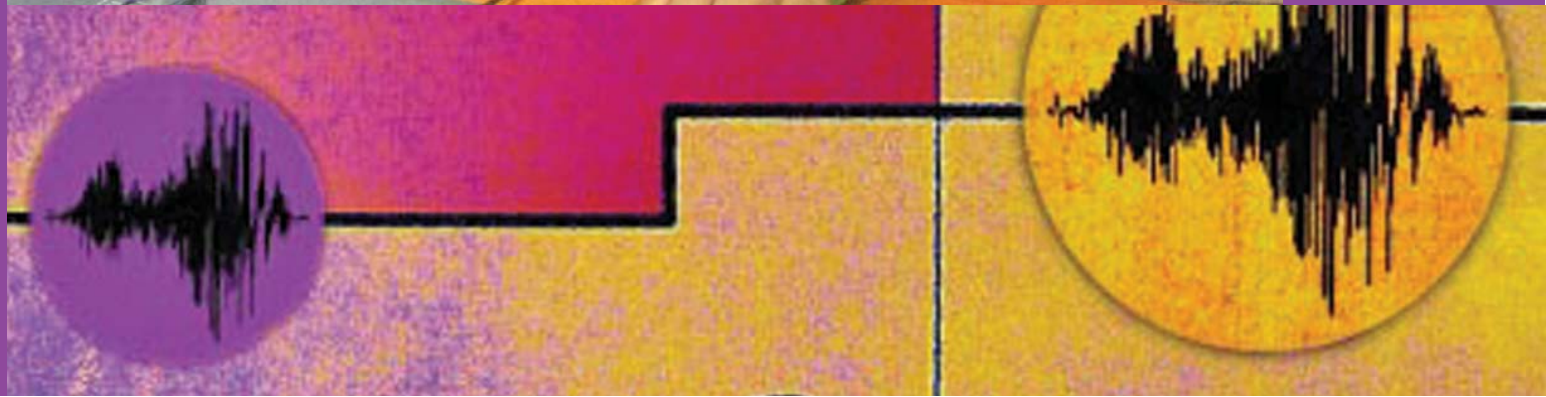


Southern African Gender and Media Progress Study



swaziland





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

Gender Links (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 country research. GL coordinated 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.

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ACRONYMS

AIDS	Acquired Immunodeficiency Syndrome
ARV	Anti-retroviral
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
IWMF	International Women's Media Foundation
MAP	Media Action Plan
MISA	Media Institute of Southern Africa
SABC	South African Broadcasting Corporation
SADC	Southern African Development Community
SBS	Swaziland Broadcasting Service
SAFAIDS	Southern Africa HIV and AIDS Information Dissemination Service
UNAIDS	United Nations Aids Programme on HIV/AIDS
ZAMCOM	Zambia Institute of Mass Communication

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Table one: Summary of key findings

