

BOTSWANA



Newsroom training at the Botswana News Agency.

Executive summary

This report covers the Gender, Media and Elections workshops that were held in Botswana from the 9-13 February 2009.

The first workshop was for media practitioners at the on the 9 February 2009 at the Big Five Lodge. Participants included editors, sub-editors, journalists and programme managers from both print and electronic media. Women politicians were invited to recount their experiences with the media.

Four in-house newsroom training sessions were conducted at mainstream media houses in Gaborone between the 10-12 February 2009. However, smaller media houses were grouped together to ensure cost effectiveness and convenience. The net effect of the training was that a lot more media practitioners were reached and skills were imparted to a lot more people.

The final workshop was for women politicians held in Gaborone from the 13 February 2009 at the Big Five Lodge.

GENDER, ELECTIONS AND THE MEDIA WORKSHOP

The Gender, Media and Elections workshop held at the Big Five Hotel in Gaborone, Botswana. See **Annex one** for the workshop programme. The purpose of this workshop was to provide media with tools and practical skills to seek out the views and voices of women on mainstream concerns as well as encourage their participation in public affairs coupled with promoting dialogue and skills for ensuring greater sensitivity in media coverage, access to and use of the media by women politicians.

This workshop held on 9th February 2009 was attended by journalists from both print and electronic media. These include *Botswana Television*, *The Guardian*, *Yarona FM* and *Botswana Press Agency (BOPA)*. Some councillors and members from Botswana Women's Association (BOMWA) attended the workshop. This enriched the discussion as they shared their experiences with the media.

Workshop organiser Keabonye Ntsabane welcomed participants to the workshop and thanked them for taking their time off from their busy reporting schedule. Ntsabane said Botswana was facing a lot challenges both in the media and political circles, particularly the low representation of women. Media practitioners can contribute to bringing about change in Botswana,.

Barulaganyi Machacha, Elections Chief Administrator, from the Independent Election Commission officially opened the workshop. See **Annex two** for a full transcript of Machacha's speech. Machacha said the workshop came at an opportune time when elections are just around the corner and that the media was one of the strategic partners whom the IEC cannot do without.

For democracy to thrive there is need for a vibrant media because it is the single most convenient and effective tool for the dissemination of information. During an election

period the media had a much broader responsibility of not only providing voter education, but also to provide factual information which will help the electorate to exercise their democratic right to choose their leaders.

Machacha said the democratic culture should be nurtured so that all actors are accorded fair and equitable coverage. The news from the IEC should be carefully presented because once wrong news was broadcast it was difficult to rescind such messages to the detriment of the credibility of the IEC. Machacha appealed to all relevant actors to accede to the Code of Conduct for the Media for the smooth running of the elections and enhancement of democracy.

1. WORKSHOP EXPECTATIONS

Before the workshop started participants were asked to write what their expectations were. Below is a list of expectations:

- Learn to be more gender sensitive in my reporting.
- Learn how to write gender sensitive stories.
- Sensitise reporters / journalists on how important it is to sell women politicians to the electorate rather than put them in a negative light.
- How to raise issue of gender inequalities during the elections.
- Learn right choice of story with gender issues.
- Learn balanced reporting.
- Address the issues of buying space in newspaper that would specifically publish gender issues.
- Learn new ways to cover gender issues.
- Understanding gender issues vis-à-vis women issues.
- In these days of recession with shortage of staff, how do I, as editor, ensure gender issues are a focus.
- Issue-based vs. interesting story, how do you balance the story?
- Come up with a fairly balanced story that addresses all gender issues without being biased to one particular group.
- Learn more how to cover the issues of gender.
- Come up with possible story ideas that can sensitise both media and politicians on issues of gender equality.
- Able to cover the women's voice without castigating it.
- Have enough knowledge and come to terms in contributing towards the 50-50 campaign of giving gender equality a chance to prevail in Botswana
- Share experiences with journalists and politicians and learn about the challenges in preparing for elections.
- Know areas of intervention and what commitments GEMSA can make to improve the current situation.

2. AT THE COALFACE VIDEO AND RINGING UP THE CHANGES PRESENTATION

The presentation of the *At the coal face* video and *Ringing up the changes* set the tone for the discussion of key gender and election issues.

Key gender issues raised by participants

- Participants said the patriarchal culture in Botswana was the main contributing factor for the low representation of women in leadership positions.
- There were no deliberate efforts being made to ensure that women get elected. They said even the political leadership is not supportive of women. Some political parties had party quotas, but they do not take them seriously. They said very few women have sailed through the primary elections which meant that only few women will be elected during general elections in October 2009.
- They pointed out even women organisations have now grown weary of fighting for gender equality because little progress was being made. This was compounded by the fact there was little support from other stakeholders.
- Politicians cited the media as one of the culprits, saying they ridicule women and write bad things about them. For example, they would write bad things about women candidates, but do not write the same about men.
- One participant from the NGO said she was deliberately misquoted at one of the gender workshops and the newspaper wrote things she did not say. She also blamed the media for not contextualizing issues or analyzing issues.

Key gender and media issues

- Journalists blamed women for the low representation saying they were not organised and do not support their fellow women. This was evidenced by the fact that women still vote for men during the elections. They said Botswana has more women than men and can easily have more women in decision-making positions.
- They reminded the politicians and media NGOs that media write what they consider news. Hence, they pick on an issue which they think would be interesting. An editor from *The Voice* said development news does not sell and they focus on what would bring in more sales. Unfortunately, this has tended to be negative news.
- The media should present balanced, fair and objective views of issues and give coverage to all candidates in the election. They should avoid bringing private lives of women into the public sphere as this discouraged women from standing.
- Media should also play a role in holding leaders to account. For example, as they cover elections, they should ask political parties and candidates what change they would bring to the people in form of service delivery. He also pointed that a lot more needs to be done for Botswana, which was third from the bottom in the SADC region, to increase women participation of women in politics.

3. DEBATE ON QUOTAS

The discussion on women's representation led to an exercise on quotas for Botswana. The questions included:

- Are quotas necessary?
- Do they make a difference?
- Are there parties that have succeeded in increasing women's representation without quotas?
- Have the women in decision making positions made a difference for other women? Should women in decision making positions make a difference for other women?

Participants came up with interesting viewpoints about quotas for women:

- The quota system does not work because those in leadership will make sure that their cronies fill up the positions. Hence, not bringing about any change and meaningful representation.
- This system is not democratic and it has room for manipulation by the top leadership within the parties on whom to vote for.
- Political parties should come up with a different system which gives equal opportunities for women to participate in politics without fear of victimisation.
- Gender organisations should gather and come up with names of women whom they feel and know can represent all parties and sexes despite being men or women.
- Women should realize that they can represent everyone in the society when they get into power / leadership positions.
- At policy level, political parties are not really pushing issues affecting women. Some issues are talked about more than some because of political parties have different priorities.
- Parties are giving women limited powers to change.
- Women do not support each other. Change over attitude to each other is needed
- Be willing to learn from other women.
- Yes, that is the only way women representation can be guaranteed. It is also a way of aligning ourselves with international protocol.
- Yes, or partly provided they are done in genuine manner, orderly or professional
- They do have party quotas, but not nationally.
- They have made a difference. They pushed the marital law.

4. PRESENTATION ON GENDER SENSITIVE REPORTING

Seamogano Mosanako from the University of Botswana gave a presentation on gender sensitive reporting. See **Annex three** for the full presentation. Mosanako said for the media to accurately mirror societies, to produce coverage that is complete and diverse, it was critical that the news reflect the world as seen through the eyes of women and men. There can be no election without media contribution. Media was involved in election coverage on three levels.

