



## CHAPTER 9

# Media, information and communication

## Articles 29-31



One of the female journalists from Botswana Television interviewing one of the panelists during the discussion on the role of men. Photo: Vincent Galathlwe

### KEY POINTS

- The SGDI score of 73% is relatively high, ranking Botswana in fifth position in SADC.
- The CSC is lower at 63%.
- The Constitution of 1966 (amended in August and September 1997) guarantees freedom of expression to all citizens.
- The Department of Media Studies at the University of Botswana has adopted a strategy to mainstream gender into its curriculum and in departmental practices.
- Female students comprise 54% of the students in the media department.
- Four-fifths of media houses in Botswana said they offered maternity leave.
- Only 20% of media houses in Botswana have flexi hours -much lower than the region's 75% average.
- Only 20% of media houses in Botswana have gender policies, while 60% have sexual harassment policies.
- Women constitute 26% of all images in newspapers in Botswana, compared to 20% of news sources in print media.
- Articles about GBV or that mention GBV account for 5% of topics covered; slightly higher than the regional average of 4%.
- Women make up only a quarter of sources in stories about or that mention GBV: Men speak for women, even on issues that affect women most intimately.
- Survivors constitute 29% of all sources on GBV: this is higher than the regional average of 19%, but lower than the proportion of perpetrators whose voices are heard (37%). Perpetrators speak more openly than survivors in Botswana.
- The proportion of women sources on HIV and AIDS has increased: The 34% representation in 2006 has increased to 40% in the 2010 GMPS.

**Table 9.1: Media, information and communications SGDI and CSC scores**

	SGDI	CSC
Scores	59%	49%
Ranks	11	13

Table 9.1 shows that Malawi with a 59% SGDI score for 2013 compared to 58% in 2012 is eleventh in the region in the media sector. However citizens were critical and gave a low score of 49%, a three percentage point decrease from the 52% score in 2012, placing the country at number 13. The SGDI score incorporates 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 and the proportion of women news sources in media content.

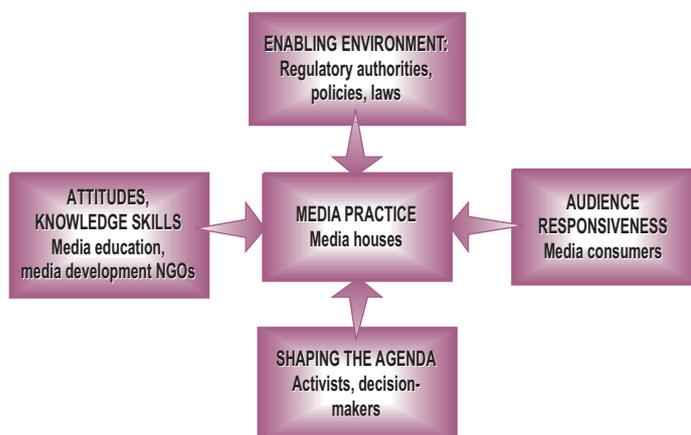
However the CSC captures other qualitative nuances such as sensationalism of news and gender stereotypes perpetuated in various media.

### Background

Citizens' access to accurate information on a diversity of political, economic and social issues is essential for the development of an informed population within a democracy. The mainstream media with their wide reach are 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.

The media has been one of the less hotly contested yet critical areas of concern in the lobbying and advocacy on the SADC Protocol on Gender and Development. Gender activists have long recognised the critical importance of the media in changing attitudes and mindsets, but have not always been strategic in engaging with the fourth estate.

**Figure 9.1: Entry points for gender in the media**



**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, 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.

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 up 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.

### Media regulations in Botswana

The Constitution of Botswana of 1966 (amended in August and September 1997) guarantees freedom of expression to all citizens. Unlike many African countries, where the ruling party bans opposition views and news from newspapers, radio and television, Botswana has allowed robust debate in electronic and print media. Nonetheless, Botswana still has laws that regulate the media.

If invoked by the state, these laws override Constitutional provisions; grant discretionary powers to government officials; and impose harsh penalties on media that breach them. The National Security Act (1986) regulates anything that may be seen to threaten state security, while the Directorate of Corruption and Economic Crime Act prevents journalists from reporting on subjects under investigation until cases reach the court or investigations are concluded. The principle of *sub judice* therefore applies.



Professor Eno Akpabio former Media Lecturer at the University Of Botswana. Photo: Jabulani Sithole

Botswana also imposes restrictions on freedom of expression and media to protect the reputations and rights of others, and prevents the disclosure of information obtained in confidence. These laws are accommodated under section 12(2) of the Constitution, which provides for permissible restrictions on the exercise of freedom in areas of defence, public security, public order, public morality, and public health.

