



Carmen Honey at work in *The Namibian's* newsroom.

Photo: Daniel Glenwright

INTRODUCTION

This chapter covers the national gender and media context, background to the project, a description of the methodology used in the research as well as the key events that happened during the monitoring period.

Country context

Namibia is a large and sparsely populated country with an estimated population of 2.2 million people. Namibia shares its borders with Angola in the north, South Africa in the south and Botswana in the west. After a long and protracted war first with the Germans and then South Africa, Namibia gained its independence on March 21, 1990 from South Africa's illegal occupation. This year, 2010, Namibia will mark its 20th independence anniversary.

Media in Namibia

The country boasts four dailies, five weeklies, a dozen monthly magazines as well as 25 radio and three television stations. Print media are expensive and thus not affordable to the majority of the population. The same goes for Internet. Independent media continues to flourish in the country with titles such as *The Economist*, *Namibian* and *Windhoek Observer* among others.

English dominates the print and broadcasting media with the notable exception of the NBC radio's ten language services. *New Era* and *The Namibian* both feature articles in other languages. Community radios which could contribute to greater linguistic diversity are still a few with only six such stations on air. Community media battle to secure funding from sponsors, while some are attempting to attract more advertising but with the current global economic crisis, funding from outside Namibia is increasingly difficult to procure. The NCC has not issued any new licenses in a long time.

The vast majority of media are based in the capital Windhoek and events or people in rural areas are far less covered than those in towns. The coverage of events and issues in most print media is generally regarded as accurate and fair, with most media - private and state broadcasting and print - attempting to cover the full spectrum of life in the country. There is however, a serious lack of investigative reporting and insufficient analysis of pertinent issues. There is also a high dependency on events-related news coverage.

The *Namibian Press Agency (NAMPA)* established in 1991 continues to be the national print news agency and distributes local, regional and international news and pictures to local and international media in Namibia. The NBC, which operates one TV and ten radio stations, is controlled by a board whose members are appointed by government. The same goes for the board of the Namibian Communications Commission (NCC) which licenses commercial and community broadcaster.

The independence of the Namibian Broadcasting Corporation (NBC), established as a public broadcaster, has been questioned in recent times. During the run up to the November elections independent monitors and researchers noted that the NBC gave 95% coverage to the ruling Party SWAPO whilst compared to 5% to opposition parties. When opposition parties complained about the allocation of airtime, the then Acting Director General of the NBC responded by taking away the small allocation and telling the opposition parties to pay for any airtime. This cut out the smaller parties that could not afford the hefty fees and gave further prominence and airtime to the ruling party.



Gerson Kamatuka. NBC's Chief Training and Development.

Photo: Sikhonzile Ndlovu

Media regulation

The Namibian Constitution guarantees its citizens freedom of expression. Namibia has often been hailed as one of the continent's most media-friendly countries. But Namibia does not yet have an Access to Information Act thus making it hard for the public to get hold of information held by the state. The confidentiality of sources is not protected by law and court judgments handed down over the years have sent divergent signals.

In 2006, President Hifipukunye Pohamba promised legal protection of whistleblowers but no action has been taken.

Although freedom of expression is enshrined in the Namibian Constitution, individual freedom of expression is perceived to be limited.

After President Pohamba took over from the founding president Sam Nujoma in 2004, the political atmosphere appeared to become more open. Citizens for a while felt more confident to speak out. With the 2009 November presidential elections, the emergence of new political parties and evident divisions within the ruling SWAPO party, political intolerance resurfaced. Popular NBC phone-in programmes were removed from air but reinstated, in a moderated fashion, following a public outcry.

Increasingly government officials, including the former President and recently the SWAPO Youth League, SWAPO Members of Parliament and the SWAPO Elders Council have launched frequent verbal assaults on the independent press, notably the Namibian and the weekly tabloid *Informante*. Frequent calls were made by SWAPO cadres including MPs to ban *The Namibian's* popular SMS pages as they are deemed to disrespect the SWAPO party and its leaders. Other calls were made to have the popular phone-in-programmes

removed off air from the NBC after party leaders felt that the callers were being disrespectful towards the former President Sam Nujoma.

