



gmbbs



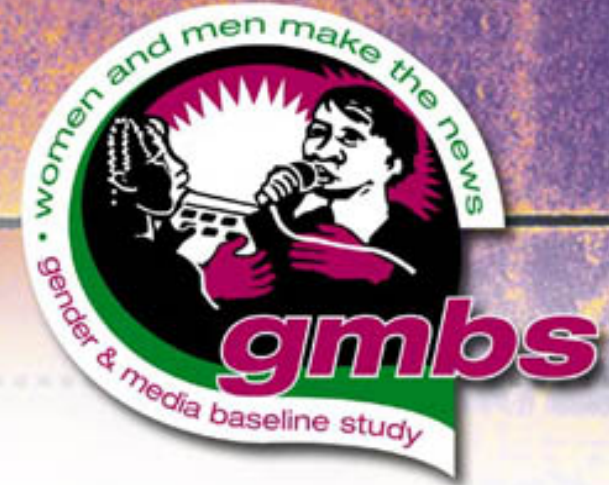
What is the GMBS



- 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

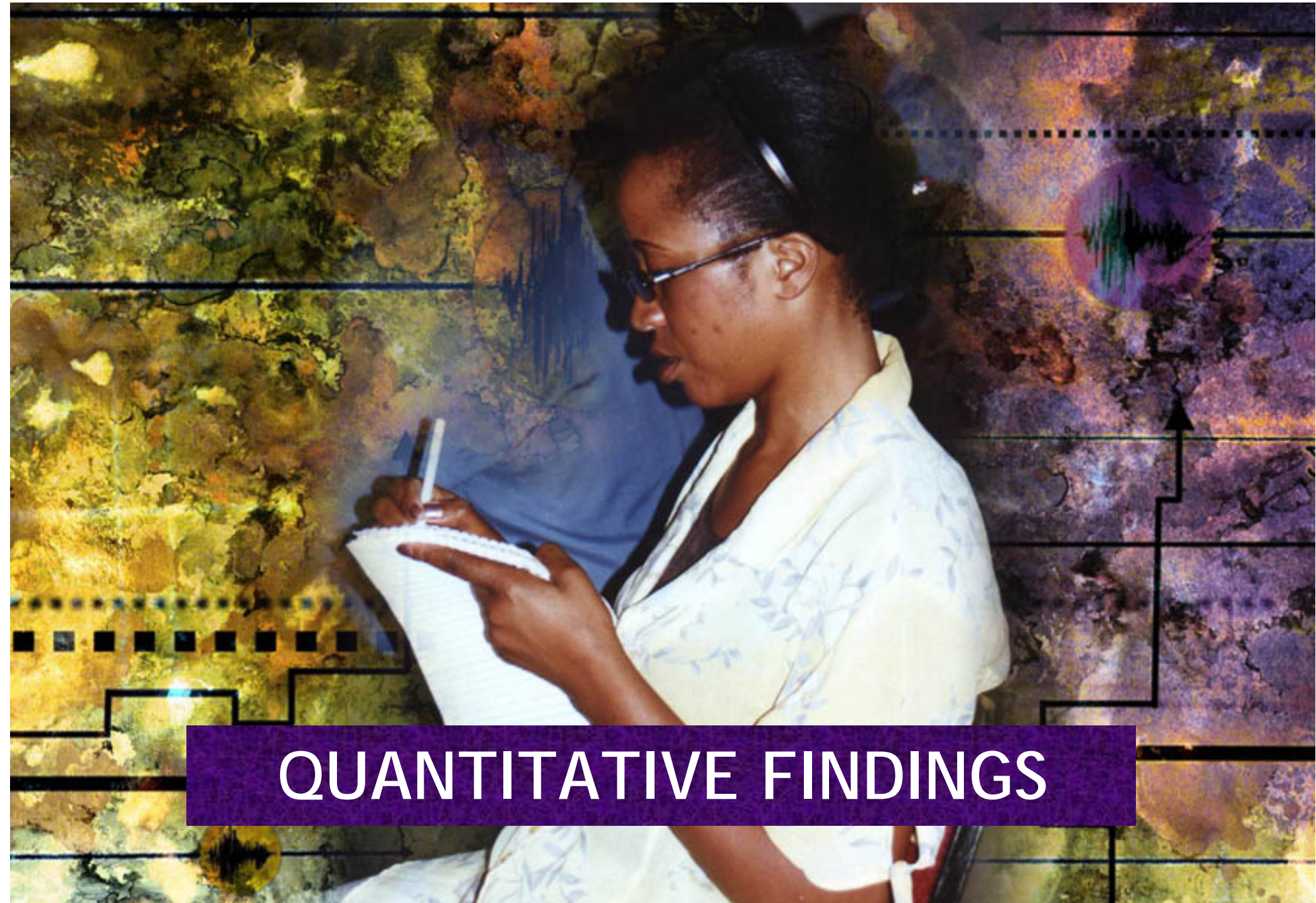
- 117 out of the 340 print and electronic media in the 12 countries covered, or 34 percent of the media.
- 8 out of 17 media houses, or 47 % of the total.
- A total of 25 110 news items; 756 items, or 3 % of news items came from Zambia.



