

"Growing up"

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CHAPTER 9

Media, information and communication

Articles 29-31



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

KEY POINTS

- Zambia SGDI is 60%, which is three percentage points lower than the citizens' score of 63% that is based on perceptions;
- The GMPS media monitoring (2009/2010) shows that in Zambia women make up 33% of employees in media houses.
- The 2010 GMPS study revealed that women make up 14% of news sources, five percentage points lower than the regional average.
- News in Zambia relies mostly on primary rather than secondary sources. Primary sources make up 86% of all sources compared to overall regional average of 67%.
- Women make up only 26% of sources in stories that mention GBV. This suggests that men speak for women even on issues that affect women disproportionately.

Table 9.1 SGDI and CSC scores for Media, Information and communication

	SGDI	CSC
Scores	60%	63%
Ranks	10	3

Table 9.1 shows that Zambia with an SGDI score of 60%, is ranked 10th in the region for the gender and the media sector. The SGDI score considers women's participation in the media as employees, on boards and in management. It also includes the proportion of women as lecturers and students in media institutions as well as the proportion of women news sources in media content.

Citizens gave a slightly higher score of 63% placing the country third in the region. The CSC captures other qualitative nuances such as sensationalism of news and gender stereotypes perpetuated in various media.

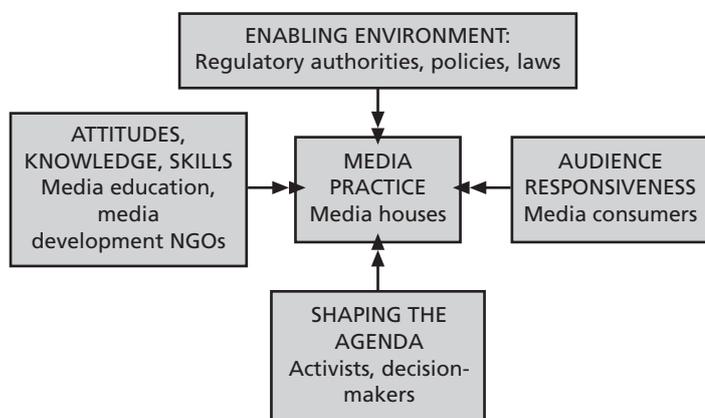
Background

Citizens' access to accurate information on diverse political, economic and social issues is essential for the development of an informed population within a democracy. The mainstream media is a major resource in societies for the dissemination of information, knowledge and ideas and messages, as well as spaces for the public to engage in discourses on current affairs.

Gender activists recognise the critical importance of the media in changing attitudes and mind-sets, but have not always been strategic in engaging journalists.

Figure 9.1 demonstrates the different entry points for gender and the media. This begins with gender aware policies and laws, implemented by regulatory authorities. Audiences through taking up complaints make these policies and laws a reality. Media education and media development NGOs have the capacity to influence attitudes, skills and knowledge of media practitioners,

Figure 9.1: Entry points for gender in the media



particularly at the entry level, but also through on going courses. Activists and decision-makers, especially women decision-makers, help to set the gender and media agenda through well-co-ordinated campaigns, and a proactive approach to the media. Ultimately the ball is in the court of the media to change. This change needs to be within the media: that is in its institutional make up, as well as in media content.



Perpetual Sichikwenkwe, a female journalist from Zambia who has written extensively on gender and media issues in the country and the SADC region - attending the Gender and Media Summit - Johannesburg, October 2010. *Photo: Trevor Davies*

There is only one time bound media target in the Protocol: the achievement of gender parity in media decision-making by 2015. The wording of the provisions is careful not to be prescriptive or make assumptions about the extent to which government can regulate or influence the media (especially the private media). However, the provisions are significant in that:

- They cover both media content and the institutional make ups of the media.
- They touch on both policy and training.
- They touch on both the sins of omission (the absence of women's voices and need to give women equal voice) as well as the sins of commission (the perpetuation of gender stereotypes in the way in which women are covered; especially the coverage of gender violence).
- The provisions are consistent with freedom of expression. Indeed, they underscore the argument that gender and media activists have been making: that the subliminal silencing of women in the media is - the world over- one of the worst violations of freedom of expression.

Key research studies that GL and partner organisations have undertaken in the region, that form the basis of advocacy and training efforts, and that make it possible for monitoring progress in this sector are summarised in Table 9.2:

Training

Table 9.2: Summary of key gender indicators for Zambia

	ZAMCOM		Evelyn Hone College		University of Zambia	
	Male	Female	Male	Female	Male	Female
Representation						
Staff	75	25	64	36	69	31
Students	33	67	35	65	44	56
Other indicators						
	Yes	No	Yes	No	Yes	No
Gender policy		✓		✓		✓
Sexual harassment policy	✓				✓	
Gender considered in the curriculum	✓		✓		✓	
Committee/individual responsible for gender mainstreaming						

Source: GIME 2010.