The Media Practitioners' Act, which came into effect in January 2009, is possibly the main threat to media freedom. It requires the compulsory registration of journalists. At issue is the question of whether certain provisions of the Act are consistent with the Constitution. The African Media Barometer study of 2009 points out that by requiring journalists to be accredited before they practice, the Act turns the right to practice journalism into a privilege (MISA, 2010).

In addition, publishers are required to form the Statutory Media Council - failure to do so results in a fine or a three-year imprisonment, or both. The Act also requires all websites and blogs to be registered with the Media Council.

Press freedom advocacy groups believe the Act potentially erodes media freedom and freedom of expression, ultimately engendering censorship and self-censorship. The Council includes a media complaints committee and an appeals committee. It believes this body provides an avenue for the public to seek recourse.

The Botswana Press Council's Code of Ethics and statutory Broadcasting Regulations (2004) stipulate that media practitioners maintain the highest professional and ethical standards and disseminate accurate and balanced information. These bodies are meant to provide recourse for people who feel aggrieved by news reports.

Members of the Press Council of Botswana recognise that gender equality is intrinsic to freedom of expression; that all women and men have the right to communicate their views, interests and needs, and that "giving voice to the voiceless" is critical to citizenship, participation, and responsive governance. In 2008/2009, the PCB

worked with GL to develop a gender code of practice (see excerpts below):

#### Excerpts from the draft Botswana Code of Practice

Members shall strive to ensure, through progressive targets, that women's views and voices are equally heard and represented across all media.

Members pledge through this code to strive for gender-balance and to challenge gender stereotypes in and through the media.

The Code is informed, among others, by the Constitution of the Republic of Botswana; the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW); the African Charter on Human and People's Rights; the Windhoek Declaration on Media Freedom in Africa and the SADC Declaration on Gender and Development and Botswana Vision 2016.

Concerns have been raised about section 4(1) of the National Security Act (1986), which makes it unlawful for any person who has obtained information from her or his position as a public servant to reveal information without authorisation. The prohibition is enforced by the possibility of up to 30 years imprisonment and has led to self-censorship in newsrooms.

#### Gender in media training

The audit of *Gender in Media Education in Southern Africa (GIME)* is the most comprehensive study yet undertaken of the gender dimensions of journalism and media education and training in tertiary institutions in Southern Africa. The audit of the University of Botswana (UB) is part of a larger GIME audit that was administered in 25 institutions in 13 countries including Botswana, Democratic Republic of the Congo (DRC), Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe between October 2009 and April 2010. Gender Links (GL) conducted the study through its Gender and Media Diversity Centre (GMDC) and through a partnership between media development organisations and knowledge institutions.

This report provides an analysis of documents, interviews, lecture observations and student focus groups conducted at UB's Department of Media Studies. Nine individuals gave interviews: three staff, two male and one female, and three female and three male students.

#### Key findings

- No stand-alone gender policy is in place, but the university's overall policy framework does incorporate gender. The university's policy statement recognises the institution's role in "enhancing women's contri-

bution to development” and states that “gender awareness in all programmes at the university” should be increased. The university created a Gender Programme and Policy Committee (GPPC) in 1991. The university's strategic plan until 2016 and beyond calls for gender balance in management and development programmes.

- Gender is considered in curriculum policies at departmental level. The Department of Media Studies at the University has adopted a strategy to mainstream gender into its curriculum and in departmental practices.
  - A stand-alone sexual harassment policy exist. The University of Botswana's sexual harassment policy applies to both staff and students. The university is a member of the Southern African Network of Higher Educational Institutions Challenging Sexual Harassment and Sexual Violence (NETSH).
  - Males comprise the majority of academic staff: In total, there are nine staff members in the Department of Media Studies and of these five are men.
  - The majority of students are females: Female students comprise 54% of the students in the department.
  - Gender is considered in curriculum policies and processes at institutional and departmental level: According to the data gathered, the Department of Media Studies considers gender in curriculum review processes.
  - The university has an institutional structure to ensure that gender is included in curriculum: A male lecturer in the department coordinates gender mainstreaming in the courses offered by the department.
  - A gender-specific module had been developed in the department: The Department of Media Studies at UB had a module titled Gender, Sex and Ethnicity in the Media within its programme prior to the 2008/2009 curriculum review. However, the course will not return in the new curriculum.
  - Gender is incorporated into some course content: in the new curriculum, gender will be mainstreamed in nine courses including: Advanced Writing; Cultural Studies; Information Gathering and Writing for the Media; Media Ethics; Media Law; Radio Production and Research Methods. The department believes that gender mainstreaming requires incorporating gender into all courses rather than having a stand-alone module.
- Attention given to the topic is dependent upon lecturers' own knowledge and commitment to mainstreaming gender in course content: lecturers have the freedom to draft their teaching programme and there are no specific guidelines for them on how to mainstream gender. This creates an ad hoc approach to the incorporation of gender into course content.
  - Students expressed a keen interest in having gender incorporated into media training and staff tend to be gender aware: Students said there is a need for the department to mainstream gender into their media education and journalism training and they showed a reasonable understanding of gender and media literacy issues. Academic staff indicated that they may highlight gender in their teaching depending on the subject, but incorporating gender into practical courses is difficult.
  - Both male and female students acknowledged the importance of gender in media education and journalism training: students of journalism and media education and training highlighted that gender in their training is important so that they can understand society better and how best to challenge systems that disadvantage one group over another.
  - There are few materials and texts on gender: although the audit found that lecturers were using a few publications on gender and media issues, the wealth of gender and media literature research and training materials that has been published internationally, and within the Southern African region, is missing from the prescribed texts, readings and course materials used in the media education and journalism training curriculum.
  - Gender is not incorporated as a standard in any systematic way in the media education and journalism training department's assessments or curriculum: the Department's assessments of students' learning, including exams and special assignments, does not incorporate gender.
  - Academic research could be improved; while there are examples of students' projects on gender and media issues, these issues have not become an area of academic research and scholarship among the lecturers in the University's Department of Media Studies.

