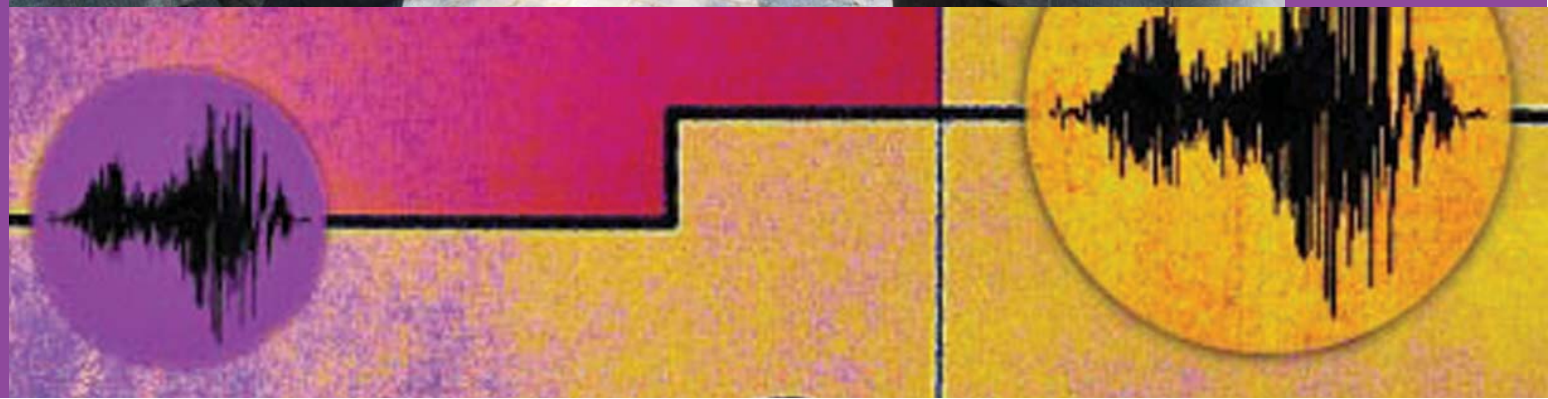


Southern African Gender and Media Progress Study

Zambia





Gender links (GL) is a Southern African NGO that 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.

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Cover Photo: Gender Links' Gender and Media Manager, Thabani Mpofo gives an interview to *MOBI* television during the consultative workshop for Gender and Media Progress Study in Lusaka, Zambia on 26 August 2010.

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Sponsors: UKAid through the Department of International Development (DFID) of the UK Government, Swedish International Development Agency (SIDA)

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ACKNOWLEDGEMENTS

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

GL worked with the Gender and Media Southern Africa (GEMSA) network and the Media Institute of Southern Africa (MISA) in this study. The partners conceptualised the research and collaborated in selecting and training team leaders for the country research. GL co-ordinated and managed the research and drafted the reports. MISA assisted in finalising the reports. The partners collaborated in conducting regional consultative meetings across all 14 countries that participated in the study from August to September 2010, before the launch of the report at the Fourth Gender and Media Summit in October 2010.

GEMSA country chapters provided most of the team leaders. Perpetual Sichikwenkwe, GEMSA country facilitator, led the research in Zambia. Media monitors included Bruce Chooma, Faides Nsofu, John Chola, Madube Pasi, Meluse Kapatamoyo, Nshamba Muzungu, Shadreck Banda and Valentine Chanda.

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GL executive director Colleen Lowe Morna, deputy director Kubi Rama, and media policy and research manager Dumisani Gandhi (who left soon after completion of the monitoring) oversaw the research, data analysis, report writing and country consultations.

Thabani Mpofu (GL media programme manager); Sikhonzile Ndlovu (GL media training manager) Saeanna Chingamuka (Gender and Media Diversity Centre - GMDC co-ordinator) and Shehnaaz Bulbulia (an independent researcher and trainer) edited the case studies. GL interns Albert Ngosa from the Zambian Institute of Mass Communications (ZAMCOM); Emsie Erastus from the Polytechnic of Namibia, Tarisai Nyamweda from Zimbabwe's National University of Science and Technology (NUST), and Shervan Rama assisted with the monitoring, exporting and linking of the regional data. Lukhanyo Nyati of Ukhanyo Research and Consulting undertook the data analysis.

We are deeply indebted to UKAid through the Department for International Development (DFID), as well as the Swedish International Development Agency (SIDA) for funding the research and report.

