



Nhlanhla Ngwenya (left), the director of MISA Zimbabwe takes GMPS monitors through the process in Harare, Zimbabwe in October 2009.

Photo: Gender Links

INTRODUCTION

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

Country context

Zimbabwe, which is at the centre of the southern African region, gained its independence from Britain in 1980. The country has experienced political and economic instability leading to the formation of a unity government between three main political parties in September 15, 2008.

Media in Zimbabwe

After years of media repression, the signing of the Global Political Agreement (GPA) in September 15, 2008 by Zimbabwe's three main political parties offered some hope to about 12-million Zimbabweans, long subjected to poor information through the systematic decimation of the private media, promising to restore their right to free expression and information.

This was particularly so given the parties' expressed desire to "open up the airwaves" and ensure the operation of as many media houses as possible under Article 19 of that agreement. This followed their acknowledgement in the preamble of the article of the country's undemocratic media environment. However, the parties' reference to media reforms remained vague as they emphasised the lack of private broadcasters and foreign-based radio stations broadcasting into the country rather than concrete media law reforms¹.



Miriam Madziwa-Sibanda, a commissioner with the newly established Zimbabwe Media Commission.
Photo: Gender Links

Media regulations

After the signing of the GPA, the government appointed commissioners for the Zimbabwe Media Council (ZMC) in 2009. The council has issued four licences for daily newspapers and one for a weekly. The dailies are News Day, Daily News, The Mail and Daily Gazette, while the weekly is the Post.

Besides the newly formed ZMC there is also the Voluntary Media Council of Zimbabwe (VMCZ), self-regulatory body for the professional media set up by Zimbabwean journalists and other stakeholders in civil society in 2007 to adjudicate complaints from concerned stakeholders, such as the public, business, politicians, government and others. VMCZ is guided by the Windhoek Declaration of 1991, which seeks to promote an independent and pluralistic African Press.

Although the private print and electronic media, including the mushrooming Zimbabwean news websites, have tried to fill the information gap left by the public media, they do not satisfy the need for information on issues affecting their livelihoods. This is because they are niche-market sources of information that cannot match the dominant public media's daily rate of disseminating information.

For example, the government-controlled Zimpapers stable publishes at least 15 issues of its newspapers per week, including daily copies of *The Herald* and *Chronicle*, compared with only privately-owned newspapers. Similarly, while the foreign-based Zimbabwean-run Studio 7 and SW Radio Africa do provide daily platforms for alternative views, the limited time they are on air (about two or three hours a night every weekday) and the time devote to news cannot compare with that of the national broadcaster. While two stations allocate a combined two and a half hours daily to their bulletins, translating to 15 hours a week, ZBC radio stations carry news bulletins almost every hour in their 24-hour daily broadcasts. ZTV alone devotes close to three hours per day to news, totalling 21 hours per week².

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 past decade. Key pieces of research relevant to the GMPS are briefly reviewed here.

¹ Moyses, A, The GPA and Media Reforms in Zimbabwe (a paper presented at MAZ report-back workshop with CSOs on Media Reforms), Harare, October 15, 2009.

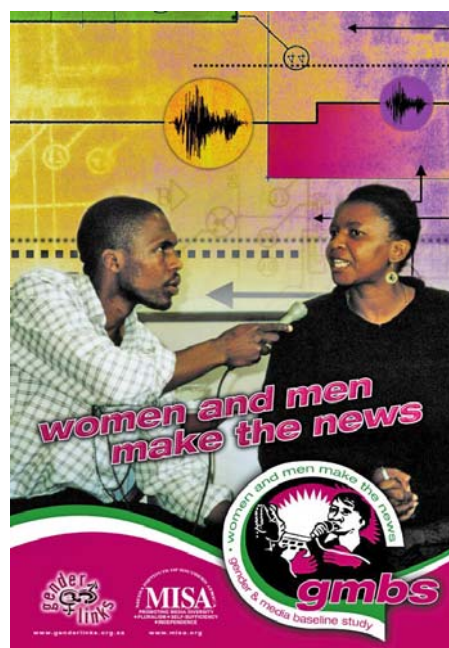
² MMPZ report for Humanitarian Information Facility Centre, May 2009.

