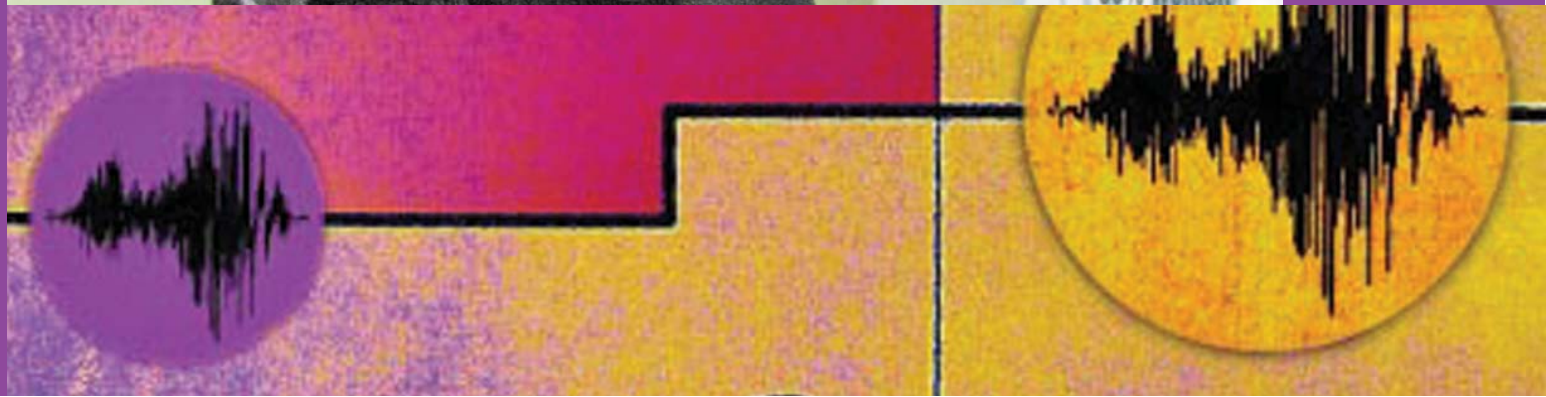


Southern African Gender and Media Progress Study



Namibia





Gender links (GL) is a Southern African NGO that is committed to a region in which women and men are able to participate equally in all aspects of public and private life in accordance with the provisions of the Southern African Development Community (SADC) Protocol on Gender and Development.

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ACRONYMS

AED	Academy for Educational Development
AIDS	Acquired Immunodeficiency Syndrome
ARV	Anti-retroviral
CADRE	Centre for AIDS Development, Research and Evaluation
CRAN	Communications Regulatory Authority of Namibia
DRC	Democratic Republic of Congo
FES	Friedrich Ebert Stiftung
GEMSA	Gender and Media Southern African Network
GL	Gender Links
GMAS	Gender and Media Audience Study
GMBS	Gender and Media Baseline Study
GMMP	Global Media Monitoring Project
GMPS	Gender and Media Progress Study
HIV	Human Immunodeficiency Syndrome
IFJ	International Federation of Journalists
ILO	International Labour Organisation
IWMF	International Women's Media Foundation
MAP	Media Action Plan
MISA	Media Institute of Southern Africa
MMP	Media Monitoring Project
NAMPA	Namibia Press Agency
NBC	Namibian Broadcasting Corporation
NCC	Namibian Communications Commission
NGOs	Non-governmental organisations
PON	Polytechnic of Namibia
SADC	Southern African Development Community
SAEF	Southern African Editors Forum
SAfAIDS	Southern Africa HIV and AIDS Information Dissemination Service
SWAPO	South West Africa Peoples' Organisation
UNAIDS	United Nations Aids Programme on HIV/AIDS
UNESCO	United Nations Educational, Scientific and Cultural Organisation

Acknowledgements	1
Acronyms	2
Executive Summary	5

Chapters

Chapter one: Introduction	11
Chapter two: Media practice	23
Chapter three: Gender in the media	31
Chapter four: Gender in newsrooms	43
Chapter five: Gender violence and the media	49
Chapter six: Coverage of HIV and AIDS	55