Pre-election

Among other issues, the media is supposed to inform and mobilize people about the importance of elections to increase participation. Media also explains procedures and provides information to voters to choose candidates, presents to the public problems that need to be addressed by politicians, introduces candidates, parties manifestoes achievements and failures.

On election day

The media is supposed to monitor progress of elections, expose irregularity of fraud and provisional results.

Post elections

Report on official results announced by the IEC, analyse results to verify accuracy, inauguration of presidency, swearing of MPs and monitor whether they are keeping their promises

The challenge for the media was to ascertain the extent to which gender issues are reflected throughout the electoral process. The other challenges were the extent to which sex of reporters influence gender sensitive reporting and to what extent gender balanced reporting is reflected during elections.

Group work and story ideas

Participants were asked to brainstorm on story ideas for the elections. Below is a summary of their responses:

- Participation of women in their different political parties and their profiles.
- Document achievements of women in their political parties versus men.
- How women advocate political policies to other women for them to make use of them
- Why women voters are voting for men candidates? Do they not trust women?
- Ask the IEC how many people voted and why.
- Why Botswana keeps choosing the same party?
- Use of cultural language in reporting. Can it impact on the elections?
- Use of technology in elections such as cell phone, e-mail (i.e. candidates not using technology to inform voters).
- The technology IEC was using to register voters.
- Ask women MPs their experience working with a male dominated parliament
- Ask women MPs whether they foresee a number of women increasing in parliamentary seats this coming elections

5. OUTPUTS

- A total of 17 participants were trained including journalists, politicians and media NGOs.
- Participants were able to come up with story ideas for the forthcoming general elections.
- Participants acquired skills how to mainstream gender in the election coverage.

6. OUTCOMES

- Media practitioners had an appreciation of the hurdles and circumstances women face.
- Politicians had a better understanding of working of media in terms of story selection and meeting deadlines
- Participants are better able to advocate for increased women representation in parliament

7. CONCLUSIONS AND RECOMMENDATIONS

The workshop was well received and judging by the comments from the participants, the workshop facilitated learning on gender aware reporting. See Annex Participants are in a better position to write gender sensitive stories.

However, there were a few challenges. One of them was logistical. The hotel could not adequately cater for a large number of participants. They ran into catering problems.

The workshop started late because participants were coming in trickles. Others left early and could not finish the workshop. This means vital time was lost and participants missed some of the vital sessions. This might be due to venue which was not conducive to participants. A more central venue would have been ideal.

It would be advisable that future media workshops in Botswana should be held in a convenient place and to reach an understanding with editors that participants nominated for the workshop should be exempted from work. Funds permitting, the workshop should be held as residential so that all participants stay overnight for maximum learning. Hence, one day was inadequate to cover more than one exercise from the manual. Residential training would also be an opportune time to give participants as many exercises as possible including an overnight assignment.

Annex one: Gender, Media and Elections Workshop Programme

TIME	ITEM	SPEAKER / FACILITATOR
08.30-09.00	Registration	Keabonye Ntsabane, Lowani Mtonga
09.00-09.30	Welcome Remarks, Introductions	Keabonye Ntsabane
	Official Opening	Barulaganyi Machacha Independent Electoral Commission, Elections Chief Administrator
	Workshop Objectives and Expectations	Lowani Mtonga
09.30-10.30	At the Coalface Video	Trevor Davies
10.30-11.00	Tea	
11.00-12.00	Ringing up the changes presentation (Gender issues in elections) (Gender and the media: Key Issues)	Trevor Davies Seamogano Mosanako Media studies lecture – Sharing experience on gender and Elections in Botswana
12.00-13.00	Exercise	Trevor Davies
13.00-14.00	Lunch	
14.00-15.30	Group work on strategies and story ideas	Trevor Davies
15.30-16.00	Tea	
16.00-17.00	Report back Evaluation	Trevor Davies
17.00	Closure	

**Annex two: Official Opening Speech for Gender, Media and Elections
Workshop Held On The 9th February 2009 – Big Five Lodge
PREPARED BY MRS B. MACHACHA**

It is a great honour and privilege for me to have been invited to officiate at this august workshop on Gender, Media and Elections. Let me commend Gender links for initiating and funding this workshop, also my commendation goes to Gender and Media Southern Africa and Botswana Media Women Association for having organized this workshop.

This workshop has come at an opportune time when elections are just around the corner. Let me remind you that 2009 is an Election year for Botswana and traditionally they are held in the month of October. This therefore means that there is very little time for us and all our valued stakeholders to prepare for them.

The objectives of this workshop are:

- To advance the Gender awareness and skills of media in Botswana in view of the General Elections in 2009 and to assist the Media in thinking through Gender dimensions of election coverage.
- To increase coverage of Gender equality and bring about 50/50 representation of women in Leadership positions by 2015 in line with the recently signed SADC protocol.
- To assist the Media in understanding how Gender equality is integral to

In the discharge of its mandate the IEC believes that democracy will only thrive with development of an informed and responsive citizenry created in collective efforts of educators, civil society and other institutions.

Efforts to harness and expand collaborative networks with primary stakeholders started of way back as 2002 with the developments of Civic and Voter Education to address non-participation in the electoral process and voting by majority voters.

The media is one strategic partner whom we cannot do without. It is our conviction that for democracy to thrive there is need for a vibrant media because media represents itself as the single most convenient and effective tool for dissemination of information. It is therefore logical that eventually media will become the preferred mode of communication with the public and IEC.

This virtue renders the media a critical stakeholder in electoral process. One of crucial role the media can play is in our Civic and Voter Education programmes. The overall aim of voter education is to implement on a sustained basis information campaigns and educational interventions to foster and cultivate voter understating and awareness about the importance of participating in the elections. A multi-faceted strategy has been used through the use of print and electronic media. It is in this area where we have a heavy reliance on the media.

During election time the media has much broader responsibility of not only providing voter education but also to provide factual information which helps the electorate to exercise their democratic right to choose their leaders. The media therefore plays a

critical role in enhancing citizen participations in elections and enhancing a democratic culture.

This culture need to be nurtured so that all actors are accorded fair and equitable coverage. In particular news from IEC should be carefully presented because once wrong news are broadcasted it is difficult to rescind such messages to the detriment of the credibility of the IEC. We therefore appeal to you that before reporting and airing the stories verify them and provide balanced reporting.

Another sensitive area that needs special attention is reporting on Gender issues. In Botswana media has been found wanting in advancing Gender equality. In the governance process generally and during elections specifically SADC countries have embarked various regional continental and global declarations on Gender Equality such as SADC protocol on Gender and Development signed in August 2008, yet practice still perpetuates subordination of women and dominance of men. In the case of Botswana the country has not reached the minimum 30% representation in either the legislature (11%), or cabinet (25%) or local government (19%). In the 2004 election, only 19 female candidates contested parliamentary seats and only 4 were elected. The representation of women in parliament actually dropped by 7.1% from 18.2% in 1999 to 11.1% in 2004.

One of the contested issues in elections is the manner in which the media covers male and female candidates during campaign period. Focus tends to go to male candidates and less to female candidates. Even where women candidates are profiled the messages tend to be negative giving an impression that women do not have a place in male dominated politics.

