

GENDER AND MEDIA PROGRESS STUDY SOUTH AFRICA EXECUTIVE SUMMARY

	GMBS SOUTH AFRICA	GMPS SOUTH AFRICA	GMPS REGIONAL	GMMP GLOBAL
GENERAL MEDIA PRACTICE				
Topics	%	%	%	
Economics	N/A	15	12	17
Gender equality	N/A	0	1	N/A
Gender violence	N/A	1	1	N/A
Politics	N/A	13	19	28
Sports	N/A	29	18	N/A
Geographic scope of stories	%	%	%	
International	N/A	29	22	26
SADC	N/A	3	8	N/A
National	N/A	53	42	N/A
Provincial	N/A	7	10	N/A
Local/community	N/A	8	18	N/A
Type of sources	%	%	%	N/A
Primary sources	N/A	78	69	N/A
Anonymity	%	%	%	N/A
Anonymous sources	N/A	12	18	N/A
Diversity of sources	%	%	%	
Single source	N/A	62	67	N/A
Who speaks	% women	% women	% women	% women
Overall	19	20	19	24
Private media	N/A	20	19	N/A
Public media	N/A	21	20	N/A
Community	N/A	22	22	N/A
Who speaks on what topic	% women	% women	% women	% women
Economics	9	16	15	21
Education	N/A	33	24	N/A
Gender equality	36	38	43	N/A
Gender violence	27	28	41	N/A
Political stories	10	19	13	18
Sports	5	10	12	N/A
Sex of sources by medium	% women	% women	% women	% women
Print	N/A	19	18	24

	GMBS SOUTH AFRICA	GMPS SOUTH AFRICA	GMPS REGIONAL	GMMP GLOBAL
Radio	N/A	23	20	19
Television	N/A	21	25	26
Who is seen	% women	% women	% women	% women
Images in newspapers	N/A	25	27	N/A
Ages sources	% women	% women	% women	% women
35 - 49 years	N/A	33	37	N/A
50 - 64 years	N/A	31	20	N/A
65 years or older	N/A	0	0	N/A
Ages- images	% women	% women	% women	% women
35 - 49 years	N/A	28	28	N/A
50 - 64 years	N/A	23	14	N/A
65 years or older	N/A	6	4	N/A
Occupation	% women	% women	% women	% women
Beauty contestant	84	67	73	N/A
Business person	10	14	15	14
Government official	N/A	23	27	17
Health worker	30	31	63	31
Home makers	62	78	63	72
Politicians	10	15	11	17
Sex worker	86	64	62	39
Sportsperson	5	5	8	11
Personal identity	%	%	%	%
Women	6	9	8	N/A
Men	1	3	4	N/A
GENDER IN NEWSROOMS	GMBS SOUTH AFRICA	GMPS SOUTH AFRICA	GMPS REGIONAL	
Who does what	% women	% women	% women	% women
All reporters	N/A	49	29	N/A
TV reporters	30	55	42	44
TV presenters	44	54	58	52
Radio reporters	44	33	30	37

	GMBS SOUTH AFRICA	GMPS SOUTH AFRICA	GMPS REGIONAL	GMMP GLOBAL
Print reporters	22	49	25	33
Who reports on what	% women	% women	% women	% women
Economics	18	40	28	40
Gender equality	38	67	32	N/A
Gender violence	18	69	38	N/A
Political stories	17	29	24	33
Sports	7	13	18	N/A
Sources and sex of reporter		%W %M	%W %M	%W %M
Female sources by sex of reporter	N/A	29 16	31 15	28 22
GENDER VIOLENCE AND THE MEDIA	GMBS SOUTH AFRICA	GMPS SOUTH AFRICA	GMPS REGIONAL	GMMP GLOBAL
GBV stories compared to total	N/A	3	4	N/A
Advocacy and protest stories	N/A	5	11	N/A
Who speaks on GBV				N/A
% women in stories on and mention GBV	N/A	24	27	N/A
Function of GBV sources				N/A
Victim/survivor	N/A	15	19	N/A
Alleged perpetrator/perpetrator	N/A	10	11	N/A
Who reports on GBV				N/A
Percentage women reporters	N/A	50	35	N/A
GENDER, HIV AND AIDS AND THE MEDIA	2006 STUDY SOUTH AFRICA	GMPS SOUTH AFRICA	GMPS REGIONAL	GMMP GLOBAL
	%	%	%	%
HIV and AIDS coverage compared to total	2	2	2	N/A
Sub topics				N/A
Prevention	28	13	26	N/A
General	20	43	37	N/A
Treatment	25	28	12	N/A
Care, support and rights	15	7	14	N/A
Impact	4	9	12	
Geographical scope	%	%	%	N/A
International	12	9	12	N/A
Regional	8	5	8	N/A

