Gender and Media in Southern Africa

Prepared by Gender Links (GAMAG CHAIR)

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Ensure gender is mainstreamed in all information, communication and media policies, programmes, laws and training in accordance with the Protocol on Culture, Information and Sport.

Encourage the media and media-related bodies to mainstream gender in their codes of conduct, policies and procedures, and adopt and implement gender-aware ethical principles, codes of practice and policies in accordance with the Protocol on Culture, Information and Sport.

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.

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.

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 that challenge gender stereotypes.

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.
Holistic approach to gender mainstreaming

Figure 9.1: Entry points for gender in the media
Information versus wisdom

Research based advocacy
• Gender and Media Baseline study (2003)
• Gender and Media Audience Study (2005)
• HIV, AIDS and Gender studies in 2006, 2008
• Mirror on Media - Gender in Advertising, Tabloids, Radio Talk Shows
• Glass Ceilings in Southern African media houses (2009)
• Gender in Media Education (2010)
• Gender and Media Progress Study (2010)
WHAT WE NOW KNOW

More female than male students

Proportion of female and male students in institutions of higher learning in Southern Africa

- Female: 61%
- Male: 39%

Diagram showing the comparison of female and male students.
But gender gaps among staff

Proportion of female and male staff in institutions of higher learning in Southern Africa

- Female: 36%
- Male: 64%
41% women within the media

Question: what happens to the women we train?

32% if SA excluded
Women absent from the top

Figure seven: Women and men on the senior management in media houses Southern Africa
Diga lá, camarada deputado, o governo e a oposição estão a trabalhar muito bem, não é? Já temos estradas Lindas para ir e voltar não é? E a nossa moeda, o Dolar, está sempre a subir, não é?

É um novo talento do nosso jornalismo, formado na “Escola Superior de Modelos e Manequins…”

Ya, por isso é que os nossos velhos jornalistas barrigudos não têm hipótese!

Lei de Imprensa, Estatuto do Jornalista
Women: missing voices

![Bar chart showing % Women and % Men for different categories.]

- GMBS: 83% Women, 17% Men
- GMPS-GMBS countries: 81% Women, 19% Men
- GMPS-Francophone: 80% Women, 20% Men
- GMMP Global: 76% Women, 24% Men
- GMMP Africa: 81% Women, 19% Men
Gender blind.. Blatant stereotypes

Shoprite staff down tools

CAROLINESOMANJE
Staff Reporter

Business came to a halt at Shoprite Stores at the Chichiri Shopping Mall in Blantyre yesterday after members of staff staged a sit-in to protest against management’s decision to put casual employees on a ‘part-time’ status, a change, they said, would compromise the number of years they have worked for the company.

They also demanded an 85 percent pay hike and the removal of general manager Iaco Bellingin, whom they accused of ill-treating them.

Staff members gathered at one place within the premises of the mall waiting for the intervention of Minister of Labour Yunus Musa, whom they alerted.

Musa learnt from Shoprite Workers Union chairperson Lawrence Dzumani and his seven member team that the bone of contention was a letter written by personnel officer Matthews Mwase, directing casual employees to report for duties at 7 am on October 14 2009 on a new contract as ‘permanent part-time’ recruits.

“If the new contract is not signed by you, then it will be regarded to have been refused and, therefore, you will not be working for Shoprite Trading,” wrote Mwase. Musa told both management and employees that it is illegal to employ someone on temporary basis for over a year and directed that workers be employed on full-time basis.

The minister also asked Shoprite management to change their attitude against the workers and deplored the exploitation of Malawians.
Country variations

Over 30% = Lesotho and Seychelles; Improved (Malawi, Tanzania; Botswana, Francophone); declined (Mozambique); Stagnant = SA, Namibia, Mauritius
Women sources on HIV declined

Figure 6.17: Who speaks on HIV and AIDS over time (Women)
Armchair journalism?

Single sources
Foreign versus local

Secondary sources
Own reporter/ agency
Has there been any progress?

HIV and AIDS: those affected speaking out
Consistent messaging works!
Specific case studies

- Gender Policy
- Director General and Deputy DG actively involved
- MBC: Women sources from 14% to 28%
- Public media in Mauritius: 28% compared to region 20%; private 18%
Beyond the news… programmes
Gender aware stories

- About gender issues
- Women/politics
- Balance sources
- Non traditional roles
- Challenging stereotypes
- Critical of women
- Diversity

Gender and media content awards
Mainstreaming gender in institutional practice

- Buy in from management
- Gender policies
- Sexual harassment policies
- Clear gender management systems
- Drivers of change
- Resources allocated to gender mainstreaming

Affirming good practice
2015: New impetus

• Beijing+20 Review
• SDGs-campaign for the inclusion of gender, media and ICTs
• GAMAG-Strong global movement.
• SADC Protocol on Gender and Development ends
• GMMP
• Gender and Media Progress Study (SADC)
GENDER EQUALITY IN AND THROUGH THE MEDIA

Now and post 2015:
Yes we must!