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.

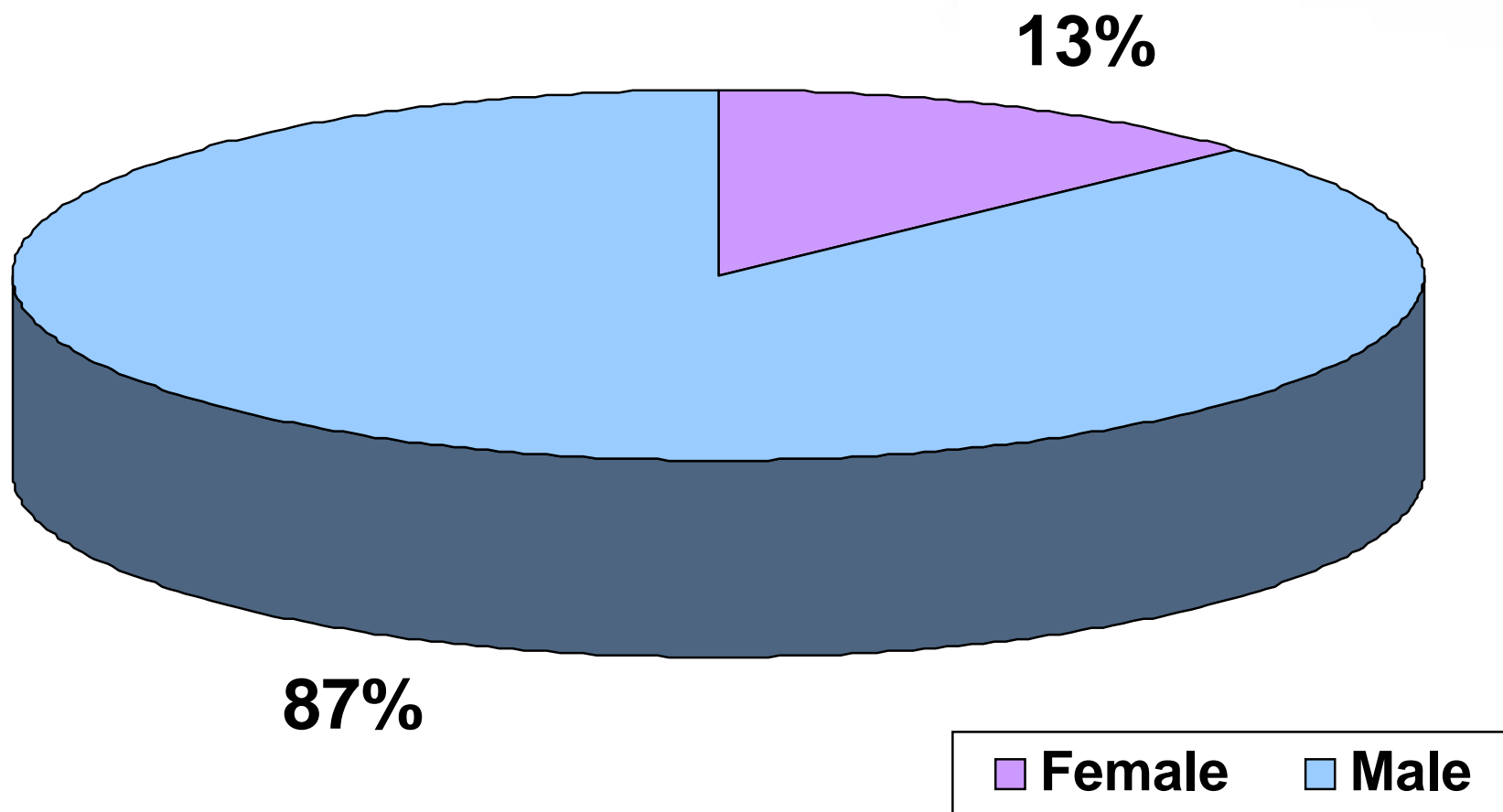