GENERAL MEDIA PRACTICE	GMBS SWAZILAND 2003	GMPS SWAZILAND 2010	GMPS REGIONAL	GMMP GLOBAL
Topics	%	%	%	%
Economics	N/A	9	12	17
Gender equality	N/A	0	1	N/A
Gender violence	N/A	1	1	N/A
Politics	N/A	7	19	28
Sports	N/A	25	18	N/A
Geographic scope of stories	%	%	%	%
International	N/A	27	22	26
SADC	N/A	11	8	N/A
National	N/A	53	42	N/A
Local/community	N/A	3	10	N/A
Province	N/A	6	18	N/A
Type of sources	%	%	%	%
Primary sources	N/A	88	69	N/A
Anonymity	%	%	%	%
Anonymous sources	N/A	6	18	N/A
Diversity of sources	%	%	%	%
Single source	N/A	82	67	N/A
GENDER IN THE MEDIA	GMBS SWAZILAND 2003	GMPS SWAZILAND 2010	GMPS REGIONAL	GMMP GLOBAL
Who speaks	% women	% women	% women	% women
Overall	17	19	19	24
Private media	N/A	19	19	N/A
Public media	N/A	18	20	N/A
Community	N/A	0	22	N/A
Who speaks on which topic	% women	% women	% women	% women
Economics	22	18	15	21
Education	N/A	28	24	N/A
Gender Equality	60	20	43	N/A
Gender Violence	50	23	41	N/A
Political Stories	12	17	13	18
Sports	5	17	12	N/A
Sex of sources by medium	% women	% women	% women	% women
Print	N/A	19	18	24
Radio	N/A	18	20	19
Television	N/A	18	25	26
Who is seen	% women	% women	% women	% women
Images in newspapers	N/A	29	27	N/A
Ages - sources	% women	% women	% women	% women
35 - 49 years	N/A	45	37	N/A
50 - 64 years	N/A	15	20	N/A
65 years or older	N/A	3	0	N/A
Ages - images	% women	% women	% women	% women
35 - 49 years	N/A	47	26	N/A
50 - 64 years	N/A	15	33	N/A
65 years or older	N/A	4	11	N/A
Occupation	% women	% women	% women	% women
Beauty contestant	100	30	73	N/A
Business person	18	23	15	14
Government official	N/A	19	14	17
Health worker	24	25	27	31
Homemakers	100	43	63	72
Politicians	12	20	11	17
Sex worker	0	38	62	39

Sportsperson	4	8	8	11			
Personal identity	%	%	%	%			
Women	8	16	10	N/A			
Men	1	18	5	N/A			
GENDER IN NEWSROOMS	GMBS SWAZILAND 2003	GMPS SWAZILAND 2010	GMPS REGIONAL	GMMP GLOBAL			
Who does what	% women	% women	% women	% women			
All reporters	N/A	36	29	N/A			
TV reporters	32	33	42	44			
TV presenters	56	36	58	52			
Radio reporters	41	33	30	37			
Print reporters	15	25	25	33			
Who reports on what	% women	% women	% women	% women			
Economics	13	29	28	40			
Gender Equality	23	25	32	N/A			
Gender Violence	0	15	38	N/A			
Political stories	19	23	24	33			
Sports	6	30	18	N/A			
Sources and sex of reporter		%W	%M	%W	%M		
Female sources by sex of reporter	N/A	22	19	31	15	28	22
GENDER VIOLENCE AND THE MEDIA	GMBS SWAZILAND 2003	GMPS SWAZILAND 2010	GMPS REGIONAL	GMMP GLOBAL			
GBV stories compared to total	N/A	7	4	N/A			
Advocacy and protest stories	N/A	11	11	N/A			
Who speaks on GBV	% women	% women	% women	% women			
% of women in stories on and mentioned in GBV	N/A	21	27	N/A			
Function of GBV sources	%	%	%	%			
Victim/survivor	N/A	33	19	N/A			
Alleged perpetrator/perpetrator	%	16	11	N/A			
Who reports on GBV	% women	% women	% women	% women			
Percentage of women reporters	N/A	31	35	N/A			
GENDER, HIV AND AIDS AND THE MEDIA	2006 STUDY SWAZILAND	GMPS SWAZILAND 2010	GMPS REGIONAL	GMMP GLOBAL			
	%	%	%	%			
HIV and AIDS coverage compared to total	10	4	2	N/A			
Subtopics	%	%	%	%			
Prevention	44	23	26	N/A			
General	25	43	37	N/A			
Treatment	12	3	12	N/A			
Care, support and rights	12	12	14	N/A			
Impact	5	18	12	N/A			
Geographical scope	%	%	%	%			
International	7	8	12	N/A			
Regional	6	6	8	N/A			
National	77	73	56	N/A			
Local	10	14	15	N/A			
Function of sources	%	%	%	%			
Official and UN Agencies	40	25	19	N/A			
Civil society and NGOs	22	19	18	N/A			
Experts	11	36	17	N/A			
Traditional and religious leaders	5	2	2	N/A			
People living with HIV and AIDS	6	4	7	N/A			
Person affected	5	15	36	N/A			
Sources	% women	% women	% women	% women			
Who speaks on HIV and AIDS	34	15	20	N/A			
Reporters	% women	% women	% women	% women			
Who reports on HIV and AIDS	37	39	37	N/A			



Maxwell Mthembu, Journalism lecturer, at the University of Swaziland.