**Table 9.2: Summary of key gender indicators for institutions of higher learning in the GIME research**

Institution	Staff		Students		Policies		Curriculum	
	% Female	% Male	% Female	% Male	Gender	Sexual harassment	Gender considered in curriculum review	Committee/ individual responsible for gender mainstreaming
<b>Region</b>	<b>36</b>	<b>64</b>	<b>61</b>	<b>39</b>	<b>28%</b>	<b>44%</b>	<b>46%</b>	<b>13%</b>
<b>Botswana</b>								
University of Botswana	37	67	54	46	Yes	Yes	Yes	Yes
<b>DRC</b>								
Institut Facultaire des Sciences de L'information et de la Communication	18	82	77	23	No	No	No	No
<b>Lesotho</b>								
National University of Lesotho	67	33	73	27	No	No	Yes	No
<b>Madagascar</b>								
Antananarivo University	44	56	71	29	No	No	No	No
<b>Malawi</b>								
Malawi Institute of Journalism	29	71	50	50	No	No	No	No
<b>Mauritius</b>								
University of Mauritius	79	21	82	18	No	No	No	No
<b>Mozambique</b>								
Eduardo Mondlane	20	80	26	74	No	No	No	No
Higher School of Journalism	21	79	19	81	No	No	No	No
School of Journalism	38	62	28	72	No	No	No	No
<b>Namibia</b>								
Polytechnic of Namibia	50	50	58	42	No	No	No	No
University of Namibia	43	57	62	39	No	No	No	No
<b>South Africa</b>								
University of Fort Hare	43	57	57	43	Yes	Yes	No	No
University of Johannesburg	89	11	78	22	Yes	Yes	No	No
University of Limpopo	33	67	51	49	Yes	Yes	No	No
Stellenbosch University	33	67	62	38	No	Yes	Yes	No
University of Venda	60	40	47	53	No	Yes	No	No
University of Witswatersrand	75	25	69	31	Yes	Yes	Yes	No
<b>Swaziland</b>								
University of Swaziland	33	67	37	63	No	Yes	No	No
<b>Tanzania</b>								
SJMC	30	70	60	40	Yes	Yes	Yes	Yes
<b>Zambia</b>								
Evelyn Hone	36	64	65	35	No	No	No	No
University of Zambia	31	69	56	44	Yes	Yes	No	No
Zambia Institute of Mass Communication Education Trust	25	75	67	33	No	No	Yes	Yes
<b>Zimbabwe</b>								
Midlands State University	36	64	64	36	No	Yes	No	No
National University of Science and Technology	25	75	49	51	No	No	Yes	No
Harare Polytechnic	27	73	49	51	No	No	No	No



### **Giving equal representation to women and men by 2015**

*The Protocol urges Member States to take measures to promote the equal representation of 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 2009, GL and MISA undertook the Glass Ceilings in Southern Africa Media study. In Botswana the study is based on research in five media houses, with a total of 886 employees. Researchers conducted in-depth case studies of two media houses, and interviewed six journalists/senior managers/editors for their perspectives on the results. A further 33 staff responded to perception questionnaires.