List of tables and figures

Figures

Figure 2.1: Topics covered by media - Namibia compared to region	24
Figure 2.2: Breakdown of stories by genre - Namibia	24
Figure 2.3: Breakdown of stories by genre - Namibia and SADC	24
Figure 2.4: Origin of stories - Namibia	25
Figure 2.5: Origin of stories - Namibia and region	25
Figure 2.6: Geographic scope of stories - Namibia	25
Figure 2.7: Geographic scope of stories - Namibia and region	25
Figure 2.8: Primary and secondary sources - region	26
Figure 2.9: Primary and secondary sources by media - Namibia	26
Figure 2.10: Anonymous versus named sources - region	27
Figure 2.11: Anonymous versus named sources per media - Namibia	27
Figure 2.12: Single versus multiple source stories - region	27
Figure 2.13: Diversity of sources per media - Namibia	28
Figure 2.14: Function of news sources - Namibia	29
Figure 2.15: Function of news sources - Namibia and SADC	29
Figure 3.1: Women and men as news sources - Namibia	32
Figure 3.2: Women and men as news sources - region	32
Figure 3.3: Women as news sources GMBS versus GMPS	33
Figure 3.4: Women and men as news sources by media - Namibia	33
Figure 3.5: Women and men sources by media owner - Namibia	33
Figure 3.6: Women sources per media owner - Namibia versus SADC	33
Figure 3.7: Who speaks on what - Namibia	34
Figure 3.8: Who speaks on what - region	34
Figure 3.9: Sources by sex and age - Namibia	35
Figure 3.10: Sources by sex and age - region	35
Figure 3.11: Women and men sources per medium - Namibia	35
Figure 3.12: Women sources per medium - Namibia versus SADC	35
Figure 3.13: Images of women and men in newspapers - Namibia	36
Figure 3.14: Sex and age in newspaper images - Namibia	36
Figure 3.15: Sex and age in newspaper images - region	36
Figure 3.16: Age of sources versus age in newspaper images - Namibia (women)	36
Figure 3.17: Age of sources versus age in newspaper images - region (women)	36
Figure 3.18: Functions of women and men sources - Namibia	37
Figure 3.19: Functions of women and men sources - region	37
Figure 3.20: Occupations of women and men in the news - Namibia	38
Figure 3.21: Occupations of women and men in the news - region	38
Figure 3.22: Occupations of women in the news GMBS versus GMPS - Namibia	39
Figure 3.23: Occupations of women and men in the news GMBS versus GMPS - region	39
Figure 3.24: Women and men identified by personal tag - Namibia	39
Figure 3.25: Women identified by personal tag GMBS versus GMPS	40

Figure 4.1: Who reports in the media - Namibia	44
Figure 4.2: Who reports in the media - region	44
Figure 4.3: Who reports on what - Namibia	45
Figure 4.4: Who reports on what - region	45
Figure 4.5: Comparing beats over time - Namibia	46
Figure 4.6: Comparing beats over time - region	46
Figure 4.7: Who presents - region	47
Figure 4.8: Women in the media and women sources - region	47
Figure 4.9: Women in top/senior management and women sources - region	48
Figure 4.10: Women and men reporters and proportion of women sources in Southern Africa	48
Figure 5.1: Proportion of stories on GBV - Namibia	50
Figure 5.2: Proportion of stories on GBV - region	50
Figure 5.3: GBV topic breakdown - Namibia versus region	51
Figure 5.4: GBV coverage by media in Namibia	51
Figure 5.5: Who speaks on GBV - region	51
Figure 5.6: Who speaks on what GBV topics - region	52
Figure 5.7: Function of GBV sources - Namibia versus region	52
Figure 5.8: Who reports on GBV - Namibia	52
Figure 5.9: Who reports on GBV - region	52
Figure 6.1: Proportion of HIV and AIDS stories compared to the total number of stories - Country	56
Figure 6.2: Proportion of HIV and AIDS stories compared to the total number of stories - region	56
Figure 6.3: Stories on HIV and AIDS - Namibia	56
Figure 6.4: Stories on HIV and AIDS: GMPS versus HIV and AIDS study - region	57
Figure 6.5: Stories on HIV and AIDS: GMPS versus HIV and AIDS study - Namibia	57
Figure 6.6: HIV and AIDS topics over time - Namibia	58
Figure 6.7: HIV and AIDS topics over time - region	58
Figure 6.8: HIV and AIDS sub-topics - Namibia	59
Figure 6.9: Types of HIV and AIDS stories - Namibia	59
Figure 6.10: Types of HIV and AIDS stories - region	59
Figure 6.11: Origin of HIV and AIDS stories - Namibia	60
Figure 6.12: Origin of HIV and AIDS stories - region	60
Figure 6.13: Where do HIV and AIDS stories come from - Namibia	60
Figure 6.14: Where do HIV and AIDS stories come from - region	60
Figure 6.15: Function of HIV and AIDS sources over time - Namibia	60
Figure 6.16: Function of HIV and AIDS sources over time - region	60
Figure 6.17: Who speaks on HIV and AIDS - Namibia	61
Figure 6.18: Who speaks on HIV and AIDS - region	61
Figure 6.19: Who speaks on HIV and AIDS per media - Namibia	61
Figure 6.20: Who speaks on HIV and AIDS over time - region	61
Figure 6.21: Who speaks on HIV and AIDS over time per media house - Namibia	62
Figure 6.22: People living with HIV and AIDS - Country	62
Figure 6.23: People living with HIV and AIDS - region	62
Figure 6.24: Who reports on HIV and AIDS - Namibia	62
Figure 6.25: Who reports on HIV and AIDS - region	62
Tables	
Table 1: Summary of key findings	5
Table 2: Summary of gender and media research by GMPS partners	13
Table 3: Checklist for the qualitative monitoring	19
Table 4: GMPS sample	20
Table 5: Analysis of media monitored	20
Table 6: Analysis of news items monitored per media house	21
Table 7: Monitoring days	22
Table 8: The breakdown of presenters and reporters - Namibia and region	47
Table 9: Media houses that participated in the Media Action Plan on HIV and AIDS and Gender in Namibia	56