The 2003 draft Communications Bill that was under discussion and expected to be passed during 2010, will pave the way for the NCC to be replaced by the Communications Regulatory Authority of Namibia (CRAN). The Bill contains highly controversial provisions that give intelligence agents the right to intercept and monitor telephone and mobile phone conversations as well as e-mail. Communication service providers will have to keep records of conversations at their own cost.

In 2007, the Congress of SWAPO called for government to establish a statutory council to regulate the media. This threat galvanised media groups into renewed action to form an independent, self-regulatory body to develop and uphold a common code of ethics and deal with complaints from the public. The new self-regulatory media body was eventually set up in 2009 and a media Ombudsman was appointed.

Background to the project

Table two from the *SADC Gender Protocol Barometer 2010* summarises key gender and media research that has taken place in the SADC region over the last decade. Key pieces of research relevant to the GMPS are briefly reviewed here:

Table two: Summary of gender and media research by GMPS partners

RESEARCH	YEAR	WHAT THIS COVERS	WHO
RESEARCH			
Laws and Policies			
Legally yours	2007	Audit of media policies, laws and regulations.	GEMSA
Gender in media education			
Gender in media education - Southern Africa	2010	Audit of gender in media training institutions.	GMDC, GL
Gender in media development NGOS	2006	Audit of gender in media development NGOs supported by SIDA globally, with several of these including MISA in Southern Africa.	GL, Swedish International Development Agency
Gender within the media			
Glass Ceilings: Gender in Southern African media houses	2009	Representation and participation of women and men within the media, its hierarchy, different beats and occupational areas.	GL
Gender in media content			
Gender and Media Baseline Study (GMBS)	2003	Gender disaggregated monitoring of 25,000 news items over one month to determine who speaks on what as well as how women and men are portrayed in the media.	GL, MISA, Media Monitoring Project (MMP)
Global Media Monitoring Project	2005	One day monitoring of Southern African media in thirteen countries as part of global monitoring, used to benchmark progress since GMBS.	GEMSA
Mirror on the Media: Who talks on Radio Talk Shows	2006	Gender disaggregated monitoring of hosts, guests, callers in Lesotho, Malawi, South Africa and Zimbabwe.	GL
HIV and AIDS, Gender and the Media	2006	Gender disaggregated data on coverage of HIV and AIDS including overall coverage; topics and sub topics; types of sources consulted.	GL, Southern African Editors Forum (SAEF) and MMP
Mirror on the Media: Gender and advertising	2007	Gender disaggregated monitoring of who is heard and depicted in advertising in Mauritius, South Africa, Zambia and Zimbabwe, and how women are portrayed.	GL, GEMSA country chapters

RESEARCH	YEAR	WHAT THIS COVERS	WHO
Mirror on the Media: Gender and Tabloids	2008	Gender disaggregated monitoring of who speaks on what as well as how women and men are portrayed in tabloids.	GL, GEMSA country chapters
HIV and AIDS, Gender and the Media Francophone Study	2008	A combination of the GMBS and the HIV and AIDS, Gender and the Media Study, introducing new parameters, like media practice.	GL Francophone Office
Gender and Media Progress Study	2010	Gender disaggregated monitoring of over 30,000 news items over one month to measure progress since the GMBS, covering general practice; gender; HIV and AIDS and gender violence.	GL, GEMSA, MISA
Global Media Monitoring Project	2010	One day monitoring of Southern African media in fourteen countries as part of global monitoring, which will be used to benchmark progress in the region against global trends.	GEMSA
Gender and audiences			
My views on the News	2005	How women and men in Southern Africa engage with and respond to the news.	GL, MISA, GEMSA, MMP

Source: 2010 SADC Gender Protocol Barometer

In 2003, GL and MISA, with technical assistance from the Media Monitoring Project (MMP) undertook the **Gender and Media Baseline Study (GMBS)**, the largest study on gender in the editorial content of the media ever undertaken anywhere in the world. Covering 12 Southern African countries over a period of one month, the GMBS found that women constitute a mere 17 percent of news sources across all countries in the region and that they are portrayed in a limited range of roles, most often as sex objects or as victims of violence. The findings of the GMBS were canvassed with media houses in all countries where the research took place, and featured at the first Gender and Media Summit in September 2004 that led to the launch of the Gender and Media Southern African (GEMSA) Network.