The skewed reporting reinforces patriarchal ideology which perceives men as dominant players and women as insignificant political players. Of great concern is the absence of women in the media houses. The findings of the Gender and Media Baseline Study (GMBS) that was conducted by the Media Institute of Southern Africa (MISA) and Gender Links (GL) in 2003 found that women in Botswana constitute only 16% as news sources as opposed to 84% for men. This is a huge disparity, and so explains the reasons why women's views are not heard. The media should therefore campaign Gender equality in elections and in the governance process broadly by advocating the ideals of the 2003 African Union protocol and the charter on Human and People's Rights relating to the rights of women adopted in Maputo, Mozambique and 2008 SADC protocol on Gender and development adopted in Johannesburg, South Africa.

To ensure the culture of fair and balanced reporting, the IEC has for years been courting the media to subscribe to the Code of Conduct. Many democratic countries now prescribe that important stakeholders such as political parties, media, observes commit themselves to a Code of Conduct or ethics as the case may be. The Codes where adhered to enhance transparency, openness and accountability.

Codes of Conduct are generally guidelines setting out standard of behavior normally voluntarily agreed on. A Code of Conduct may act as self restrain on the parties that

sign them. They can be used to set a moral barometer upon which the public may censure if they disregard them. Where applied they help to resolve conflict.

A number of meetings including a Breakfast Seminar were held and at each of those the media fraternity pleaded for more time to review the Code. We are concerned that the elections are approaching without much progress on this issue.

On a more encouraging note IEC and the National Broadcasting Board organized a joint workshop on the 7th to 8th October 2008 to discuss and approve the Code of Conduct for coverage by elections by broadcasters. This Code will be used during the upcoming election.

It is on this same strength that we appeal to all relevant actors to accede to the Code of Conduct for the Media for the smooth running of the elections and enhancement of our democracy.

With these few remarks ladies and Gentlemen I declare your workshop officially opened.

Thank you and GOD BLESS YOU.

Annex four: What is gender sensitive reporting
Presented by Seamogano Mosanako, University of Botswana

For the media to accurately mirror our societies, to produce coverage that is complete and diverse, it is critical that the news reflect the world as seen through the eyes of women as well as men.

Women should be involved at all levels of media organisations, including as reporters and decision-makers. But simply having more women in a newsroom is not enough to guarantee gender-sensitive reporting.

The nature of news, the choices made about what is newsworthy and the way the story is reported must change too. Women need to be used more as the sources and subjects of stories. They need to be interviewed as commentators and experts.

Women are interested in, concerned with and write about things that men are interested in. It's important for both not to be isolated in gender-based ghettos and to avoid any separation on gender lines in terms of who writes about what.

All journalists, both female and male, can play a role in changing attitudes to women and gender-based stereotypes.

You can make a choice. You can make a difference. This article sets out to provide you with some guidelines on how to become a gender-sensitive reporter.

Gender-sensitive reporting

One of the first things journalists are taught is that each story must answer the questions: WHO, WHAT, WHERE, WHEN, WHY and HOW. The same device can be applied for practicing gender-sensitive journalism.

WHO? The reporting journalist.

WHAT? Needs to be more aware of gender issues and to incorporate this awareness into the way work is approached.

WHERE? At the workplace, in the editorial department where decisions are taken about stories to be covered, on the beat where information is gathered

WHEN? All the time.

WHY? Because professionalism, equity and good sense demand it.

HOW? Through being aware of the language used, being open-minded and fair, and through careful selection of the stories and the sources.

Another set of questions to help journalists and editors keep diverse perspectives, including gender-sensitive ones, in their stories comes from the Poynter Institute of Journalism in the United States.

WHO? Who's missing from the story?

WHAT? What's the context of the story?

WHERE? Where can we go for more information?

WHEN? When do we use racial or ethnic identification?

WHY? Why are we including or excluding certain information?

HOW?

- Read publications, watch television / cable TV, listen to radio owned by or oriented towards diverse groups.
- Contact organisations that represent diverse groups. Your own company may have its own versions of these groups as well.
- Ask everyone you meet who they respect as knowledgeable people in their communities.
- Seek out unofficial leaders.
- Create a list of people you can turn to in diverse communities who represent different perspectives within the groups.
- Visit on-line sites, communities, and businesses different from your own.
- Remain in regular contact with people on your diversity list. Meet them for coffee, tea, breakfast, or lunch in their ...

Detecting and avoiding gender-insensitive reporting.

This is a guideline to questions you should be asking yourself when reading or listening to reports.

Who are the sources of the reports?

- How many sources are government and corporate officials?
- How many belong to the progressive, public interest groups?
- How many sources are women?
- How many sources are from minority groups?

From whose point of view is the news reported?

- In whose interest does the report serve?
- Does this interest coincide with that of the government?
- Does it coincide with that of the corporate world?
- Is the report in the public's interest? Which public?

Are there double standards in the news report?

- Are there contradictory double standard? For example, single fathers sympathized with for their circumstances, while single mothers are said to “deserve” the hardship.

Are stereotypes used in the news report?

- How is one group portrayed in the story?
- Is this group always associated with certain characteristics?

Is loaded language used?

- Is the language objective enough to not sway public opinion?
- Is the language objective enough so readers can form their own opinions?

Is the report contextualised?

- Is the story put in context so readers can form their own opinions?

Does the graphics used match the content?

- Do the images and illustrations used contradict the content?
- Do they lead readers to understand the story content differently?

But gender-sensitive journalism is not only about things like sources and context. It's also about the language we use in writing our stories.

Language is a dynamic and socially-informed tool. To be truly equal, women must be seen and heard to be equal. This means eliminating language that misrepresents, excludes or offends women.

Careful use of language and images in the media will give a more accurate reflection of your audience or readership, and this can positively affect people's consciousness over time.

The media can be proactive in changing perceptions about people in a society by using new terms regularly, or explaining why a term has become negative and not acceptable to a group of people.

Here are some quick examples:

- Use neutral terms that favour neither sex and more accurately reflect the purpose of a gathering or a meeting. For example, rather than “ladies and gentlemen” use “colleagues, delegates”.
- Avoid using feminine suffixes that reinforce the notion that generic nouns are male, while female nouns are different. For example, use manager, executor, for both women and men.
- Avoid words or phrases that make assumptions about gender. For example, an invitation to an event that invites both “conference delegates and their wives”.
- Avoid words and phrases that make assumptions about how women think or look or how men and women behave.

- The Canadian Broadcasting Corporation developed these guidelines to make sure that the language used by on-air personnel treats men and women equally:
- When referring to men and women, make sure they're addressed in the same manner. For example, instead of saying "Mr Smith and Mary Jones" refer to them as "John Smith and Mary Jones" (using both of their first names) or "Mr Smith and Ms/Miss Jones" (using titles, rather than names).
- Describe a woman as her own person, and not in relationship to someone else. Instead of saying "Mary Smith, who is married to John Smith", say "Mary Smith, who is a writer".
- Use parallel language to refer to men and women. Don't say "Men and ladies" or "Men and girls". Instead, say "Men and Women" or "Ladies and gentlemen".
- Avoid patronizing terms. Don't use terms like "the little lady" or "better half" when you are referring to someone's spouse, or wife.
- Use the word feminist, instead of "women's libber".
- Use terms that can include both sexes: the Chair, Chairperson, rather than the Chairman. Human achievements rather than man's achievements.
- Use plural forms or neutral words to avoid assumptions about a person's sex. Examples: Doctors bill their patients, instead of, a doctor bills his patients. People like their comfort, instead of, a man like his comfort.
- Replace gender-specific words with gender-neutral words. (However, some people are more comfortable with traditional titles, so if a woman wishes to be called Chairman, rather than Chairperson, use the term that she prefers.)