Table one: Summary of key findings

GENERAL MEDIA PRACTICE	GMBS NAMIBIA	GMPS NAMIBIA	GMPS REGIONAL	GMMP GLOBAL
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	21	19	28
Sports	N/A	16	18	N/A
Geographic scope of stories	%	%	%	%
International	N/A	29	22	26
SADC	N/A	10	8	N/A
National	N/A	49	42	N/A
Provincial	N/A	3	10	N/A
Local/community	N/A	8	18	N/A
Type of sources	%	%	%	%
Primary sources	N/A	81	69	N/A
Anonymity	%	%	%	%
Anonymous sources	N/A	7	18	N/A
Diversity of sources	%	%	%	%
Single source	N/A	58	67	N/A
GENDER IN THE MEDIA	GMBS NAMIBIA	GMPS NAMIBIA	GMPS REGIONAL	GMMP GLOBAL
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	23	22	N/A
Who speaks on what topic	% women	% women	% women	% women
Economics	13	12	15	21
Education	30	18	24	N/A
Gender Equality	68	82	43	N/A
Gender Violence	17	60	41	N/A
Political stories	12	18	13	18
Sports	20	11	12	N/A
Sex of sources by medium	% women	% women	% women	% women
Print	N/A	20	18	24
Radio	N/A	16	20	19
Television	N/A	22	25	26
Who is seen	% women	% women	% women	% women
Images in newspapers	N/A	26	27	N/A
Ages sources	% women	% women	% women	% women
35 - 49 years	N/A	36	37	N/A
50 - 64 years	N/A	13	20	N/A
65 years or older	N/A	0	0	N/A
Ages - images	% women	% women	% women	% women
35 - 49 years	N/A	19	28	N/A
50 - 64 years	N/A	5	14	N/A
65 years or older	N/A	10	4	N/A
Occupation	% women	% women	% women	% women
Beauty contestant	100	100	73	N/A
Business person	11	14	15	14
Government official	5	14	14	17
Health worker	22	44	27	31
Home makers	0	36	63	72
Politicians	6	12	11	17
Sex worker	0	100	62	39

