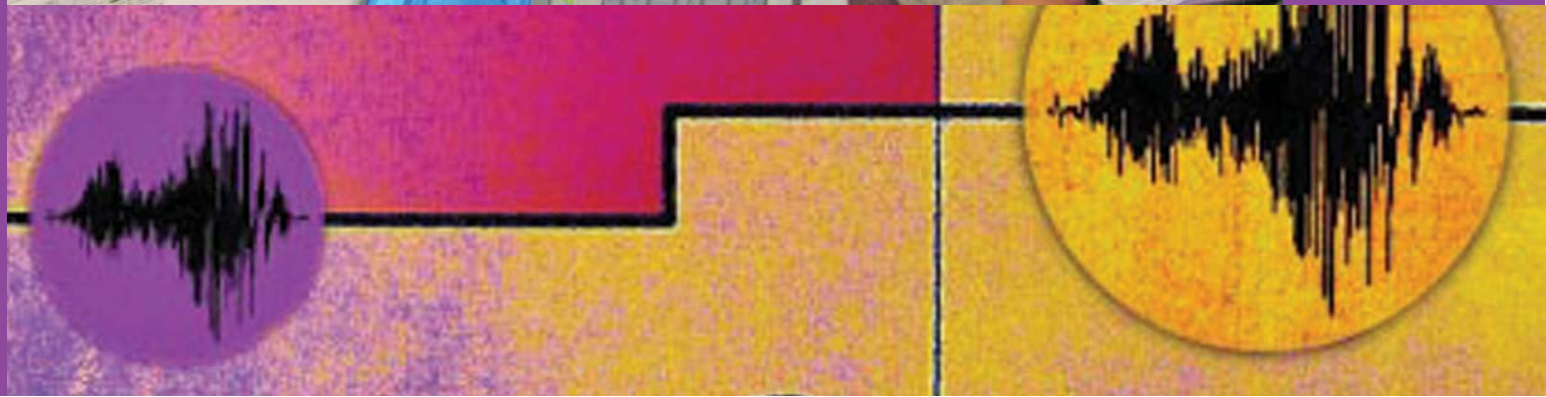


# Southern African Gender and Media Progress Study



South Africa





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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The views expressed herein are those of Gender Links and can therefore in no way be taken to reflect the official opinion of UKAid or SIDA.

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The Gender and Media Progress Study (GMPS) is a follow up to the Gender and Media Baseline Study (GMBS) conducted by Gender Links (GL) and partner organisations in 2003. The GMPS also builds on the HIV and AIDS and Gender Baseline study conducted as part of the Media Action Plan on HIV and AIDS and Gender in 2006 as well as the 2008 Francophone gender and media study that drew on elements of both these studies.

GL worked with the Gender and Media Southern Africa (GEMSA) Network and the Media Institute of Southern Africa (MISA) South Africa in this study. The partners conceptualised the research and collaborated in selecting and training team leaders for the country research. GL co-ordinated and managed the research and drafted the reports. MISA assisted in finalising the reports. The partners collaborated in conducting regional consultative meetings across all 14 countries which participated in the study from August to September 2010, before the launch of the report at the Fourth Gender and Media Summit in October 2010.

GL's Dumisani Gandhi led the research in South Africa. Doreen Gaura, Dumisani Gandhi, Loveness Jambaya, Lucia Makamure, Abigail Jacob Williams, Albert Ngosa, Tarisai Nyamweda, Sikhonzile Ndlovu, Ntombi Mbadlanyana, Sehlaphi Sibanda, Millie Phiri, Susan Mogari, Zinhle Khumalo and Emsie Erastus conducted the monitoring.