Every five years since the Fourth World Conference on Women in Beijing in 1995, the World Association of Christian Communicators (WACC) has mounted a one day *Global Media Monitoring Project (GMMP)* conducted voluntarily by civic groups around the world.

In February 2005, GEMSA chapters in thirteen countries participated in the one day GMMP that coincided with the tenth anniversary of the Fourth World Conference on Women in Beijing. Although this monitoring only took place on one day, it introduced some new parameters for monitoring (such as whether women journalists are more likely to consult women sources) and yielded useful data for benchmarking progress against the GMBS. The study showed that on average women sources in the region had only increased by two percent to 19 percent in the two years since the GMBS. But in countries where gender and media networks are strongest, there had been a marked

improvement. For example, in South Africa the proportion of women sources had increased from 19% in the GMBS to 26% in the GMMP.

Broad brush monitoring of this kind prompted the **Mirror on the Media** series that sought to monitor coverage of specific events as well as genres. GL collaborated with GEMSA chapters in various countries to conduct studies on gender and radio talk shows; advertising and tabloids among others.

One of the challenges posed in consultations on the GMBS concerned whether audiences perceive or care about gender disparities in the news, and whether the issues raised have a bearing on the bottom line for media. This promoted the **Gender and Media Audience Study, My Views on the News**, in 2006. The study found that both women and men would be more interested in the “soft” news that gets the least coverage in the media, such as education, health, HIV and AIDS; that women have a particular interest in giving feedback (through letters, radio talk shows etc) even though they are under-represented in these genres; and that women and men are affronted by the commoditisation of women in the news.

Other than gender another major cross-cutting concern for the media in the region is the HIV and AIDS pandemic. Internally this has had devastating consequences for many media houses whose staff have been directly and indirectly affected. The media also has a major role to play in educating the public on HIV and AIDS as well as its gender dimensions. This prompted a consortium of NGOs, including GL, GEMSA, MISA, the MMP, Panos Southern Africa and SAFAIDS to join forces with the Southern Africa Editor's Forum (SAEF) in launching the Media Action Plan (MAP) on HIV

and AIDS. MAP consisted of five arms: research and monitoring; policy; ethics; training and information.

To kick start the policy process, GL collaborated with the MMP in an **HIV and AIDS and Gender Baseline Study** in 2006 that took place in eleven Southern African countries. The study found that overall only three percent of stories in the media of the region mention or are about HIV. It also found that by and large the story of the pandemic

The Southern African Media Action Plan



is being told by experts and officials. People living with AIDS only constituted 4% of news sources. The study also found that the gender dimensions of the HIV and AIDS pandemic such as the inability of many women to negotiate safe sex, and the unpaid care work

provided by women not well understood or covered.

In 2007, following Seychelles rejoining, as well as Madagascar and DRC joining SADC, GL collaborated with Congolaise des Femmes des Medias (UCOFEM) and Panos Paris in the Democratic Republic of the Congo (DRC); the Federation for the Promotion of Women and Children (FPFE) in Madagascar and GEM PLUS in Seychelles to conduct the Francophone HIV and AIDS and Gender Baseline Study in the three countries. The findings were similar to the rest of the SADC region. The study found that women sources constituted 18% of all known sources which was a percentage higher than that registered in the GMBS of 17% but a percentage lower than the GMMP coverage of 19%. With respect to HIV and AIDS, the study found that, on average, only 2.1% of all stories mentioned or were about HIV and AIDS. This was less than the 3% coverage registered in the ten-country HIV and AIDS and Gender Baseline Study conducted at the inception of MAP. The study also showed that those most affected by the pandemic got the least attention from the media as only 4.7% were quoted. This was higher than the 4% for the larger regional study.