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 practise; 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 period of one 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) that 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 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 2% 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 which 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 were concerned about whether audiences perceived or cared about gender disparities in the news, and whether the issues raised had 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 women and men alike would be more interested in the soft news that got the least coverage in the media, such as education, health, HIV and AIDS. It found also that women had a particular interest in giving feedback (through letters, radio talk shows, etc) even though they were under-represented in these genres and that women and men were 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 Editors'

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

The Southern African Media Action Plan



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

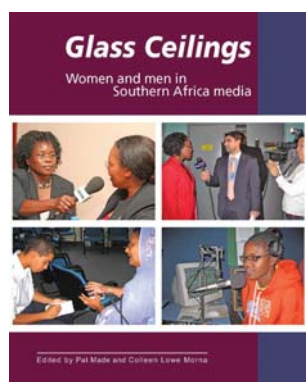
living with AIDS only constituted 4% of news sources. The study also found that the gender dimensions of the HIV and AIDS pandemic such as the inability of many women to negotiate safe sex and the unpaid care work provided by women are not well understood or covered.

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. That 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 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. That 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% in South Africa, which has the highest media density in the region and which 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 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 Federation (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 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 effect 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 media in Zimbabwe

Several reports on gender and media in Zimbabwe highlighting the worrying underrepresentation of women in the country's media have been compiled in the recent past. These comprise the 2003 GMBS; the *Global Media Monitoring Project (GMMP) 2005* and the *Glass Ceilings: Women and Men in Southern African media: Zimbabwe*.

According to the GMBS report, women only constituted 15% of the news sources in the mainstream media monitored for the research. This was 2% lower than the regional average of 17%.

Although the subsequent GMMP report showed a slight improvement in the coverage of female voices, the findings still confirmed the marginalisation of female views in the country's media. For instance, while the study showed a seven percentage point increase in the number of female voices from the 2003 figure of 15% to 22%, making Zimbabwe compare somewhat positively to the global average of 21% and regional average of 19%, this was marginal given that female voices constitute more than 50% of the Zimbabwean population³.

³ Zimbabwe Census report, 2002.

Gender and audiences

The Gender and Media Audience Study (GMAS) found in 2005 that television is the most important source of news. Zimbabwe, like Namibia, Seychelles, South Africa and Mozambique, deviates from the regional pattern of radio as the main source of news, with most women (46%) and men (34%) stating that television is their main source of news. Radio is the second-most important source of news for women (36%) and men (33%).

With 30% men citing newspapers as their main source of news, Zimbabwean men are the highest consumers of newspapers in the study. That finding reflects the high levels of literacy and political awareness in the country. However, as in most other countries in the region, there is a big gender gap in newspaper readership, with only 15% of women citing newspapers as their main source of news.

HIV and AIDS and Gender

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

- People living with HIV and AIDS constituted only 4% of news sources with Officials/UN agencies and Civil society voices dominating;
- There is little coverage of treatment and impact stories. Prevention (36%) and care (20%) are the main topics covered;
- Most of the HIV and AIDS stories had a national focus, with only 9% local news;
- There was a relatively high proportion of in-depth coverage and high number (77%) of original stories self-generated by journalists; and
- 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 SADC Protocol on Gender and Development, which urged 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, to challenge gender stereotypes and to ensure balance and sensitivity in all coverage, especially items relating to gender violence.

The *Glass Ceilings* report revealed that women constitute only 13% of those working in the media surveyed in Zimbabwe. It also found that the gender division of labour is still pronounced and that most media in Zimbabwe did not have gender policies.

And while Gender Links, together with Southern African Editors' Forum, has been working since 2005 with more than 148 media houses in the region in developing gender-aware policies as part of the Media Action Plan on HIV and AIDS and Gender, Zimbabwe has not benefitted from this initiative. This is partly due to political and economic instability that engulfed the country over the past nine years.

Quantitative and qualitative coverage can be improved and the study highlights policies, training and access to information as a way towards better reportage.

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 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 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 conducted 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:** The findings were canvassed with media stakeholders in the participating countries before the launch.
- 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 with 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 in each country compare 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 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?

- 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?