After the 1995 Beijing Conference, UNESCO published its *Guidelines on Gender-neutral Language*. The following is a selection of language tips from the document. The entire handbook can be downloaded from UNESCO's Women and Gender Equality site: http://www.unesco.org/women/index_en.htm. As you go through the list, see if you can think of the equivalent gender-neutral terms in your own language.

Avoid using "man" as a generic noun

The English language tends to use "man" as a generic noun. It is as if men represent the whole human race.

Gender-insensitive language usage	Gender-sensitive language usage
Man, mankind	People, humanity, human beings, humankind, the human species, the human race, we, ourselves, men and women, homo sapiens, one, the public, society, the self, human nature
Manpower	Staff, labour, work force, employees, personnel, workers, human resources, human power, human energy
Man-hour	Person-hour, work-hour
Brotherhood	Human fellowships, human kinship, solidarity
Founding fathers	Founders

 Develop a terminology for your language.

Gender-insensitive language usage	Gender-sensitive language usage

Avoid using “he” as a generic pronoun

Unless the gender of the subject is known and is relevant to the context, avoid using “he” as a generic pronoun.

Gender-insensitive language usage	Gender-sensitive language usage
The <u>student</u> is going back to school today. <u>He</u> will continue to learn a lot.	The <u>students</u> are going back to school today. <u>They</u> will continue to learn a lot.

 Develop a terminology for your language.

Gender-insensitive language usage	Gender-sensitive language usage

Avoid associating men and women with certain professions

It’s common to associate men and women with certain professions. Try to use gender-neutral terms to name these professions.

Gender-insensitive language usage	Gender-sensitive language usage
Anchorman	Anchor
Businessman	Business manager, executive, head of firm, agent, representative
Businessmen	business community, business people
Cameraman	Photographer, camera operator
Cameramen	Camera crew
Chairman	Chairperson, chair, president, presiding officer
Cleaning lady	Cleaner, housekeeper
Craftsman	Craftsperson
Delivery boy	Messenger
Fireman	Fire-fighter; <i>(plural)</i> fire crew, fire

	brigade
Housewife	Homemaker, consumer, customer, shopper
Maid	Domestic worker
Manpower	Workforce
Policeman	Police officer; (<i>plural</i>) police
Salesman / girl	Shop assistant, sales assistant, shop worker; (<i>plural</i>) sales staff
Spokesman	Representative, spokesperson
Steward / stewardess	Flight attendant; (<i>plural</i>) cabin crew
Waiter, waitress	Server
Watchman	Security Guard
Women doctor; male nurse	Doctor; nurse
Workmen's compensation	Worker's compensation

Unless the gender of that person is known and is relevant to the context, avoid identifying the gender.

 Develop a terminology for your language.

Gender-insensitive language usage	Gender-sensitive language usage

Avoid gender stereotyping, avoid seeing women as possessions

- Do not assume conventional kind of gender relations.
- Alternate the word order in phrases that include both sexes so that neither women nor men always go first, to avoid giving the impression that women are after-thoughts.
- Identify women as individuals, persons in their own right, rather than as someone's wife, mother, grandmother or widow, unless it is appropriate given the specific context.
- Avoid seeing women as possessions by naming them in reference to their husbands or fathers.
- Avoid calling women "girls".

Gender-insensitive language usage	Gender-sensitive language usage
John and Mary both have full-time jobs. <u>He helps her</u> with the housework.	John and Mary both have full-time jobs. <u>They share</u> the housework. <i>Or</i> <u>Mary and John</u> both have full-time jobs; <u>they</u> share the housework.
Research scientists often neglect their <u>wives and children</u> .	Research scientists often neglect their <u>families</u> .

Men and girls	Men and women; women and men
Man and wife	Husband and wife; wife and husband
Better half	Wife, spouse
Mr Smith and his wife, Mary.	Mr John Smith and his spouse, Ms Mary Smith. <i>Or</i> John Smith and his spouse, Mary Smith. <i>Or</i> John and his wife, Mary.

 Develop a terminology for your language.

Gender-insensitive language usage	Gender-sensitive language usage

Further reading on gender-sensitive language:

IPS Gender and Development Glossary published by IPS-Inter Press Service.

CBC Gender Guidelines published by Media Awareness Network (<http://www.media-awareness.ca/eng/gov/cbc/cbcgend.htm>)

Now try the following exercises, referring back to the previous pages.

 Exercise 1 – Learning to do gender-sensitive reporting

A wire-services agency releases an exclusive photo of the world’s most expensive sports car, surrounded by models in hot pants and halter-tops. As the sports sub-editor, would you:

- Use the story without the picture?
- Use the story with the picture?

WHO? No one seems to be missing if the picture is not used.

WHAT? The news report is about the car, not the models.
The readers may want to see the car but this is not the main function of the sports section.

WHERE? To get more information from the car manufacturer and the opinions of professional sportspersons.

WHEN? Not relevant.

WHY? Including information about the functions of the car is relevant as these interest the readers of sports section. Excluding the pictures may disappoint those who want to see the car but will promote gender-sensitive journalism.

- Who are the sources of the reports? News agency.
- For who is news reported? Should be for readers, not the car manufacturer.
- Are there double standards in the report? Not applicable.
- Is there stereotyping? If use the photo, then stereotype women as sexual objects.
- Is loaded language used? Not applicable.
- Is the report contextualised? Should include more information about the sports car and how it's related to sports.
- Does the graphics used match the content? If the report is about the car, then using the picture may not match the content.

⇒⇒**DECISION:** The content will focus on the functions of the car and how it is related to sports. If it is possible, get a photo of the car without the models. If this is not possible, don't use the photo.

Exercise 2 – Making a difference in reporting news

The following are two real cases found in newspapers.

If you were the reporter, how would you make the stories gender-sensitive?

Case 1

Context: A South Korean football referee, on an exchange programme with another Asian country, had just begun officiating in the men's league matches, when she drew attention from local newspapers and television. She has International Federation of Football Associations (Fifa) accreditation and was voted Asia's best referee by the Asian Football Confederation.

- Two stories in four days
- Headline of the first story: *I can fit in, says women ref*
- Content of the first story: Women ref in action
- Headline of the second story: *No lipstick for the woman in black*
- Content of the second story: An interview with the women ref

Story 1

INTRODUCTION ... she was **gaining confidence** after officiating at a quarter-final match, her second since her arrival.

Implies she had no confidence in her ability before that.

Paragraph 2 ... contradicted the reporter's assumption: the referee was quoted as saying she did not face any problems and that the players regarded her the same as a male referee.

Paragraphs 7&8 ... included a local **ex-Fifa referee's endorsement** of her competence and charisma in handling players.

This shows her self-assessment was not acceptable until a man confirmed.

Photograph ... showed **her standing over an injured player**, signaling for a stretcher to be brought onto the field.

Male referees are shown in authoritative positions such as booking or sending off a player.

Story 2

INTRODUCTION ... made the pointed observation that this was “not your typical referee because she’s a woman in what is largely a man’s game” and because she is “actually rather good at what she does”.

From the reporter’s own point of view

STORY within the story. Immediate references were made to her gender, competence and if emotions came to play in her decision-making. She was called a “lass”, her age was revealed, her record as a national football player was reviewed only in passing, and she was asked to compare men’s and women’s games.