ACRONYMS

AED	Academy for Educational Development
AIDS	Acquired Immunodeficiency Syndrome
ARV	Anti-retroviral
CADRE	Centre for AIDS Development, Research and Evaluation
DRC	Democratic Republic of Congo
FES	Friederich Ebert Stiftung
GEMSA	Gender and Media Southern African Network
GL	Gender Links
GMAS	Gender and Media Audience Study
GMBS	Gender and Media Baseline Study
GMMP	Global Media Monitoring Project
GMPS	Gender and Media Progress Study
HIV	Human Immunodeficiency Virus
IFJ	International Federation of Journalists
ILO	International Labour Organisation
IWMF	International Women's Media Foundation
MAP	Media Action Plan
MISA	Media Institute of Southern Africa
MMP	Media Monitoring Project
MWO	Media Watch Organisation
NGOs	Non-governmental organisations
SADC	Southern African Development Community
SAEF	Southern African Editors' Forum
SAfAIDS	Southern Africa HIV and AIDS Information Dissemination Service
SAGEM	South African Gender and Media Network
SAPA	South African Press Association
UNAIDS	United Nations Aids Programme on HIV/AIDS
UNESCO	United Nations Educational, Scientific and Cultural Organisation
UNGASS	United Nations General Assembly on HIV/AIDS
ZAMCOM	Zambia Institute of Mass Communication
ZNBC	Zambia National Broadcasting Corporation

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Table one: Summary of key findings

GENERAL MEDIA PRACTICE	2003 GMBS ZAMBIA	2010 GMPS ZAMBIA	GMPS REGIONAL	GMMP GLOBAL
Topics	%	%	%	%
Economics	N/A	14	12	17
Gender equality	N/A	1	1	N/A
Gender violence	N/A	2	1	N/A
Politics	N/A	23	19	28
Sports	N/A	18	18	N/A
Geographic scope of stories	%	%	%	%
International	N/A	24	22	26
SADC	N/A	4	8	N/A
National	N/A	59	42	N/A
Local/community	N/A	7	18	N/A
Provincial	N/A	0	10	N/A
Type of sources	%	%	%	%
Primary sources	N/A	86	69	N/A
Anonymity	%	%	%	%
Anonymous sources	N/A	8	18	N/A
Diversity of sources	%	%	%	%
Single source	N/A	64	67	N/A
GENDER IN THE MEDIA	2003 GMBS ZAMBIA	2010 GMPS ZAMBIA	2010 GMPS REGIONAL	2010 GMMP GLOBAL
Who speaks	% women	% women	% women	% women
Overall	13	14	19	24
Private media	N/A	14	19	N/A
Public media	N/A	14	20	N/A
Community	N/A	0	22	N/A
Who speaks on which topic	% women	% women	% women	% women
Economics	13	12	15	21
Education	N/A	22	24	N/A
Gender Equality	33	40	43	N/A
Gender Violence	33	40	41	N/A
Political Stories	6	9	13	18
Sports	8	12	12	N/A
Sex of sources by medium	% women	% women	% women	% women
Print	N/A	13	18	24
Radio	N/A	12	20	19
Television	N/A	22	25	26
Who is seen	% women	% women	% women	% women
Images in newspapers	N/A	26	27	N/A
Ages - sources	% women	% women	% women	% women
35 - 49 years	N/A	36	37	N/A
50 - 64 years	N/A	26	20	N/A
65 years or older	N/A	0	0	N/A
Ages - images	% women	% women	% women	% women
35 - 49 years	N/A	18	28	N/A
50 - 64 years	N/A	10	14	N/A
65 years or older	N/A	6	4	N/A
Occupation	% women	% women	% women	% women
Beauty contestant	100	100	73	N/A
Business person	11	11	15	14
Government official	N/A	10	14	17
Health worker	33	17	27	31
Homemakers	100	75	63	72
Politicians	5	8	11	17
Sex worker	N/A	0	62	39

