



Ncane Maziya, GEMSA country facilitator.

Photo: Trevor Davies

INTRODUCTION

This chapter covers the national gender and media context, 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

Swaziland is a landlocked country bordered by South Africa in the North, South and West, and Mozambique in the East. Swaziland has a population of slightly more than a million. The female population is higher compared with males.

Media in Swaziland

Since Swaziland attained independence from British rule in 1968, the media landscape has not experienced any meaningful transformation. The electronic media, in particular radio, the most popular medium by far in Swaziland, is still the “exclusive” domain of the Government of Swaziland. In February and April 2008, there were attempts by the regulator, the Swaziland Posts and Telecommunications Corporation, to invite applications from interested parties to set up both commercial and community radio stations. However, that process has been shelved pending the establishment of an independent regulator if and when it is established.

Broadcast media

Swaziland has two radio stations, namely, the government-owned Swaziland Broadcasting Service (SBS) and the Voice of the Church (VOC), a Christian radio station owned by Transworld Radio. Unlike SBS, the Voice of the Church does not broadcast news. SBS news follows a certain hierarchical format where news about the King or Queen Mother have to take precedence followed by the Prime minister, cabinet ministers and other government officials. Other news follows this format.

There are presently two television stations in the country. These are *Swazi Television* and *Channel Swazi*, a privately owned television station.



Print media

The print media, however, has seen numerous publications come and go. There are two main newspaper groups in the country which publish five newspaper titles between them. The Times of Swaziland Group publishes the *Times of Swaziland*, a daily, and two weeklies, the *Swazi News* and the *Times Sunday*. The other group is the Tibiyo TakaNgwane owned Observer. This stable publishes the *Swazi Observer*, a daily and the weekly, *Weekend Observer*.

In 2008 and 2009, there were other privately owned alternative newspapers that were established in the country. These include *Business Sunday*, *Ingwazi* and the *Sunday Mirror*. There is also the vernacular newspaper, *Mbambambamba*. Some of these publications, in particular *Ingwazi*, have been accused of sensationalism by some sectors of the Swazi society.

Close proximity with South Africa has resulted in the consumption of many media products from South Africa's media. There are numerous foreign newspaper titles that are also in circulation in the country particularly from South Africa. Also, the South African Broadcasting Corporation (SABC) radio and television commands a following in Swaziland. Not only that there is a sizeable number of subscribers to South Africa's subscription channels, Digital Satellite Television (DSTV). The appeal and influence that some of these media have in Swaziland could be attributed to their appeal in form and content and the history that these two countries have shared over the years as neighbours.

Background to the project

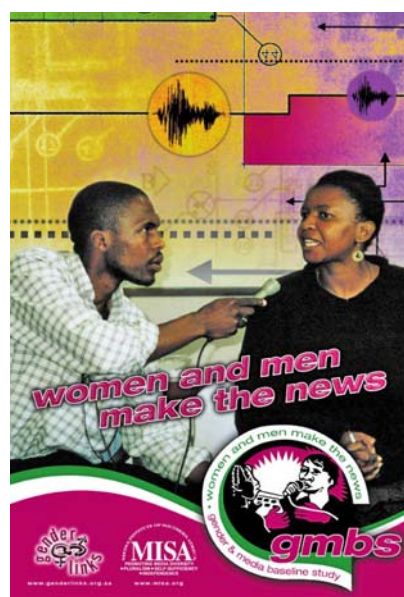
Table two from the SADC Gender Protocol Barometer 2010 summarises key gender and media research that has taken place in the SADC region over the last decade. Key pieces of research relevant to the GMPS are briefly reviewed here:

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 ever undertaken worldwide. Covering 12 Southern African countries over a period of one month, the GMBS found that women constitute 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 victims of violence. Media houses in all countries studied were canvassed by the GMBS, and the results presented at the first Gender and Media Summit in September 2004, which 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 tenth anniversary of the Fourth World Conference on Women in Beijing. Although this monitoring only took place on one day, it introduced several new parameters for monitoring, (for example, 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 as sources in the region had 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 more 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 record 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, and advertising and tabloids, among others.

One of the challenges posed in consultations on the GMBS concerned whether audiences perceive or care about gender disparities in the news, and whether the issues raised have bearing on the bottom line for media. This prompted the **Gender and Media Audience Study** and **My Views on the News** in 2006. These found that both women and men would be more interested in the “soft” news, which receives 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 areas; and that women and men are affronted by the commoditisation of women in the news.

