



Participants engage with the findings of the GMPS study during the GMPS consultative workshop in Lusaka, Zambia on 26 August 2010.

Photo: Thabani Mpofo

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 during the monitoring period.

Country context

Zambia, formerly Northern Rhodesia, is a land-locked central African country that won its independence from Britain in 1964, when it changed its name from Northern Rhodesia to Zambia. It is bordered in the south by Zimbabwe, Botswana, and Namibia, in the west by Angola, in the north by the Democratic Republic of the Congo, in the northeast by Tanzania, in the east by Malawi and in the southeast by Mozambique.

Literacy among adults in Zambia is about 78% and primary education is free and compulsory. In 1995 there were more than 1.5-million children in 3 883 primary schools, 199 081 students in 480 secondary schools, 3 313 students in 12 technical and vocational schools, 4 669 students in 14 teacher training institutions and 5 891 students at two universities.

Literacy affects newspaper readership. The more educated members of the population are more likely to read newspapers. Readership is also affected by the fact that when families need to decide whether to buy newspapers or food, they are more likely to opt for food, which is quite common in Third World countries such as Zambia.

Many people are subsistence farmers, especially of maize, cassava, and sorghum. There is also commercial farming, mostly done by whites who run large farms producing maize, sugarcane, tobacco, peanuts and cotton. Another mainstay of the Zambian economy is minerals. In the 1960s, Zambia was regarded as the world's third-largest producer of copper. Only the United States and what was the Soviet Union produced more copper than Zambia.

Media in Zambia

All forms of media are shaped by political, economic, educational and social conditions.

News Agency

The Zambia News Information Services, a government-controlled entity, is the main provider of domestic news, since it gathers and distributes news and information to the country's media houses.

Print media

While there are only two state-owned newspapers - the *Zambia Daily Mail* and the *Times of Zambia* - there are several other privately owned newspapers. *The Post* is the largest and oldest private newspaper and most people consider to be "a voice for the voiceless".

Broadcast media

The state owns the Zambia National Broadcasting Services (ZNBC), broadcasting television and radio. Its radio service broadcasts in seven vernacular languages across the country. There are also privately owned radio stations across the country, with community radio dominating the electronic media in all almost all districts. There are more than 35 community radio stations in the country.

Media regulation

As in many countries, in Africa in particular, the media in Zambia has not enjoyed a cordial relationship with the government. While the government has control over state-owned media, which it uses to promote its agenda, the opposition political parties have also taken advantage of privately owned media to air their views. Communities mostly expressed their views through the community media.

That arrangement has caused tension, because the government feels that private media is there to attack it, while the opposition feels the state-owned media is only there for the dissemination of government propaganda. At the time of this research the government and the media were locked in dispute about the state of the media in the country. The government has issued a directive to the media to establish a self-regulatory framework or face state regulation to control the media. A five-month ultimatum was given to the media (August to December 2009). The media strongly rejected the statutory terms of the government's proposals, saying it was neither possible nor necessary for it to establish a regulatory framework within the given period.

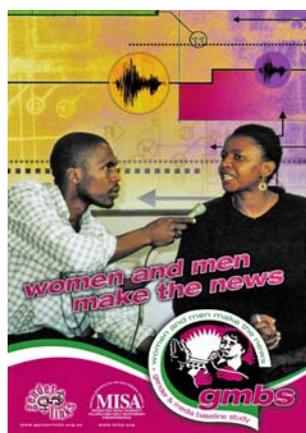
Background to the project

Table 2 from the SADC Gender Protocol Barometer 2010 summarises key gender and media research that has been conducted in the SADC region over the past decade. Key research relevant to the GMPS is 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 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)** which 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 two percentage points 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 concerned 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 that women and men would be more interested in the “soft” news that gets 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 genres and that women and men are 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 Editor's 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 11 Southern African countries. The study found that only 3% of stories in the media in the region mention or are about HIV. It also found that, by and

The Southern African Media Action Plan



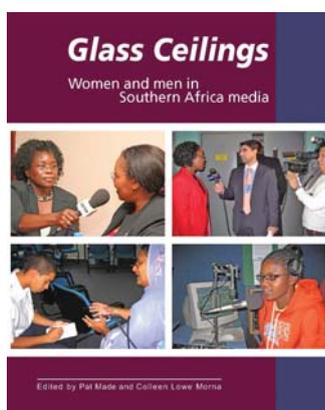
large, the story of the pandemic is being told by experts and officials. People living with AIDS only constituted 4% of news sources. The study also found that the gender dimensions of the HIV and AIDS pandemic, such as the inability of many women to negotiate safe sex, and the unpaid care work provided by women 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. This 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 in the media and in

media content. While the GMBS offered some reflection on gender within the media, in that it recorded whether 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. 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, which has 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, also that women reporters tend to be concentrated in the “soft” beats while men cover sport, 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 was 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 impact of the policy, advocacy and training work on HIV and AIDS and Gender done as part of the MAP initiative from 2006 to 2008.