Sportsperson	8	9	8	11			
Personal identity	%	%	%	%			
Women	5	5	10	N/A			
Men	1	1	5	N/A			
GENDER IN NEWSROOMS	2003 GMBS ZAMBIA	2010 GMPS ZAMBIA	2010 GMPS REGIONAL	2010 GMMP GLOBAL			
Who does what	% women	% women	% women	% women			
All reporters	N/A	35	29	N/A			
TV reporters	36	49	42	44			
TV presenters	32	45	58	52			
Radio reporters	49	32	30	37			
Print reporters	16	34	25	33			
Who reports on what	% women	% women	% women	% women			
Economics	21	33	28	40			
Gender Equality	44	67	32	N/A			
Gender Violence	20	63	38	N/A			
Political stories	20	20	24	33			
Sports	8	30	18	N/A			
Sources and sex of reporter		%W	%M	%W	%M	%W	%M
Female sources by sex of reporter	N/A	34	7	31	15	28	22
GENDER VIOLENCE AND THE MEDIA	2003 GMBS ZAMBIA	2010 GMPS ZAMBIA	2010 GMPS REGIONAL	2010 GMMP GLOBAL			
GBV stories compared to total	N/A	2	4	N/A			
Advocacy and protest stories	N/A	22	11	N/A			
Who speaks on GBV	% women	% women	% women	% women			
% of women in stories on and mentioned in GBV	N/A	26	27	N/A			
Function of GBV sources	%	%	%	%			
Victim/survivor	N/A	15	19	N/A			
Alleged perpetrator/perpetrator	N/A	25	11	N/A			
Who reports on GBV	% women	% women	% women	% women			
Percentage of women reporters	N/A	67	35	N/A			
GENDER, HIV AND AIDS AND THE MEDIA	2006 STUDY ZAMBIA	GMPS ZAMBIA	GMPS REGIONAL	2010 GMMP			
	%	%	%	%			
HIV and AIDS coverage compared to total	3	2	2	N/A			
Subtopics	%	%	%	%			
Prevention	36	47	26	N/A			
General	14	19	37	N/A			
Treatment	13	13	12	N/A			
Care, support and rights	20	13	14	N/A			
Impact	4	9	12	N/A			
Geographical scope	%	%	%	%			
International	11	15	12	N/A			
Regional	10	6	8	N/A			
National	50	63	56	N/A			
Local	21	10	15	N/A			
Function of sources	%	%	%	%			
Official and UN Agencies	6	19	19	N/A			
Civil society and NGOs	31	12	18	N/A			
Experts	9	22	17	N/A			
Traditional and religious leaders	2	4	2	N/A			
People living with HIV and AIDS	4	2	7	N/A			
Person affected	6	41	36	N/A			
Sources	% women	% women	% women	% women			
Who speaks on HIV and AIDS	41	15	20	N/A			
Reporters	% women	% women	% women	% women			
Who reports on HIV and AIDS	33	44	37	N/A			



Stephen Chongo, Producer with Yatsani Community Radio station.

Photo: Thabani Mpfu

It is a follow-up to the *Gender and Media Baseline Study* (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.

Over the past seven years there has been a marginal increase of one percentage point in the proportion of women sources in the news in Zambia from 13% in the 2003 *Gender and Media Baseline Study* (GMBS) to 14% in the *Gender and Media Progress Study* (GMPS).

This is five percentage points lower than the regional average of 19%, and lower than the global average in the 2010 *Global Media Monitoring Project* (GMMP) of 24%. There are however variations across individual media houses from *Hot FM's* 24% to *Sky FM's* 4%.

While gender-based violence receives relatively more coverage than gender equality, the proportions are still low. Stories are based on event reports rather than in-depth, well researched articles. There was no coverage of topics such as maintenance, support for those affected and of sexual harassment.

The proportion of HIV and AIDS coverage to total coverage has decreased compared with earlier studies, but the proportion of those affected has increased significantly from 5% in the 2006 HIV and AIDS and Gender study to 41% in the GMPS. At 2% of all sources, the proportion of those living with HIV and AIDS whose voices are heard in the news is still very low.

The GMPS was conducted in Zambia from 19 October 2009 to 16 November 2009. It covered 11 media houses and 2 080 news items. The study is part of a regional survey that covered 14 countries in Southern Africa and 33 431 news items.

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 in Southern Africa Media Study* (2009) which surveyed where women and men are in the media. Another relevant study is the *Gender in Media Education* (GIME) study which ran parallel to the GMPS, and sought to establish how gender considerations were reflected and integrated in media training.

Reference is also made to the *Gender and Media Audience Study* (2006) which has sought to understand if there are differences in the way 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 and, in the media in 14 SADC countries.
- Compare the performance of 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.
- Use this data as the basis for the roll-out of gender policies and backstopping for gender and 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.

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. That 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 between state, private and community media, also between print, radio and television. The 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-based violence and HIV and AIDS; and
- Case studies from the monitoring that give texture to the quantitative findings are

incorporated into the reports at appropriate points.

The key findings are as follows:

Media practice

Gender equality is not given top priority in Zambia, constituting only 0.5% of all topics covered during the monitoring period. Politics was given the most coverage at 23% followed by sports (18%) and economics (14%).

The proportion of primary sources is higher in Zambia than the regional average: Primary sources make up 86% of all sources compared with the overall regional average of 69%. Zambia National Broadcasting Corporation Television (ZNBC TV) had the highest proportion at 93%, followed by *Sky FM* (91%) and ZNBC Radio and *The Monitor* with each at 90%. *Hot FM* and *The Post* were the lowest at 81% and 80% respectively.

The proportion of single-source stories in Zambia is lower than the regional average: Single-source stories in Zambia constitute 64% of the total compared with the overall regional average of 67%. The fact that more than half of all stories in Zambia rely on single sources is a cause for concern. It helps to explain the low proportion of women sources in that where there is only one source the chances are high in our male-dominated society that this will be a male source.