Since 2006 GL has been using this data to work with 204 newsrooms in 14 Southern African

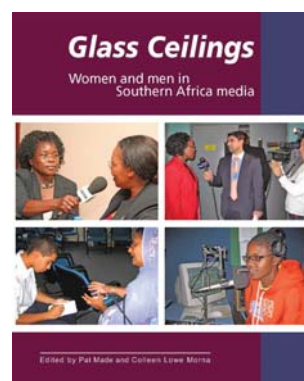
countries in developing in-house gender aware HIV and AIDS policies that cover work place, editorial and marketing concerns. By mid 2010, GL had reached 90% of this target.

While media houses readily accepted the need for HIV and AIDS policies, it became apparent during the MAP process that a greater effort and case needed to be made on gender within the media and in media content. While the GMBS offered some reflection on gender within the media in that it recorded

if stories were reported by women or men, this did not tell the full story about the gender division of labour within the media as it did not cover management and the many backroom functions of media production (like technical and administrative functions) that are not evident in what the public sees, reads and hears. This prompted the **Glass Ceilings in Southern African Media** study in 2008/2009. The study found that women constitute 41% of media workers in Southern Africa (32% if South Africa, which has the highest media density in the region, is excluded from the sample). The study found that women constitute less than a quarter of senior managers and a fraction of top managers; also that women reporters tend to be concentrated in the “soft” beats while men cover sports, economics, politics and the kinds of beats that get the most play in the media.

Through the Gender and Media Diversity Centre (GMDC) GL collaborated with the International Women's Media Foundation (IWMF) in conducting a global Glass Ceiling study and contributed the Southern African data to this study. The global analysis is due to be launched in March 2011.

GL worked closely with WACC in the design of the 2010 study and GEMSA conducted the one day monitoring in Southern Africa on 10 November (which, by design, fell within the GMPS monitoring period). Because the monitoring was only for one day, the sample is too small to disaggregate meaningfully at country level. In this sense the GMPS provides much more reliable data at country level. However, some of the larger aggregate



figures (for example percentage of women sources overall) are quoted in this analysis as they provide a useful benchmark for country GMPS versus regional GMPS versus global GMMP.

The **Gender and Media Progress Study** (GMPS) coming exactly seven years after the original baseline study seeks to compare and benchmark the performance of media in SADC countries against their performance in the GMBS; the two MAP HIV and AIDS and Gender Baseline Studies and draw parallels with the *Glass Ceiling* study where appropriate. The data from this research will also be used as an overall assessment of the policy, advocacy and training work on HIV and AIDS and Gender done as part of the MAP initiative from 2006 - 2010.

Gender and the media in Namibia

Namibia is a signatory to several international and regional gender conventions and protocols. The country has a national gender policy in place which upholds the principles of gender equality. Despite strides made in the employment of women and men in the media, the content and sources remain imbalanced. The events-driven focus of Namibia's media content has led to the exclusion of voices, perspectives and representation of a wide section of the Namibian population. Most newsmakers and sources of news stories are men, reflecting the imbalance of power and influence between the sexes in the country.

The 2003 GMBS revealed that women constituted 19% of news sources in Namibia. It further found that women's voices were almost completely absent in certain occupational categories including politics, religion, science, technology and sport. Two years later in the 2005 GMMP, the figure had risen to 24%.

Gender and media is an integral part of the work of MISA Namibia. PON completed a pilot project with GL to mainstream gender into the media curriculum of the Media Technology Diploma and the process was documented into a primer. A local network of the GEMSA network was launched in

Windhoek and has done considerable work around gender and the media.

For the first time Namibian Editors got together and agreed to form the Namibian Editors Forum which was instrumental in the media's self-regulatory process and mechanism.

Gender and audiences

The Gender and Media Audience Study (GMAS) in 2005 found that television is the main source of news for 40% of women and 49% of men in Namibia with radio coming in second (37% for women and 31% for men).

Namibia was the only country in the study in which more women than men cited newspapers as their main source of news (23% compared to men's 21%). Women in Namibia (61%) compared to men (66%) said they make their own choices about where they get news from.