Photo: Saeanna Chingamuka

The proportion of women sources in the news in Swaziland has increased marginally, from 17% in the 2003 *Gender and Media Baseline Study (GMBS)* to 19% in the *Gender and Media Progress Study (GMPS)*. There are, however, variations across individual media entities. While gender violence receives more coverage than gender equality, coverage still tends to be sensational, with little information on advocacy campaigns and where to go for help.

The volume of HIV and AIDS coverage has decreased compared with earlier studies, but the proportion of those affected has increased.

These are the main findings of the GMPS media monitoring conducted in Swaziland from 19 October to 16 November 2009, covering five newsrooms, and 1 365 news items.

The study is part of a regional survey which covered 14 countries in Southern Africa and 33 431 news items. It is a follow up to the GMBS conducted in 2003, as well as the *HIV and AIDS and Gender Baseline Study (2006)* and the *Francophone Gender, HIV and AIDS and Media Study (2008)*. Comparisons are also made where relevant

with the *Global Media Monitoring Project (GMMP)* that 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 whether women tend to cover certain kinds of news more frequently than men and vice versa. In this respect parallels are drawn where relevant with the *Glass Ceilings: Women and Men in Southern Africa Media Study (2009)* which surveyed where women and men are in the media. Another relevant study was the *Gender in Media Education (GIME)* study that ran parallel to the GMPS, and sought to establish how gender considerations were reflected and integrated in media training.

Reference is also made to the *Gender and Media Audience Study (2006)* that has sought to understand if there are differences in the way that women and men gain access to 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 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 impact 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 in-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. The Journalism and Communication Studies Department at the University of Swaziland was part of the monitoring team.

Compared with 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 as whether there are differences among state, private and community media and among between print, radio and television entities. Function of sources (e.g. spokesperson, eye-witness, subject) is also a new dimension.
- More in-depth interrogation of people behind the news, for example whether or not women journalists are more likely than men to consult female sources.
- Entire chapters on coverage of two topics that have posed particular challenges: gender violence, HIV and AIDS.
- Case studies from the monitoring that give texture to the quantitative findings are incorporated into the reports at appropriate points.

The key findings are as follows:

Media practice

Gender equality is not given much media coverage in Swaziland making up only 0.2% of all topics covered: Sport and economics dominated coverage during this period, contributing 25% and 9% of stories respectively.

The proportion of primary sources is higher in Swaziland than the regional average: Primary sources make up 88% of all sources compared to the overall regional average of 69%. But there are variations between individual media from *Swazi TV* and *Channel Swazi* at 97% each to *Times of Swaziland* at 78%.

Most of the news sources in Swaziland are identified by name, with unknown sources making up only 6% of sources: *Swaziland Radio* did not use anonymous sources during the monitoring period.

However the proportion of single-source stories is higher at 82%: This finding may account for the low proportion of women sources. If there is only one source in a story there is a high chance that this is a voice of authority and a male source. The media are geared towards giving voice to those who make decisions (predominantly men, not those who are affected by decisions).

Subjects constitute the highest proportion of sources followed by spokespersons: They constitute 35% of sources while spokespersons contribute 24%. The voices of ordinary people expressing popular opinion are lower at 1% followed by eye-witnesses at 5%.

Gender in media content

There has been a marginal increase in the proportion of women sources in Swaziland from 17% in the 2003 GMBS to 19% in this study: This corresponds with the regional average of 19%. Notwithstanding, news is still told mainly from a male perspective at 83% of sources.

