



Rose Thamae, Executive Director, Let us grow project, Orange Farm, being interviewed by a learner from a local high school.

Photo: Saeanna Chingamuka

INTRODUCTION

This chapter is about the national gender and media context, the 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

Located at the southern-most tip of Africa, South Africa has a coastline of more than 2 700km, with the Atlantic Ocean to the west and the Indian Ocean to the east. Namibia, Botswana and Zimbabwe lie to the north of the country and Mozambique and Swaziland in the east. Lesotho, an independent state, is landlocked within South African territory. South Africa has a population of about 50.1 million people.

South Africa held its first non-racial democratic election in April 2004. Unemployment is extremely high and income inequality is about equal to that of Brazil. About a quarter of the population is unemployed and live on less than \$1.25 a day.

High unemployment, poverty and non-delivery of services were factors blamed for the wave of violent xenophobic attacks against migrant workers from other African countries in 2008 and protests by township residents over poor living conditions during the summer of 2009.

South Africa has the second-highest number of HIV/AIDS patients in the world. Around one in seven of its citizens are diagnosed with HIV. Free anti-retroviral drugs are available under a state-funded scheme.

Media in South Africa

The country has 22 daily newspapers, 27 major weekly newspapers, more than 300 community newspapers, and more than 123 consumer magazines.¹ There are five television stations, 13 private commercial radio stations, 92 community radio stations, and 18 public radio stations. There are 5.3 million internet users.

The Independent Communications Authority of South Africa (ICASA) is the regulator for the communications sector. Through legislation ICASA

monitors license compliance, issue licenses, develops regulations and manages the frequency spectrum.

Despite the breadth and depth of the media, there are signs that its media freedoms are coming under threat from political and commercial interests.

Perhaps the most heated conflict was over accusations that the South African Broadcasting Corporation (SABC), the country's public broadcaster, had blacklisted media practitioners critical of the ruling party. The controversy resulted in the suspension of senior employees, a tug-of-war between management and the board. These battles fuelled public perception that the public media are not independent, despite legal guarantees and sound organisational policies. The appointment of board members by the ruling party is viewed by some as a potential threat to editorial freedom and independence.

A broad coalition representing various civil society groups, media organisations and unions have committed itself to ensuring that public broadcasting remains independent and free from interference from the government and political parties as well as commercial and economic influence.

On World Press Freedom Day, 3 May 2010, the Media Institute of Southern Africa (MISA) stated that South Africa's "political and economic leadership was slowly showing signs all too familiar with Africa's post-colonial nationalist governments -that is, the intolerance towards criticism and leaning towards legislative power to seek protection from public scrutiny".

So while South Africa's legal framework may be lauded for creating space for an open media environment, in practice, the situation is not ideal.

South Africa's constitution enshrines the principles of free speech and promotes free expression rights and media laws, thus creating an enabling media environment. The 1996 constitution guarantees "freedom of the press and other media; freedom to receive or impart information or ideas".

In addition to enjoying constitutional guarantees, South Africa is a signatory to the principles of the Windhoek Declaration of 1991, the African Charter on Broadcasting of 2001, and the Declaration of Principles on Freedom of Expression in Africa. These

¹ <http://www.printmedia.org.za/industry>

declarations and principles broadly recognise the positive role that the media play in social, political, and economic development.

The African National Congress's call for a Media Appeals Tribunal is seen as a serious threat to media freedom. The tribunal would be a parliamentary committee that would adjudicate appeals on decisions taken by the independent Press Ombudsman. The South African National Editor's Forum (SANEF) and other media lobby groups have raised concerns and are fundamentally opposed to the creation of the tribunal.

Media regulation

South Africa has mechanisms for media self-regulation: the Press Council, which addresses public complaints against the print media; and the Broadcasting Complaints Commission of South Africa, which represents the electronic media.

Apart from the factors mentioned, several developments could limit media freedoms. Media regulations which threaten press freedom and expression include:

- The Films and Publications Amendment Bill (including social media and blogs) threatens to restrict individual freedom of expression. This bill would amend the Films and Publications Act 65 of 1996, prohibiting the distribution of a publication containing hate speech, but exempting scientific, documentary, dramatic, artistic, literary, or religious publications, publications that amount to a bona fide discussion, argument, or opinion on a matter pertaining to religion, belief or conscience and, publications that discuss a matter of public interest. The Films and Publications Act established the Film and Publications Board, with the objective of regulating the creation, production, possession and distribution of certain publications and films through classification, imposition of age restrictions, and giving of consumer advice. The amendment bill seeks to broaden the act to include regulating what may or may not be published or broadcast, said to protect children from being exposed to inappropriate material. The bill proposes that publications that could harm children must be submitted to a classification office before publication.
- Public information is readily available and the right of access is equally enforced for all media.