A major cross-cutting concern for the media in the region is the HIV/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 on its gender dimensions. This prompted a consortium of NGOs, including GL, GEMSA, MISA, MMP, Panos Southern Africa and SafAIDS, to join forces with SAEF in launching the Media Action Plan (MAP) on HIV and AIDS. MAP consisted of five branches: research and

monitoring; policy; ethics; training; and information.

The Southern African Media Action Plan



To kick start the policy process, GL collaborated with the MMP in an **HIV and AIDS and Gender Baseline Study** in 11 Southern African countries in October 2005. The study found that an average of just

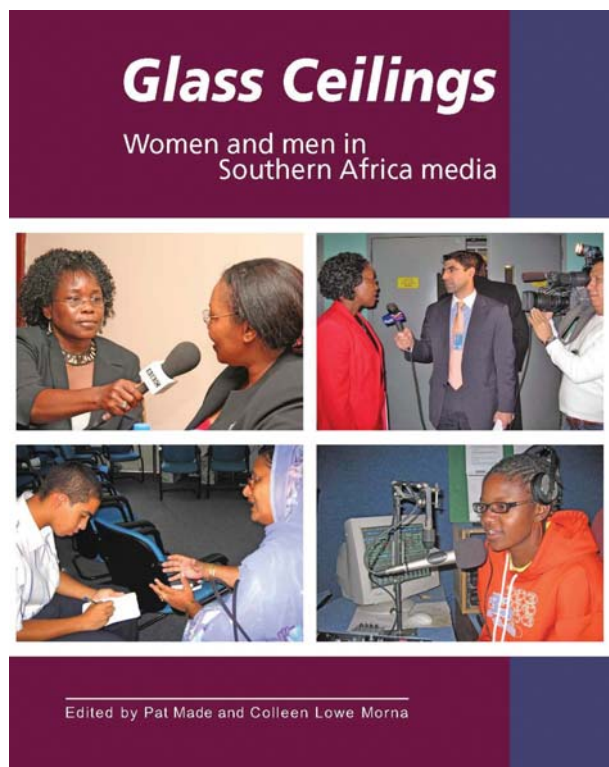
3% of stories in those countries' media mention or are about HIV/AIDS. The issue of the pandemic is mainly being related by experts and officials, according to the research. People living with HIV/AIDS constituted just 4% of news sources. The study also found that the gender dimensions of the HIV and AIDS pandemic, such as the inability of many women to negotiate safe sex, and the unpaid care-work provided by women were not well understood or covered.

In 2007, the Francophone HIV and AIDS and Gender Baseline Study in Madagascar, Seychelles and the Democratic Republic of Congo (DRC) found the results of this study were similar to the rest of the SADC region. It reported that women as sources constituted 18% of all identified sources - a percentage higher than that registered in the 2003 GMBS of 17%, but a percentage 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 ten-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 received the least attention from the media, as only 4.7% were quoted. This was marginally 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 to develop in-house gender awareness of HIV and AIDS policies that cover workplace, 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. The GMBS recorded whether stories were reported by women or men, but this did not tell the full story of gender division of labour within the media, as it did not cover management and the many “back-room” 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, with the highest media density in the region, is excluded from the sample). The study found that women constitute less than a quarter of senior managers and a fraction of top managers; and that women reporters tend to be concentrated in “soft” beats while men cover hard news, economics, politics, sports and the kinds of beats that receive the most coverage.



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 is due to be launched in March 2011.

Since the Fourth World Conference on Women in Beijing in 2005, the World Association of Christian Communicators (WACC) has mounted a one-day Global Media Monitoring Project (GMMP),

conducted voluntarily every five years 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 2009 (which, by design, fell within the GMPS monitoring period). Because the monitoring was only conducted on one day, the sample is too small to disaggregate meaningfully at country level. In this sense the GMPS provides much more reliable data at that level. However, some of the larger aggregate global figures (for example, percentage of women as sources overall) are quoted in this analysis as they provide a useful and fairly accurate benchmark for country GMPS versus regional GMPS and global GMMP. These figures are based on the preliminary report produced by WACC in March 2010, as repeated efforts to obtain final data before the deadline of this report proved unsuccessful.