Table 9.2 gives a snapshot of findings of the Gender in Media Education research study conducted by GL in partnership with the three institutions offering journalism and media studies in Zambia.

Key findings show that:

- The institutions have more female students.
- There are more male members of staff than female.
- The institutions have gender policies.
- There are no gender considerations in terms of curriculum development and no specific committee or individual responsible for gender mainstreaming.

Equal representation of women and men in the media by 2015



The Protocol urges Member States to take measures to promote the equal representation women in the ownership of, and decision-making structures of the media in accordance with Article 12.1

that provides for equal representation of women in decision-making positions by 2015.

In 2007/2008 GL and GEMSA conducted the most comprehensive survey to date on women and men in Southern African media houses against the provisions. The study covered 126 media houses and more than 23,000 employees in all SADC countries except for Angola. The results are summarised in Table 9.3 gives a snapshot of the Zambia findings.

Key findings

At 33% Zambia's percentage of women employees in media houses is below the 50% target in the SADC Gender Protocol.

Men dominate across most levels and departments except at technical level. The gender stereotypes are more glaring; for example women only making up 11% of those in the design department.

Table 9.3: Representation of women and men in media houses in Zambia

Category	% Female	% Male
Overall % employees by sex	33	67
OCCUPATION LEVELS		
Non permanent	33	67
Unskilled	21	79
Semi skilled	67	33
Skilled technical	54	46
Professionally qualified	37	63
Board of directors	27	73
Senior management	33	67
Top management	11	89
CONDITIONS OF EMPLOYMENT		
Part time	40	60
Full time, fixed term contract	10	90
Freelance ¹	38	62
Full time open ended contract	30	70
DEPARTMENTS		
Human resources	32	68
Advertising /Marketing	46	54
Finance & administration	49	51
Editorial	38	62
Design	11	89
Production	23	77
Printing & distribution	6	94
Technical/IT	17	83
POLICIES		
Gender policy		22
Sexual harassment policy		11
Want gender policies		78

Source: GMPs 2010.

¹ This condition of employment refers only to freelancers in the production department of the media house.

Gender in media content



The Protocol calls on Member States to encourage the media to give equal voice to women and men in all areas of coverage, including increasing the number of programmes for, by and about women on gender specific topics and that challenge gender stereotypes. The Protocol urges member states to take measures to discourage the media from:

- Promoting pornography and violence against all persons, especially women and children;
- Depicting women as helpless victims of violence and abuse;
- Degrading or exploiting women, especially in the area of entertainment and advertising, and undermining their role and position in society; and
- Reinforcing gender oppression and stereotypes.

In 2003, GL and MISA, with technical support from the Media Monitoring Project (MMP) of South Africa, conducted the *Gender and Media Baseline Study* (GMBS) study (which covered 12 Southern African countries). This study, conducted over one month and covering more than 25,000 news items, is the largest regional media monitoring study ever to have been conducted anywhere in the world.

In 2006, GL, as part of the MAP partnership, conducted the HIV and AIDS and Gender Baseline study, extending

this and the GMBS to the DRC, Madagascar and Seychelles the following year.

In 2009, GL undertook a sequel to the GMBS - the *Gender and Media Progress Study* (GMPS). This is a follow-up study to measure whether or not the strategies - advocacy, training and the policy roll-out process - have assisted in the transformation of some of the media's ethical shortcomings identified in the GMBS. This study was conducted in tandem with the global study (GMMP 2010), providing a further opportunity for global benchmarking.

Table 9.4: Summary of key findings

GENERAL MEDIA PRACTICE	GMBS ZAMBIA	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	5	18	N/A
Provincial	N/A	7	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			
Gender 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		
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	50	47	26	N/A
General	18	19	37	N/A
Treatment	16	13	12	N/A
Care, support and rights	8	13	14	N/A
Impact	8	9	12	N/A
Geographical scope	%	%	%	%
International	8	15	12	N/A
Regional	9	6	8	N/A
National	58	63	56	N/A
Local	14	10	15	N/A
Function of sources	%	%	%	%
Official and UN Agencies	55	19	19	N/A
Civil society and NGOs	14	12	18	N/A
Experts	15	22	17	N/A
Traditional and religious leaders	7	4	2	N/A
People living with HIV and AIDS	3	2	7	N/A
Person affected	5	41	36	N/A
Sources	% women	% women	% women	% women
Who speaks on HIV and AIDS	35	15	20	N/A
Reporters	% women	% women	% women	% women
Who reports on HIV and AIDS	33	44	37	N/A

Source: GMPS 2010.