#### **Key findings**

- Gender equality in line with the SADC 2015 parity goal.
- Furthering the careers of women in Botswana media houses is not a priority: No media house in Botswana has strategies to fast-track women. The region is no better, with only 10% of firms applying such strategies. Women stand a slightly better chance when it comes to promotion strategies for women, with 20% of the companies saying they have these in place.
- There is not enough effort to target good women candidates: Some 20% of media houses in the sample had a database of women candidates, and 40% target women. Broadcasting Services and Dikgang Publishing try to recruit women. In the regional sample 36% of media houses have a database of women candidates and a much higher number (54%) of media houses in the region target women for jobs.
- There is a high commitment to maternity but not paternity leave: Four-fifths of media houses in Botswana said they offered maternity leave - slightly lower than the regional average of 81%. Only 20% offer paternity leave. This is lower than the regional average of 33%.
- Child-care and flexi-time are not a priority: None of the media houses in the Botswana sample offered child-care facilities, compared to 15% in the regional sample. Only 20% of media houses in Botswana have flexi hours -much lower than the region's 75% average.
- Only 20% of media houses in Botswana have gender policies, while 60% have sexual harassment policies. And 60% say they need to improve existing policies. Only 16% of media firms in the SADC region have gender policies compared to 28% with sexual harassment policies, while 68% are keen to improve their policies or formulate gender policies.

## **Gender in media content**

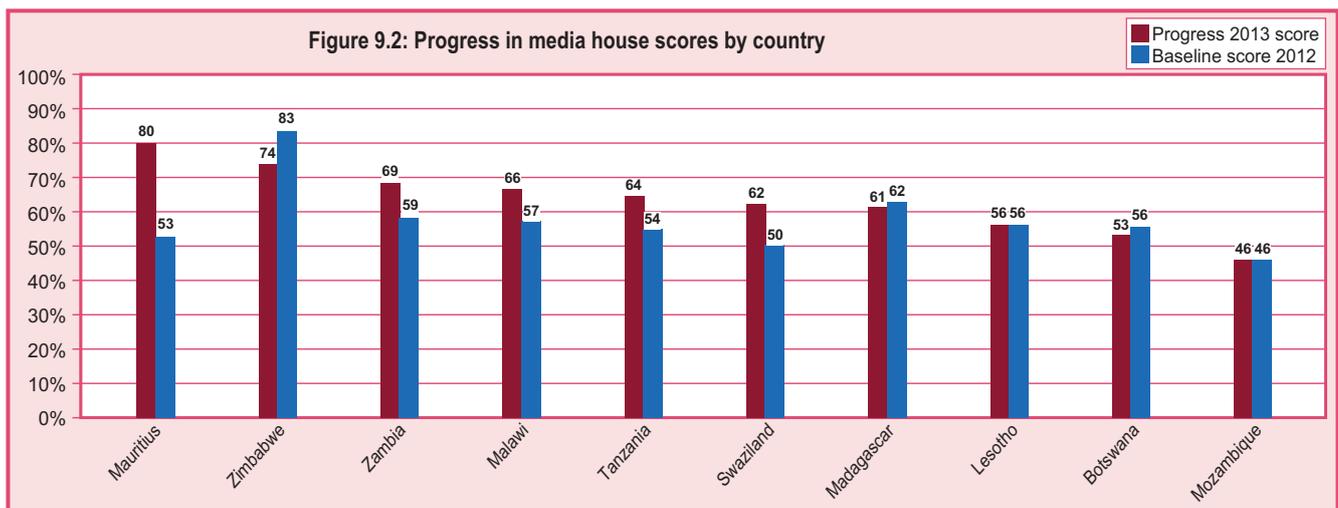


*The Protocol calls on Member States to encourage the media to give equal voice to women and men in all areas of coverage, including increasing the number of programmes for, by and about women on gender specific topics and that challenge gender stereotypes. The Protocol urges member states to take measures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

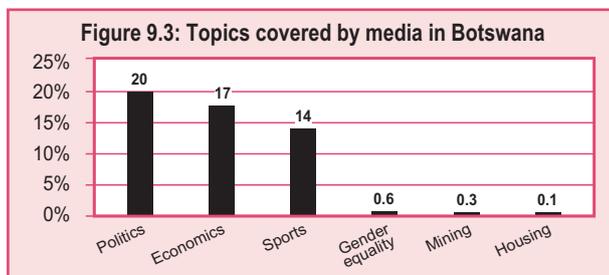
The GMPS took place in Botswana from 19 October to the 16 November 2009, covering seven media houses and 880 news items. The study was part of a regional survey that covered 14 countries in Southern Africa and 33, 436 news items. It is a follow-up to the GMBS conducted in 2003, as well as the HIV and AIDS and Gender Baseline Study in 2006 and the Francophone Gender, HIV and AIDS and Media Study in 2008. Gender

Links (GL), Gender and Media Southern Africa Network (GEMSA) and the Media Institute of Southern Africa (MISA) conceptualised, managed and coordinated the research and the in-country consultations. MISA information officers participated in the training, formed part of the monitoring teams at country level, as well as providing venues and equipment for meetings and training.



Source: 2013 SADC Gender Protocol Barometer.

Figure 9.2 shows that there has been an increase in country media houses scores compared to the baseline. Mozambique and Lesotho have remained constant, while Zimbabwe, Madagascar and Botswana have gone down. Zimbabwe and Botswana are behind in terms of developing and adopting gender policies.

