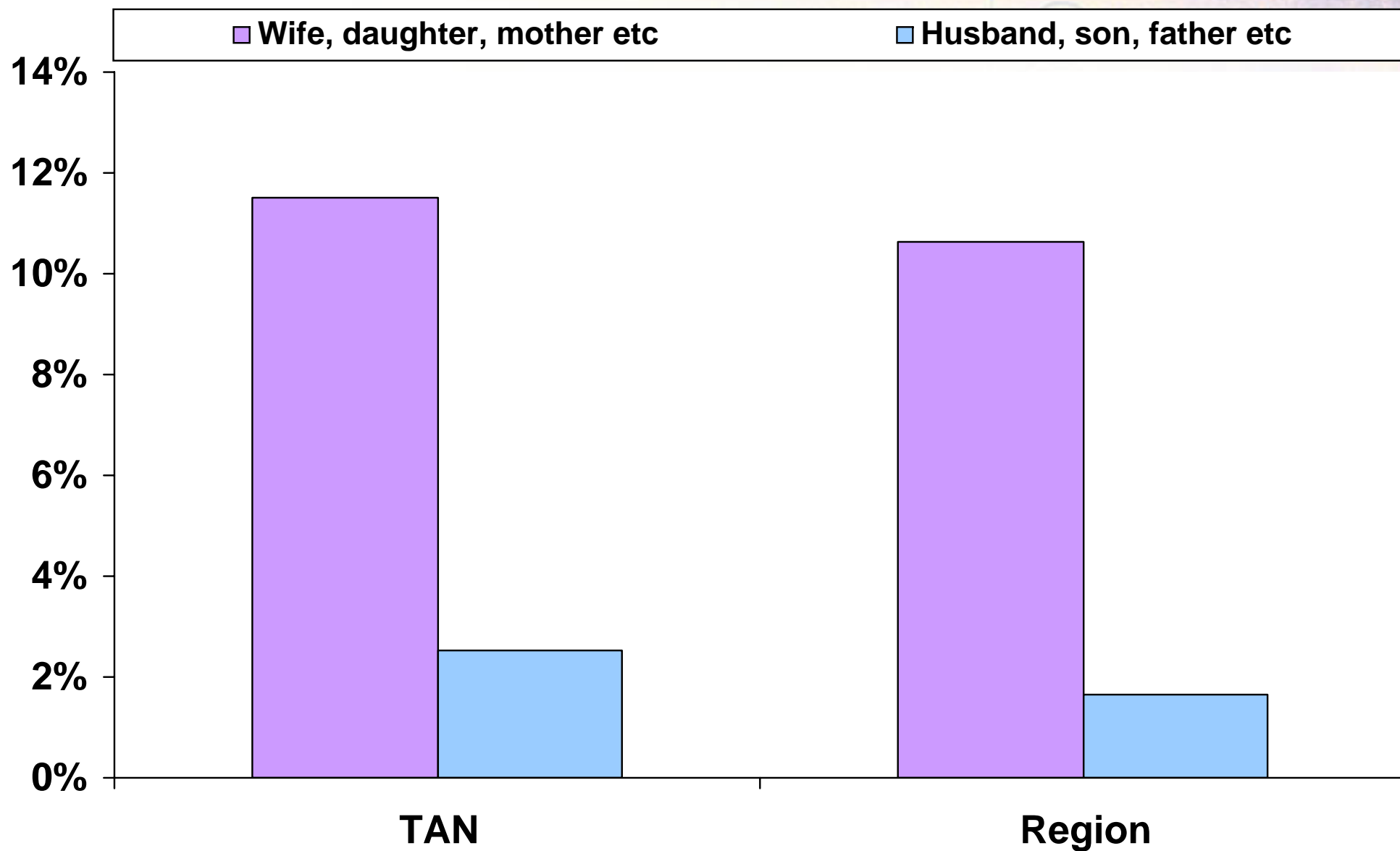
Sources in comparison to the region



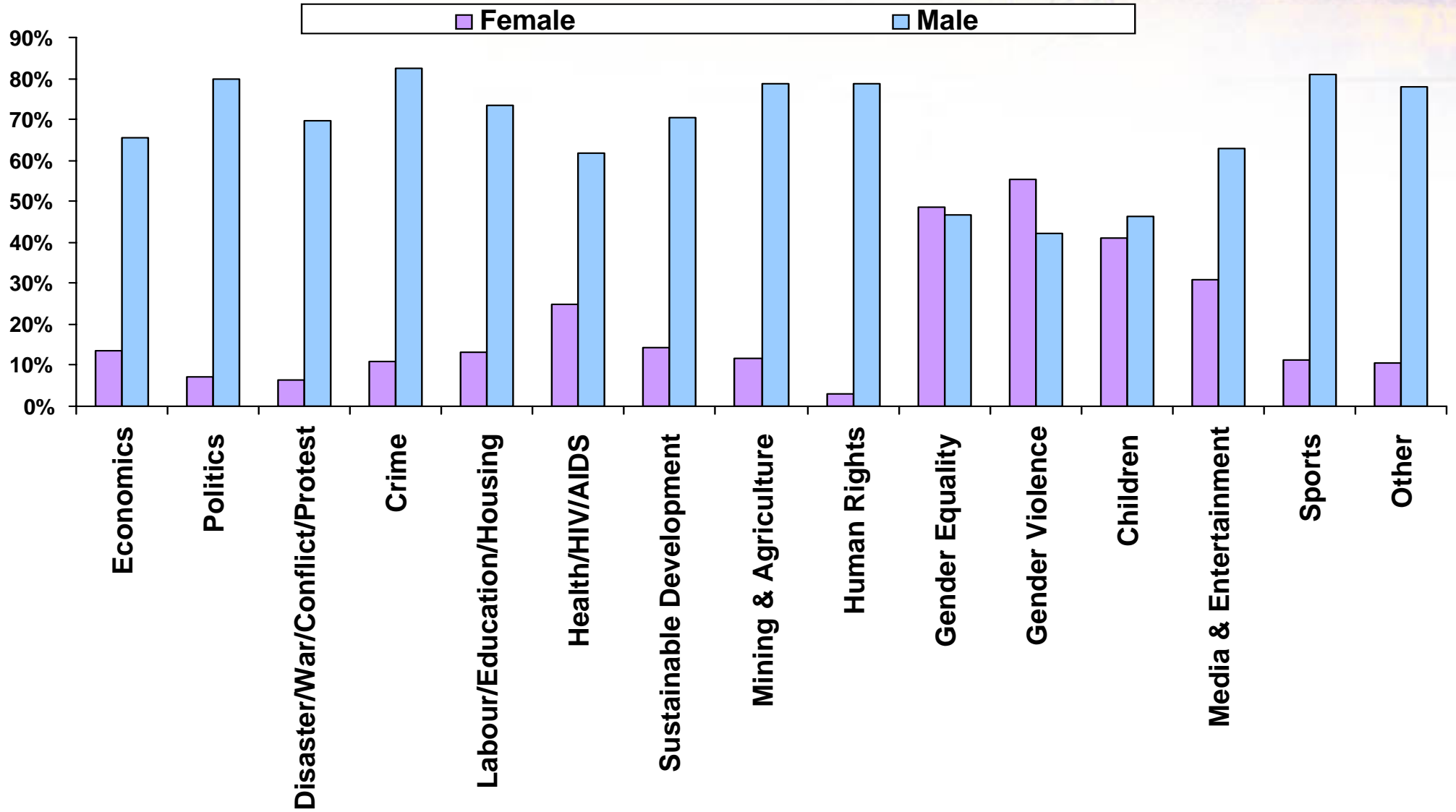
Sources per media house