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## ACRONYMS

<b>AED</b>	Academy for Educational Development
<b>AIDS</b>	Acquired Immunodeficiency Syndrome
<b>ANC</b>	African National Congress
<b>ARV</b>	Anti-retroviral
<b>CADRE</b>	Centre for AIDS Development, Research and Evaluation
<b>DRC</b>	Democratic Republic of Congo
<b>FES</b>	Frederich Ebert Stiftung
<b>GEMSA</b>	Gender and Media Southern African Network
<b>GIME</b>	Gender in Media Education
<b>GL</b>	Gender Links
<b>GMAS</b>	Gender and Media Audience Study
<b>GMBS</b>	Gender and Media Baseline Study
<b>GMMP</b>	Global Media Monitoring Project
<b>GMPS</b>	Gender and Media Progress Study
<b>HIV</b>	Human Immunodeficiency Syndrome
<b>IAJ</b>	Institute for the Advancement of Journalism
<b>ICASA</b>	Independent Communications Authority of South Africa
<b>IFJ</b>	International Federation of Journalists
<b>ILO</b>	International Labour Organisation
<b>IWMF</b>	International Women's Media Foundation
<b>MAP</b>	Media Action Plan
<b>MISA</b>	Media Institute of Southern Africa
<b>MMA</b>	Media Monitoring Africa
<b>MMP</b>	Media Monitoring Project
<b>NGOs</b>	Non-governmental organisations
<b>PON</b>	Polytechnic of Namibia
<b>SADC</b>	Southern African Development Community
<b>SABC</b>	South African Broadcasting Corporation
<b>SAEF</b>	Southern African Editors Forum
<b>SAfAIDS</b>	Southern Africa HIV and AIDS Information Dissemination Service
<b>SANEF</b>	South African National Editors Forum
<b>UNAIDS</b>	United Nations Aids Programme on HIV/AIDS
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organisation

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Table one: Summary of key findings

GENERAL MEDIA PRACTICE	GMBS SOUTH AFRICA	GMPS SOUTH AFRICA	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	13	19	28
Sports	N/A	29	18	N/A
<b>Geographic scope of stories</b>	%	%	%	%
International	N/A	29	22	N/A
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
<b>Type of sources</b>	%	%	%	%
Primary sources	N/A	78	69	N/A
<b>Anonymity</b>	%	%	%	%
Anonymous sources	N/A	12	18	N/A
<b>Diversity of sources</b>	%	%	%	%
Single source	N/A	62	67	N/A
GENDER IN THE MEDIA	GMBS SOUTH AFRICA	GMPS SOUTH AFRICA	GMPS REGIONAL	GMMP GLOBAL
<b>Who speaks</b>	% 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
<b>Who speaks on what topic</b>	% 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
<b>Sex of sources by medium</b>	% women	% women	% women	% women
Print	N/A	19	18	24
Radio	N/A	23	20	19
Television	N/A	21	25	26
<b>Who is seen</b>	% women	% women	% women	% women
Images in newspapers	N/A	25	27	N/A
<b>Ages - sources</b>	% 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
<b>Ages - images</b>	% 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
<b>Occupation</b>	% women	% women	% women	% women
Beauty contestant	84	67	73	N/A
Business person	10	14	15	14
Government official	N/A	23	14	17
Health worker	30	31	27	31
Homemakers	62	78	63	72
Politicians	10	15	11	17
Sex worker	86	60	62	39

Sportsperson	5	5	8	11			
<b>Personal identity</b>	%	%	%	%			
Women	6	9	10	N/A			
Men	1	3	5	N/A			
<b>GENDER IN NEWSROOMS</b>	<b>GMBS SOUTH AFRICA</b>	<b>GMPS SOUTH AFRICA</b>	<b>GMPS REGIONAL</b>	<b>GMMP GLOBAL</b>			
<b>Who does what</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>			
All reporters	N/A	36	29	N/A			
TV reporters	30	49	42	44			
TV presenters	44	55	50	52			
Radio reporters	44	54	30	37			
Print reporters	22	33	25	33			
<b>Who reports on what</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>			
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			
<b>Sources and sex of reporter</b>		<b>%W</b>	<b>%M</b>	<b>%W</b>	<b>%M</b>		
Female sources by sex of reporter	N/A	29	16	31	15	28	22
<b>GENDER VIOLENCE AND THE MEDIA</b>	<b>GMBS SOUTH AFRICA</b>	<b>GMPS SOUTH AFRICA</b>	<b>GMPS REGIONAL</b>	<b>GMMP GLOBAL</b>			
GBV stories compared to total	N/A	3	4	N/A			
Advocacy and protest stories	N/A	5	11	N/A			
<b>Who speaks on GBV</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>			
Percentage of women in stories on GBV and in stories that mention GBV	N/A	24	27	N/A			
<b>Function of GBV sources</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>			
Victim/survivor	N/A	15	19	N/A			
Alleged perpetrator/perpetrator	N/A	10	11	N/A			
<b>Who reports on GBV</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>			
Percentage of women reporters	N/A	50	35	N/A			
<b>GENDER, HIV AND AIDS AND THE MEDIA</b>	<b>2006 STUDY SOUTH AFRICA</b>	<b>GMPS SOUTH AFRICA</b>	<b>GMPS REGIONAL</b>	<b>GMMP GLOBAL</b>			
	%	%	%	%			
HIV and AIDS coverage compared to total	2	2	2	N/A			
<b>Sub topics</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>			
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	N/A			
<b>Geographical scope</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>			
International	12	9	12	N/A			
Regional	8	5	8	N/A			
National	48	76	56	N/A			
Local	25	7	15	N/A			
<b>Function of sources</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>			
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			
People living with HIV and AIDS	7	29	7	N/A			
Person affected	3	6	36	N/A			
<b>Sources</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>			
Who speaks on HIV and AIDS	40	17	20	N/A			
<b>Reporters</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>			
Who reports on HIV and AIDS	58	50	37	N/A			