Sportsperson	21	12	8	11			
Personal identity	%	%	%	%			
Women	6	6	10	N/A			
Men	1	3	5	N/A			
GENDER IN NEWSROOMS	GMBS NAMIBIA	GMPS NAMIBIA	GMPS REGIONAL	GMMP GLOBAL			
Who does what	% women	% women	% women	% women			
All reporters	N/A	42	29	N/A			
TV reporters	56	58	42	44			
TV presenters	47	62	50	52			
Radio reporters	21	75	30	37			
Print reporters	21	32	25	33			
Who reports on what	% women	% women	% women	% women			
Economics	18	33	28	40			
Gender Equality	38	50	32	N/A			
Gender Violence	18	25	38	N/A			
Political stories	17	48	24	33			
Sports	7	39	18	N/A			
Sources and sex of reporter		%W	%M	%W	%M	%W	%M
Female sources by sex of reporter	N/A	41	9	31	15	28	22
GENDER VIOLENCE AND THE MEDIA	GMBS NAMIBIA	GMPS NAMIBIA	GMPS REGIONAL	GMMP GLOBAL			
GBV stories compared to total	N/A	4	4	N/A			
Advocacy and protest stories	N/A	0	11	N/A			
Who speaks on GBV	% women	% women	% women	% women			
% women in stories on and mention GBV	N/A	27	27	N/A			
Function of GBV sources	% women	% women	% women	%			
Victim/survivor	N/A	24	19	N/A			
Alleged perpetrator/perpetrator	N/A	18	11	N/A			
Who reports on GBV	% women	% women	% women	% women			
Percentage women reporters	N/A	46	35	N/A			
GENDER, HIV AND AIDS AND THE MEDIA	2006 STUDY NAMIBIA	GMPS NAMIBIA	GMPS REGIONAL	GMMP GLOBAL			
	%	%	%	%			
HIV and AIDS coverage compared to total	4	3	2	N/A			
Sub topics	%	%	%	%			
Prevention	52	17	26	N/A			
General	13	45	37	N/A			
Treatment	10	12	12	N/A			
Care, support and rights	18	12	14	N/A			
Impact	6	14	12	N/A			
Geographical scope	%	%	%	%			
International	10	2	12	N/A			
Regional	13	11	8	N/A			
National	68	83	56	N/A			
Local	9	2	15	N/A			
Function of sources	%	%	%	%			
Official and UN Agencies	41	0	19	N/A			
Civil society and NGOs	36	23	18	N/A			
Experts	6	10	17	N/A			
Traditional and religious leaders	5	0	2	N/A			
People living with HIV and AIDS	1	3	7	N/A			
Person affected	5	63	36	N/A			
Sources	% women	% women	% women	% women			
Who speaks on HIV and AIDS	42	26	20	N/A			
Reporters	% women	% women	% women	% women			
Who reports on HIV and AIDS	58	64	37	N/A			



Polytechnic of Namibia students at work.

Photo: Sikhonzile Ndlovu

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 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.

There has been a marginal increase of 1% in the proportion of women sources in the news in Namibia from 19% in the 2003 *Gender and Media Baseline Study* (GMBS) to 20% in the *Gender and Media Progress Study* (GMPS).

This is 1% higher than the regional average of 19%, but lower than the global average in the 2010 Global Media Monitoring Project (GMMP) of 24%. There are however variations between individual media houses from the *Windhoek Observer's* 29% and to One Africa TV's 16%.

While gender based violence receives relatively more coverage than gender equality the proportions are still worryingly low. 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 decreased compared to earlier studies, but the proportion of the voices of those affected has increased significantly from 5% in the 2006 *HIV and AIDS and Gender Study* to 63% in the GMPS. At 3% of all sources, the proportion of those living with HIV and AIDS whose voices are heard in the news is still very low.

The GMPS took place in Namibia from 19 October to the 16 November 2009. It covered ten media and 1604 news items. The study is part of a regional survey that covered 14 countries in Southern Africa and 33 431 news items.

Although the study concerns media content, it also examines the underlying gender dynamics within the institutional structures of the media, for example if women tend 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) that surveyed where women and men are within the media. Another relevant study is the *Gender in Media Education* (GIME) study that 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) that sought to understand if there are differences in the way that women and men access and engage with the news, and what implications these have for coverage and marketing.

The GMPS took place 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 any 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 coordinated 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. Students at the Polytechnic of Namibia (PON) Media Technology department joined the monitoring team.

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

- A survey of general media practise, 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; 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 violence, HIV and AIDS.

- 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 Namibia constituting only 0.38 % of all topics covered during the monitoring period. Politics was given the most coverage at 21% followed by sport at 16% and economics at 15%.

The proportion of primary sources is higher in Namibia than the regional average: Primary sources make up 81% of all sources compared to the overall regional average of 69%. The national broadcaster NBC leads with 98% primary sources on NBC Radio and 96% on NBV TV. *Republikein* and *Windhoek Observer* are the lowest at 45% and 60% respectively.

Most of the news sources in Namibia are identified by name with unknown sources making up only 7% of sources. The highest proportions of unknown sources are in radio with all three radio stations recording higher percentages of anonymous sources.