However, public access to information is affected by the centralisation of information, as well as by officials who are not fully aware of their duties. The Promotion of Access to Information Act 2 of 2000 aimed to implement the constitutional right of access to any information held by the state and any information that is held by another person, and is required for the exercise or protection of any rights. However, the Protection of Information Act 84 of 1982, an apartheid-era law still on the books, deals with various offences related to the disclosure and/or publication of classified information - without specifying what is classified, how it can be declassified, and how such information is to be dealt with by the courts. The act will be repealed by the Protection of Information Bill. (IREX)

- Other laws which limit access are the Defence Act 42 of 2002, which states that no person may publish any classified information without authority to do so, the National Key Points Act 102 of 1980, which provides that no person may furnish any information relating to the security measures or incidents involving strategic facilities such as airports, power plants, and the South African Reserve Bank without being legally obliged or otherwise entitled to do so and the Criminal Procedure Act 51 of 1977, which restricts publication of certain information relating to criminal proceedings. Section 205 of the Criminal Procedure Act compels journalists to reveal their sources and empowers the courts to imprison anyone who refuses to disclose information relating to criminal investigation.

Crimes against journalists or media outlets are prosecuted vigorously, but such crimes are rare.

Overall SA has an open environment. Entry into the journalism profession is generally free, and the government imposes no licensing, restrictions or special rights for journalists.

Entry into the media sector and the tax structure for media are fair and comparable to other industries. Starting a small, medium, or micro enterprise (SMME) requires only registration under the Companies Act of 1973. SMMEs can apply for funds from the government.

Small media outlets in rural areas receive less institutional support than urban-based media and are subjected to direct and subtle forms of intimidation. While, in general, media outlets have

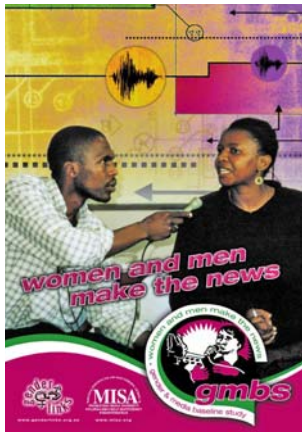
unrestricted access to international news and news sources, community media and small publishers' access is limited by lack of funding.

Background to the project

Table 2 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
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 undertaken anywhere in the world. Covering 12 Southern African countries over a month, the GMBS

found that women constitute a mere 17% 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.

In February 2005, GEMSA chapters in 13 countries participated in the one-day **Global Media Monitoring Project (GMMP)** which coincided with the 10th 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 were 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 percentage points to 19% 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 perceived or cared 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 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 Media Monitoring Project (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 October 2005 that took place in 11 Southern African countries. The study found that overall only 3% of stories in the

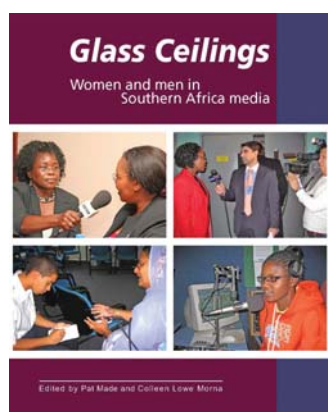


media of the region mention or are about HIV. It also found that, by and large, the story of the pandemic is being told by experts and officials. People living with AIDS constituted only 4% of news sources. The study also found that the gender dimensions of the HIV and AIDS pandemic, such as the inability of many women to negotiate safe sex, and the unpaid care work provided by women are 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 point higher than that registered in the GMBS of 17% but a percentage point 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 10-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 in 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 constituted less than a quarter of senior managers and a fraction of top managers, also that women reporters tended to be concentrated in the “soft” beats, while men cover sport, 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 was due to be launched in March 2010.

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. 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 global figures (for example percentage of women sources overall) are quoted in this analysis as they provide a useful and fairly accurate 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 impact of the policy, advocacy and training work on HIV and AIDS and Gender done as part of the MAP initiative from 2006 - 2008.

Gender and the media in South Africa

South Africa is signatory to the SADC Gender Protocol on Gender and development which was adopted in 2008. The protocol urges the media and all decision-making bodies in the region to achieve gender parity by 2015.

The Gender and Media Baseline Report (GMBS) exposed the poor performance of the public broadcaster, which is cause for concern considering it is one of the few media houses in the region that

has a gender unit. The research showed variations between media houses in its use of sources.

Black women, it was found, are especially under-represented. Black women make-up 45% of the population, represents only 5% of news sources and is the group least represented in the media relative to their strength in the population. Black women are also least represented in the newsrooms, making up about 6% of media practitioners.