More women than men said that news do not often reflect women's interests. Audiences, especially women, found sexual images of women in the media 'uncomfortable and insulting.' Women said that they would love to see less of these in the media.

HIV and AIDS and Gender



Namibian media launch HIV and AIDS policies.

Photo: Colleen Lowe Morna

The HIV and AIDS, Gender and the Media Baseline Study in 2006 found:

- People living with HIV and AIDS constituted only 1% of news sources with Officials/UN agencies and Civil society voices dominating.
- There is little coverage of treatment and impact stories. The topic of care and support was better covered at 18%.
- Most of the HIV and AIDS stories had a national focus with only 9% local news.
- There was a relatively high level of original stories being produced. 71% of stories came from journalists.
- Gender dimensions of the epidemic did not receive adequate coverage.

Gender in newsrooms

The *Glass Ceilings* study took place in the context of the August 2008 Southern African Development Community (SADC) Protocol on Gender and Development, which urges the media and all decision-making bodies in the region to achieve gender parity by 2015. The gender protocol calls for the mainstreaming of gender in all media laws, policies and training. It urges the media to give equal voice to women and men, challenge gender stereotypes and ensure balance and sensitivity in all coverage - especially that relating to gender violence.

The study found that women constitute 40% of employees and 37% of senior managers in media houses in Namibia; that women with some exceptions the gender division of labour on beats is still pronounced and that less than a third of media houses have gender policies.

Process

The project consisted of the following components:

- 1) **Desktop research and project design and reference group:** This phase involved a review of existing studies of this nature, especially the GMBS, HIV and AIDS Baseline Study and GMBS, to determine the most effective methodologies. Design questions included: the time period over which the monitoring would take place, and the range of media to include (private, public, print, electronic etc) and the key questions to be answered.
- 2) **Selection of team leaders and approval of proposals for in-country research:** Gender Links partnered with the Gender and Media Southern Africa (GEMSA) Network country

facilitators to lead the research in country. In other instances GL partnered with NGOs working in the media and gender fields, training institutions or media women's associations.

- 3) **Training of trainers:** GL, MISA and GEMSA convened a workshop of team leaders from each of the fifteen Southern African countries where the research would take place. The training took place from 3-5 October 2009.
- 4) **In-country training:** Team leaders went on to conduct in country training of their monitoring teams.
- 5) **In-country monitoring:** Each of the monitors returned to their country and conducted the research according to the agreed guidelines. Monitoring was conducted from 19th October to the 16th of November 2009.
- 6) **In-country consultations and presentation of preliminary findings:** This took place in August 2010.
- 7) **Report launch at the fourth Gender and Media Summit** from the 13-15 October 2010.

Methodology

Research questions

The study sought to answer the research questions outlined below.

Topics

- What topics are given the most and least coverage?
- How do countries compare each other in the region?
- What proportion of coverage is devoted to gender specific topics?
- Of this, what proportion is on gender violence?
- What proportion of coverage is specifically on HIV and AIDS?
- What proportion of coverage mentions HIV and AIDS?
- What proportion of coverage is specifically on gender based violence?
- What proportion of coverage mentioned gender based violence?
- How do media houses within each country compare to each other with regard to coverage of HIV and AIDS?
- How do media houses within each country compare to each other with regard to coverage of GBV?
- Of the coverage on HIV and AIDS, what proportion is on prevention, treatment, care, impact, general or other?

- Of the coverage on GBV, what proportion is on prevention, the effects on victim and others, support and response?
- How do the HIV and AIDS topics further break down into sub topics (listed in the monitoring guide?)
- How do the GBV topics further break down into sub topics?

Genre

- What is the overall breakdown of genres (news and briefs; cartoons, images and graphics; editorial and opinion; features and analysis; feedback; interview, profile and human interest).
- How does gender specific coverage breakdown with regard to these genres?
- How does HIV and AIDS coverage breakdown with regard to these genres?
- How does GBV coverage breakdown with regard to these genres?

Origin

- Where do the stories come from (international, regional, national, provincial, local)?
- How does gender specific coverage breakdown with regard to origin of stories?
- How does HIV and AIDS coverage breakdown with regard to origin of stories?
- How does GBV coverage breakdown with regard to origin of stories?