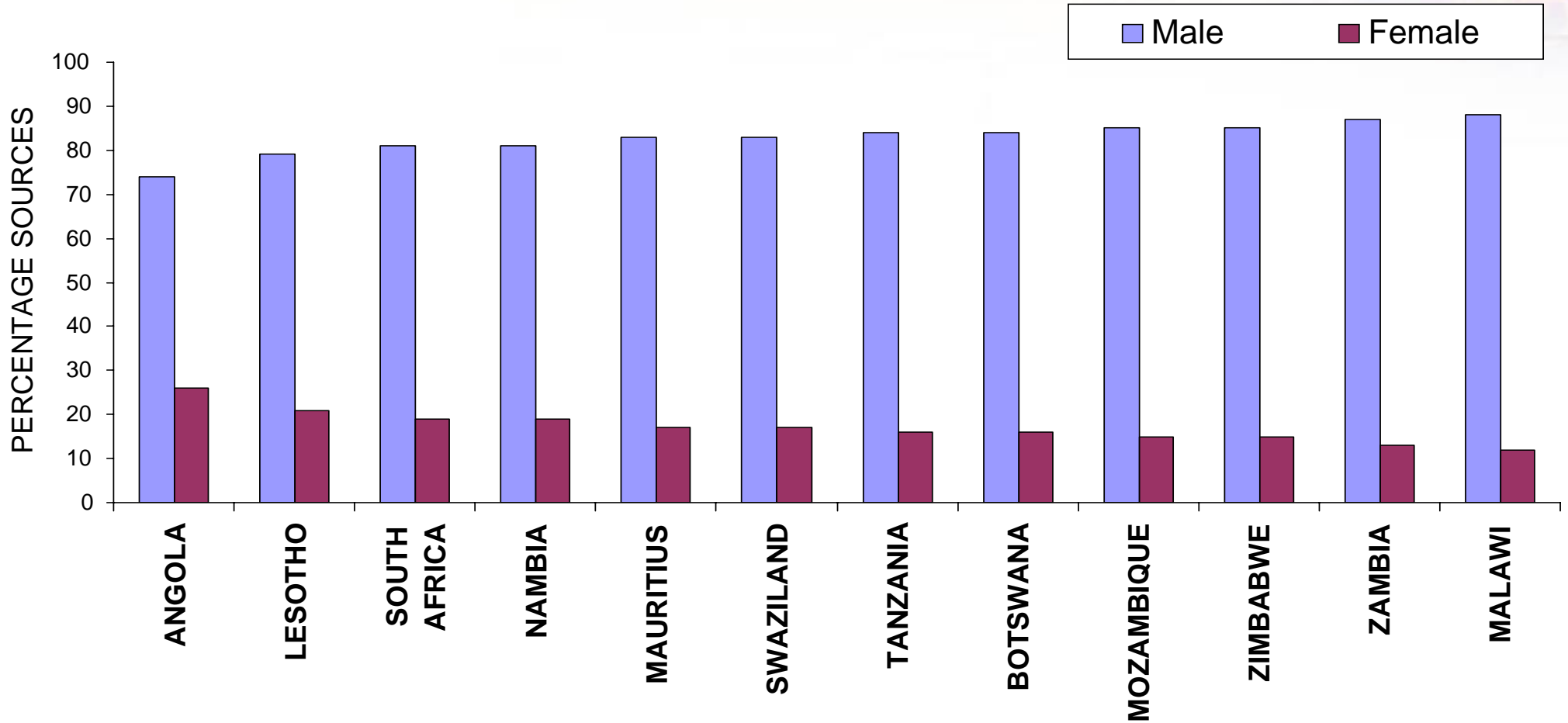
QUANTITATIVE FINDINGS

Sources

