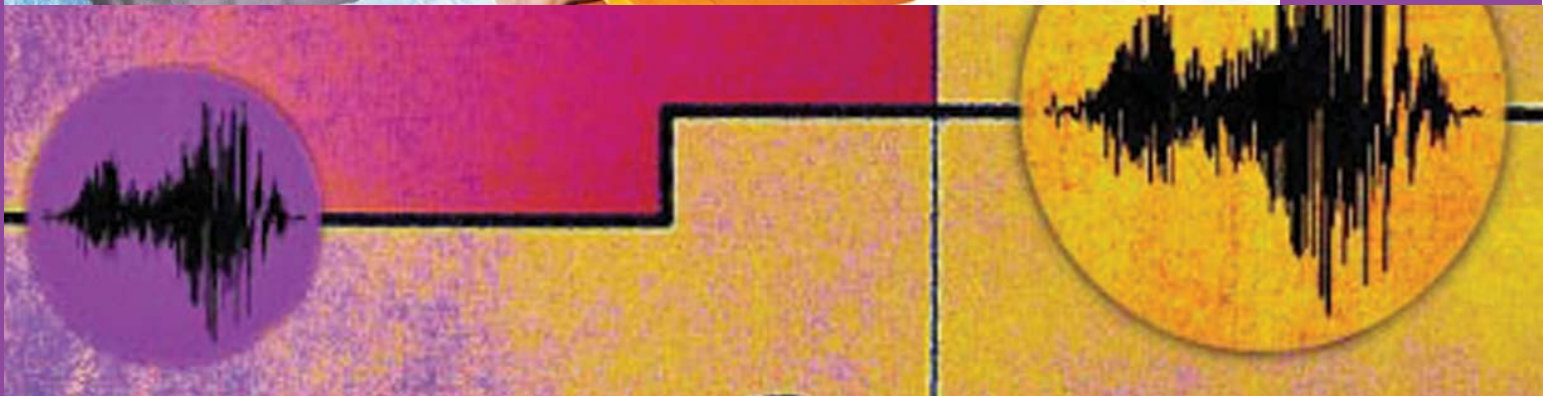


Southern African Gender and Media Progress Study

Zimbabwe



Gender Links (GL) 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.

Gender and Media Progress Study - Zimbabwe
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Gender Links
9 Derrick Avenue
Cyrildene, 2198
Johannesburg, South Africa

Phone: 27 (11) 622 2877

Fax: 27 (11) 622 4732

Email: mediaprog@genderlinks.org.za

Website: www.genderlinks.org.za

Author: Thabani Mpofu and Tarisai Nyamweda

Editor: Helen Grange

Cover Photo: Saeanna Chingamuka, Gender Links Media Training Manager and Lawton Hikwa, Dean of Faculty of Communication and Information at the National University of Science and Technology engage in discussion during the consultative workshop for Gender and Media Progress Study in Bulawayo, Zimbabwe on 17 August 2010.

Photo by Thabani Mpofu.

Back Photo: Tafadzwa Dube, a cameraman with the Zimbabwe Television covers the GMPS consultative workshop at the National University of Science and Technology in Bulawayo on 17 August 2010.

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The views expressed in this report are those of Gender Links and cannot 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 HIV and AIDS, Gender and the Media Baseline Study in 2006 and the 2008 Francophone gender and media study that drew on elements of these two studies.

GL worked with the Gender and Media Southern Africa (GEMSA) Network and the Media Institute of Southern Africa (MISA) in this study. The partners conceptualised the research and collaborated in selecting and training team leaders for the in-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 that 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.

Nhlanhla Ngwenya of MISA Zimbabwe led the research in Zimbabwe. The media monitors included Christina Mundodzi, Hlengiwe Dube, Molly Chimhanda, Precious Zhou, Sibusisiwe Dube and Sandra Mujokoro.

Thabani Mpofu (GL Media Programme Manager) and Tarisai Nyamweda (GL media intern) wrote the report.

