

GENDER IN THE MEDIA - GMPS

STUDY	LESOTHO TV 2010 STUDY		LESOTHO 2010 STUDY		REGIONAL 2010 STUDY	
GENERAL MEDIA PRACTICE						
Type of sources	%		%		%	
Primary sources	92		90		69	
Anonymity	%		%		%	
Anonymous sources	12		13		18	
Diversity of sources	%		%		%	
Single source	78		77		67	
GENDER AND THE MEDIA						
Who speaks	% women		% women		% women	
Overall	46		32		19	
Who is seen	% women		% women		% women	
Images in newspapers	N/A		28		27	
Personal identity	% women		% women		% women	
Women	0		4		8	
Men	0		3		4	
GBV						
GBV stories compared to total	6		14		4	
Who speaks on GBV	% women		% women		% women	
Percentage women in stories on and mention GBV	100		42		27	
HIV AND AIDS						
HIV and AIDS coverage compared to total	16		12		2	
Who speaks on HIV and AIDS	% women		% women		% women	
Who speaks on HIV and AIDS	40		27		20	
Function of sources	% women		% women		% women	
Official and UN Agencies	N/A		43		19	
Civil society and NGOs	N/A		28		18	
Experts	N/A		10		17	
Traditional and religious leaders	N/A		0		2	
Person with AIDS	N/A		18		7	
Person affected	N/A		3		36	
Gender in newsrooms	%F	%M	%F	%M	%F	%M
Female and male sources	63	37	41	59	28	72
Sources and sex of reporter	%F	%M	%F	%M	%F	%M
Female sources by sex of reporter	N/A	N/A	46	27	31	15

GENDER IN THE MEDIA - GLASS CEILINGS

CRITERIA	LESOTHO TV 2010		LESOTHO 2010		REGIONAL 2010	
	%F	%M	%F	%M	%F	%M
Percentage of employees by sex	N/A	N/A	73	27	41	59
OCCUPATIONAL LEVELS						
Administrative and clerical staff	N/A	N/A	66	34	44	56
Professional staff	N/A	N/A	57	43	41	59
Management	N/A	N/A	53	47	27	73
Board of directors	N/A	N/A	47	53	28	72
CONDITIONS OF EMPLOYMENT						
Freelance	N/A	N/A	25	75	43	57
Part-time	N/A	N/A	0	0	23	77
Full-time, fixed-term contract	N/A	N/A	0	0	37	63
Full-time, open-ended contract	N/A	N/A	74	26	42	58
DEPARTMENTS						
Finance and administration	N/A	N/A	80	20	54	46
Editorial	N/A	N/A	48	52	42	58
Advertising/Marketing	N/A	N/A	36	64	57	43
Human resources	N/A	N/A	100	0	44	56
Production	N/A	N/A	0	100	30	70
Technical/IT	N/A	N/A	0	100	16	84
Design	N/A	N/A	20	80	31	69
Printing and distribution	N/A	N/A	50	50	24	76
POLICIES						
	% LESOTHO TV		% LESOTHO		% REGION	
Existence of a gender policy	N/A		25		16	
Existence of a sexual harassment policy	N/A		50		28	