Thabani Mpofu, Gender Links Media Programme Manager during consultative workshop in Harare.

Photo: Gender Links



Saeanna Chingamuka GMDC Coordinator during the Harare consultative workshop.
Photo: Thabani Mpfu

- 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 in terms of 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 HIV, and who mention HIV?
- What is the breakdown of women and men sources in the stories on GBV, and who 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.
- 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 sourced in the media?
- Is there a good balance of men and women sources? Do women and men speak on the same topics, or does the 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:

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	Biased coverage of issue
<ul style="list-style-type: none"> • No double standards • No moralising • No open prejudice 	<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 practise 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 four 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 and 50 media houses.
- Low density: countries with fewer than 20 individual media.

The last column shows the actual number of media monitored in each country. The table shows that Zimbabwe is a medium-density country. Out of a total of 34 media houses in the country (at the time of the research), nine media houses were sampled for the research, but 11 then managed to participate

in the study. A total number of 2988 news items from both print and broadcast media were monitored in GMPS compared to 2107 in GMBS.

Table five: Analysis of media monitored in Zimbabwe

PUBLIC	PRINT	RADIO	TV	MAP	NON-MAP	GMBS	NEW
The Chronicle	1				1	1	
The Herald	1				1	1	
Sunday Mail	1				1	1	
Sunday News	1				1		1
Sport FM		1			1	1	
Radio Zimbabwe		1			1		1
ZTV			1		1	1	
Sub-total	4	2	1			5	2
PRIVATE							
Financial Gazette	1				1	1	
The Standard	1						1
The Zimbabwe Independent	1					1	
The Zimbabwean	1				1		1
Sub-total	4	0	0			2	2
TOTAL	8	2	1		11	7	4
		11			11	11	

As illustrated in Table five, 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 applied to the general spectrum of media available in the region and in each country.

An additional criterion for selecting specific media houses in this study is a consideration of whether

the same media houses were monitored in the GMBS; the HIV and AIDS and Gender Baseline Study and the Francophone HIV and AIDS and Gender Baseline Study. This is in view of the fact that the outcomes of this study will be used to evaluate media performance, including specific media houses, after the policy and backstopping interventions undertaken by GL since the last baseline studies.

Table five shows a sample of the media monitored in Zimbabwe. A total of nine media were sampled for the GMPS, but 11 media houses took part in the research. Seven public media, four print (*Chronicle*, *Herald*, *Sunday Mail*, and *Sunday News*), two radio (Radio Zimbabwe and Sport FM) and one television station (ZTV) were monitored. All the public media, except The Sunday News and Sport FM, participated in GMBS. Three private media (*Financial Gazette*, *The Standard*, *Zimbabwe Independent* and *The Zimbabwean*) were also sampled in the GMPS and only *The Standard* and *The Zimbabwean* did not participate in MGBS. Therefore, the study will accurately take stock of the progress made by the government-owned media and private media over the past seven years.

Community media did not feature in the Zimbabwe sample in either the GMBS or GMPS as not much has been done to open up space for the existence of vibrant community media in the country. *Zimbabwe Independent* is the only media house sampled in the study which is part of the regional Media Action on HIV and AIDS and Gender.