But there are differences across individual media: The *Swazi Observer* has the highest proportion of women sources with 22%, followed by *Swazi TV*, *Channel Swazi* and *Swazi Radio* all with 18%. The *Times of Swaziland* at 12% has the lowest proportion of women sources in the country.

Women's voices are most likely to be heard on children (38%) and sex and sexuality (33%) than they would be on other topics such as land and agriculture (7%) and mining 10%: The media in Swaziland continue to seek women's voices on so-called women's issues, such as gender violence (23%) and health (28%).

The voices of women start to disappear when they reach 50: Most women sources are in the 35-49 age group, at 45%. Older people (men and women) are virtually non-existent as sources, with men constituting 1% of sources and women 3%.

Unlike in other countries, men are more likely to be identified by personal tag in the media in Swaziland than women: 22% of men are identified by personal tag such as father, brother or husband compared to 16% women identified as wife, daughter or mother.

The level of gender stereotyping in the media in Swaziland is decreasing: This is especially seen in the increase in women sources in non traditional fields, such as business persons, from 18% in the GMBS to 23%, and as politicians from 12% to 20%.

Gender in newsrooms

There are more women presenters in Swaziland media, than there are women reporters: Women predominate as television presenters at 41%, while women constitute 21% of reporters.

Women reporters predominate reports about children, religion and education: Men on the other hand predominate in labour, human rights and HIV and AIDS stories. Men make up 86% of those reporting on HIV and AIDS.

Having more women in top and senior management positions does not always result in more women sources: In Swaziland, women constitute 29% of those in top management positions yet women make up less than a fifth of media sources.

Women journalists more frequently cite women sources than men reports do: Having more women reporters is making a difference in media in Swaziland, where 22% of women reporters seek women's comment compared with 19% of male reporters.

Gender-based violence

There is minimal coverage of gender-based violence compared with other topics in Swaziland: GBV stories make up only 7% of the topics covered.

This is significantly higher than the regional average: GBV stories also make up 4% of topics although there are country variations.

Women make up 21% of GBV sources, but men also predominate on this topic: Men speak for women even on issues that affect women the most.

Survivors make up 33% of sources in GBV stories: Considering the sensitivity and fear of reprisals, this results seem to be fair. Gender-based violence is generally under-reported and rarely publicly discussed.

Domestic violence and non-physical violence economic stories receive the most coverage in this section, with 22% and 21% respectively:

There was no coverage of indecent/sexual assault in Swaziland.

Gender-based violence is mostly covered by men reporters at 69%: Women reporters covered 21% of the stories.

HIV and AIDS

Coverage of HIV and AIDS in media in Swaziland is very low: It makes up 4% of topics covered in the country. Coverage of HIV and AIDS is even lower in the region making up only 2% of topics. It has gone down from 10% in the GMBS.

The voices of people living with HIV and AIDS are underrepresented in media coverage: They make up only 4% of sources. Affected people's voices receive more space with 15% representation.

Experts dominate as sources at 36%: This is followed by official/UN agency sources at 25% and civil society and NGOs at 19%.

General stories receive the most coverage at 43%, followed by impact stories at 18%: General stories are those that mention HIV and AIDS in passing and not the main topic.

The gender dimensions of the HIV and AIDS epidemic are not adequately covered by media: For example, women make up the majority of care givers, yet they are underrepresented as sources.

Coverage of HIV and AIDS is mainly news and news briefs, making up 78% of all stories on the topic: Features and analysis on the topic make up 10% of stories.

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".

Key recommendations

This engagement with the reports has helped to provide greater depth and insight. The findings of the *Glass Ceilings* (gender within the media) and GMPS (gender in media content) reports are being used to give added impetus to the drive for gender policies in newsrooms with an initial target of one hundred gender and media policies across the region by mid-2011.