The **Gender and Media Progress Study (GMPS)** came seven years after the original baseline study and sought to compare and benchmark the performance of media in SADC countries against their performance in the 2003 GMBS and the two MAP HIV and AIDS and Gender Baseline Studies. It drew 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/AIDS and Gender conducted as part of the MAP initiative from 2006 to 2008.

Gender and the media in Swaziland

The GMBS of 2003 found that women constituted 17% of news sources in Swaziland. In the *Global Media Monitoring Project (GMMP)* conducted two years later, this had significantly dropped to 15%.

Women's voices were virtually absent in certain occupational categories, such as politics and crime. They predominate in issues around gender-based violence, being seen as primary sources on the topics of children and gender equality. The GMBS also found that women constitute 18% of print journalists. While the GMBS research focused on the representation and portrayal of gender in editorial content in the media.

Gender and audiences

A follow up to the GMBS was the *Gender and Media Audience Study (GMAS)* in 2005 that focused on

news consumer's interaction with the news from a gender perspective. The study was the first of its kind that focused on gender responses and preferences with regard to news, but also the most comprehensive study to date on audience responses and preferences to news generally.

The study found that radio is the main source of news for women (53%) and men (63%) in Swaziland followed by television which was cited by 31% women and 17% of men.

Newspapers are still fighting to win women audiences in Swaziland cited by only 16% of women and 19% of men as their main source of news.

There is an obvious preference for short news items by both women (73%) and men (63%) in Swaziland. In-depth features come in second ahead of news that ask for feedback and opinion and commentary pieces.

There were mixed reactions with regard to sexual images of women in news. Audiences, especially women, found sexual images of women in the media 'uncomfortable and insulting.' Women said that they would love to see less of these in the media. 49% of men also said they feel uncomfortable when they see these images.

HIV and AIDS and Gender

The HIV and AIDS and Gender Baseline Study (2006) found coverage of HIV and AIDS in Swaziland media is low constituting 4% of stories. This was however higher than the regional average of 3%. The HIV/AIDS and Gender Baseline Study formed part of a regional study carried out as part of the Media Action Plan (MAP) on HIV/AIDS and Gender, led by the Southern African Editors Forum (SAEF). 137 media houses in 12 Southern African countries were monitored.

In Swaziland, women made up 34% of those speaking on HIV and AIDS. This was lower than the regional average of 39%. But the voices of the affected and those living with HIV and AIDS were marginally accessed.

Key findings of HIV and AIDS study in Swaziland:

- Voices of people with HIV and AIDS are almost invisible in the media. People with HIV and AIDS constituted only 10% of news sources with Officials/UN agencies and civil society voices dominating.
- There is little coverage of treatment and impact stories contributing 5% of stories. Prevention received the most coverage with 44%.



Myzo Magagula (left) CEO of the *Swazi Observer*, Busi Zwane, managing director, Bond Connect, Swaziland and Martin Dlamini, then managing editor of *The Times of Swaziland* debating gender and the media. Photo: Trevor Davies

- Most of the HIV and AIDS stories had a national focus constituting 77% of stories.
- There was a high proportion of stories coming from own journalists contributing 96% of the stories.

HIV and AIDS continue to be a menace in the country. A study conducted in 2007, Swaziland Demographic and Health Survey (SDHS), indicates that 26% of Swazi adults in the 15-49 years age bracket are infected with HIV. The study also indicates that women (31%) have a higher infection rate than men (20%). In the country's rural areas, there is according to the SDHS, a higher prevalence rate of 31% compared with 24% in the urban areas. The media in the country does give coverage to HIV and AIDS related issues in their coverage. This also includes the plight of orphaned children and the elderly who have no one to care for them. The media coverage also extends to workshops other similar gatherings where the issue of HIV and AIDS is discussed.

Gender in newsrooms

The *Glass Ceilings* study took place in the context of the August 2008 Southern African Development Community (SADC) Protocol on Gender and Development, which urges 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, challenge gender stereotypes and ensure balance and sensitivity in all coverage - especially that relating to gender violence.

The study found that women constitute 40% of those employed in media houses. The regional average for women in media houses is 41%. Women constitute 33% of those on the boards of directors. They also occupy a third of top management positions in the media.