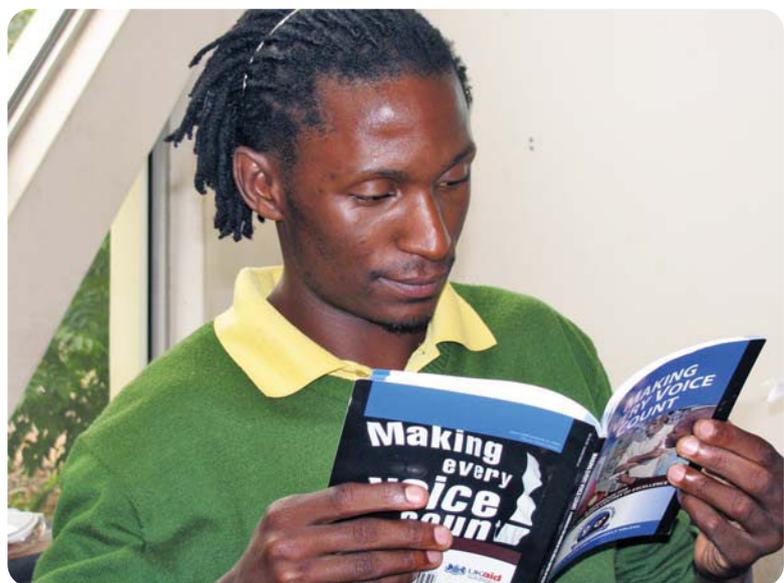


Source: 2010 SADC Gender Protocol Barometer.

Figure 9.3 illustrates the three main topics the Botswana media focused on and those that received the least coverage. These topics are politics, which accounted for almost one-fifth of the total coverage, followed by economics and sports. The lowest proportion of coverage was on housing, mining and gender equality. This means that gender-related topics are not considered newsworthy to the Botswana media.

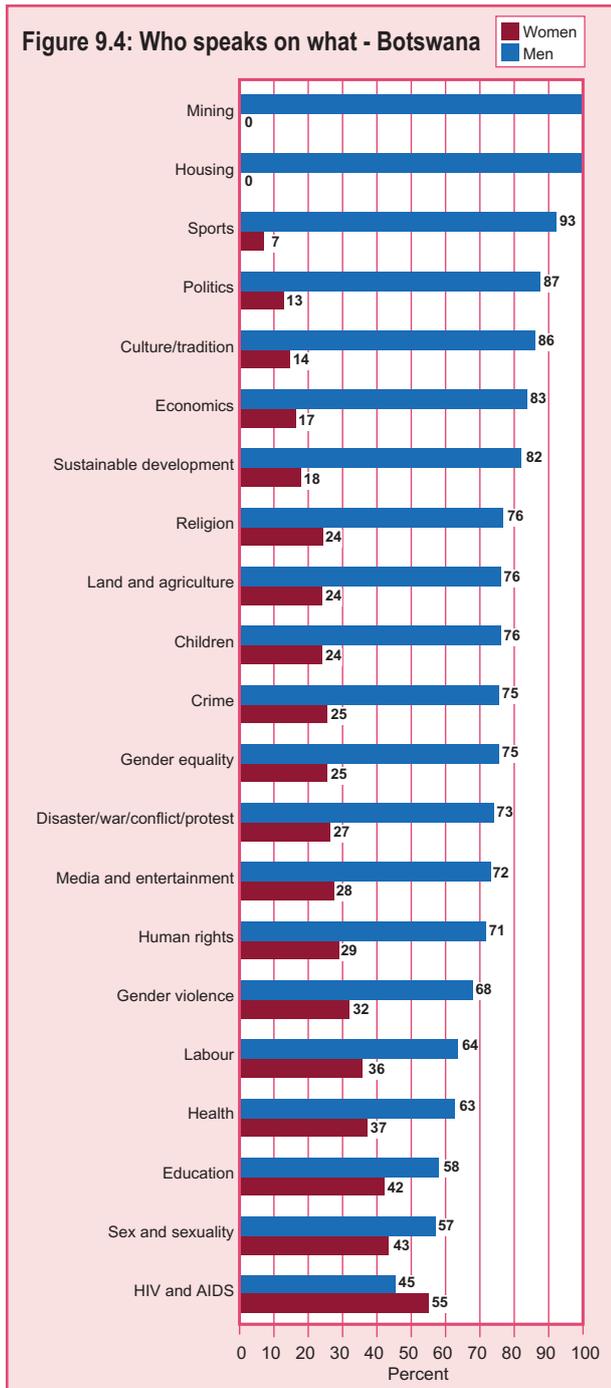
- The proportion of primary sources is higher in Botswana than the regional average: primary sources make up 87% of all sources compared to the overall regional average of 69%. *The Voice* newspaper leads with 94%, followed by *Daily News* at 92%, *Sunday Standard* at 87% and *Mmegi* at 80%. Yarona FM at 70%, Radio Botswana at 68%, and BTV at 57%, are the lowest.