The voices of popular opinion dominate the news in Zambia: Popular opinion make up 36% of sources with experts' or commentators' views following at 25%. The high percentage recorded for popular opinion could be attributed to the wrangle between the media and government on the state of the media in the country that has led to a six-month ultimatum given to the media (August to December 2009). However, chances are high that men's opinions dominated stories.

Gender in media content

There has been a marginal increase in the proportion of women sources from 13% in the 2003 GMBS to 14% in this study: This is below the regional average of 19% and the global average of 24%.

There are differences in the way that print, television and radio gain access to women sources: At 22%, television has the highest proportion of women sources followed by print (13%). Radio, a non-visual medium, has the lowest proportion of women sources at 12%.

Women are more likely to be seen than heard: Women constitute 26% of all images in newspapers in Zambia (27% in the regional study) compared with 13% of news sources in the print media.

There are variations across individual media: *Hot FM* and *MUVI TV*, which are private media, have the highest proportion of women sources at 24% each. The national television *ZNBC TV* follows at 18%. *The Post* and *Sky FM* have the lowest proportions of women sources at 9% and 4% respectively.

Women's voices are most likely to be heard in the "soft" areas: These include gender equality (40%), gender violence (40%), housing (40%) and sex and sexuality (36%). Women's voices are least heard in politics (9%), mining (11%) and sport (12%).

The voices of women start to disappear when they reach the age of 50: The majority of women sources are in the 35-49 category. After this category the number of women sources start decreasing and are virtually absent in the 65 years and older age group.

Gender biases in occupational categories are pronounced: Women in Zambia dominate as fashion models (100%) and homemakers (75%). They are virtually absent as scientists and miners. However, the proportion of women politicians increased from 5% in the GMBS to 8% in GMPS and among academics from 7% to 22%.

Women are more likely to be identified by a personal tag than men: Five percent of women in Zambia are identified by personal tags such as mother, wife or daughter as compared to 3% of men being identified as father, son or husband.

But there are some interesting gender benders: For example, men make up 100% of those in the sex workers category in Zambia, a role often associated with women. It has to be noted that this represents one man interviewed and no women.

Gender in newsrooms

There are more women presenters than women reporters: Women constitute 35% of all reporters (higher than the regional average of 29%) but 45% of presenters. Women constitute 34% of print reporters (25% in the region). This suggests that women are more valued for their physical than mental attributes.

There are interesting gender benders in beats: While there is still a gender division of labour in newsrooms, with men predominating in hard and women in soft beats, women in Zambia have been venturing into hard beats. Women reporters now cover hard beats like sustainable development (70%), human rights (63%) and crime (61%). On the other hand, male reporters now cover sex and sexuality (100%).

Having more women in top and senior management positions does not necessarily result in more women sources: In Zambia there are 33% women in senior and top management, yet women make up 14% of sources.

But having women journalists does make a difference: The difference between the extent to which women and men reporters access women sources is most marked in Zambia. Women constitute 34% of sources in stories written by women journalists in Zambia, compared with 7% in stories written by men.

Gender-based violence

Gender-based violence and stories that mention GBV accounted for 2% of topics covered: This is lower than the regional average of 4%.

Women make up only 26% of sources in stories about or that mention GBV: This suggests that men speak for women even on issues that affect women most intimately.

Survivors constitute 15% of all sources on GBV: This is lower than the regional average of 19% and of the proportion of perpetrators whose voices are heard (25%). This suggests that GBV in Zambia is still covered from the perspective of perpetrators, despite the training on covering GBV from a human rights perspective offered by GL and other partners over the past seven years.

Advocacy and protest and domestic violence receive the most coverage in Zambia making 22% and 19% of the total number of stories respectively: There are no stories about sexual harassment, maintenance, and support for those affected.

There is no gender parity in the coverage of GBV: Women journalists (67%) cover the topic more frequently than men journalists.

HIV and AIDS

The proportion of HIV and AIDS coverage has dropped: In Zambia, coverage has dropped from 5% in 2006 *HIV and AIDS, Gender and Media Study* to 2% in the GMPS, similar to the region overall.

The voices of people living with HIV and AIDS are missing in media coverage: People living with HIV and AIDS account for only 2% of sources disaggregated by function, from 3% in the 2006 study. Voices of people affected by HIV and AIDS increased from 5% in 2006 study to 41% in GMPS.

The proportion of women sources on HIV and AIDS has dropped: In Zambia the proportion has dropped from 35% in the 2006 study to 15% in the GMPS. This is lower than the regional average of 20% and is a cause for concern.

Process

Unlike the GMBS in which the study was launched in each country, draft reports of the GMPS and *Gender in Media Education Study* (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*”. This engagement with the reports has helped to provide greater depth and insight.

Key recommendations

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 100 gender and media policies across the region by 2011.