While women in Swaziland media are underrepresented in all areas of work, they constitute the majority in areas considered as women's work including secretarial and other support roles. Male journalists dominate in most of the hard beats such as disaster/war/conflict and investigative reports.

None of the media houses in the study could point to targets for ensuring gender equality in line with the SADC 2015 parity target.

Process

The project consisted of the following components:

- 1) **Desktop research, project design and reference group:** This phase involved a review of existing studies of this nature, especially the HIV and AIDS Baseline Study and the GMBS, to determine the most effective methodologies. Design questions included the time period over which the monitoring would take place and the range of media to include (private, public, print, electronic etc.).
- 2) **Selection of team leaders and approval of proposals for in-country research:** GL partnered with GEMSA country facilitators to lead the research in-country. In other instances GL partnered with NGOs working in the media and gender fields; training institutions; and 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 was conducted from 3 to 5 October 2009.
- 4) **In-country training:** Team leaders directed in-country training of their monitoring teams.
- 5) **In-country monitoring:** Each of the monitors returned to their designated 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 to be launched at the fourth Gender and Media Summit:** This is to take place from 13 to 15 October 2010.

Methodology

Research questions

The study sought to answer the research questions outlined below.

Topics

- Which 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 GBV?
- What proportion of coverage is specifically on HIV and AIDS?
- What proportion of coverage mentions HIV and AIDS?
- What proportion of coverage mentioned GBV?
- How do media houses in each country compare to each other regarding coverage of HIV and AIDS?
- How do media houses in each country compare to each other regarding 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 subtopics (listed in the monitoring guide)?
- How do the GBV topics further break down into subtopics?

Genre

- What is the overall subdivision of genres - news and briefs; cartoons; images and graphics; editorial and opinion; features and analysis; feedback; interviews, profiles and human interest?
- How is gender-specific coverage subdivided into these genres?
- How is HIV and AIDS coverage subdivided into these genres?
- How is GBV coverage subdivided into these genres?

Origin

- Where do the stories come from - international, regional, national, provincial, community or local?
- How is gender-specific coverage categorised with regard to origin of stories?

- How is HIV and AIDS coverage categorised with regard to origin of stories?
- How is GBV categorised 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 in GBV stories?
- On average how many stories indicate the connection between GBV and HIV/AIDS?
- How do these averages differ, if at all, from the overall average?
- Overall, what is the proportion of female versus male sources?
- How do individual media houses in each country compare with regard to male and female sources?
- Are there differences in the proportion of female and male sources in radio, TV and print media?
- What age groups have most/least voice and are there differences in representation 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 analysis of women and men sources in the gender-specific category?
- What is the difference between the proportion of women and men as sources in the stories on, and that mention HIV/AIDS?
- What is the subdivision of women and men as sources in the stories on, and that mention GBV?
- What is the analysis of women and men as sources in the further subdivision of the HIV and AIDS topic category into prevention, treatment, care, impact and general?
- What is the estimate of women and men as sources in the further categories of the GBV topic 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/AIDS sources, what proportion are persons living with HIV/AIDS; persons affected by HIV and AIDS; traditional or religious figures; experts; general 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; 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/AIDS and gender-based violence. Team leaders in each country selected articles for further evaluation to give more in-depth analysis to the quantitative findings.

Quantitative research

A coding instrument was employed in the quantitative assessment of data-capture on the media's coverage of gender and HIV/AIDS, as well as a database designed for this research. Monitors captured a specified set of data from each item. This included information about the item itself, who generated or presented the story, and who was featured in the item.

The process included:

- Filling in standard forms every day for each item monitored, with the assistance of a user guide prepared by GL;
- Submitting forms to the team leader who generally monitored at least one medium to better understand any difficulties the monitors encountered;
- Entering of data into a database;
- Quality control by GL;
- Delivery of the database by e-mail to GL for synthesis into a central database that made this regional overview report possible, as well as country comparisons with regional averages.
- Data analysis and generation of graphs was done by independent data analyst Lukhanyo Nyati.

Qualitative research

After the quantitative monitoring, articles were selected for further analysis to give more in-depth understanding of the findings. These case studies highlight best practices in the coverage of gender, HIV and AIDS, GBV, as well as areas that need to be improved on.

The case studies elaborate and support many of the observations made in the quantitative analysis.