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ACRONYMS

AED	Academy for Educational Development
AIDS	Acquired Immunodeficiency Syndrome
ARV	Anti-retroviral
CADRE	Centre for AIDS Development, Research and Evaluation
DRC	Democratic Republic of Congo
FES	Frederich Ebert Stiftung
GEMSA	Gender and Media Southern African Network
GL	Gender Links
GMAS	Gender and Media Audience Study
GMBS	Gender and Media Baseline Study
GMMP	Global Media Monitoring Project
GMPS	Gender and Media Progress Study
HIV	Human Immunodeficiency Syndrome
IFJ	International Federation of Journalists
ILO	International Labour Organisation
IWMF	International Women's Media Foundation
MAP	Media Action Plan
MDC	Movement For Democratic Change
MISA	Media Institute of Southern Africa
MMP	Media Monitoring Project
MWO	Media Watch Organisation
NGOs	Non-governmental organisations
NUST	National University of Science and Technology
SADC	Southern African Development Community
SAEF	Southern African Editors' Forum
SAFAIDS	Southern Africa HIV and AIDS Information Dissemination Service
SAGEM	South African Gender and Media Network
SAPA	South African Press Association
UNAIDS	United Nations Aids Programme on HIV/AIDS
UNESCO	United Nations Educational, Scientific and Cultural Organisation
UNGASS	United Nations General Assembly on HIV/AIDS
ZANU PF	Zimbabwe African National Union Patriotic Front
ZTV	Zimbabwe Television

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Table one: Summary of key findings

GENERAL MEDIA PRACTICE	GMBS ZIMBABWE	GMPS ZIMBABWE	GMPS REGIONAL	GMMP GLOBAL
Topics	%	%	%	%
Economics	N/A	15	12	17
Gender equality	N/A	1	1	N/A
Gender violence	N/A	1	1	N/A
Politics	N/A	22	19	28
Sports	N/A	20	18	N/A
Geographic scope of stories	%	%	%	%
International	N/A	17	22	26
SADC	N/A	11	8	N/A
National	N/A	42	42	N/A
Province	N/A	6	10	N/A
Local/community	N/A	23	18	N/A
Type of sources	%	%	%	%
Primary sources	N/A	92	69	N/A
Anonymity	%	%	%	%
Anonymous sources	N/A	11	18	N/A
Diversity of sources	%	%	%	%
Single source	N/A	70	67	N/A
GENDER IN THE MEDIA	GMBS ZIMBABWE	GMPS ZIMBABWE	GMPS REGIONAL	GMMP GLOBAL
Who speaks	% women	% women	% women	% women
Overall	15	16	19	24
Private media	N/A	14	19	N/A
Public media	N/A	16	20	N/A
Community	N/A	0	22	N/A
Who speaks on which topic	% women	% women	% women	% women
Economics	10	10	15	21
Education	N/A	13	24	N/A
Gender Equality	46	66	43	N/A
Gender Violence	39	50	41	N/A
Political Stories	9	10	13	18
Sports	8	10	12	N/A
Sex of sources by medium	% women	% women	% women	% women
Print	N/A	15	18	24
Radio	N/A	17	20	19
Television	N/A	20	25	26
Who is seen	% women	% women	% women	% women
Images in newspapers	N/A	23	27	N/A
Ages - sources	% women	% women	% women	% women
35 - 49 years	N/A	34	37	N/A
50 - 64 years	N/A	36	20	N/A
65 years or older	N/A	0	0	N/A
Ages - images	% women	% women	% women	% women
35 - 49 years	N/A	23	28	N/A
50 - 64 years	N/A	10	14	N/A
65 years or older	N/A	1	4	N/A
Occupation	% women	% women	% women	% women
Beauty contestant	80	80	73	N/A
Business person	10	10	15	14
Government official	N/A	11	14	17
Health worker	30	54	27	31
Homemakers	62	93	63	72
Politicians	10	10	11	17
Sex worker	86	100	62	39