Black men constituted four times the proportion of black women as news sources (21%), yet this is still only half their strength in the population.

In keeping with regional patterns, SA's media ignores older women and women were accessed as sources in certain occupations only. Similarly, South African media provide a "soft" platform for women in that women predominate as sources as beauty contestants, sex workers and home makers.

Women's voices were least sourced in sport and mining, where men dominate (at 100%). Women came closest to achieving parity with men in the occupational categories of social worker, office worker, students, and entrepreneur. The latter may be a reflection of the preponderance of women in the informal sector.

Proportional to their political strength, women in office were virtually invisible. Women constitute 31% of MPs and cabinet, yet only accounted for 8% of sources.

Gender equality issues are not regarded as newsworthy. Economic and political coverage occupied a quarter of reportage, with sport following closely behind (21%) in South Africa. Gender equality and gender-based violence make up 1% each.

The qualitative research showed that not only are women severely under-represented, but that they are also misrepresented in the media. The consistent representation of women in passive, subordinate roles is complicit in supporting an oppressive gender order. This is at odds with reality and the media have a responsibility to represent women in a diversity of roles, occupations and positions.

Gender and audiences

The Gender and Media Audience Study (GMAS) in 2005 found that television is the main source of news for South African women. The patterns were

similar to those in Namibia, Seychelles and Zimbabwe, where radio took second place as the news medium of choice. Gender gaps existed in newspaper readership; in South Africa more men (21%) than women (15%) read newspapers for news.

Despite progressive gender and ICT policies, South Africans do not rely on the internet for news, where the study found the greatest gender gap, with 1% of women tapping into the internet as opposed to men at 4%. Racial disparities are also stark: Most people are not digitally connected, despite the country's sophisticated ICT environment.

The study also shows a racial and gender correlation between education levels and the medium of choice. Women and men with only primary education choose radio. Most women and men prefer short news reports to any other genre. This reflects the structural inequalities of the past and shows that human-resource development is uneven and inhibits the development of sophisticated audiences. These findings are in contrast to Mauritius where both sexes prefer in-depth coverage.

While more women (5%) opted for interactive news than men, the figure is well below the region's (12%) and points to the need for consumers to become more directly engaged with the news.

Although the perceptions of the way women are portrayed are mixed, men and women see the media as gender biased. None of the South African women are encouraged by the imagery of women as sex objects, while 7% of men say they would buy a paper if it sold women as sex objects. On a positive note, male and female audiences are more interested in human-interest stories and want to see less of war and conflict.

Most South African women (73%) and more than half of men (56%) say they prefer a new agenda in which women diversity is celebrated and men make the pages in non-traditional roles. This is a clear call for change - a call the media needs to heed.

HIV and AIDS and Gender

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

- Only 2% of all media monitored mentioned HIV and AIDS, with weekly newspapers having the highest coverage. HIV and AIDS were not mainstreamed in the coverage;

- The study found that 70% of all items monitored had HIV as its central focus, while 30% only mentioned it;
- Male voices dominated, though women constituted a greater percentage of sources. People with HIV and AIDS were rarely heard;
- Unlike the focus noted in the region, there is a more even spread of prevention and treatment stories, (26% and 24%, respectively) possibly because of the politicisation of the pandemic;
- Closer analysis of the topics showed a lack of in-depth reporting most of the stories was in the news genre; and
- On the positive side there was a good gender balance on the beat, with women accounting for 58% of stories compared with 45% regionally. Despite this balance the gender dimension in coverage is weak.

Gender in newsrooms

The *Glass Ceiling* study conducted by GL in South Africa found that the workplace environment had a substantial bearing on achieving gender parity in media houses.

It found that women hit the glass ceiling in the media at senior management level and that men were likely to get better working deals in media houses. They also dominated editorial, production and technical departments, while women predominated in support departments.

Gender division of labour was still pronounced with women media practitioners dominating “soft” beats (gender equality, gender-based violence, health) while men dominated the hard beats (investigative and in depth reporting, politics, sport). Men tended to earn better.

There are no specific targets and practices, such as fast tracking and promotion for achieving gender parity in newsrooms and few media houses have gender policies.

In spite of the terms of the constitution and the various codes of conduct, gender and the media is an issue that is not prioritised in newsrooms. The few gender policies in media houses are limited to the employment of men and women on an equitable basis. This does not include a commitment to achieving gender balance in editorial content. Issues related to gender have been placed on the national agenda largely through the work of civil society organisations and NGO's.