Qualitative analysis also helps build gender and media literacy within the public (media consumers) and among media advocates and those who work within the media. The following issues were explored:

- How are women and men labelled as sources in the media?
- Is there a balance of male and female sources? Do women and men speak on the same topics, or does the media reserve specific topics for men 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?
- Which voices and perspectives are missing 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 portrayed as less intelligent than men • Ridicule e.g. women in certain situations • Placing blame e.g. on rape survivors for their clothing
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, and examples were provided 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 concerning the objectification of women and men in the media.
- Gender-aware reporting

Sample

GL and partners drew up the research sample to achieve 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	16	3 910	2 077
Madagascar	229	15	15	2 541	2 935
Mozambique	64	15	15	2 789	1 564
South Africa	145	15	19	5 957	8 642
Tanzania	73	15	12	2 335	2 784
Medium					
Mauritius	22	9	11	3918	3003
Malawi	20	9	12	1 597	1 528
Namibia	24	10	10	1 604	1 939
Zambia	35	9	11	2 080	756
Zimbabwe	34	9	11	2 988	2107
Low					
Botswana	17	6	7	879	434
Lesotho	19	7	7	645	745
Seychelles	10	6	6	823	706
Swaziland	11	6	5	1 365	1 403
TOTAL	1 014	146	156	33 431	30828

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

- High media density: countries with more than 50 individual media
- Medium density: countries with between 20 and 50 individual media
- Low density: countries with less than 20 individual media

The last column shows the total number of news items monitored in each country.

The third column, recording the actual number of media monitored in each country, shows that the study covered 157 media houses out of a regional total of 1014. Researchers analysed 33 431 news items, compared to a combined total of 30 623 for the 2003 GMBS study and the 2008 Francophone study. In Swaziland 1365 news items were monitored and this is lower than the 1403 news items monitored in GMBS.

PUBLIC	PRINT	RADIO	TV	MAP	NON-MAP	GMBS	NEW
<i>Swaziland Radio</i>	1	1		1		1	
<i>Swazi TV</i>	1		1	1		1	
Sub-total	2	1	1	2		2	
PRIVATE							
<i>Times of Swaziland</i>	1	1		1		1	
<i>Swaziland Observer</i>	1	1		1		1	
<i>Channel Swazi</i>	1		1		1		1
Sub-total	3	2	1	2	1	2	1
TOTAL	5	2	1	2	4	4	1
		5		5		5	

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 apply to the general spectrum of media available in the region and within 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.

There were two television stations monitored - one public and another private. One radio station, the state owned *Swaziland Radio* was monitored. No community media were monitored. Four of the media houses monitored were in the GMBS as well as the HIV and AIDS baseline study. *Channel Swazi* is the only new media that was introduced in this study.



Setsable Sibisi, as a female manager, does not let her intimidating male colleagues change her course

Photo: Bheki Maseko

Table six: Analysis of news items monitored per media house

MEDIA HOUSE	NO. OF NEWS ITEMS PER MEDIA HOUSE GMPS
Swazi Observer	524
Times of Swaziland	551
Swazi TV	93
Swaziland Radio	97
Channel Swazi	100
TOTAL	1365

The highest numbers of news items were in the print media. Print has more space for news compared to other news media. The proportions were low on the state broadcast media, *Swazi TV* and *Swaziland Radio*. *Channel Swazi* had the third highest with 100 news items monitored.

What was monitored?

- Newspapers: entire newspaper except for classifieds, advertisements, advertorials and supplements.

- Radio: A major half-hour or one-hour news bulletin and news analysis programme at prime time (either in the morning or evening).
- Television: A major half-hour or one-hour news bulletin and news analysis programme at prime time (either in the morning or evening).

Timeframe

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

Table seven overleaf summarises the dates on which monitoring was conducted for the different mediums:

- Television and radio media were monitored on the same days, every alternate day.
- Print media was monitored on the same days, every alternate day, with the exception of

Table seven: 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, which were monitored on the 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 ten weekdays of the monitoring period or equivalent, so that at the conclusion they had one constructed week's worth of the publication or programme monitored.

Key events during the monitoring period

Researchers chose the months of October and November for the study because they represented a relatively "neutral" period. By contrast, November and December would have coincided with the 16 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 GBV in particular. December would have further skewed the findings due to the higher number of stories on HIV and AIDS because of World AIDS Day on 1 December. HIV and AIDS are of significant interest to this research.