	GMBS SOUTH AFRICA	GMPS SOUTH AFRICA	GMPS REGIONAL	GMMP GLOBAL
National	48	76	56	N/A
Local	25	7	15	N/A
Function of sources	%	%	%	
Official and UN agencies	39	21	19	N/A
Civil society and NGOs	34	10	18	N/A
Experts	16	34	17	N/A
Traditional and religious leaders	2	0	2	N/A
Person with AIDS	7	29	7	N/A
Person affected	3	6	36	
Sources	% women	% women	% women	% women
Who speaks on HIV and AIDS	40	17	20	N/A
Reporters	% women	% women	% women	% women
Who reports on HIV and AIDS	58	50	37	N/A

There has been a marginal increase of one percentage point in the proportion of women sources in the news in South Africa from 19% in the 2003 Gender and Media Baseline Study (GMBS) to 20% in the Gender and Media Progress Study (GMPS).

Although this is a percentage point higher than the regional average of 19%, it is lower than the global average in the 2010 Global Media Monitoring Project (GMMP) at 24%. There are, however, variations among individual media houses, from *Kaya FM* at 29% to the *Business Day* and *The Citizen's* 13%.

While gender-based violence received only 1% of coverage, gender equality received no coverage at all during the monitoring period. Stories are based on event reports rather than in-depth, well-researched articles. There is little information on advocacy campaigns and where to go for help.

The proportion of HIV and AIDS coverage to total coverage has remained the same as in earlier studies, but the proportion of the voices of those living with HIV and AIDS has increased significantly from 7% in the 2006 HIV and AIDS and Gender study to 29% in the GMPS. At 6% of all sources, the proportion of those affected by HIV and AIDS has doubled in the past three years.

The GMPS was conducted in South Africa from 19 October to the 16 November 2009. It covered 19 media and 5 957 news items. The study is part of a regional survey that covered 14 countries in Southern Africa and 33 431 news items.

It is a follow up to the GMBS conducted in 2003, as well as the HIV and AIDS and Gender Baseline Study (2006) and the Francophone Gender, HIV and AIDS and Media Study (2008). Comparisons are also made where relevant with the Global Media Monitoring Project (GMMP) that has been conducted every five years since the Fourth World Conference on Women in Beijing in 1995, with the fourth such study conducted parallel to this regional study in 2010.

Although the study concerns media content, it also examines the underlying gender dynamics within the institutional structures of the media, for example, whether women tended to cover certain kinds of news more frequently than men and vice versa. In this respect, parallels are drawn where relevant with the *Glass Ceilings in Southern Africa Media Study (2009)* which surveyed where women and men are in the media. Another relevant study is the *Gender in Media Education (GIME)* study which ran parallel to the GMPS, and sought to establish how gender considerations are reflected and integrated in media training.

Reference is also made to the *Gender and Media Audience Study (2006)* which sought to understand whether there are differences in the way women and men gain access to and engage with the news, and what implications these have for coverage and marketing.

The GMPS was conducted against the backdrop of the *SADC Protocol on Gender and Development* in August 2008 which set 28 targets to be achieved by 2015, including 50% representation of women in all areas of decision making. The protocol also encourages the media to ensure that women and men have equal voice in the media and that gender stereotypes are challenged. It specifically calls for gender sensitivity in the coverage of gender violence recognised as a particularly challenging area of coverage. The full provisions of the

Protocol on the media are quoted in the inside back cover of this report and at relevant points in the report.