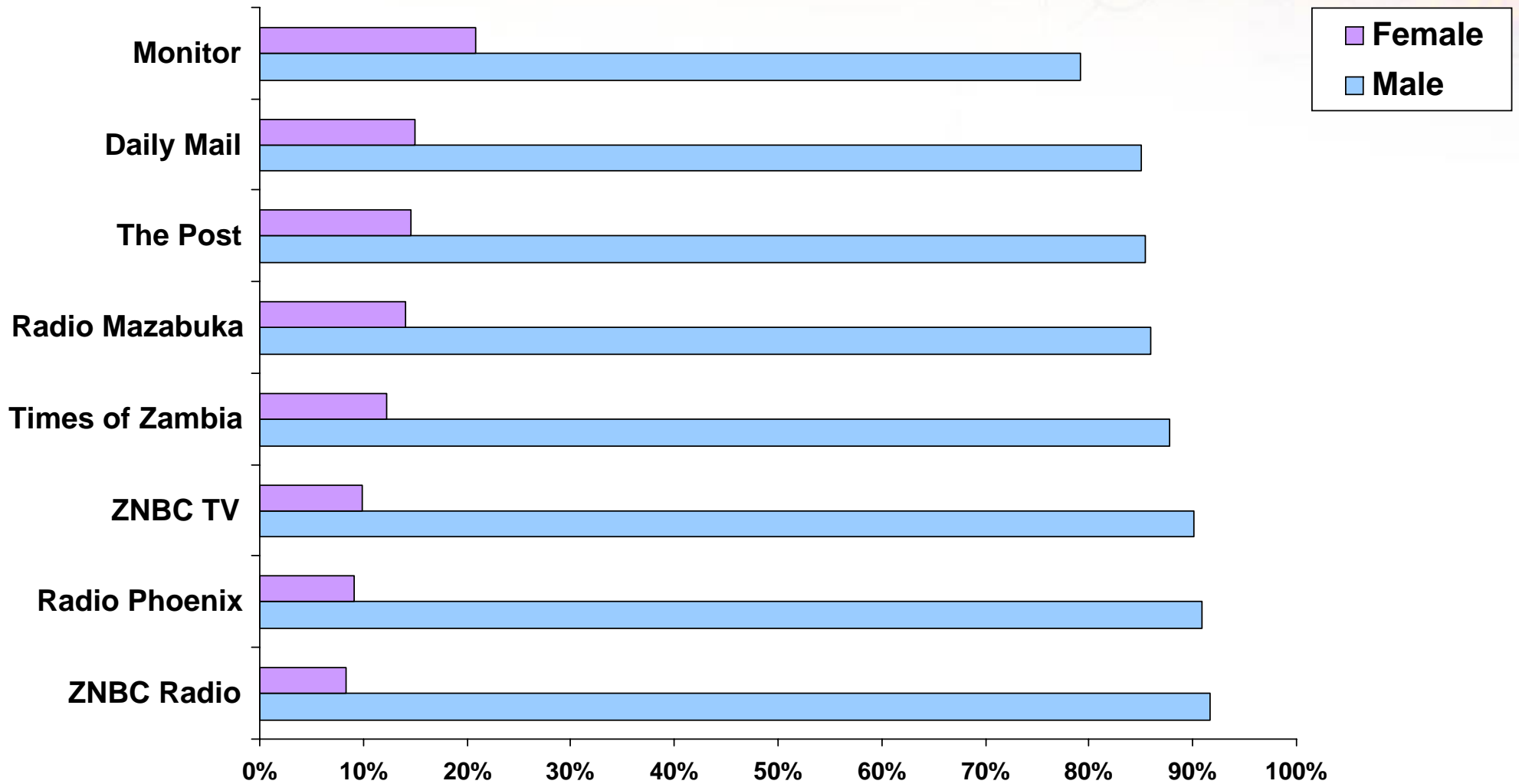
Analysis of Male and Female Sources for All Media