Sportsperson	5	8	8	11			
Personal identity	%	%	%	%			
Women	4	6	10	N/A			
Men	0	1	5	N/A			
GENDER IN NEWSROOMS	GMBS ZIMBABWE	GMPS ZIMBABWE	GMPS REGIONAL	GMMP GLOBAL			
Who does what	% women	% women	% women	% women			
All reporters	N/A	16	29	N/A			
TV reporters	38	33	42	44			
TV presenters	45	53	58	52			
Radio reporters	34	24	30	37			
Print reporters	22	11	25	33			
Who reports on what	% women	% women	% women	% women			
Economics	20	8	28	40			
Gender Equality	30	31	32	N/A			
Gender Violence	19	9	38	N/A			
Political stories	16	19	24	33			
Sports	7	7	18	N/A			
Sources and sex of reporter		%W	%M	%W	%M		
Female sources by sex of reporter	N/A	23	14	31	15	28	22
GENDER VIOLENCE AND THE MEDIA	GMBS ZIMBABWE	GMPS ZIMBABWE	GMPS REGIONAL	GMMP GLOBAL			
GBV stories compared to total	N/A	3	4	N/A			
Advocacy and protest stories	N/A	3	11	N/A			
Who speaks on GBV	% women	% women	% women	% women			
% of women in stories on and mentioned in GBV	N/A	28	27	N/A			
Function of GBV sources	%	%	%	%			
Victim/survivor	N/A	22	19	N/A			
Alleged perpetrator/perpetrator	N/A	11	11	N/A			
Who reports on GBV	% women	% women	% women	% women			
Percentage of women reporters	N/A	10	35	N/A			
GENDER, HIV AND AIDS AND THE MEDIA	2006 STUDY ZIMBABWE	GMPS ZIMBABWE	GMPS REGIONAL	GMMP GLOBAL			
	%	%	%	%			
HIV and AIDS coverage compared to total	3	2	2	N/A			
Subtopics	%	%	%	%			
Prevention	36	25	26	N/A			
General	14	40	37	N/A			
Treatment	13	18	12	N/A			
Care, support and rights	20	5	14	N/A			
Impact	4	13	12	N/A			
Geographical scope	%	%	%	%			
International	11	11	12	N/A			
Regional	10	13	8	N/A			
National	50	37	56	N/A			
Local	21	30	15	N/A			
Function of sources	%	%	%	%			
Official and UN Agencies	6	4	19	N/A			
Civil society and NGOs	31	12	18	N/A			
Experts	9	23	17	N/A			
Traditional and religious leaders	2	0	2	N/A			
People living with HIV and AIDS	4	4	7	N/A			
Person affected	6	58	36	N/A			
Sources	% women	% women	% women	% women			
Who speaks on HIV and AIDS	39	18	20	N/A			
Reporters	% women	% women	% women	% women			
Who reports on HIV and AIDS	45	36	37	N/A			



Lifaqane Nare from the Zimbabwe Union of Journalists makes a point during the GMPS consultative workshop in Bulawayo while Linda Mpofu from Bulawayo Agenda follows proceedings.

Photo: Thabani Mpofu

The GMPS in Zimbabwe covered 11 media houses and 2 988 news items presented between 19 October and 16 November 2009. The study is part of a regional survey of 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 proportion of women sources in the news in Zimbabwe has increased marginally, from 15% in *Gender and Media Baseline Study (GMBS)* to 16% in the *Gender and Media Progress Study (GMPS)*, a 1% increase over seven years.

That is lower than the regional average of 19% and the global average in the 2010 Global Media Monitoring Project (GMMP) of 24%. There are, however, variations between individual media houses, with Zimbabwe Television (ZTV) and *Sunday News* at 20% each, and Radio Zimbabwe and *Financial Gazette* at 11% each.

While gender-based violence receives relatively more coverage than gender equality, the proportions are still low. Stories are based on event reports rather than in-depth and well-researched articles. There is little information on advocacy campaigns and where to go for help.

The proportion of HIV and AIDS coverage declined from 3% in the 2006 HIV and AIDS and Gender study to 2% in GMPS. While voices of those affected are now heard at 58%, people living with the HIV and AIDS account for only 4% of sources. However, the main sources of reporting have shifted from official and UN agencies previously, to persons affected.

The use of primary sources for reporting at 92% is the highest in the region, while anonymous sources account for 11% of story origination.

the 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.

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 are:

Media practice

Gender equality is not given top priority in Zimbabwe constituting only 0.4% of all topics covered during the monitoring period: Politics was given the most coverage (22%), followed by sport (20%) and economics (15 %).

The proportion of primary sources is higher in Zimbabwe than the regional average: Primary sources make up 92% of all sources compared with an overall regional average of 69%. Zimbabwe is the best performer in the region against this indicator. Radio Zimbabwe leads with 99% use of primary sources, while the *Chronicle* newspaper is the worst performer at 86%.

Most of the news sources in Zimbabwe are identified by name with unknown sources making up 11% of sources: Radio Zimbabwe, *The Zimbabwean* and Spot FM had the highest proportions of unknown sources at 30%, 27% and 22% respectively.

The proportion of the use of single sources is higher than the regional average: Single source stories in Zimbabwe account for 70% of the total coverage, compared with the regional average of 67%. The fact that about three quarters of Zimbabwean stories originate from a single source may help to explain why there are few women sources, since such a source is likely to be a man in a male-dominated society.

The voices of spokespersons and experts dominate the news in Zimbabwe: Spokespersons make up 70% of sources with experts accounting for 14% of all news sources. With eyewitnesses accounting for 1%, popular opinion (5%) and personal experience (5%), the voices of ordinary people are not heard since spokespersons and experts are usually powerful and influential people, and in most cases they are men.