Jimmy Dlamini and Thandeka Msani, community media reporters, South Africa.

Photo: Saeanna Chingamuka

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 *Franco-phone Gender, HIV and AIDS and Media Study (2008)*. Comparisons are also made where relevant with the Global Media Monitoring Project (GMMP), which 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 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).

This is a percentage point 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 *Kaya FM* at 29% and to *Business Day* and *The Citizen* at 13% each.

While gender-based violence (GBV) received only 1% 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 over the past three years.

The GMPS took place in South Africa from 19 October to the 16 November 2009. It covered

Although the study concerns media content, it also examines the underlying gender dynamics within the institutional structures of the media. For example, it seeks to discover whether women tend to cover certain kinds of news more frequently than men do, and vice versa. In this respect, parallels are drawn where relevant with the *Glass Ceilings in Southern Africa Media Study (2009)* which surveyed the position occupied by women and men 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 discover differences in the way 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 at any relevant points in the report.

The GMPS sought to:

- Obtain baseline data on coverage of gender, gender-based violence, and HIV and AIDS in the media in 14 SADC countries;
- Compare the performance of the 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 effect of the policy, advocacy and training work on HIV and AIDS and gender; and
- Use this data as the basis for the roll-out of gender policies and backstopping for gender, HIV and AIDS policies.

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

Compared to 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 the differences among state, private and community media, and among the print media, radio and television. The function of sources (e.g. spokesperson, eyewitness, subject) is also a new dimension;
- More in-depth interrogation of people behind the news. For example whether women journalists are more likely than men to consult female sources;

- Entire chapters on coverage of two topics that have posed particular challenges, that is, gender 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:*** Sport received 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%. *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* had 84% and 79% primary sources. The lowest proportion of primary sources, between 51% and 58% was at *SAFM*, *The Argus*, *eTV* 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*, *eTV* and *702 Talk Radio*.

***The proportion of single-source stories is marginally lower than the regional average and a cause for concern:*** Single-source stories in South Africa constitute 62% of the total compared to the overall regional average of 67%. More than half of all stories in South Africa rely on a single source. 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 print, television and radio gain access to 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 between individual media entities:** *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 *The Citizen* have the lowest proportions of women sources. Women constitute 18% of sources in the first two and 13% in the latter two entities.

**Women's voices are most likely to be heard in “soft” beats:** 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:** Most women sources are in the 26-49 age group. Before and after this 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%). There were no women miners who were interviewed and only 5% of the sources in sports coverage were women. Only 9%

of those interviewed in the occupational category “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 to 3% of men being identified as father, son or husband.

## Gender in newsrooms

**There are more women presenters than women reporters:** Women constitute 49% of all reporters (higher than the regional average of 29%) and 55% of TV presenters. Women 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 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 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 to 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 over 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 access 29% women sources while men journalists access 16% women sources.

## Gender-based violence (GBV)

**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 regional average of 4% despite South Africa having amongst highest levels of gender based violence in the world.

**Men speak on GBV while women are most affected:** Women make up only 24% of sources in stories about or that mention GBV. Men speak for women even on issues that affect them 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, both 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 in the last 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** 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 one hundred gender and media policies across the region by mid-2011.