The media coverage in Zambia is mostly influenced by the political situation, followed by economic conditions. Mostly issues that relate to gender, HIV/AIDS and GBV have for a long time not been given the prominence they deserve except as announcements. The issue of who speaks on what in the Zambian media is another aspect that has not changed for many years in that men speak out more than women, even on issues that affect women.

Gender and media in Zambia

As stated, Zambia's media coverage focuses on politics and economic issues. Issues that relate to gender, HIV/AIDS and gender-based violence have long not enjoyed the prominence they deserve, except when announcements are being made. The sources cited in the Zambian media has long not changed, in that men speak more frequently than women, even on matters that affect women most.

Gender and audiences

The Gender and Media Audience Study (GMAS) in 2005 found that radio was by far the most important source of news for 58% of women and 63% of men in Zambia. Television comes in second at 34% women and 26% of men.

More women (52%) than men (42%) said the news reflected the interests of both men and women. However, 57% of women said women were seldom used as sources in the news. An interesting finding in Zambia is that, contrary to what might be expected, women (19%) prefer news that asks for feedback compared with men (15%). This challenges the stereotypical view that women are either not interested in or do not have the time to engage with the news.

As in other countries, a high proportion of women and men said they found sexual images in the news

“uncomfortable” and “insulting”. Both women and men chose sexual images of women in the news as one of the top three subjects they dislike most. Challenging the conventional belief in media that such images “sell”, only 5% of women and 9% of men in the study said that such images encourage them to buy the newspaper or watch the news.

HIV and AIDS and Gender

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

- Voices of people living with HIV and AIDS are almost non-existent in the Zambian media, constituting only 3% of all sources, while the voices of people affected by HIV and AIDS are virtually unheard at 5%.
- Male voices at 65% still predominate and they dominate across all categories, including care of those affected, where they account for 61% of sources. This is a serious cause for concern given the gender dimensions of the pandemic.
- Coverage of HIV and AIDS is centred on prevention, which accounts for 47% of all HIV/AIDS items monitored.
- Many stories in Zambia (85%) lack depth as the majority of HIV and AIDS coverage is presented as news stories.
- Gender dimensions of the pandemic 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 urges media and all decision-making bodies in the region to achieve gender



Christine Kalamwina, Director Social, Legal and Governance in the Gender Development Division in Cabinet Office delivers a keynote address during the GMPs consultative workshop in Zambia on 26 August 2010.

Photo: Saeanna Chingamuka

parity by 2015. This 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 a third of employees and a third of those in senior management in media houses surveyed in Zambia. The gender division of labour in beats is still pronounced, with a few exceptions. Men dominate in all hard beats such as investigative journalism, while women predominate in soft beats like entertainment (63%) and lifestyle (60%).

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 and the HIV and AIDS Baseline Study, to determine the most effective methodologies. Design questions included the period over which the monitoring would take place, the range of media to include (private, public, print, electronic) and the key questions to be answered.
2. **Selection of team leaders and approval of proposals for in-country research:** GL partnered with GEMSA country facilitators to lead the in-country research. 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 was to take place. The training was conducted from 3 to 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 specified 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 launch at the fourth Gender and Media Summit:** This was held from 13 to 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-based violence (GBV)?
- 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 GBV?
- What proportion of coverage mentioned GBV?
- How do media houses in each country compare to each other concerning coverage of HIV and AIDS?
- How do media houses within each country compare to each other concerning coverage of GBV?
- Of the coverage on HIV and AIDS, what proportion is on prevention, treatment, care, impact, general or other?
- Of the coverage of GBV, what proportion is on prevention, the effects on victims and others, and support and response?
- How do the HIV and AIDS topics further break down into sub topics?
- How do the GBV topics further break down into sub topics?

Genre

- What is the overall breakdown of genres (news and brief, cartoons, images and graphics, editorial and opinion, features and analysis, feedback, interviews, profiles and human interest)?
- How does gender-specific coverage break down in these genres?
- How does HIV and AIDS coverage break down in these genres?
- How does GBV coverage break down in these genres?

Origin

- Where do stories come from - international, regional, national, provincial, or local?

- How does gender-specific coverage break down regarding origin of stories?
- How does HIV and AIDS coverage break down regarding origin of stories?
- How does GBV coverage break down regarding 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?
- How do individual media houses in each country compare in respect of 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 the differences 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 breakdown of women and men sources in the gender-specific category?
- What is the breakdown of women and men sources in the stories on, and that mention HIV?
- What is the breakdown of women and men sources in the stories on, and that mention and 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 quantitative and qualitative research methods. Monitors gathered quantitative data on the media's coverage of gender, HIV/AIDS and GBV. Team leaders in each country selected articles for further inspection 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/AIDS using a coding instrument. Data was captured into a database predesigned 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 (presenter, anchor, reporter, or writer) and who 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 for checking to the team leader who 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 to be synthesised into a central database that has made possible this regional report, as well as country comparisons with regional averages; and
- Data analysis and generation of graphs by independent data analyst Lukhanyo Nyati.