The proportion of single sources stories is lower than the regional average but still worrying: Single source stories in Namibia constitute 42% of the total compared to the overall regional average of 67%. However, the fact that close to half of all stories in Namibia rely on a single source is a source of concern helps to 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 female source.

The voices of experts and spokespersons dominate news in Namibia: Experts make up 38% of sources with spokespersons closely behind at 33%. With eye witnesses (3%) and popular opinion (5%) of sources, "ordinary people" do not feature much in the news in Namibia 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 80% of all news sources, men in Namibia still predominate in the news.

There are differences in the way that print, television and radio access women sources: At 22%, television has the highest proportion of women sources followed by print at 20%. Radio, a non-visual medium, has the lowest proportion with of women sources (16%).

Women are more likely to be seen than heard: Women constitute 26% of all images in newspapers in Namibia (27% in the regional study) compared to 19% of news sources in the print media.

There are differences across individual media: *Windhoek Observer* (29%) has the highest proportion of women sources followed by NBC TV (25%). Base FM, a community radio station, comes in third with 23% women sources. *New Era*, *The Namibian* and One Africa TV are lowest with only 18% women sources. *Republikein* has 19% women sources.

Women's voices are mostly likely to be heard in the "soft" areas: These include gender equality (82%) and gender violence (60%). Women's voices are least heard in topics such as land and agriculture (9%), sports (11%) and economics (12%). Women's voices are glaringly absent even in topics like crime which have a marked impact on women's lives.

The voices of women start to disappear when they reach the age of 50: The majority of women sources are in the 35-49 age group; after this age women virtually disappear from the news.

Gender biases in occupational categories are pronounced: Women predominate as social workers and beauty contestants with no men appearing in these occupations. The proportion of women sports persons interviewed in Namibia declined from 21% in the GMBS to 12% in the GMPS. However, the proportion of women business people interviewed increased from 12% to 14%.

Women are more likely to be identified by a personal tag than men: Six percent of women sources are identified by personal tags such as mother, wife or daughter as compared to 3%

of men being identified as father, son or husband.

But there are some interesting gender benders: For example men make up 64% of those in the homemaker category in Namibia, a role often associated with women.

Gender in newsrooms

There are more women presenters than women reporters: Women constitute 42% of all reporters (higher than the regional average of 29%) but 62% of TV presenters. Women only constitute 32% 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 Namibia is that women (75%) predominate as radio reporters (compared to 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 Namibia as in the past. Women reporters are now venturing into hard beats like mining where they predominate while male reporters constituted 75% of those covering gender violence.

Having more women in top and senior management positions does not necessarily result in more women sources. In Namibia women constitute more than a third of those in top management positions (37%) yet women make up less than a quarter of media sources.

But having women journalists does make a difference: The difference between the extent to which women and men reporters access women sources is most marked in Namibia. Women constitute 42% of sources in stories written by women journalists in Namibia, compared to 9% in stories written by men.

Gender based violence

Gender based violence and stories that mentioned GBV accounted for 4% of the topics covered, despite being a pre-election period. This suggests that GBV is not regarded as a major political issue in Namibia.

Women make up only 27% of sources in stories about or that mention GBV: Men speak for women even on issues that affect them most intimately.

Survivors constitute almost one quarter (24%) of all sources on GBV: This is higher than the regional average of 19% and of the proportion on perpetrators whose voices are heard (18%). This suggests that GBV in Namibia is beginning to be covered more from the perspective of survivors and that the training on covering GBV from a human rights perspective offered by GL and other partners over the last seven years has made a difference.

Domestic violence and femicide receive the most coverage in Namibia each making up 21% of the total number of stories. There are no advocacy and protest stories or those relating to care and support of victims/survivors.

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 dropped in Namibia from 4% in the 2006 *HIV and AIDS, Gender and the Media Study* to 3% in the GMPS, slightly higher than the 2% for the region overall.

The voices of people living with HIV and AIDS are missing in media coverage. They make up only 3% of sources disaggregated by function having increased from 1% in the 2006 study. Affected people's voices are better represented at 63% which is a significant increase from 5% in the 2006 study.

The proportion of women sources on HIV and AIDS has dropped from 42% in the 2006 study to 26% in the GMPS. Although this is higher than the regional average of 20%, this is a cause for concern.

Process

Unlike the GMBS in which the study was launched in each country, draft reports of the GMPS and 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 the GMPS (gender in media content) reports are being used to give 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.