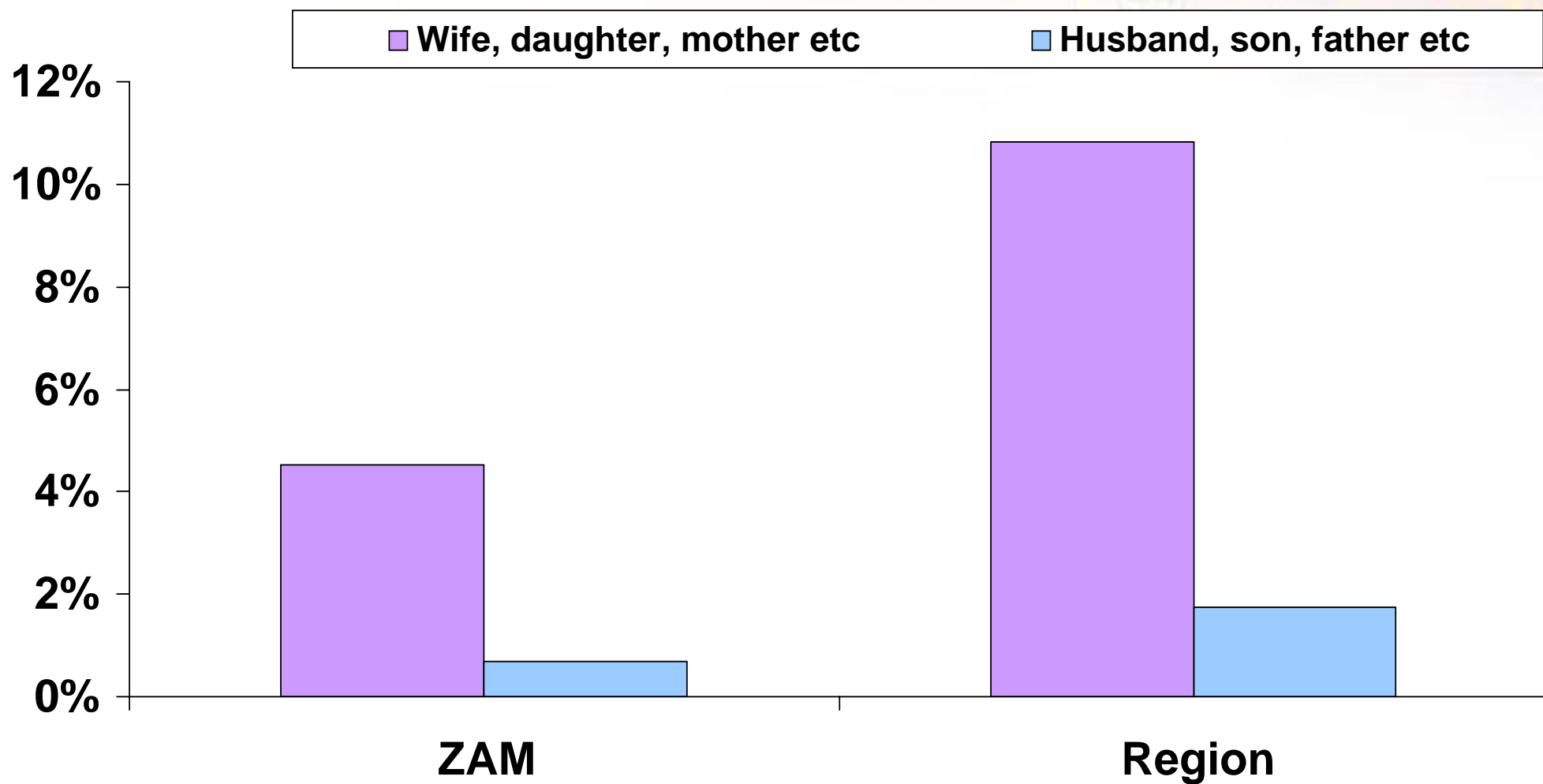
Sources in comparison to the region



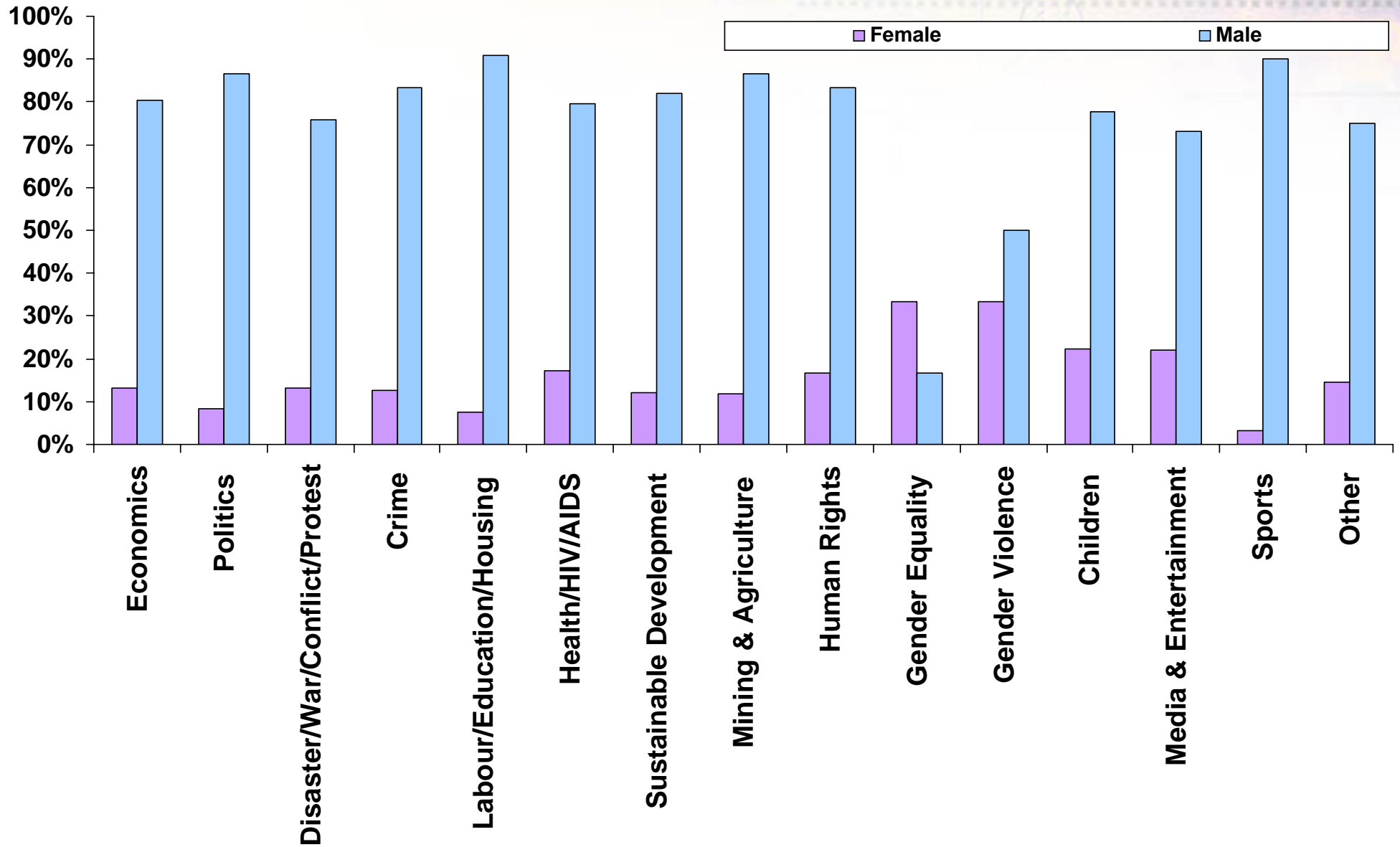
Sources per media house



Relationships



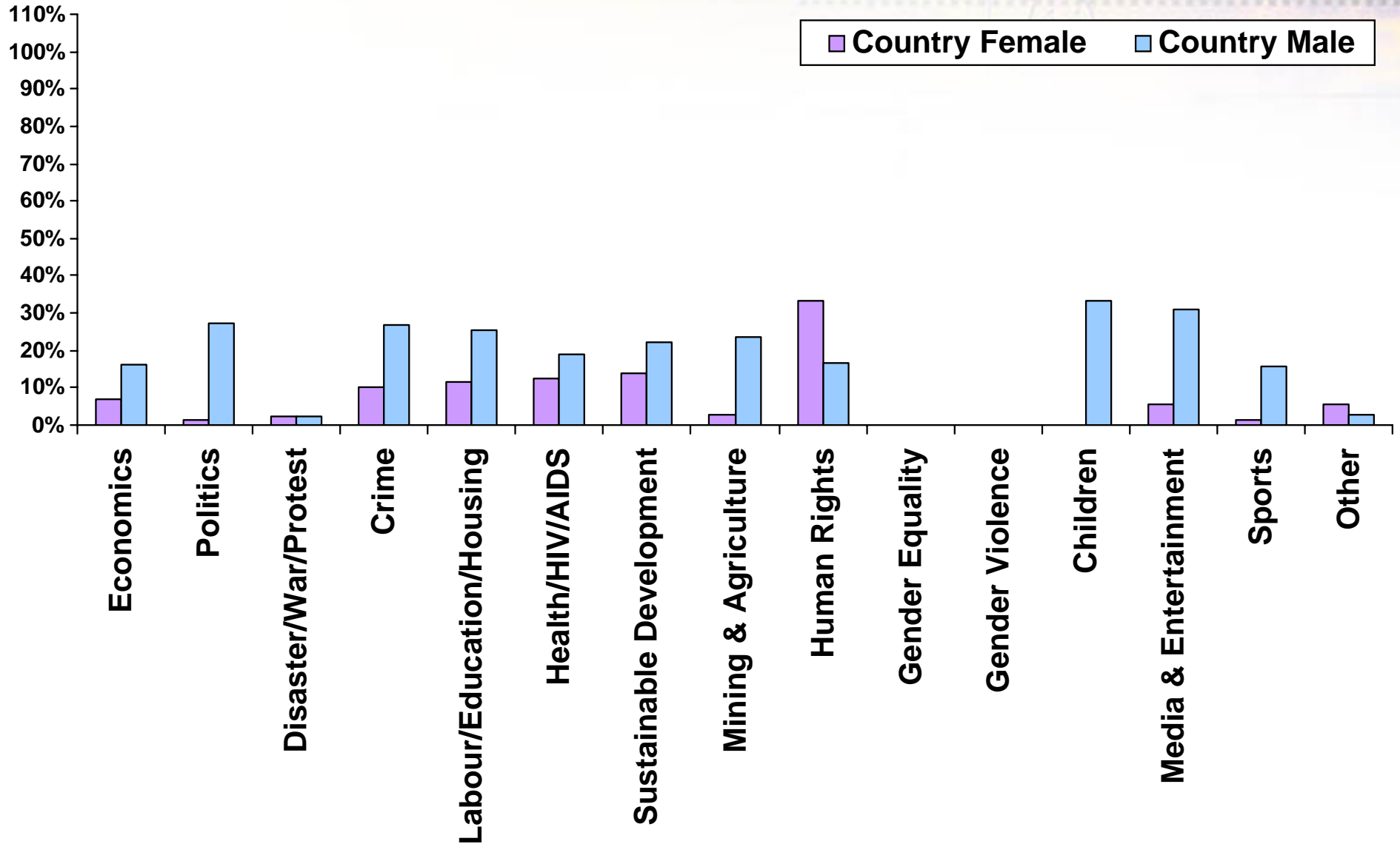
Who Speaks on What



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
Zambia	53	47	63	37	33	67	16	84

Gender Analysis of Beats





