women and men make the news

gender & media baseline study

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 Zambia:
  - Zambian Institute of Mass Communications (ZAMCOM)
  - Zambia Media Women’s Association (ZAMWA)
- 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.
- 8 out of 17 media houses, or 47% of the total.
- A total of 25,110 news items; 756 items, or 3% of news items came from Zambia.
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 Male and Female Sources for All Media

13% Female
87% Male
Sources in comparison to the region
Relationships

- **ZAM Region**: Wife, daughter, mother etc (4%)
- **Region**: Husband, son, father etc (10%)
Who Speaks on What

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
## 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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</thead>
<tbody>
<tr>
<td></td>
<td>% of women</td>
<td>% of men</td>
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<tr>
<td>Region</td>
<td>45</td>
<td>55</td>
<td>38</td>
<td>62</td>
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<td>Zambia</td>
<td>53</td>
<td>47</td>
<td>63</td>
<td>37</td>
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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

Legend:
- Country Female
- Country Male
QUALITATIVE FINDINGS
Blatant Stereotypes
Search for Face of Zambia begins

By KELVIN KACHINGWE

The search for Face of Zambia begins tonight in Lusaka at Le Reference with 12 contestants all jostling to be among the four to be represent the province in the finals slated for December.

Organisers Soul-Jam Productions co-ordinator Dennis Mulengu said they would select four beauties from each province starting with Lusaka next weekend before going to Chingola the following week.

This will mean there will be 36 contestants from across the country at the finals in December.

He said the finals will be held at Hotel Inter-Continental at which funds raised will be donated to the Kenneth Kaunda Children of Africa Foundation (KKAFC).

However, at next week’s semi-finals in Lusaka, the contestants will be Majane Mbabolebolo, Kalusa Tembo, Sibeso Manyando, Annie Mutale, Nchimuyaya Gwazu, Julie Gwanzu and Ziba Ngulube.

Others are Diana Muntu, Getrude Muleya, Victoria Munnula, Pamela Mpanza and Melanie Mulengu. Mulengu said the 12 will battle it out in four categories — introduction, cocktail, traditional and casual.

He also said unlike in the past contests, the contestants will be expected to wag their catwalk in Zambian music.
Subtle Stereotypes
Gender Blind Reporting
Gender Aware Reporting