She said women’s games are more difficult to officiate, but there was no explanation. Her assertion that men “tend to be a tad nicer” was reported. The reporter evaluated her ability to make tough decisions on the field.

In the journalist’s mind, her ability was in doubt, so he felt he had to reason it out for himself and the readers.

He wrote: “A question that must be at the back of everyone’s mind and (which) was itching to be asked was if she wears make-up while officiating matches.” She replied it was against the rules, which any competent sports reporter should have known. **She said she uses moisturizer, like male referees.**

There was no mention of lipstick but it appeared in the headline.

PHOTO ... showed her conducting the toss at the start of the game, for the teams to pick their starting position.

A “man in black” would not have been photographed performing this inconsequential routine.

How would you make a difference?

Who are the sources of the reports?
What other sources will you include?

From whose point of view is the news reported?
What other points of view will you include?

Are there double standards in the news report?
How will you avoid this?

Is there stereotyping in the news report?
How will you avoid this?

Is loaded language used?
What kind of language will you use?

Is the report contextualized?
What would you do to give a fuller context?

Does the graphics used match the content?
What kind of graphics will you be looking for?

📁 Case 2

Journalists spend a lot of time learning to write headlines. To draw attention, shocking or unusual information is often used. While the gender of women is often highlighted in the headline, the gender of men is seldom mentioned. Consider the following two headlines and suggest how you can make a difference.

Mentally ill woman gets six months for slashing German

The person was a hair salon worker who had injured a tourist with a meat chopper. She had tendered a medical report in court, attesting to the fact that she suffers from schizophrenia and had undergone psychiatric treatment for seven years. She did not have legal representation in court.

 **My headline:**

Mental patient pleads guilty to murdering mum, two nieces

The person was a mental patient (occupation not stated) who was confirmed fit to stand trial. If found guilty, he would face the death sentence. He said he did not want a lawyer, including a court-appointed one. However, the High Court judge said: "Based on his background as a mental patient, the court will appoint a lawyer for him to advise him and to help him understand better."

 **My headline:**

Annex five: List of participants for Gender, Media and Elections

	NAME	Sex	ORGANISATION	PHONE	FAX	E MAIL
1.	Tebogo Phorego Duna	M	Continental Herald	74182127/ 72149335	3180898	dunaphorego@aol.com
2.	Keemtse Mosinyi	F	Botswana Police service	3605446 /71268499	3972404	kmosinyi@gov.bw
3.	BaKulaganye Machaha	F	IEC	3904841		bmachacha@gov.bw
4.	Joyce M Mothudi	F	Botswana Congress Party	71217282		J_motdi@yahoo.com
5.	Guduza Stephen	M	The Mirror	3907004	3907004	stegegudu@yahoo.com
6.	Masego Mosate	F	Botswana Television	3658058	3658228	mimosate@btv.gov.bw
7.	Boineelo Mogaga	F	Yarona FM	72750589		boineelo@yaronafm.co.b w
8.	Thato Enosa	F	Radio Botswana	72365989	3653359	letsoenos@yahoo.co.uk
9.	Lindiwe Letshoto	F	Radio Botswana	72365989	3653359	Letshoto@yahoo.com
10.	Tebogo Koko	F	Radio Botswana	72365989	3653359	lebfad@yahoo.com
11.	Itumeleng Teseletso	F	Botswana Women Association	3975369	3975341	Tumie77@yahoo.com
12.	Maungo Mooki	F	Botswana Women Association	3975369	3975341	maungo@itokole.Com
13.	Tshepo R. Chape- Warens	F	Botswana National Council on women	72239138	3193911	Warens04@yahoo.com
14.	Thato Mosinyi	M	BOPA	72940647	3653626	thmosinyi@gov.bw
15.	Tshoganetso Mokowe	F	BOPA	72878437	3653543	tshoganetsom@yahoo.co m
16.	S. Mosanako	F	University of Botswana	72152201	3555289	mosanakos@mopipi.ub.b w
17.	Kgomanye Lesego	F	Botswana Gaurdian	3908408	3908457	leshmab@yahoo.com

Annex six: Summary of evaluations

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>
1. PROGRAMME DESIGN	7	1			
2. PROGRAMME CONTENT	3	5			
3. DOCUMENTATION	3	5			
4. FACILITATION	5	3			
5. GROUP WORK	4	3	1		
6. OUTPUTS	3	4	1		
7. OUTCOMES AND FOLLOW UP PLANS	7	2			
8. LEARNING OPPORTUNITY	7	2			
9.NETWORKING OPPORTUNITY	4	3	1		
10. ADMINISTRATIVE ARRANGEMENTS	1	4	1	1	

COMMENTS

1. Which session did you find most useful? Why?

- DVD presentation
- Group discussion
- Group discussion on quotas. A lot more information was shared.
- Story ideas. Gave us idea of what areas to look into while reporting such as profiling candidates
- The whole programme, the interaction and comments were informative.
- All sessions were wonderful. Monasanako was also interesting. I love the fact that Trevor got us thinking new story ideas. I want to see them done.

2. Which session did you find least useful? Why?

- They were all good
- All were interesting
- Everything could have been good if it was organised and planned well

3. How will you apply what you have gained from this engagement?

- I will be writing more gender sensitive stories
- I will try and be more gender sensitive and ask more questions on this matter
- Be gender sensitive, look into prevailing issues of gender and making the least voice recognize through reporting
- Not sure
- Come up with stories that highlight women as good leaders
- Angle stories to be gender sensitive
- Encourage more women to be active in politics

4. Any other comments

- It was an excellent workshop. Next time make it two days.
- The venue and food were not good. There were a lot of interruptions and the food did not cater for vegetarians
- It was quite a useful, resourceful workshop. I do hope you can do a follow up to find out if information disseminated is put to any use.
- The organisation of the training was poor. People did not attend.

NEWSROOM TRAINING

The newsroom training was conducted at Yarona FM, The Echo, Botswana Radio 2 and Botswana Press Agency (BOPA) which enabled more journalists to attend the training unlike a workshop where media houses are limited to sending one representative. The report presents a summary of views and ideas collated from all the media houses. This report is a consolidated report of all media houses because of the smaller number of newsrooms.

1. DISCUSSION

- Journalists said the 2009 elections looks certain that few women will be elected to parliament because very few women have managed to go through primary elections. Hence, women representation will be worse than the previous elections.
- They said although women are more than men, women do not vote for fellow women. A lot of women register but this was not being translated into more women representation. Even political parties are not supportive of women. They also blamed women organisations, NGOs for just talking about women's issues during workshops, but after that there is no action. Moreover, women who are elected into office do not raise women's issues
- However, they wondered whether as media, they should be promoting women to be voted in power just because they are women. They said the sentiments among people in Botswana are that they do not want to vote for women for the sake of it.
- They said the opposition in Botswana is weak, so there is no excitement among voters including the youth because they know that the ruling party will win all the same.
- They said the challenge for the media was to cover from the gender angle so that women are given a voice. They cannot put them into office. There are a lot of stories that women have but they are not covered.
- They conceded that women politicians need fair and more coverage because statistics attest that more men are covered than women.
- Facilitator Trevor Davies said media should ensure balanced coverage of the elections so that the voice of women and their issues are captured. He said media should recognize that a number of factors prevent women from contesting in elections such as lack of resources, violence, unfriendly electoral systems and high demand of moral standard imposed on them with the result that their private life is brought in public domain.