Gender in media content

There has been a marginal increase in the proportion of women sources from 15% in GMBS to 16% in GMPS: This is lower than the regional average of 19% and GMMP average of 24%. Men in Zimbabwe still predominate in the news.

There are differences in the way the public and private media access sources: There are more women sources in the public media (16%) than private media (14%). Due to the tight media laws there are no vibrant community media in Zimbabwe which, in most cases, give voice to the voiceless including women.

Women are more likely to be seen than heard: Women constitute 27% of all images in newspapers in Zimbabwe (27% in the regional study) compared with 18% of news sources in the print media.

There are differences across individual media: The *Sunday News* and Radio Zimbabwe have the highest proportions of women sources at 20% and the *Financial Gazette* at 11% has the lowest proportion of women sources.

Women's voices are heard in soft beats: These include gender equality (66%), gender violence (50%), sex and sexuality, health and children. Men predominate mining (96%), labour (94%), sport, politics (90%) and economics (90%).

The voices of women start increasing from the age of 20 to 64: They disappear from the age of 65 years and older.

Gender biases in occupational categories are pronounced: Sex workers are all women (100%), homemaker (93%) and beauty contestant (77%). They are missing in the categories of scientist, miners and criminals.

Women are more likely to be identified by personal tags than men: 6% of women sources were identified by tags in Zimbabwe such as wife, mother or daughter compared to men sources at 1%.

Interesting gender benders: For example, men make up 7% of homemakers and 20% of beauty contestants, roles that are often associated with women.

Gender in newsrooms

There are more women presenters than women reporters in Zimbabwe: Women account for 16% of reporters (lower than the regional average of 29%) and 53% of presenters. This suggests that women are more valued for their physical than mental attributes.

But women predominate as radio reporters: An interesting finding in Zimbabwe is that women (24%) predominate as radio reporters, compared with the regional average of 30%.

There has been progress on beats women reporters cover: While there is still a gender division of labour in newsrooms with men predominating hard beats and women the soft beats, there is progress in closing the gap. More women (19%) now report on politics compared with the GMBS (16%), and in reporting on disaster/war/conflict which has increased from 24% to 43%.

Having more women in top and senior management does not necessarily result in more women sources: In Zimbabwe there are 11% women in top/senior management, but 16% women sources. There are more women in the media in Lesotho (73%) but proportionately fewer women sources (32%). In South Africa there are 50% women in the media but women sources account for only 20%. In Botswana there are 42% women in the media and 20% women sources. That indicates that there is no direct relationship between the presence of women in top/senior management and achieving gender balance and sensitivity in media coverage. This points to the need for gender policies to ensure gender parity in the region.

But having women journalists does make a difference: In Zimbabwe 23% women reporters consult women sources compared with 14% sought by men reporters. The findings indicate the need for more women reporters in the newsrooms to increase the voices of women in media content.

Gender-based violence

Stories about gender-based violence and stories that mentioned GBV accounted for 3% of total coverage, compared with 4% in the region: This was despite the fact that there was political

instability in Zimbabwe during the monitoring period.

Women make up 28% of sources on GBV: This means that women speak less on GBV, an issue which affects them most.

Survivors constitute more than a fifth (22%) of all sources on GBV: The main sources of GBV stories are the police and sources in the legal system (27%) while in the region experts (23%) and NGOs (17%) are the major sources of GBV stories.

Rape and economic abuse received the most coverage in Zimbabwe, each making up 25% of the total number of stories: They were followed by domestic violence at 22%. There were no stories on femicide and about men killed in abusive relationships.

There is no gender parity in the coverage of GBV in Zimbabwe: Men reporters (90%) cover the topic more than women.

HIV and AIDS

The proportion of HIV and AIDS coverage has dropped in Zimbabwe: The coverage fell from 3% in the 2006 HIV and AIDS, Gender and the Media Study to 2% in the GMPS - the same as the regional average.

The voices of people living with HIV and AIDS are not heard: People living with HIV and AIDS account

for only 4% of sources after falling from 5% in the 2006 study. This is lower than the regional average of 7%.

But voices of people affected by HIV and AIDS are now heard: Voices of people affected by HIV and AIDS increased from 6% in 2006 study to 58% in GMPS. The figure is higher than the regional average of 36%.

The proportion of women sources on HIV and AIDS has dropped: Women sources on the topic is down, from 41% in the 2006 study to 18% in GMPS. That is lower than the regional average of 20%.

Process

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

Key recommendations

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