- The proportion of single-source stories is lower than the regional average but still of concern: single-source stories in Botswana constitute 47% of the total, compared to the overall regional average of 67%.
- The voices of experts and spokes persons dominate the news in Botswana: Experts make up 61% of sources and spokespersons 18%. Eyewitnesses (1%), popular opinion (1%) and personal experience (4%) of "ordinary people" do not feature much in the news in Botswana or in the SADC region.
- Television has the highest proportion of women as sources at 30%, followed by print at 20%. Radio - a non-visual medium - has the lowest proportion of female sources at 15%.
- Women constitute 26% of all images in newspapers in Botswana, compared to 20% of news sources in print media.



An intern at *The Echo* going through the media Centres of Excellence handbook.

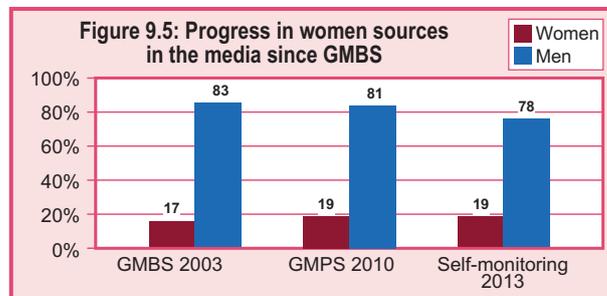
Photo: Roos van Dorp



Source: 2010 SADC Gender Protocol Barometer.

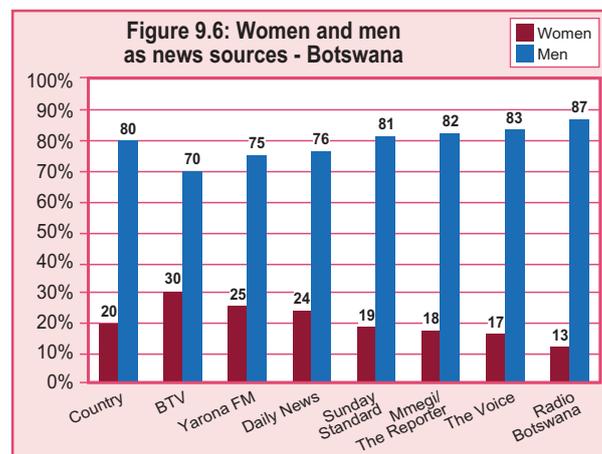
Figure 9.4 reveals that women in Botswana only speak more than men on HIV and AIDS; men dominate in every other category.

Figure 9.4 shows that Botswana TV has the highest proportion of female sources at 30%, followed by Yarona FM at 25% and *Daily News* with 24%. The lowest are the *Sunday Standard* (19%), *Mmegi* (18%), *The Voice* (17%) and Radio Botswana (13%).



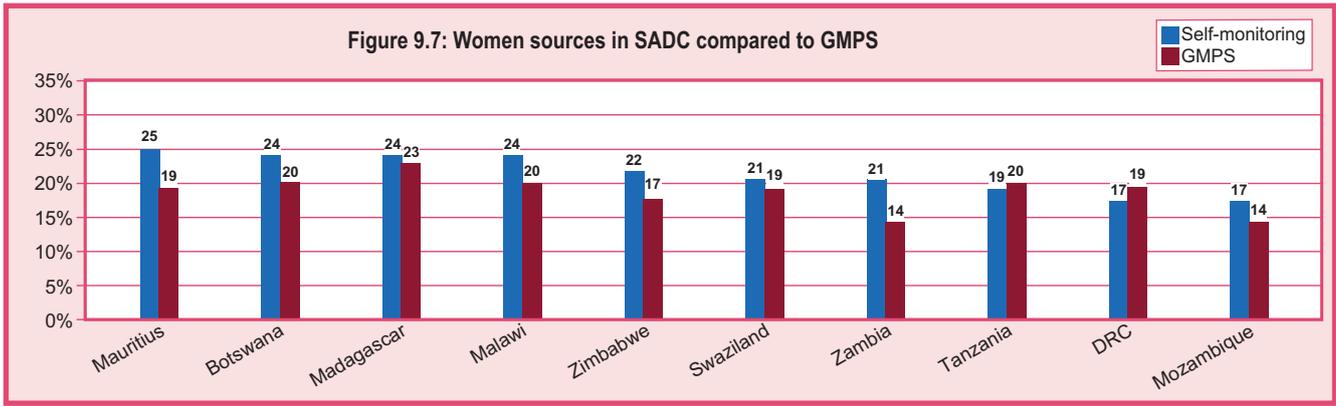
Source: 2013 SADC Gender Protocol Barometer.