2. STORY IDEAS

Journalists discussed what story ideas they can come with during elections. In newsrooms where there were few people such as Yarona FM and The Echo, they were not necessary put in groups but discussions were general.

- Profiling of candidates (who the person is, what they stand for etc).
- Overseas students (how many have registered to vote).
- Data analysis of voters (how many women, men, look at statistics from previous election.
- Profiling of women candidates.

- Review of electoral laws to ensure increased women representation.
- Feature women candidates the whole page.
- Why are women slow to act especially in politics?
- Can our country do better in politics?
- Public views on women politicians.
- Should there be equal representation of men and women in party, councils?
- Should government support financially women to run their campaign?
- A weekly 30-minute programme to discuss what stops young women from participating in politics. Why is politics not an important issue among young women?
- Profile both men and women candidates.
- Ask voters whether they are prepared to have a woman president.
- Cover rallies addressed by both women and men.
- Ask women what they are failing to vote for fellow women.

3. OUTPUTS

- 28 Journalists trained. Participants lists are attached at **Annex one**.
- Media practitioners knowledgeable about statistics of women in politics in Botswana and SADC region.
- Journalists imparted with gender reporting skills.
- Generating story ideas for the forthcoming general elections.

4. OUTCOMES

- Media practitioners empowered to mainstream gender in election coverage
- Media practitioners more confident to cover elections
- Participants are better able to advocate for increased women representation in parliament.

5. CONCLUSION AND RECOMMENDATIONS

Sample articles/ examples and exercises from the manual proved resourceful and drove the point home of how should be done or not done. See summary of evaluations at **Annex two**.

However, newsroom training had a few problem areas. Training at the Botswana Television and Botswana Radio 1 did not take place because of no one showed up. It seems they had their own internal communication problems. While at other media houses like *Yarona FM* and *The Echo* attendance was poor. At *The Echo* only two participants attended while at *Yarona* only four attended, but some of them could not stay on to the end. These are small media houses with several human resource constraints. Future newsroom training should consider grouping several smaller media houses together at one venue rather holding them at their respective newsrooms.

Since Botswana TV has more spacious auditorium newsrooms training could be held there for smaller media houses for both print and electronic media houses. There is also need to have two days of training. One day is inadequate. The manual is a good resource book, but a lot of exercises were left out because of time constraints.

Annex one : List of participants

Newsroom training: Gender, Media and Elections, Yarona FM, 11th February, 2009

	NAME	Sex	ORGANISATION	PHONE	FAX	E MAIL
1.	Boineelo Mogaga	F	Yarona FM	3912305	3901063	Boineelo@Yarona.co.bw
2.	Renga Sensinyi	F	Yarona FM	3912305	3901063	R306abc@hotmail.com
3.	Thuso Motshegwe	M	Yarona FM	3912305	3901063	thuso@yyarona.co.bw
4.	David Mospeng	M	Yarona FM	3912305 / 71211712	3901063	news@yarona.co.bw

Newsroom training: Gender, Media and Elections, The ECHO, 11th February, 2009

	NAME	Sex	ORGANISATION	PHONE	FAX	E MAIL
1.	Phineas Thobego	M	The ECHO,	3093222	3903232	Thobegophineas@yahoo.com
2.	Tomeletso Sereetsi	M	The ECHO,	3093222	3903232	Tomser@yahoo.com

Newsroom training: Gender, Media and Elections, Botswana Radio 2 (Commercial) 10th February, 2009

	NAME	Sex	ORGANISATION	PHONE	FAX	E MAIL
1.	Kefile Batsalelwang	F	Radio Botswana 2	3653180	3653346	kbatsalelwang@gov.bw
2.	Fenny letshwiti	M	Radio Botswana 2	3653180	3653347	eletshwiti@gov.bw
3.	One Tisane	F	Radio Botswana 2	3653180	3653347	lobkaay@yahoo.com
4.	Tiny Phatshwane	F	Radio Botswana 2	3653180	3653347	tphatshwane@gov.bw

Newsroom training: Gender, Media and Elections, Botswana Press Agency (BOPA)

	NAME	Sex	ORGANISATION	PHONE	FAX	E MAIL
1.	M. Moesi	M	Botswana Press Agency	5330379	533201	mmoesi@gov.bw
2.	T. Mosinyi	M	Botswana Press Agency	3653521	5332011	thmosinyi@gov.bw
3.	T.Sentho	M	Botswana Press Agency	3653607	3653626	tssentsho@gov.bw
4.	K. More	F	Botswana Press Agency	3653517	3653626	kamore@gov.bw
5.	K. Majoto	F	Botswana Press Agency	3653607	3653626	kjmajoto@gov.bw
6.	A. Molefhi	M	Botswana Press Agency	3653542	3653626	molefaa@yahoo.com
7.	Baleng Batlong	M	Botswana Press Agency	3653519	3653626	bbttotteng@gov.bw
8.	Poatia Rapitsenyane		Botswana Press Agency	3653516	3653626	nrapitsenyane@gov.bw
9.	Bensamin Shapi	M	Botswana Press Agency	3653516	3653626	bshapi@gov.bw
10.	Tshireletso Letsere	F	Botswana Press Agency	3653534	3653626	tletsebe@gov.bw
11.	Ndiyane Masole	F	Botswana Press Agency	3653539	3653626	Ndiyane.masole@gov.bw
12.	Leungo Rakgati	F	Botswana Press Agency	3653534	3653626	lrakgati@gov.bw
13.	Boaltse Molapo	M	Botswana Press Agency	3653530	3653626	bmolapo@gov.bw
14.	Manowe Motsaathebe	M	Botswana Press Agency	365318	3653626	manowem@gmail.com
15.	Tebagayo Ntshole	M	Botswana Press Agency	3653523	3653626	tbntshole@gov.bw
16.	T Shabani	M	Botswana Press Agency	3653514	3653626	tshabani@gov.bw
17.	K Botsang	F	Botswana Press Agency	3653519	3653626	kbotsang@gov.bw
18.	Thelma Kmunwane	F	Botswana Press Agency	3653523	3653626	tmathe@gov.bw

Annex two: Summary of evaluations

Newsroom training Botswana Radio 2

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>
1. PROGRAMME DESIGN	1	1			
2. PROGRAMME CONTENT	2				
3. DOCUMENTATION	2				
4. FACILITATION	1				
5. GROUP WORK		2			
6. OUTPUTS		2			
7. OUTCOMES AND FOLLOW UP PLANS		2			
8. LEARNING OPPORTUNITY	2				
9. NETWORKING OPPORTUNITY	<u>1</u>	<u>1</u>			
10. ADMINISTRATIVE ARRANGEMENTS				<u>1</u>	

COMMENTS

1. Which session did you find most useful? Why?

- DVD on *At the Coal Face*: SADC Forum learnt how different SADC countries handle politics
- The content of the programme

2. Which session did you find least useful? Why?

- All interesting
- Group discussion

3. How will you apply what you have gained from this engagement?

- Definitely I have light on the issues discussed today
- Encouraging women / empowering women to be involved and voice out

4. Any other comments

- Wish there was more time and participants to make it more interesting and gain more views from others.
- The programme was informative

The Echo

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>
1. PROGRAMME DESIGN	1	1			
2. PROGRAMME CONTENT		2			
3. DOCUMENTATION	2				
4. FACILITATION		2			
5. GROUP WORK			1		
6. OUTPUTS		2			
7. OUTCOMES AND FOLLOW UP PLANS		2			
8. LEARNING OPPORTUNITY		2			
9. NETWORKING OPPORTUNITY		1	1		
10. ADMINISTRATIVE ARRANGEMENTS		1			