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 period over which the monitoring would take place, 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 15 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 19 October to 16 November 2009.
- 6) **In-country consultations and presentation of preliminary findings:** Before the launch, the findings were canvassed with media stakeholders in the participating countries.
- 7) **Report launch at the fourth Gender and Media Summit:** From 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 with each other in the region?
- What proportion of coverage is devoted to gender-specific topics?

- Of that, what proportion is on gender-based violence (GBV)?
- 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 GBV?
- What proportion of coverage mentioned GBV?
- How do media houses in each country compare with each other in their coverage of HIV and AIDS?
- How do media houses in each country compare with each other in their 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 victims 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, interviews, profiles and human-interest stories).
- How does gender-specific coverage break down with regard to these genres?
- How does HIV and AIDS coverage break down with regard to these genres?
- How does GBV coverage break down with regard to these genres?

Origin

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

Sources - who speaks on what?

- On what proportion of primary as opposed to secondary sources are stories based?
- 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 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; and
- 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.

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 among the public (media consumers), media advocates and among those who work in the media.

- How are women and men labelled as sourced 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 following framework to help them assess stories:

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 	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

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.

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; and
- 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	15	2789	1564
South Africa	145	15	19	5957	8642
Tanzania	73	15	15	2335	2784
Medium					
Mauritius	22	9	11	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	30623

Table 3 shows the number of media in each country and the target figures calculated as follows:

- High media density - all countries with more than 50 media entities;
- Medium density - all countries with between 20-50 media entities; and
- Low density - countries with fewer than 20 media entities.

The last column shows the actual number of media monitored in each country. South Africa ranks among high media density countries with more than 50 media entities. The target for the GMPS was 15 media entities and 19 entities were monitored. This combined print and electronic media across different ownership categories, such as public, private and community media.

The number of news items monitored for South Africa (5 957) in the GMPS is lower than the 1 939 items monitored in the GMBS. In the GMBS the South Africa sample was significantly higher than all the countries at 8 642. The country that followed was Tanzania with 2 784. This resulted in a differential of 5 858 news items. South Africa's sample therefore skews the regional results.



In 2010 GMPS there was an attempt to bring South Africa's sample in line with the other high media density countries, but South Africa still had the highest number of items monitored. The difference between South Africa and the DRC, which has the second-highest number of items monitored, is 2047.

PUBLIC	PRINT	RADIO	TV	MAP	NON-MAP	GMBS	NEW
SABC 1	1		1		1	1	
SABC 3	1		1		1	1	
SAFM	1	1			1	1	
Ukhozi FM	1	1			1	1	
Sub-total	4						
PRIVATE							
The Star	1	1			1	1	
Sowetan	1	1			1	1	
The Citizen	1	1			1	1	
The Argus	1	1			1		1
Mail and Guardian	1	1			1		1
Sunday Times	1	1			1	1	
Sunday Independent	1	1			1	1	
Rapport	1	1			1	1	
702 FM	1	1			1		1
Kaya FM	1	1		1			1
eTV	1		1		1	1	
Issolezwe	1	1			1		1
Business Day	1	1			1	1	
City Press	1	1			1	1	
Sub-total	14						
COMMUNITY							
Highway Radio	1	1			1		1
Sub-total	1						
TOTAL	19	11	5	3	1	18	13
		19			19		19

As illustrated in table 4, ownership and 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 in 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 (11) constituted the highest number of media entities monitored due to the large number of newspapers in South Africa. This is followed by five radio stations (one community, two private and two public). Two public broadcasting television stations SABC 1 and SABC 3 and one free-to-air television station, eTV were included in the sample. Table 5 gives a breakdown of the number of news items monitored in each media house.

MEDIA HOUSE	NO. OF NEWS ITEMS PER MEDIA HOUSE GMPS
The Star	811
Sowetan	632
The Citizen	764
The Argus	247
Mail and Guardian	228
Sunday Times	397
Sunday Independent	237
Rapport	364
SAFM	132
Ukhozi FM	62
702 FM	145
Kaya FM	30
Highway	28
SABC 1	162
SABC 3	156
E-TV	196
Isolezwe	241
Business Day	732
City Press	393
Total	5957

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. The monitoring started on Monday, 19 October, and ended on Thursday, 16 November 2009. The Global Media Monitoring (GMMP) fell within this period, with its research being conducted on 10 November 2009.

The table below summarises the dates on which monitoring was conducted for the different media entities.

- 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, monitors were required to monitor five sets over the 10 week days of the monitoring period or equivalent so that at the end they had one constructed week's worth of that publication or programme monitored.

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

Key events during the monitoring period

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

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

- The media was focused on World Cup Soccer 2010 for a year before the event in June 2010; and
- The monitoring period included the aftermath of the Caster Semenya tests and questions about why the information had been leaked and other queries.