The GMPS sought to:

- Obtain baseline data on coverage of gender, gender-based violence, and HIV and AIDS and in the media in 14 SADC countries.
- Compare the performance of media in these countries against their performance in the GMBS; the HIV and AIDS and Gender Baseline Studies and the Mirror on the Media.
- Use the data generated as an overall assessment of the impact of the policy, advocacy and training work on HIV and AIDS and gender.
- Use this data as the basis for the roll-out of gender policies and backstopping for gender, HIV and AIDS policies.

Gender Links (GL), the Gender and Media Southern Africa Network (GEMSA) and the Media Institute of Southern Africa (MISA) conceptualised, managed and co-ordinated the research and the in-country consultations that followed. MISA information officers participated in the training, formed part of the monitoring teams at country level as well as provided venues and equipment for meetings and training.

Compared with the original GMBS, the GMPS incorporates several new features including:

- A survey of general media practice, such as the extent to which journalists rely on single versus multiple sources; primary versus secondary sources and the proportion of anonymous sources in the news. This arises from the realisation in earlier studies that news is not created in a vacuum, and that some of the deficiencies in diversity are embedded in weak journalistic practice. This strengthens the argument that more gender-aware coverage is not only good for democracy but also good for media practice.
- New parameters, such as whether there are differences between state, private and community media and also between print, radio and television. Function of sources (e.g. spokesperson, eye-witness, subject) is also a new dimension.
- More in-depth interrogation of people behind the news, for example whether or not women journalists are more likely than men to consult female sources.
- Entire chapters on coverage of two topics that have posed particular challenges – gender-based violence and HIV and AIDS; and
- Case studies from the monitoring that give texture to the quantitative findings are incorporated into the reports at appropriate points.

The key findings may be summarised as:

Media practice

Gender equality is not given top priority in South Africa, constituting only 0.3 % of all topics covered during the monitoring period: Sports were given the most coverage at 29% followed by economics at 15% and politics at 13%.

The proportion of primary sources is higher in South Africa than the regional average: Primary sources make up 78% of all sources compared with the overall regional average of 69%. The *City Press*, *Rapport*, *Ukhozi FM* and *The Citizen* lead with between 92% and 96% primary sources. News coverage on the two main news bulletins in the public broadcaster, *SABC 1* and *SABC 3* reported 84% and 79% of news originating from primary sources. The lowest proportion of primary sources, between 51% and 58% was in *SAFM*, *The Argus*, *E-TV* and *702 Talk Radio*.

Most of the news sources in South Africa are identified by name with unknown sources making up only 12% of sources. The highest proportions of unknown sources are in the same media that have the lowest proportion of primary sources. These include *SAFM*, *The Argus*, *E-TV* and *702 Talk Radio*.

The proportion of single-source stories is marginally lower than the regional average and very worrying: Single-source stories in South Africa constitute 62% of the total compared with the overall regional average of 67%. More than half of all stories in South Africa rely on a single source. This is a source of concern. This in part does account for the low proportion of women sources since, if there is only one source, the chances are high in our male-dominated society that this will be a male source.

The voices of experts and spokespersons dominate news in South Africa: Experts make up 39% of sources with spokespersons closely behind at 28%. Subjects of stories only account for 14% of news sources with eye witnesses and popular opinion constituting 5% of women sources, "ordinary people" do not feature much in the news in South Africa or in the region.

Gender in media content

There has been a marginal increase in the proportion of women sources from 19% in the 2003 GMBS to 20% in this study: This is slightly higher than the regional average of 19%, but at 81% of all news sources, men in South Africa still predominate in the news.

There are differences in the way that print, television and radio access women sources: At 23%, radio has the highest proportion of women sources followed by television at 21%. Print media has the lowest proportion of women sources (19%).

Women are more likely to be seen than heard: Women constitute 25% of all images in newspapers in South Africa (27% in the regional study) compared with 19% of news sources in the print media.

There are differences across individual media: *Kaya FM* (29%) has the highest proportion of women sources, followed by *702 Talk Radio* (26%), *Sowetan* and *ETV* with 23% women sources. Highway Radio, a community radio station, comes in fifth with 23% women sources. *Sunday Independent*, *SABC 3*, *Business Day* and *Citizen* have the lowest proportions of women sources. Women constitute 18% of sources in the first two and 13% in the latter two media.