QUALITATIVE FINDINGS



Blatant Stereotypes

Search for Face of Zambia begins

12 contestants to slug it out...

By **KELVIN KACHINGWE**

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

Organisers Soul-Jam Production co-ordinator Dennis Malenga said they would select four beauties from each province starting with Lusaka next week-end 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 (KKCAF).

However, at next weeks semi-finals in Lusaka, the contestants will be Majane Mabbolobolo, Kaluwa Tembo, Sibeso Manyando,



•WHO among these beauties will represent Lusaka Province in the Face of Zambia contest?

Annie Mutale, Nchimunya Gwana, Julie Gwana and Zizha Ngulube.

Others are Diana Montsho, Getrude Muleya, Victoria Mutufela, Pamela Mpanza

and Melanie Mabwe. Muteng 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



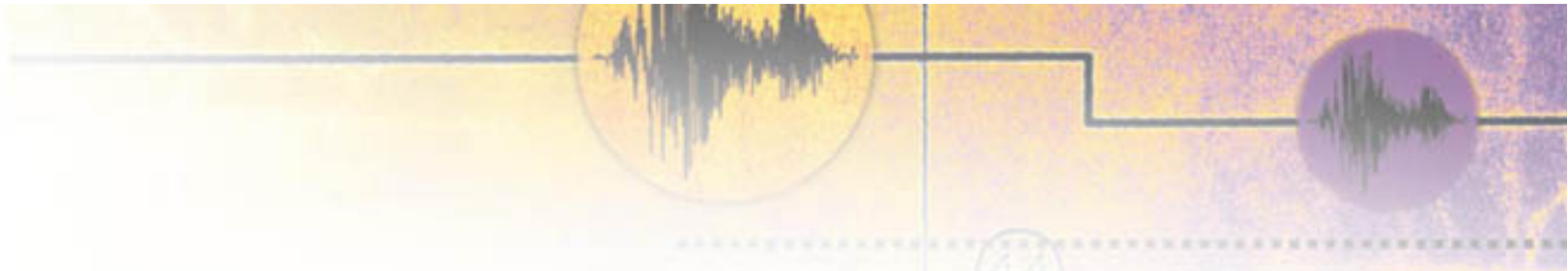
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Gender Blind Reporting



Gender Aware Reporting



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