



Bertha Shoko, senior health reporter with *The Standard* newspaper.

Photo: Gender Links

● CONCLUSIONS AND RECOMMENDATIONS

There has been no significant improvement in the performance of the country, with women sources increasing merely one percentage point, from 15% to 16%, still lower than the regional average of 19%. HIV and AIDS coverage also declined from 3% to 2%.

However, there are positive developments which show that the standard of journalism in the country may be considered higher than most countries, including South Africa. Zimbabwe's use of primary sources (92%) is the best performer in that category in the region. The media in the country also use relatively few anonymous sources (11%).

There are areas that need improvement, such as the establishment of community media, which would give voice to the people in the community. Given the size of the country, there should be more media to ensure a diversity of voices.

Key strategies for follow up will include:

Awareness raising and advocacy

- Raising awareness and engaging with the findings of this research through in-country consultations, the Gender and Media Summit 2010 and follow up processes in country.
- Engaging with the public/state media about their mandate to represent all the citizens in the country and to develop strategies to increase the airing of women's voices in the news.
- Conducting a series of seminars in all SADC countries about the quality of journalism, taking into account the high proportion of single-source and anonymous-source stories, as well as the stereotyping of women.

Women in and through the media: 50/50 by 2015

- Using the SADC Protocol on Gender and Development to advocate for gender equality in and through the media.

Policy

- Engage with the media to put place an enabling environment by developing gender policies to ensure that gender is integrated into all aspects of the institution's work.
- Provide support to organisations that have gender policies to implement them more effectively.

Training

- Develop and run training courses for media on how to introduce gender issues into mainstream news coverage.
- Work with institutions of higher learning and the public to develop a critical citizenry through gender and media literacy courses so that they may hold the media accountable.

Gender-based violence

- Train journalists on how to cover GBV, increase women's voices and how to extend the repertoire of topics on offer.
- Work with the media and civil society organisations to create safe spaces where women who have experienced gender-based violence can speak out.

HIV and AIDS

- Engage with the media on increasing the coverage of HIV and AIDS, as well as increasing the voices of women and the voices of people living with HIV and AIDS in news coverage.
- Put the gender dimensions of HIV and AIDS on the media agenda through training, producing content, conducting regular exchanges of information and support for journalists.



Media provisions in the SADC Protocol on Gender and Development



Ensure gender is mainstreamed in all information, communication and media policies, programmes, laws and training in accordance with the Protocol on Culture, Information and Sport.

Encourage the media and media-related bodies to mainstream gender in their codes of conduct, policies and procedures, and adopt and implement gender-aware ethical principles, codes of practice and policies in accordance with the Protocol on Culture, Information and Sport.

Take measures to promote the equal representation of women in the ownership of, and decision-making structures of the media, in accordance with Article 12.1 that provides for equal representation of women in decision-making positions by 2015.

Take measures to discourage the media from:

- Promoting pornography and violence against all persons, especially women and children;
- Depicting women as helpless victims of violence and abuse;
- Degrading or exploiting women, especially in the area of entertainment and advertising, and undermining their role and position in society; and
- Reinforcing gender oppression and stereotypes.

Encourage the media to give equal voice to women and men in all areas of coverage, including increasing the number of programmes for, by and about women on gender-specific topics that challenge gender stereotypes.

Take appropriate measures to encourage the media to play a constructive role in the eradication of gender-based violence by adopting guidelines which ensure gender-sensitive coverage.

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Photo: Gender Links

TV camera operator at the Zimbabwe GMPS consultative workshop.

