

## GENDER IN THE MEDIA - GMPS

STUDY	CAPITAL FM 2010 STUDY		MALAWI 2010 STUDY		REGIONAL 2010 STUDY	
<b>GENERAL MEDIA PRACTICE</b>						
<b>Type of sources</b>	%		%		%	
Primary sources	60		85		69	
<b>Anonymity</b>	%		%		%	
Anonymous sources	30		51		18	
<b>Diversity of sources</b>	%		%		%	
Single source	85		50		67	
<b>GENDER AND THE MEDIA</b>						
<b>Who speaks</b>	% women		% women		% women	
Overall	9		20		19	
<b>Who is seen</b>	% women		% women		% women	
Images in newspapers	N/A		33		27	
<b>Personal identity</b>	% women		% women		% women	
Women	0		8		8	
Men	0		4		4	
<b>GBV</b>						
GBV stories compared to total	0		97		4	
<b>Who speaks on GBV</b>	% women		% women		% women	
Percentage women in stories on and mention GBV	N/A		34		27	
<b>HIV AND AIDS</b>						
HIV and AIDS coverage compared to total	2		3		2	
<b>Who speaks on HIV and AIDS</b>	% women		% women		% women	
Who speaks on HIV and AIDS	100		21		20	
<b>Function of sources</b>	% women		% women		% women	
Official and UN Agencies	N/A		7		19	
Civil society and NGOs	N/A		14		18	
Experts	N/A		19		17	
Traditional and religious leaders	N/A		6		2	
Person with AIDS	N/A		3		7	
Person affected	N/A		51		36	
<b>Gender in newsrooms</b>	%F	%M	%F	%M	%F	%M
Female and male sources	33	67	21	79	28	72
<b>Sources and sex of reporter</b>	%F	%M	%F	%M	%F	%M
Female sources by sex of reporter	0	33	24	19	31	15

**GENDER IN THE MEDIA - GLASS CEILINGS**

CRITERIA	CAPITAL FM 2010		MALAWI 2010		REGIONAL 2010	
	%F	%M	%F	%M	%F	%M
Percentage of employees by sex	36	64	23	77	41	59
<b>OCCUPATIONAL LEVELS</b>						
Administrative and clerical staff	N/A	N/A	23	77	44	56
Professional staff	N/A	N/A	21	79	41	59
Management	27	73	25	75	27	73
Board of directors	60	40	27	73	28	72
<b>CONDITIONS OF EMPLOYMENT</b>						
Freelance	N/A	N/A	35	65	43	57
Part-time	N/A	N/A	23	77	23	77
Full-time, fixed-term contract	N/A	N/A	31	69	37	63
Full-time, open-ended contract	33	67	23	77	42	58
<b>DEPARTMENTS</b>						
Finance and administration	N/A	N/A	21	79	54	46
Editorial	N/A	N/A	28	72	42	58
Advertising/Marketing	N/A	N/A	36	64	57	43
Human resources	N/A	N/A	75	25	44	56
Production	N/A	N/A	22	78	30	70
Technical/IT	N/A	N/A	6	94	16	84
Design	N/A	N/A	22	78	31	69
Printing and distribution	N/A	N/A	25	75	24	76
<b>POLICIES</b>						
	% CAPITAL FM		% MALAWI		% REGION	
Existence of a gender policy	N/A		40		16	
Existence of a sexual harassment policy	N/A		30		28	