Sources - who speaks on what?

- What proportion of primary as opposed to secondary sources are stories based on?
- On average, how many primary sources are there per story?
- On average, how many sources per story are there in gender specific stories; stories on HIV and AIDS or that mention HIV and AIDS and in GBV stories?
- On average, how many sources per story are there on GBV stories?
- On average how many stories indicate the connection between GBV and HIV and AIDS?
- How do these averages differ, if at all, from the overall average?
- Overall, what is the proportion of women and men sources?
- How do individual media houses in each country compare with regard to male and female sources?
- Are there differences in the proportion of women and men sources in radio, TV and print media?
- What age groups have most/least voice and are

there differences between women and men?

- In what occupational roles are women and men reflected?
- To what extent are male and female sources identified according to a personal relationship?
- What proportion of women and men speak in each topic category?
- What is the breakdown of women and men sources in the gender specific category?
- What is the breakdown of women and men sources in the stories on, and that mention HIV?
- What is the breakdown of women and men sources in the stories on, and that mention and GBV?
- What is the breakdown of women and men sources in the further breakdown of the HIV and AIDS topic category into prevention, treatment, care, impact and general?
- What is the breakdown of women and men sources in the further breakdown of the GBV topic category into prevalence, effects, support and response?
- What is the function of the source (ordinary person; expert; official etc) and are there differences between women and men?
- In the case of HIV and AIDS sources, what proportion are persons living with HIV and AIDS; persons affected by HIV and AIDS; traditional or religious figures; experts; civil society; official and UN agencies or other?
- In the case of GBV sources, what proportion are persons living with HIV and AIDS; persons affected by HIV and AIDS; traditional or religious figures; experts; civil society; official and UN agencies or other?

Research tools

The research combined both quantitative and qualitative research methods. Monitors gathered quantitative data on the media's coverage of gender, HIV and AIDS and gender based violence. Team leaders in each country selected articles for further analysis to give more in-depth analysis to the quantitative findings.

Quantitative research

The quantitative monitoring consisted of capturing data on the media's coverage of gender and HIV and AIDS using a coding instrument. Data was captured into a database pre designed for this research. Monitors had to capture a specified set of data from each item. This included information about the item itself, who generated or presented the story (presenter, anchor, reporter, and writer) and who featured in the item.

The process included:

- Filling in standard forms each day for each item monitored with the assistance of a user guide prepared by Gender Links;
- Submitting forms for checking to the team leader who generally monitored at least one medium to better understand any difficulties that the monitors encountered;
- Entering of data into a database;
- Quality control by Gender Links;
- Delivery of the database by E Mail to Gender Links to be synthesised into one central database that has made possible this regional overview report, as well as country comparisons with regional averages;
- Data analysis and generation of graphs by Independent data analyst Lukhanyo Nyati.

Qualitative research

After the quantitative monitoring, articles were selected for further analysis to give more in-depth analysis of the quantitative findings. These case studies highlight best practices in the coverage of gender, HIV and AIDS, gender based violence as well as areas that need to be improved on.

The case studies serve to further elaborate and support many of the observations made in the quantitative analysis.

Qualitative analysis also helps to build gender and media literacy within the public (media

consumers), media advocates and among those who work within the media.

- How are women and men labelled as sources in the media?
- Is there a good balance of men and women sources? Do women and men speak on the same topics, or do media reserve specific topics for men only and specific topics for women?
- Does the language promote stereotypes of men and women?
- Are physical attributes used to describe women more than men?
- How are women portrayed in the story? How are men portrayed in the story?
- Are all men and women in a society represented and given a voice in the media?
- What are the missing voices, perspectives in the story?
- What are the missing stories?

Monitors used the checklist for the qualitative monitoring to help them assess stories.

Each day, monitors alerted team leaders to positive and negative examples, including headlines, graphics, cartoons and pictures. The reports provide an overview and examples of qualitative findings ranging from blatantly sexist pieces, to more subtle examples of gender stereotyping, to examples of best practice in ensuring that the voices of women and men, in all their diversity, are heard.