Figure 9.5 shows that the proportion of women sources in the Southern African media has increased by five percentage points from 17% in the 2003 GMBS to 19% in the GMPS and 22% in the 2013 self-monitoring exercise. This reflects that with continued support to media houses, though very slow, change is possible.



Source: 2010 SADC Gender Protocol Barometer.

Figure 9.4 shows that BTV has the highest proportion of female sources at 30%, followed by Yarona FM at 25% and *Daily News* with 24%. The lowest are the *Sunday Standard* (19%), *Mmegi* (18%), *The Voice* (17%) and Radio Botswana (13%).



Source: 2013 SADC Gender Protocol Barometer.

Figure 9.7 shows that Mauritius (25%) registered the highest proportion of women sources. Mozambique (17%) registered the lowest. Zambia recorded the highest increase moving from 14% to 21% followed by Mauritius and Zimbabwe from 19% to 25% and 16% to 22% respectively. In Mauritius the move is due to

the massive progress at the MBC where sources have moved from 28% to 62%. Swaziland moved from 19% to 21% and Malawi from 20% to 24%. Capital FM in Malawi recorded the greatest improvement from 9% in the GMPS to 42% in the self-monitoring exercise.

## Gender-based violence (GBV)



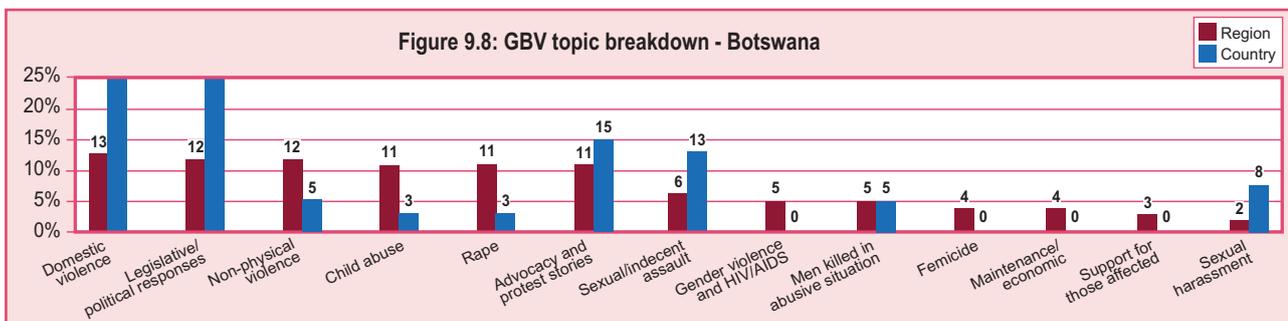
*The Protocol calls on Member States to take appropriate measures to encourage the media to play a constructive role in the eradication of gender based violence by adopting guidelines which ensure gender sensitive coverage.*

### Key findings of the GMPS

- Articles about GBV or that mention GBV account for 5% of topics covered: This is slightly higher than the regional average of 4%.
- Women make up only a quarter of sources in stories about or that mention GBV: Men speak for women, even on issues that affect women most intimately.
- Survivors constitute 29% of all sources on GBV: this is higher than the regional average of 19%, but lower than the proportion of perpetrators whose voices are

heard (37%). Perpetrators speak more openly than survivors in Botswana.

- Domestic violence and legislative and political response receive the most coverage in Botswana, each making up a quarter of the total: There is no coverage of support for those affected, maintenance and economic issues, femicide, gender violence and HIV and AIDS.
- Women constitute only one-fifth of journalists reporting on GBV in Botswana.
- There is gender disparity in the coverage of GBV, particularly on BTv.



Source: 2010 SADC Gender Protocol Barometer.

Figure 9.8 shows that domestic violence and legislative and political issues received the most coverage in Botswana. This is twice as high as the regional averages. However, journalists did not cover stories on gender violence, HIV and AIDS, femicide, maintenance and economic topics, or support for those affected. Other topics that also received little coverage include rape, child abuse and non-physical violence.

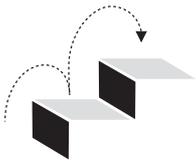
The proportion of HIV and AIDS coverage has dropped: The 2006 HIV and AIDS and Gender and Media Study average of 7% dropped to 4% in the GMPS, which is slightly higher than the regional average of 2%.

Voices of people living with HIV and AIDS are now heard in the media: People living with HIV and AIDS make up 36% of sources, a substantial increase from 4%. However, the voices of people affected by HIV and AIDS still account for just 4%.

The proportion of women sources on HIV and AIDS has increased: The 34% representation in 2006 has increased to 40% in the 2010 GMPS. This is double the regional average.