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 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 very low.

Partners conducted the GMPS 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.

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 *Francoophone 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.

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 was undertaken 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 key findings are as follows:

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 year age group. 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: 5% 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.



Women taking up non-traditional roles in the media in Zambia.

Photo: Gender Links

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.

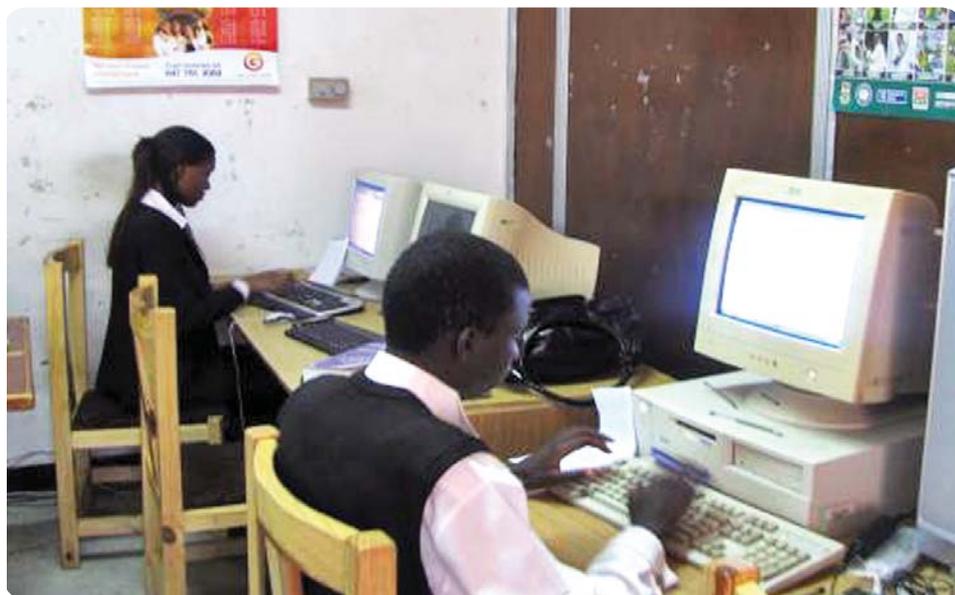
Survivors constitute 15% of all sources on GBV: This is lower than the regional average of 19% and of the proportion of perpetrators whose voices are heard (25%). This suggests that GBV in Zambia is still covered from the perspective of perpetrators, despite the training on covering GBV from a human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

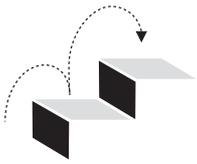


Salome Matantilo (left), Online editor at The Monitor and Digest newsroom, at work in Zambia.

Photo: Sikhonzile Ndlovu

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.



Next steps

- The development of gender-responsive editorial and employment policies and guidelines is an important first step towards directing and managing change in media houses to address many of the gaps and inequalities identified in gender and media studies.
- Those media houses participating in the COE's process can serve as best practices and provide examples of how gender mainstreaming in the media improves accountability to the public; strengthens media practice and enhances the elements of good journalism; and makes good business sense as new audiences are tapped.
- On-going activism within the gender equality and women's empowerment sector must broaden its focus to include the media as one of the institutions for changing mindsets and attitudes.
- Gender and media literacy for the wider population largely remains uncharted terrain in Lesotho and the media training institutions are a critical partner. This sphere of work is critical for building a broad base of informed citizens who can engage with the media and use their voices to demand accountability, media professionalism and high ethical standards.
- The journalism and media institutions in Zambia that participated in the audit of gender in media education

are part of a wider network of tertiary institutions in Southern Africa collaborating through the GMDC to incorporate gender into media education teaching, learning and research. Incorporating gender in media education and journalism training is essential for sustainable change in newsrooms.

What the Government of Zambia can do

- Pledge to mainstream gender in all information, communication and media laws.
- Pledge statutory regulatory authorities, and encouraging self-regulatory authorities, to use whatever leverage they have at their disposal, especially in relation to publicly funded media, to ensure gender accountability. This could include requiring gender balance and sensitivity in institutional structures as well as editorial content part of licensing agreements, as well as annual reports stating progress in this regard.
- Pledge to ensure that gender will be mainstreamed in all publicly funded media training institutions, and where they exist encouraging privately funded media training institutions to follow suit.