COMMENTS

- 1. Which session did you find most useful? Why?**
 - The discussion very insightful
 - About women competing in politics
- 2. Which session did you find least useful? Why?**
 - All the sessions were useful
- 3. How will you apply what you have gained from this engagement?**
 - Gender-based stories and recognizing that learning women views and experiences means leaving out 50% of the women unheard of.
 - I am going to encourage women to be more powerful in serious issues especially politics because they are too slow to act.
- 4. Any other comments**
 - Both women and men need to be continuously sensitized on gender issues.
 - The best thing is we as, reporters, have to encourage women to join media

Botswana News Agency

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>
1. PROGRAMME DESIGN	4	4	1		
2. PROGRAMME CONTENT	3	5	1	1	
3. DOCUMENTATION	3	6			
4. FACILITATION	1	7	2		
5. GROUP WORK	2	4	3		
6. OUTPUTS		4	4		
7. OUTCOMES AND FOLLOW UP PLANS	2	2	4		
8. LEARNING OPPORTUNITY	3	3	2		
9. NETWORKING OPPORTUNITY	2	5			
10. ADMINISTRATIVE ARRANGEMENTS	1	2	5		

COMMENTS

1. Which session did you find most useful? Why?

- The video (2) because it showed the truth of the story and saw a clear picture of women and politics
- Group session on brainstorming story ideas
- All informative
- Gender blind
- Group work because we shared ideas
- Interaction
- Nothing

2. Which session did you find least useful? Why?

- Facilitation. Group exercise not clearly explained
- Nothing
- Group work because it was a little bit tricky

3. How will you apply what you have gained from this engagement?

- Will work out in time, can't say exactly
- Balancing stories to ensure that they are gender-aware
- Empower women
- I won't
- Will contribute some stories so as to impart the knowledge to other
- In writing my stories
- Use what I have learnt into my stories
- Become more gender sensitive when writing stories

4. Any other comments

- Find more time on this
- Time frame is short for the workshop
- Come again for more deliberations
- Good brainstorming and open mind

Yarona FM

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>
1. PROGRAMME DESIGN		3			
2. PROGRAMME CONTENT	1	1	1		
3. DOCUMENTATION	1	2			
4. FACILITATION		3			
5. GROUP WORK		1	2		
6. OUTPUTS		1	1		
7. OUTCOMES AND FOLLOW UP PLANS		1	1		
8. LEARNING OPPORTUNITY	1	1	1		
9. NETWORKING OPPORTUNITY	1	1			
10. ADMINISTRATIVE ARRANGEMENTS		1	2		

COMMENTS

1. Which session did you find most useful? Why?

- At the Coal face Video presentation (3)
- Discussion on key gender issues
- Discussion of key gender issues

2. Which session did you find least useful? Why?

- Tawana issue. I have a different opinion about her behaviour

3. How will you apply what you have gained from this engagement?

- By incorporating gender issues in all stories
- Giving women enough coverage in the media
- Rethink about a future in politics in Botswana

4. Any other comments

GENDER, ELECTIONS AND THE MEDIA WORKSHOP

Lack of media skills is one of the contributing factors for the lack of visibility of women in the media. The women in politics and the media workshop is an empowerment workshop which seeks to capacitate women politicians with skill how they can effectively deal with the media and build relationships to their advantage.

Unlike other countries where participants to the workshop have been members of parliament, the women politicians in Botswana were from local government because there are very few women MPs. This workshop drew participants from councils that included men.

This report documents the proceeding that took place over the two-day period. See **Annex one** for the workshop programme. Media professionals from the *University of Botswana* and *The Voice* were invited to give tips to the councillors how they can get best out of the media. The workshop followed on from a Gender Links Mainstreaming gender in Local Government which took place from the 9-12 February 2009.

1. MOCK INTERVIEWS

Facilitator Trevor Davies randomly asked the councillors questions on gender issues in their respective councils and the mock interview was on video camera which was later played back for analysis.

Councillors should expect such questions from the media. The media can ask them questions at anytime. The more councillors appear on camera or talk to the media, the more confident they will become. They should be more open and be confident to talk to the media and be prepared to answer questions.

The media is about controversy. They cover different views or ideas. It can be boring if everyone speaks the same things. Moreover, the media will not put everything on air, but put forward a few points.

Councilors should be using the media to disseminate the information on the activities that the various councils were doing both in the chamber and committees.

However, councillors complained that media do not cover their activities such as development projects. They were advised that the solution was to write a press release on the event rather than to wait for the editor to dictate to them. And this workshop was precisely meant to address such issues.

2. TIP FROM EDITORS

Dr Eno Akpabio, lecturer from University of Botswana Department of Media Studies and the editor of *The Voice* Pamela Dube gave tips to the councillors on media coverage. Below is the summary of the presentations:

- Talk to editors and not publishers for your events
- Know the reporters
- Know the editors
- Have some of relationships with editors and reporters
- Write a press release / statement to document your event or issues. Ensure all the details are included.
- Know when deadlines are and what they mean.
- Draw good stories to yourselves because media focus on bad / negative news
- Make sure you know your story and sell it with passion
- Understand the media, who is the media? Know the categories: radio, TV and newspapers
- It's how you say it that matters and not how you say it. Know how to package and present your news or information.
- Should be comfortable with the media and project a good image on radio / TV)
- Use the media at every opportunity
- Make / be friends with the media. Mix with the media after the function
- If you are fearful of the media, you will not get media coverage
- Look for the media to cover you. This will influence the story and public opinion
- Frame the story- influence the story, know the people who are covering it.
- Push your own agenda. You can write your own opinion piece, talk the good things you are doing, blow your own trumpet, tell them what you have done, the way you have changed people's lives
- Be more proactive and not reactive, use every opportunity to sell yourself to the people what you have done or will do for them. This is what Obama was doing in USA.

Discussion

- Participants said the tips have made a lot of difference and they will begin to utilize the knowledge gained. They have learnt that they can also write and send to the media rather wait for the media to cover them. They noted that they were not pushing enough for media coverage.
- However, some participants especially women said the media was there to ridicule them; media was not gender sensitive. They were scared of the media because they are only there to expose their skeleton in cupboard. Others said they are hardly covered at all in their areas just because they are far the seat of media. And they conceded that women are not good at using media compared to men.
- Media practitioners said generally media thrive on controversy, but if politicians are pro active they would reduce that controversy because they would have presented their side of the story before anyone did the damage. Nonetheless, they said media is not there for controversial issues only , but also to cover development issues such as agriculture, education, mining etc. However, media always looks at issues that would draw people.

- Since the workshop coincided with the launch of the Botswana Association of Local Authorities (BALA) new logo, website and a newsletter, BALA chairperson encouraged councillors to visit the website to share idea and experiences and to contribute articles to the newsletter. He said the workshop has given them the inspiration to write.

3. WRITING OWN PROFILES

It was explained that as politicians they need to prepare their own profile which they should give to the media for publication so that the electorate knew who they were. Tips on how to write a profile were referred to the *Women in Politics and the media* manual.

Participants were given an assignment to write their own profiles and hand in the assignment the following morning. The profile was to include information on why they should be voted into office and it should be written from a gender angle. A good number of them wrote profiles while others said they were unable to write.