Relationships



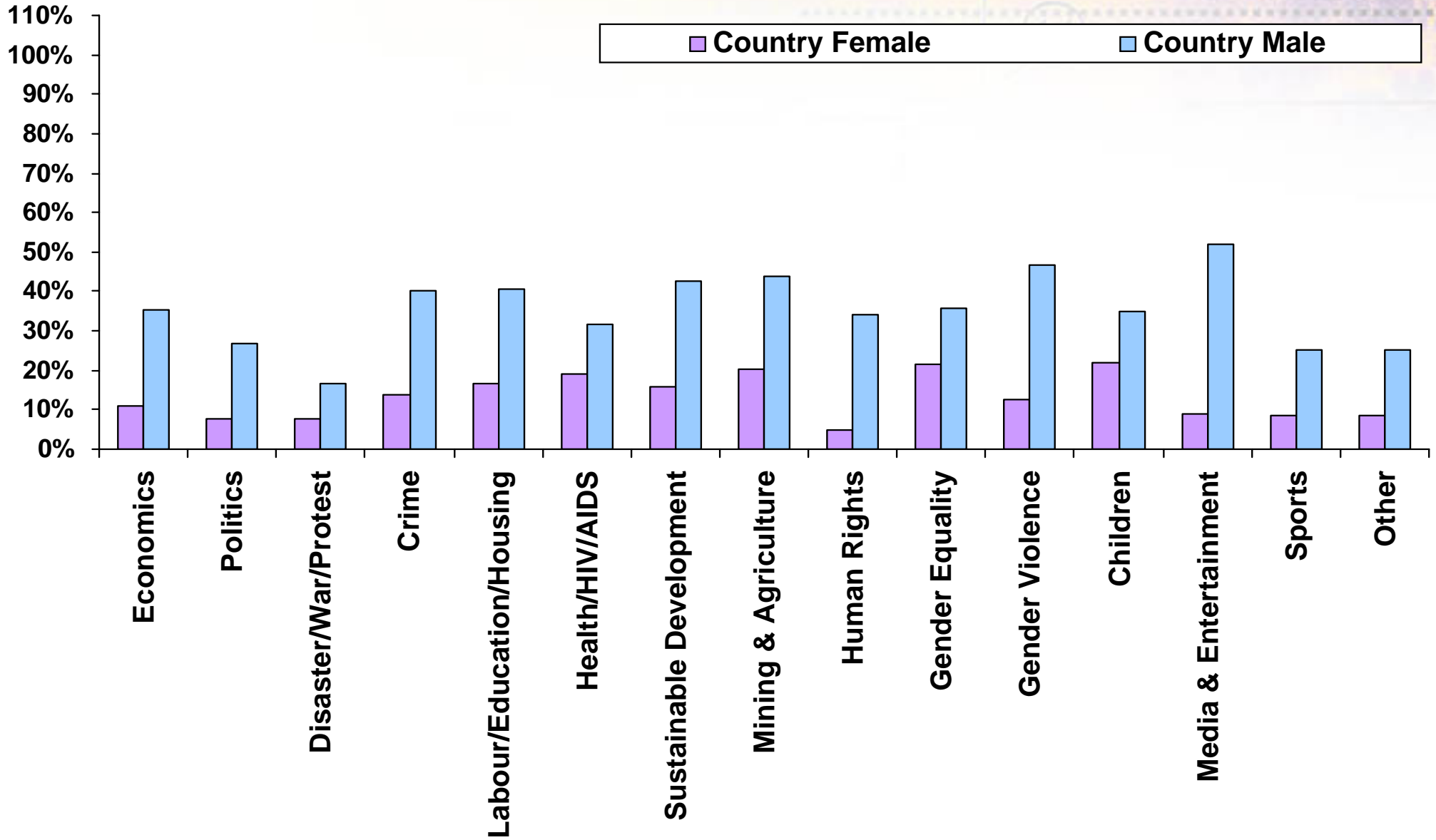
Who Speaks on What

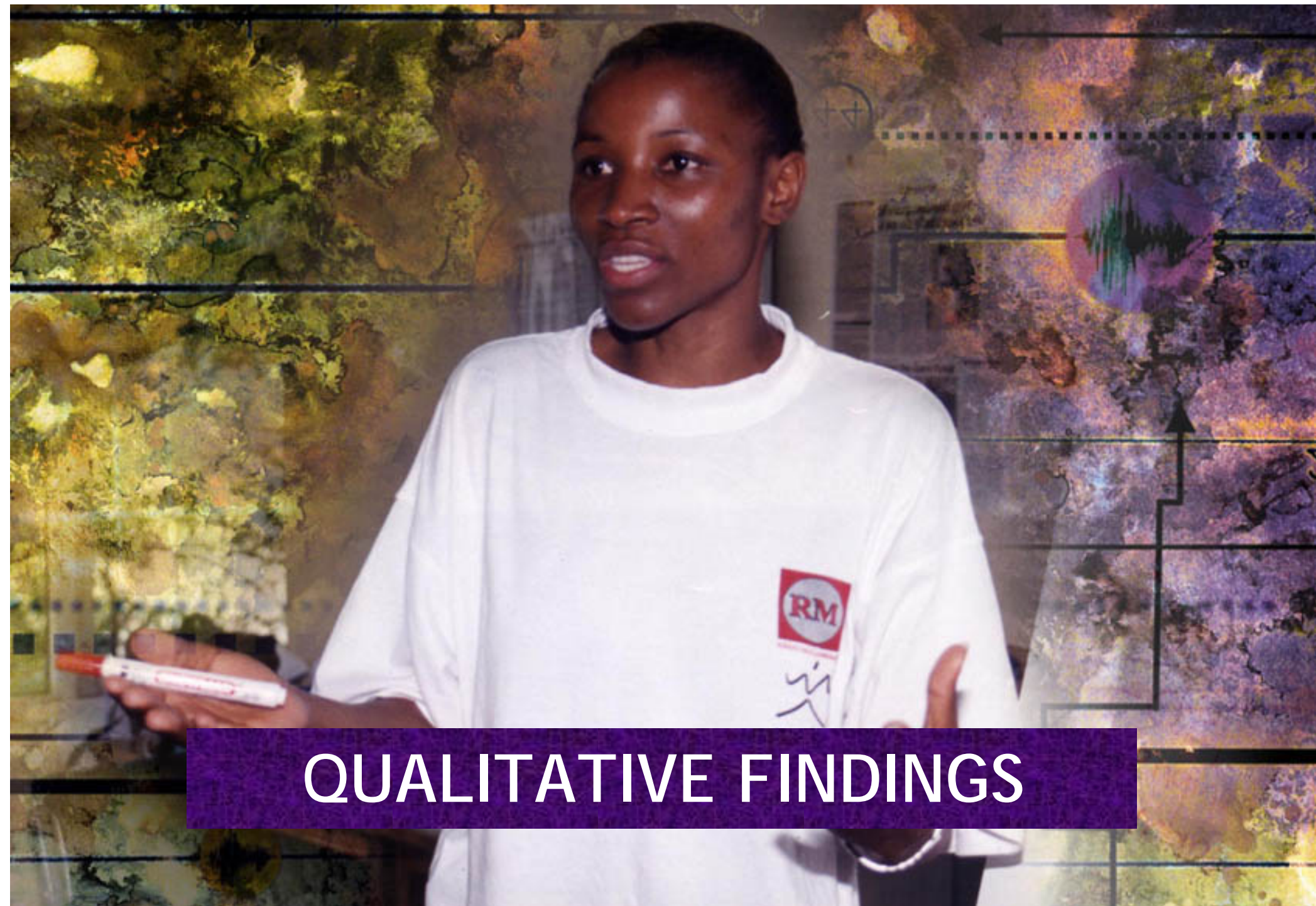


People Behind the News

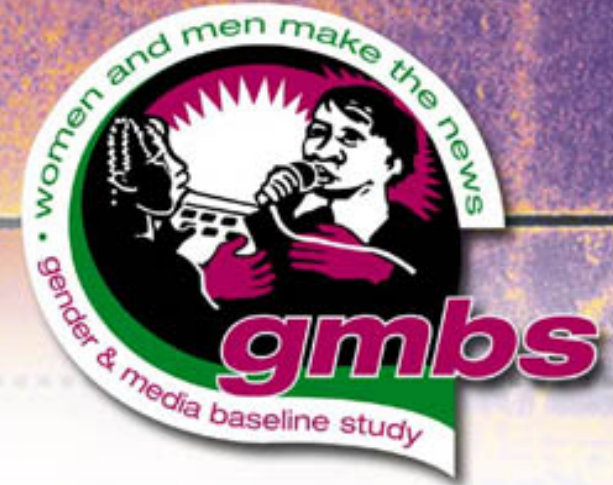
	Television Presenters		Television journalists		Radio		Print	
	% of women	% of men	% of women	% of men	% of women	% of men	% of women	% of men
Region	45	55	38	62	34	66	22	78
Tanzania	52	48	53	47	40	60	21	79