Table three: Checklist for the qualitative monitoring

Gender aware reporting	Gender blind/gender biased reporting
Gender balance of sources (voices)	Lack of gender balance in sources (voices)
Gender neutral language	Gender biased language
Awareness of differential impact	Lack of awareness of gender dynamics
Fairness in approach to issue <ul style="list-style-type: none"> • No double standards • No moralising • No open prejudice • No ridicule • No placing of blame 	Biased coverage of issue <ul style="list-style-type: none"> • Double standards • Moralising e.g. being judgemental • Open prejudice e.g. women are less intelligent than men etc • Ridicule e.g. women in certain situations • Placing blame e.g. on rape survivors for their dress etc
Challenges stereotypes	Perpetuates stereotypes
Simple accessible gender sensitive language	Full of jargon and stereotypical gender biased language
Gender disaggregated data	Aggregated data

This qualitative analysis section is divided into four parts:

- Gender blind reporting or stories that are the poorer for not exploring the gender dynamics that underpin them.
- Subtle stereotypes that reinforce the roles expected of women and men in society.
- Blatant stereotypes concern objectification of women and men in the media.
- Gender aware reporting.

Sample

GL and partners drew up the research sample to get a fair reflection of the media in each country based on media density; ownership and participation in MAP.

DENSITY COUNTRY	TOTAL NUMBER OF MEDIA	TARGET SAMPLE PER COUNTRY	ACTUAL NUMBER OF MEDIA HOUSES IN STUDY	TOTAL NUMBER OF NEWS ITEMS MONITORED GMPS	TOTAL NUMBER OF NEWS ITEMS MONITORED GMBS AND FRANCOPHONE STUDY
High					
DRC	311	15	17	3910	2077
Madagascar	229	15	14	2541	2935
Mozambique	64	15	16	2789	1564
South Africa	145	15	19	5957	8642
Tanzania	73	15		2335	2784
Medium					
Mauritius	22	9	10	3918	3003
Malawi	20	9	11	1597	1528
Zambia	35	9	11	2080	756
Zimbabwe	34	9	11	2988	2107
Namibia	24	10	10	1604	1939
Low					
Lesotho	19	9	7	645	745
Botswana	17	6	7	879	434
Swaziland	11	6	4	1365	1403
Seychelles	10	6	6	823	706
TOTAL	1014	148	157	33431	30828

Table three shows the number of media in each country and the target figures calculated as follows:

- High media density: all countries with more than 50 individual media
- Medium density: all countries with between 20-50 media houses
- Low density: countries with less than 20 individual media

The last column shows the actual number of media monitored in each country. Namibia ranks among medium media density countries with a total of 24 media. DRC, Madagascar and South Africa are high density countries. Seychelles, Swaziland and Botswana have the lowest media density in the region. The GMPS targeted and achieved 10 media

houses in Namibia. This combined print and electronic media across different ownership categories such as public, private and community media.

The number of news items monitored for Namibia (1604) in the GMPS is lower than the 1939 items monitored in the GMBS. This can be attributed to the key events during the monitoring period. In the run up to elections the Namibian media carried fewer but longer articles.

PUBLIC	PRINT	RADIO	TV	MAP	NON-MAP	GMBS	NEW
NBC Television	1		1	1		1	
NBC Radio	1	1		1		1	
New Era	1	1		1		1	
Sub-total	3						
PRIVATE							
Allgemeine Zeitung	1	1			1	1	
The Namibian	1	1			1	1	
Republikein	1				1	1	
Windhoek Observer	1	1			1	1	
Radio 99	1	1			1		1
One Africa TV	1		1		1		1
Sub-total	6						
COMMUNITY							
Base FM	1	1		1			1
Sub-total	1						
TOTAL	10	5	3	2	4	6	3
		10			10		10

As illustrated in Table four, ownership/control was an important consideration in sampling to ensure a diverse sample of media to be monitored. The sample also took into consideration a spread of broadcast and print media sectors to ensure the outcomes of the research apply to the general spectrum of media available in the region and within each country. Another factor concerned comparability with the GMBS; the HIV and AIDS and Gender Baseline Study and the Francophone HIV and AIDS and Gender Baseline Study.