Qualitative research

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

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 sources in the media?
- Is there a good balance of men and women sources? Do women and men speak on the same topics, or do 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
<ul style="list-style-type: none"> • No ridicule • No placing of blame 	<ul style="list-style-type: none"> • 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, more subtle examples of gender stereotyping, to examples of best practice which ensures 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 objectification of women and men in the media; and
- Gender-aware reporting.

Sample

GL and partners drew up the research sample to obtain a fair reflection of the media in each country based on media density, ownership and participation in MAP.

Table four: GMPS sample

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	3910	2077
Madagascar	229	15	15	2541	2935
Mozambique	64	15	15	2789	1564
South Africa	145	15	19	5957	8642
Tanzania	73	15	12	2335	2784
Medium					
Mauritius	22	9	11	3918	3003
Malawi	20	9	12	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	5	1365	1403
Seychelles	10	6	6	823	706
TOTAL	1014	148	157	33431	30623

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

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

The last column shows the actual number of media items monitored in each country. The table shows that Zambia is rated as a medium-density country. Out of a total of 35 media entities, the study sampled 11 media houses. This combined print and electronic media across different ownership categories, such as public, private and community media.

Table five: Analysis of media monitored

PUBLIC	PRINT	RADIO	TV	MAP	NON-MAP	GMBS	NEW
Daily Mail	1	1		1		1	
Times of Zambia	1	1		1		1	
ZNBC TV	1		1		1	1	
ZNBC Radio	1	1		1		1	
Sub-total	4	2	1	3	1	4	
PRIVATE							
The Post	1	1			1	1	
The Monitor	1	1			1	1	
Radio Phoenix	1	1		1		1	
Sky FM	1	1			1		1
Hot FM	1	1			1		1
MUVI TV	1		1		1		1
Sub-total	6	2	3	1	5	3	3
COMMUNITY							
Yatsani Radio	1	1		1			1
Sub-total	1	1	1	1	1	1	1
TOTAL	11	4	5	2	6	7	4
		11		11		11	

As illustrated in Table five, ownership or control was an important consideration to ensure a diverse sample of the 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 in the region and in each country. Another factor concerned comparability with the GMBS, the *HIV and AIDS and Gender Baseline Study*, and the *Francophone HIV and AIDS and Gender Baseline Study*.

Radio media (five) constituted the highest number of media monitored due to the number of private radio stations in Zambia. Print media (four) follows. Two television stations - one public (ZNBC TV) and another private (MUVI TV) - were selected.

Table six: Analysis of news items monitored per media house

MEDIA HOUSE	NO. OF NEWS ITEMS PER MEDIA HOUSE GMPS
Daily Mail	350
Times of Zambia	302
ZNBC TV	50
ZNBC Radio	139
The Post	489
The Monitor	240
Radio Phoenix	112
Sky FM	83
Hot FM	48
MUVI TV	146
Yatsani Radio	121
Total	2080

Table six gives a breakdown of the number of news items monitored in each media house. *Daily Mail* had the highest news items at 350 followed by *The Times of Zambia* (302). The least number of items to be monitored were from *ZNBC TV* (50) and *Hot FM* (48).

What was monitored?

- Newspapers: whole newspaper except for classifieds, advertisements, advertorials and supplements.
- Radio: A major half-hour or one-hour news and news analysis programme at prime time (either in the morning or evening) that included actuality.
- Television: A major half-hour or one-hour news and news analysis programme 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 Thursday 16 November 2009. The Global Media Monitoring (GMMP) fell within this period with its research being conducted on the 10th of November 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 weeklies which were monitored on whatever day of the week they came 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 week days of the monitoring period or whatever equivalent so that at the end they had one constructed week's worth of that publication or programme monitored.

Key events during the monitoring period

Researchers chose the month of October and November for the study because it represented a

relatively "neutral" period. By contrast, November-December would have coincided with the Sixteen 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 coverage of 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 1 December. HIV and AIDS is of significant interest to this research.

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

During the monitoring period there was a continuing dispute between the media and government on the state of the media in the country. President Rupiah Banda's government had given a directive to the media to establish a self-regulatory framework or face an enactment of a law that would control the media in the country. A five-month ultimatum was given to the media (August to December 2009) to establish a self-regulatory framework, but the media strongly rejected it, saying it was neither possible nor necessary for it to do so.