Beater Kasale, *The Voice* editor, Sandra Ayoo, GL evaluator and Francinah Baaitse of *The Voice* during a media house visit at the Voice Newspaper -Gaborone, August 2012. Photo: Roos van Dorp



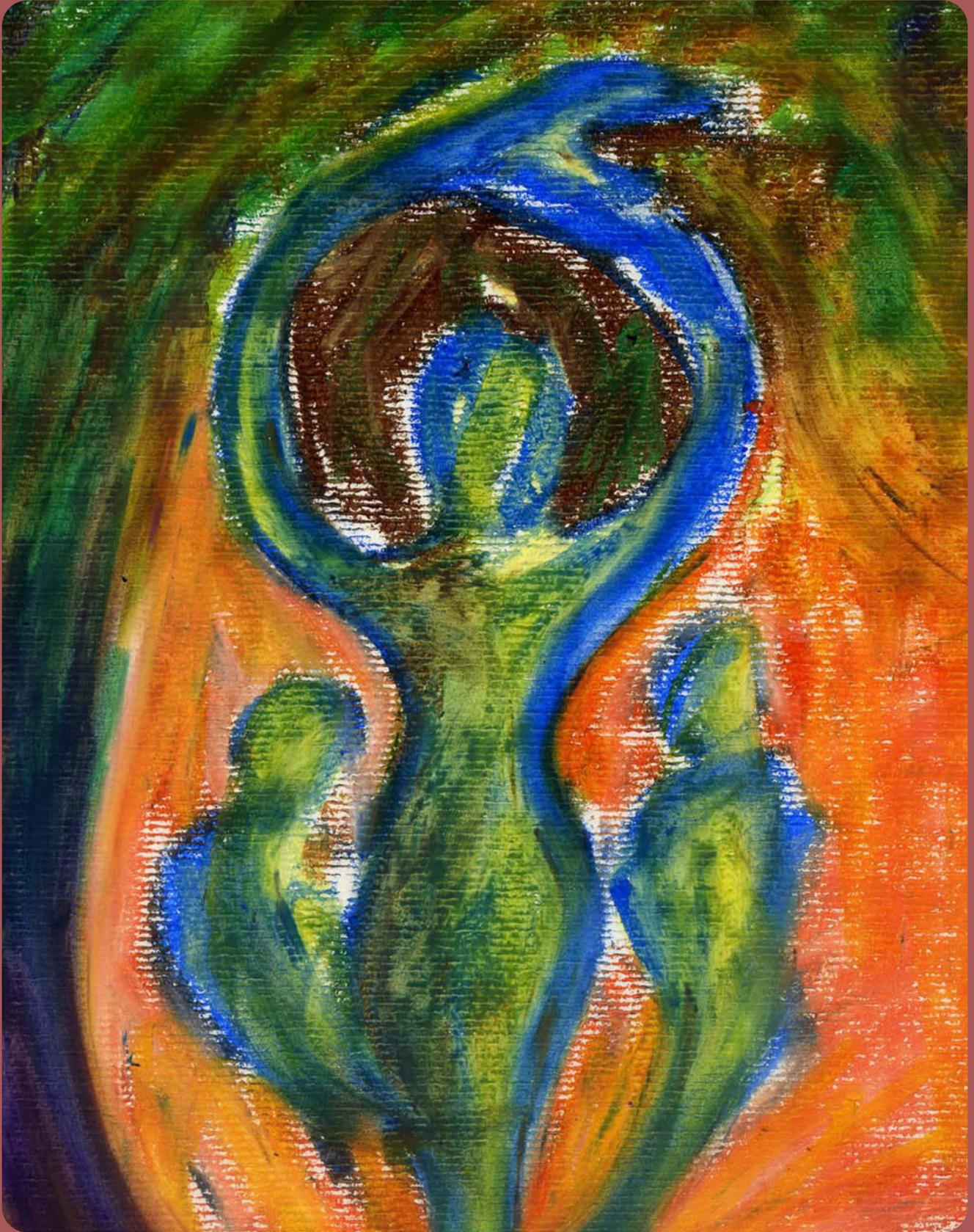
## Next steps

- Deepen engagement with media decision makers: Many of the policy changes that need to take place continue to be at newsroom level. The Glass Ceiling report provides a major impetus for this work.
- Focus on specific targets: The COEs for gender in the media, as well as gender in media education, provide a roadmap for attaining the targets of the SADC Gender Protocol.
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- Focus on specific targets: The COEs for gender in the media, as well as gender in media education, provide a roadmap for attaining the targets of the SADC Gender Protocol.
- National monitoring: Countries should be monitored to ensure that their laws on access to information make a difference for both women and men. This will enable women and men to make informed decisions on development and participate fully at every level.

- Engaging with media regulatory authorities: Until recently media regulatory authorities have largely been excluded from gender and media debates.

### What governments can do

- Pledging to mainstream gender in all information, communication and media laws.
- Pledging 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.
- Pledging to ensure that gender will be mainstreamed in all publicly funded media training institutions, and encouraging privately funded media training institutions to follow suit.



"Isabella"

Anushka Virahsawmy