Print media (five) constituted the highest number of media monitored due to the large number of newspapers in Namibia. This is followed by radio (three stations, one community, one private and public). There are two television stations in Namibia and they were both included in the study. They are the *NBC TV* which is public and *One Africa TV*, a private (free to air) television station. Table



PON students monitor the media.

Photo: Colleen Lowe Morna

five gives a breakdown of the number of news items monitored in each media house.

Table six: Analysis of news items monitored per media house

MEDIA HOUSE	NO. OF NEWS ITEMS PER MEDIA HOUSE GMPS
Allgemeine Zeitung	149
Base FM	33
NBC radio	54
NBC TV	191
New Era	319
One Africa TV	105
Radio 99	37
Republikein	127
The Namibian	444
Windhoek Observer	145
TOTAL	1604

What was monitored?

- Newspapers: whole newspaper except for classifieds; advertisements; advertorials and supplements.
- Radio: A major half hour or one hour news and news analysis programme at prime time (either

in the morning or evening) that includes actuality.

- Television: A major half hour or one hour news and news analysis programme at prime time (either in the morning or evening).

Timeframe

The monitoring period comprised a constructed fortnight of 14 days over a month's period. The monitoring started on Monday 19 October and ended on Thursday 16 November 2009. The GMMP took place on 10 November 2009.

Table six overleaf summarises the dates on which monitoring took place for the different mediums.

- Television and radio media were monitored on the same day, and were monitored on every alternate day.
- Print media was monitored on the same day and on every alternating day with the exception of weeklies that were monitored on whatever day of the week they come out.
- In the case of weeklies, only two newspapers were monitored since the monitoring period covered only two weeks.

- For newspapers, radio or TV news programmes that did not feature seven days a week (e.g. they may feature only on week days) monitors were required to monitor five sets over the ten week days of the monitoring period or whatever equivalent so that at the end they had one constructed week's worth of that publication or programme monitored.

Key events during the monitoring period

Researchers chose the month of October and November for the study because it represented a relatively "neutral" period. By contrast, November - December would have coincided with the 16 Days of Activism campaign from the 25 November to the 10 December. Traditionally this period has shown a considerable increase in the coverage of gender issues and gender based violence in particular.

Key events in the country during the month, important for understanding the context of the monitoring include:

- The November elections with coverage detailing the campaigns, speeches and verbal attacks on the print media.
- The expose by the weekly *Informante* newspaper on the Chinese scholarship scandal that implicated top government officials, including the President.
- The passing of the 2003 Namibia Communications Bill.
- Planned court action by opposition parties to challenge alleged unfair allocation of airtime for party political broadcast messages by the NBC.

- The death of Namibia's first Deputy Prime Minister, the Rev. Hendrik Witbooi.

Table seven: Monitoring days

DAY	MEDIUM		
Monday 19 October		TV	Radio
Tuesday 20 October	Print		
Wednesday 21 October		TV	Radio
Thursday 22 October	Print		
Friday 23 October		TV	Radio
Saturday 24 October	Print		
Sunday 25 October		TV	Radio
Monday 26 October	Print		
Tuesday 27 October		TV	Radio
Wednesday 28 October	Print		
Thursday 29 October		TV	Radio
Friday 30 October	Print		
Saturday 31 October		TV	Radio
Sunday 1 November	Print		
Monday 2 November		TV	Radio
Tuesday 3 November	Print		
Wednesday 4 November		TV	Radio
Thursday 5 November	Print		
Friday 6 November		TV	Radio
Saturday 7 November	Print		
Sunday 8 November		TV	Radio
Monday 9 November	Print		
Tuesday 10 November	GMMP DAY: NO MONITORING		
Wednesday 11 November	Print		
Thursday 12 November		TV	Radio
Friday 13 November	Print		
Saturday 14 November		TV	Radio
Sunday 15 November	Print		
Monday 16 November		TV	Radio