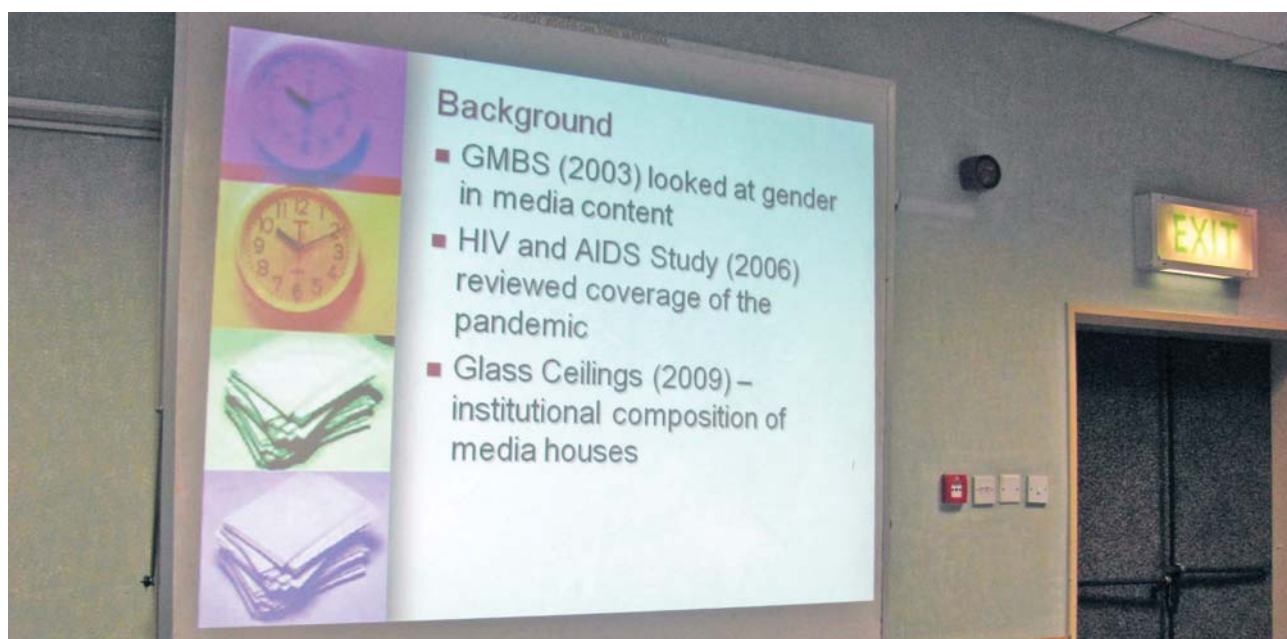


Photo: Saeanna Chingamuka

Table six: Analysis of news items monitored per media house

MEDIA HOUSE	NO. OF NEWS ITEMS PER MEDIA HOUSE GMPS
The Chronicle	574
The Herald	645
Sunday Mail	191
Sunday News	190
Sport FM	218
Radio Zimbabwe	76
ZTV	280
Financial Gazette	176
The Standard	162
The Zimbabwe Independent	172
The Zimbabwean	304
TOTAL	2988

Table six shows that the number of news items monitored in the GMBS increased by a margin of 881 from 2107 to 2988 in the GMPS. This enhances the validity of the results. The Herald had the highest news items at 645, followed by the Chronicle (574). The Zimbabwean (304) had the highest items monitored among the privately owned newspapers. The media house with the least items monitored was Radio Zimbabwe (76).

What was monitored?

- Newspapers: The whole newspaper except for classifieds; advertisements; advertorials and supplements.
- Radio: Half an hour or one hour of news and news analysis at prime time (either in the morning or evening), including actuality.
- Television: Half an hour or one hour of news and news analysis at prime time (either in the morning or evening).

Timeframe

The monitoring period comprised a constructed monitoring fortnight of 14 days over a month. The monitoring started on Monday 19 October and ended on Monday 16 November, 2009. The Global Media Monitoring (GMMP) fell within this period, with its research conducted on November 10, 2009.

Table seven summarises the dates on which monitoring was conducted 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

Table seven: Summary of 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

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 weekdays), monitors were required to monitor five sets over the 10 weekdays of the monitoring period or its equivalent, resulting in the monitoring of one constructed week's worth of that publication or programme.

Key events during the monitoring period

Researchers chose 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 November 25 to the December 10. Traditionally, this period has shown a considerable increase in the coverage of gender issues and

gender-based violence in particular. December would have skewed the findings by giving a higher number of stories on HIV and AIDS because of World AIDS Day on the first. HIV and AIDS is of significant interest to this research.

Other key events in Zimbabwe were:

- A media focused on the run-up to Zimbabwe African National United Patriotic Front (ZANU PF) national people's congress leading to the nominations of the party's presidium.
- Disengagement from the unity government by the Movement for Democratic Change (MDC) party led by Prime Minister Morgan Tsvangirai.
- The implementation of the GPA, with the media focused on outstanding issues.



Buhlebenkosi Tshabangu Moyo of the Media Alliance of Zimbabwe at the consultative workshop in Harare.
Photo: Gender Links