Gender Analysis of Beats



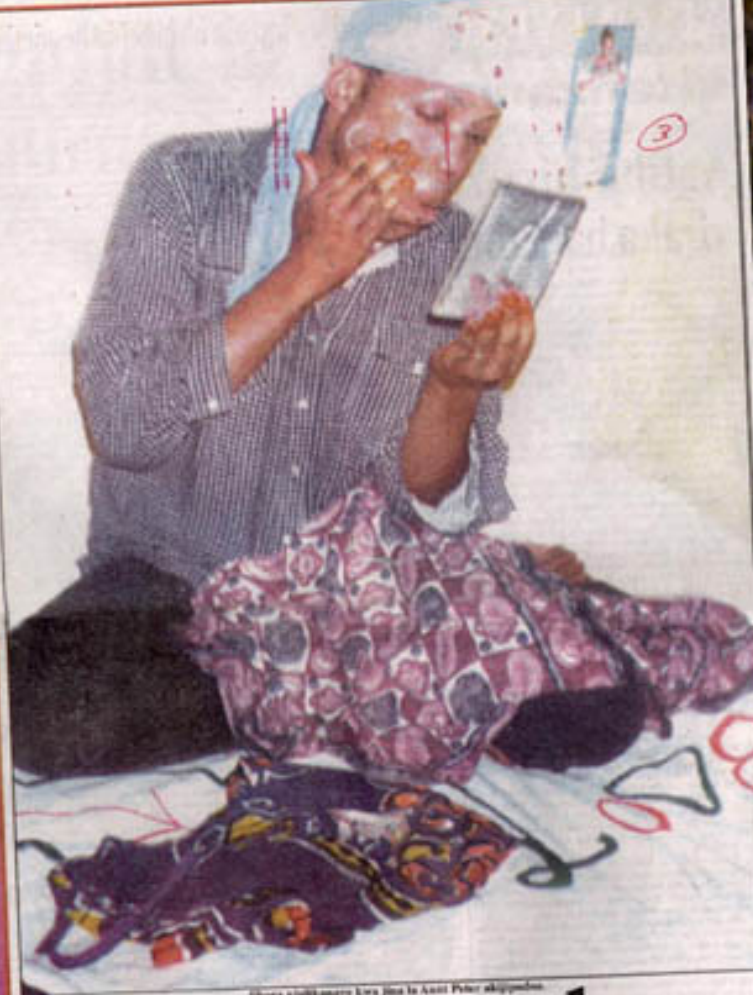


QUALITATIVE FINDINGS



Blatant Stereotypes

JARIDA MARIDHAWA



Shoga ajiikanywa kwa jua la Asiri Picha akijipokea.

Dar sasa yawa kama Sodoma na Gomora

- Ni baada ya vitendo vya kulawitiana kuwa mtindo wa maisha
- Wanaume wafanyao 'biashara' hii wasema ina raha kupindukia

Habari kamili fungua uk. 10.11

IBRAHIM na kugipya vizi na zani mbalimbali, hawana za dizi, na kutwapa kwa sharia wali zimamwambata na edha ya kifuraha jaha, vitanda vya kujamiana kiyume cha mawabizi vimekuwa vichibamizi wakini siku kodi siku. Mwanachizi wote, Mohamed Zafary, anasimama kabona kumgamba kwa raha hi chafu, v'kadu wanaochi wengi hawajafu uchi hi kispochika kimsadiki mbali na kukwanika juhudi na waganbano dhidi ya kutwapa kwa janga la UKIMWI...



Subtle Stereotypes

Daddy
was
Here

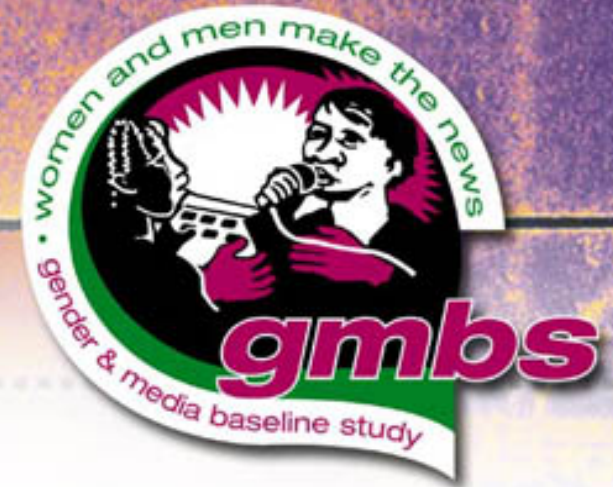
WORLD'S
GREATEST
DAD



mum is the
☺ of this house.
ask dad?

© 2002
Chalk
Talk

Family potrait taken at 2002 census day



Gender Blind Reporting



Gender Aware Reporting



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