4. OUTPUTS

- 29 councillors trained, see **Annex two** for the participant list.
- DVD for the mock interviews was produced.
- Profiles and interviews.

5. OUTCOMES

- Mock interviews using digital cameras gave them confidence how to face the media.
- Politicians are able to write their own profiles
- Politicians were empowered to be pro active and write to the media
- Created a better understanding of how the media operates and exposed politicians to the opportunities of how they can utilize the media.

6. CONCLUSIONS AND RECOMMENDATIONS

The councillors felt that they had gained a lot from workshop in terms of media skills and how they can utilize the media to their advantage. See **Annex three** for the summary of the evaluations. For example, participants found the tips from the media very useful and participants said in the evaluation that they will start utilising the knowledge they have gained.

Nonetheless, more time is required for the workshop. One day is inadequate to exhaust the issues. This workshop was held at the time when the councillors had just finished their four-day local government workshop. Exhaustion on was setting in and time was very limited.

A possibility should be explored to hold segmented workshops in different parts of the country. Councillors requested the workshop to be done in-house so that other members of staff and other councillors should benefit.

Annex one: Women in Politics and the Media Workshop Programme

TIME	ITEM	SPEAKER / FACILITATOR
14:00-14:15	Registration	Lowani Mtonga
14:15-14:30	Welcome Remarks, Introductions	Keabonye Ntsabane
14:30-15:30	Council Meeting Raising Gender Issues	Trevor Davies, GL
	Mock interviews	Trevor Davies, GL
15:30-16:00	TEA	
16:00-17:00	Writing profiles – exercises Writing your own profile at home	Trevor Davies
FRIDAY, 13 FEBRUARY		
09:00-10:30	Review and tightening up profiles	Trevor Davies
10:30-11:00	TEA	
11:00-12:00	Tips for getting media coverage	Panel of Editors <ul style="list-style-type: none"> • Botswana Television • Mmegi • Radio Botswana • Information Services
12:00-12:45	Engaging with the media	Malebogo Kruger; GEMSA;
12:45-13:00	Evaluation and closure	Facilitators
13:00-14:00	LUNCH	

Annex two: List of participants

	NAME	Sex	ORGANISATION	PHONE	FAX	E MAIL
1.	L. Amogepang	M	S.P.T.C	72570906/ 2615772	2615772	Kingyaman@yahoo.com
2.	Merapelo Tshweneagae	M	L.T.C	72105846	5332458	Mtshweneagae@gov.bw
3.	RabeccaNshlvazhogwe	F	C.O.F	71612623		
4.	Silver Moeng	M	KDC	72234877		smoeng@gov.bw
5.	Mohagomeng manelag	F		71696297		
6.	Florah Mpetsane	F	NEDC	2489242	2489290	
7.	Terence Ntalabegwe	M	S.P.T.C	2610118/71507024	2614854	tntalabgwe@gov.bw
8.	Boineelo Gandhi	F	SDC	5440217 / 71548386	5440103	boineelogandhi@gmail.com
9.	Marea Motshwaedi	F	SEDC	71885798		
10.	Nana Mothibi	F	Gantsi District Council	71313773		
11.	Rachel Villandev	F	Kgatleng District Council	71736667		
12.	Aidoo Lesape	F	Kgatleng District Council	7214360		
13.	Mmachakga Moruakgomo	M	Kgatleng District Council	71320661	5777064	mmoruakgomo@bitshed.bw
14.	Zodwa Makgatle	F	North East District Council	71589056	2489290	zodwamakgatle@yahoo.com
15.	Rosemary Mukwewa	F	SPTC	72765762	2615772	
16.	Christopher Ramolemana	F	Juaneng Town Council	72507495		cramolemana@debswana.bw
17.	Dorah	M	Southern District council	72958050		
18.	Malebogo Ponego	F	Kueneng District council	71715226		
19.	Kentse Mollentze	F	Kgatleng District council	71320650		
20.	Herbert Balisi Kgwarae	M	Sowa Township	74249317	2977038	
21.	Salome Lesole	M	Central district council	71387214	2902380	
22.	L.M. Ntobedzi	F	Sowa Township	71716799		
23.	J.B. Bewn	M	North West District council	71657079		
24.	M.J. Koontse	M	KWDC	5920244	5920209	mpedikoombe@hotmail.com
25.	K. Moletsane	M	BALA	3912063	3912181	kmoletsane@bala.org.bw
26.	Z. Rapinari	F	Lobatse Town Council	5300349		
27.	M.B. Kruger	F	Lobatse Town Council	5332446		
28.	K Morgani	F	Gaborone City Council	71361555	3904809	
29.	L. Matshamalo	F	BALA	3912063	3912181	imarshameko@bala.org.bw

Annex three: Summary of evaluations

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>
1. PROGRAMME DESIGN	7	6	1		
2. PROGRAMME CONTENT	4	8	1		
3. DOCUMENTATION	4	6	3		
4. FACILITATION	11	6	3		
5. GROUP WORK	4	7	1		
6. OUTPUTS	3	5	2		
7. OUTCOMES AND FOLLOW UP PLANS	4	5	2		
8. LEARNING OPPORTUNITY	5	8	2		
9. NETWORKING OPPORTUNITY	4	5	3		
10. ADMINISTRATIVE ARRANGEMENTS		11	2		

COMMENTS

1. Which session did you find most useful? Why?

- Interaction with media (3). It removed the stereotypes that it's a bad institution
- Mock interviews
- Tips on media coverage / how to deal with media because I have never dealt with them (did not trust them). Tips on how to deal with media.
- All sessions were useful (3)
- Programme content, very good
- This was really beautiful
- Tips are good for politicians to present themselves before the media
- All of them because I thought I knew only to find that I don't know a lot of things
- Media relations and profile writing gave me a breakthrough

2. Which session did you find least useful? Why?

- The little film (video) you made on each of use. It taught us to see ourselves
- All issues regarding gender equity because we tend to confuse it for women empowerment

3. How will you apply what you have gained from this engagement?

- Be more proactive in disseminating information
- I now have the basics on how to engage the media and that we should not fear the media. Be friendly to the media and it will be friendly to you. I will now package my story and sell it.
- I will make sure that I sensitize the electorate on gender issues. I will also ensure planning and budgets of local authority are gender mainstreamed
- I will make use of the knowledge gained
- Use all the information gathered here.

- I will disseminate this information to all councillors in my council so that they also inform their electorate
- Improve on pro active reporting to media and creating rapport with media
- Through workshops and presentation as well as in my daily life
- Engage councillors as BALA to write articles for newsletter
- Inform others in management meeting to get in touch with media directly without expecting them to come by chance
- I have some very important stories which I will write about.
- Establishing a good working relationship with media. Trying to be smart all times

4. Any other comments

- The workshop was an eye opener. More workshops of this nature. Should be held especially in the districts where information will empower our women in politics.
- Please keep up the good works and visit all councils to teach more about your work
- Problem is that we do not read newspapers
- Do it more often
- Should hold another workshop as a follow up to find out what has been achieved and the way forward
- My belief is that gender should be clearly be defined and taught to our nation
- My authority area is disadvantaged in that it is out of the road, without media facilities and very little going on to attract media.
- Should address all councils as they have done today.
- Media session was very interesting and educated me to understand about the do's and don'ts of the media. Will also try my best to use the tips for my political career.
- I have gained a lot of ideas of how to talk to media and how to present myself in the media. Now I understand that media are not animals, we can work with them.
- Workshop was of very high standard and very informative