WHOSE NEWS, WHOSE VIEWS
2015

Southern Africa Gender and Media Progress Study 2015
Reflections

• Black Wednesday 19 October SA Press Freedom Day

• Whose views, whose news, whose freedom? Women effectively being silenced. Reminding us that more than half the population continues to be silenced daily. So where is their freedom to speak and why is the media continuing to silence millions of diverse through not giving them a voice.
Information versus wisdom

• GMBS 2003
• GMAS 2005
• HIV, AIDS and Gender 2006, 2008
• Mirror on Media-Advertising, Tabloids, Radio Talk Shows
• Glass Ceiling 2009
• GIME 2010
• GMPS 2010
• GMPS 2015
WHAT WE NOW KNOW

More female than male students

- Women: 64%
- Men: 36%
But gender gaps among staff

Figure 9.1: Proportion of women and men staff in journalism and media training institutions - Region

- Women: 57%
- Men: 43%
40% women within the media

Question: what happens to the women we train?
Varies by country
Varies by occupation

- Semi-skilled: Women 54, Men 46
- Unskilled: Women 40, Men 60
- Professionally Qualified: Women 39, Men 61
- Top Management: Women 34, Men 66
- Senior Management: Women 34, Men 66
- Skilled Technically: Women 31, Men 69
- Board of Directors: Women 30, Men 70
Women absent from the top

![Bar chart showing percentages of women in management in various regions from 2010 to 2015.](chart.png)

- **Region**: Lesotho, Swaziland, Mauritius, Namibia, Malawi, Zambia, Madagascar, Botswana, Mozambique, Seychelles, Tanzania, DRC
- **Women in management 2010**
- **Women in management 2015**
Which medium?

<table>
<thead>
<tr>
<th>Medium</th>
<th>Percent</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>66</td>
<td>34</td>
<td>66</td>
</tr>
<tr>
<td>Radio</td>
<td>61</td>
<td>39</td>
<td>61</td>
</tr>
<tr>
<td>Television</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>
Ridiculed...
Women: missing voices

Figure 3.5: Women and men sources over time

<table>
<thead>
<tr>
<th>Year</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>GMBS 2003</td>
<td>17</td>
<td>83</td>
</tr>
<tr>
<td>GMPS 2010</td>
<td>19</td>
<td>81</td>
</tr>
<tr>
<td>GMPS 2015</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td>GMMP 2010</td>
<td>24</td>
<td>76</td>
</tr>
<tr>
<td>GMMP 2015</td>
<td>24</td>
<td>76</td>
</tr>
</tbody>
</table>
Country variations

Figure 3.6: Women as news sources over time – Region

<table>
<thead>
<tr>
<th>Country</th>
<th>GMPS 2015</th>
<th>GMBS 2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seychelles</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Botswana</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>Mozambique</td>
<td>25</td>
<td>16</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>24</td>
<td>15</td>
</tr>
<tr>
<td>Tanzania</td>
<td>22</td>
<td>16</td>
</tr>
<tr>
<td>Lesotho</td>
<td>21</td>
<td>12</td>
</tr>
<tr>
<td>Malawi</td>
<td>2121</td>
<td>2121</td>
</tr>
<tr>
<td>Madagascar</td>
<td>2121</td>
<td>2019</td>
</tr>
<tr>
<td>South Africa</td>
<td>1919</td>
<td>1919</td>
</tr>
<tr>
<td>Namibia</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Zambia</td>
<td>13</td>
<td>18</td>
</tr>
<tr>
<td>Swaziland</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>Mauritius</td>
<td>17</td>
<td>10</td>
</tr>
<tr>
<td>DRC</td>
<td>15</td>
<td>6</td>
</tr>
</tbody>
</table>

Figure 3.6: Women as news sources over time – Region

- **Seychelles**: 21% (2015) vs. 21% (2003)
- **Botswana**: 28% (2015) vs. 28% (2003)
- **Mozambique**: 25% (2015) vs. 16% (2003)
- **Zimbabwe**: 24% (2015) vs. 15% (2003)
- **Tanzania**: 22% (2015) vs. 16% (2003)
- **Lesotho**: 21% (2015) vs. 12% (2003)
- **Malawi**: 2121% (2015) vs. 2121% (2003)
- **South Africa**: 1919% (2015) vs. 1919% (2003)
- **Namibia**: 19% (2015) vs. 19% (2003)
- **Zambia**: 13% (2015) vs. 18% (2003)
- **Swaziland**: 17% (2015) vs. 18% (2003)
- **Mauritius**: 17% (2015) vs. 10% (2003)
- **DRC**: 15% (2015) vs. 6% (2003)
Ownership

Figure 3.8: Women sources per media owner 2015 versus 2010

<table>
<thead>
<tr>
<th>Ownership Type</th>
<th>2015</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public/national</td>
<td>24%</td>
<td>20%</td>
</tr>
<tr>
<td>Community</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>Private</td>
<td>18%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Figure 3.10: Women and men sources per medium-region
...Blatant stereotypes
Specific case studies

Figure 2.4: Single and multiple source stories-GMPS 2015 vs GMPS 2010

67% GMPS 2010

61% GMPS 2015
Armchair journalism?

Single sources
Foreign versus local
Investing in women yields high returns

The proof is in the percentages: they make better bosses

A 12-year study found women CEOs delivered average stock returns of 42%.

Why Daily News thrives against all odds

Oracle Business Solutions

GET THE UPGRADE THAT COUNTS
CIRCUMCISE & CONDOMISE
FOR FREE MEDICAL CIRCUMCISION
Dial *120*662# for your nearest clinic
www.brothersforlife.org.za • brothersforlife.mobi

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 awards
Sins of omission and sins of commission
Missed opportunities to capture women's voices
Missed opportunities to discuss issues in detail context, disaggregated data
Improvement progress at a snail's pace
How then do we better engage the media