Women's voices are mostly likely to be heard in the "soft" areas: These include sex and sexuality (45%), gender equality (38%) and education (33%). Women's voices are least heard in topics such as sports (10%), mining and culture and tradition (15%) and economics (16%).

The voices of older women and girl children are absent from the media: The majority of women sources are in the 26-49 age group. Before and after that women and girl children disappear from the news.

Gender biases in occupational categories are pronounced: Women predominate as homemakers (78%), beauty contestants (67%), social workers (64%) and sex workers (60%). No women miners were interviewed, only 5% of the sources in sports coverage were women and only 9% of those interviewed in the occupational category for "criminal" were women.

Women are more likely to be identified by a personal tag than men: Of the total number of women sources, 9% are identified by personal tags such as mother, wife or daughter as compared with 3% of men being identified as father, son or husband.

Gender in newsrooms

There are more women presenters than women reporters: Women constitute 36% of all reporters (higher than the regional average of 29%), but constitute 49% of TV presenters. Women only constitute 33% of print reporters (25% in the region). This suggests that women are more valued for their physical than mental attributes.

But women predominate as radio reporters: An interesting finding in South Africa is that women (55%) predominate as radio reporters (compared with the regional average of 30%).

There are interesting gender benders in beats: While there is still a gender division of labour in newsrooms, with men predominating in hard and women in soft beats, this is not as clear-cut in South Africa as in the past. Women reporters constitute 40% and 29% of those reporting on economics and politics respectively. While sport reporting is dominated by men at 87% there has a shift since the GMBs women now constitute 13% reporting sports compared with 7% in 2003.

Having more women in top and senior management positions does not necessarily result in more women sources: In South Africa women constitute just more than a third of those in senior management positions (34%) and a quarter of those in top management, yet women make up less than a quarter of media sources.

Women journalists do access more women sources but not enough: Women journalists use 29% women sources, while men journalists use 16% women sources.

Gender-based violence

High incidence of GBV is not reflected in the media: Gender-based violence and stories that mentioned GBV accounted for 3% of the topics covered. This is lower than the regional average of 4%, despite South Africa having among highest levels of gender-based violence in the world.

Men speak on the GBV while women are most affected: Women make up only 24% of sources in stories about GBV or which mention GBV. Men speak for women even on issues that affect women most intimately.

Survivors constitute a low proportion of all sources on GBV: Women who have experienced and survived GBV only constitute 15% of those who speak on GBV. This is lower than the regional average of 19%.

Rape dominates GBV coverage in South Africa: Rape coverage at 24% constitutes the highest proportion of coverage on GBV, followed by child abuse (18%) and domestic violence (12%). Stories on support for survivors and sexual harassment are barely covered in the media, together the categories constitute 1% of the total coverage.

There is gender parity in the coverage of gender-based violence: Women and men reporters cover the topic equally.

HIV and AIDS

The proportion of HIV and AIDS coverage has remained static in South Africa: The proportion HIV and AIDS coverage in the 2006 HIV and AIDS, Gender and the Media Study and 2010 GMPS remains the same at 2%. There has been no progress over the past three years.

The voices of people living with HIV and AIDS have increased significantly since 2006: People living with HIV and AIDS as sources have increased from 7% in the 2006 study to 29% in the GMPS. Affected people's voices are better represented at 6%, which is an increase from 3% in the 2006 study.

The proportion of women sources on HIV and AIDS has dropped substantially: Women sources in this category fell from 40% in the 2006 study to 17% in the GMPS. This is lower than the regional average of 20% and cause for concern.

Process

Unlike the GMBS in which the study was launched in each country, draft reports of the GMPS and Gender in Media Education (GIME) were canvassed at country workshops in August/September 2010 before being finalised for launching at the Fourth Gender and Media Summit in October 2010 held under the banner *Taking Stock: Gender, Media, Diversity and Change*. This engagement with the reports has helped to provide greater depth and insight.

Key recommendations

The findings of the *Glass Ceilings* (gender within the media) and GMPS (gender in media content) reports are being used to give added impetus to the drive for gender policies in newsrooms with an initial target of 100 gender and media policies across the region by mid-2011.

