Women in Media

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Constitutional Mandate - S187(1)

The Commission for gender equality must promote respect for gender equality and the protection, development and attainment of gender equality.

S10 – Human Dignity - Equality Rights and Freedom
Non-racialism and Non-Sexism
S15 – Freedom of Opinion
S16 – Freedom of Express

Access to Info but S36 Limitation of Rights.

Additional Powers and Functions prescribed by National legislation
S11 (1) of the CGE Act 39 of 1996 (As amended)
Monitor, Investigate, Research
Educate, Lobby
Advise Parliament and report on issues concerning
gender equality
Monitor compliance to Regional & International Conventions
Constitutional Mandate & Obligation continued

Promotion of Equality and Prevention of Unfair Discrimination Act 4 of 2000 (PEPUDA)
Assist complainants in instituting proceedings in the Equality Court
Conduct investigations and make recommendations regarding persistent contraventions of PEPUDA

The Bill of Rights in the Constitution enshrines the rights of all people to the democratic values of human dignity, equality and freedom.

The CGE’s obligation to strengthen constitutional democracy is the attainment of gender equality.
VISION AND MISSION

Vision

A society free from all forms of gender oppression and inequality

Mission

- Monitor, evaluate and make recommendations on policies of the public and private sector
- Information and educational programmes
- Evaluate and make recommendations on legislation affecting the status of women
- Investigate, resolve and rectify gender issues
- Collaborate with government and civil society
- Monitor and report on international conventions
International Conventions, Charters and Declarations informing the Commission’s Programmes

Commitments made by the state to the implementation of CEDAW (in a nutshell)

- Monitoring of implementation of CEDAW by state department
- Supporting the country in when reporting to the CEDAW Committee in 2015
- Monitoring the compliance of the implementation of the Beijing Declaration and the Platform for Action with focus on the 12 Critical areas of Concern
- Monitoring compliance and tracking progress on the implementation of the MDGs
- Engaging with the post 2015 agenda which reflects on new development challenges - leading to the adoption of Sustainable Development Goals (SDGS)

- The Protocol to the African Charter on Human and Peoples’ Rights on the Rights of Women in Africa, better known as the Maputo Protocol, guarantees comprehensive rights to women including the right to take part in the political process, to social and political equality with men, improved autonomy in their reproductive health decisions, and an end to female genital mutilation.

- SADC Protocol aims to provide for the empowerment of women, to eliminate discrimination and achieve gender equality by encouraging and harmonising the development and implementation of gender responsive legislation, policies and programmes and projects.
Representation of Women in Media
“Twenty years ago, 189 UN Member States recognized the central role of media in shifting the gender stereotypes that influence how we think and act. They made women and media one of 12 critical areas of the Beijing Platform for Action, and called on media everywhere to make a far greater contribution to women’s advancement”. Source: UN Women [http://beijing20.unwomen.org/en/in-focus/media](http://beijing20.unwomen.org/en/in-focus/media)

... One of these critical areas include “Women and Media”
BPA: Focal Issue in relation to representation of women in the media

“The media plays a significant role in perpetuating and challenging social norms that condone discrimination or violence against women. It can objectify women but also showcase strong women leaders and protagonists who can become role models for their audience”. Source: UN Women [http://www.unwomen.org/en/news/in-focus/csw/feature-stories#media]
Insights from BPA: Facts and Figures

Global Picture: representation of women in the media

Women’s presence as news subjects in print, radio, and television has only increased to 24% in 2010 from 17% in 1995.

And 46% of stories reinforce gender stereotypes, while only 6% challenge stereotypes.

Source: UN Women
Insights from BPA Report: Facts and Figures

Local Issues (South Africa): representation of women in the media

• Women are more likely to be seen in the media than heard: Women constitute 25% of all images in newspapers in South Africa compared with 19% of news sources in the print media.

• Women’s voices are most likely to be heard in “soft” beats: Women’s voices are least heard in topics such as sports, mining and culture and tradition and economics.

• The voices of older women and girl children are absent from the media: Most women sources are in the 26-49 age group. Before and after this women and girl children disappear from the news.
Issues of concern

Local Issues (South Africa): representation of women in the media

•“Women continue to be underrepresented as sources in news media, with women occupying only 21% of news language, i.e. words documented in relation to female sources only 21% of time” (MMA. 2014: Visible-Invisibility Report)

•GBV: There is a need for more male voices to be amplified as sources in the stories so that men are not only appear as perpetrators of GBV but as part of the solution to GBV. (MMA. 2014: Gender On The Agenda Report)
Successes: Representation of women

Notable pockets of successes include the following as per the CGE’s BPA report of 2014; i.e. implementation of BPA in South Africa:

✓ The establishment of women’s media networks has made a contribution to the global arena whereby there tends to be more information dissemination, exchange of views and support for women groups which are given attention by the media

✓ There has been a noticeable improvement in relation to usage of ICT’s by women which in turn leads to increased state knowledge sharing and networking.

✓ Progress has been made in relation to guidelines that ensure that there is fair representation of women as well as their portrayal in the media
Women in Newsrooms
Women in Newsrooms

Local Scenario (South Africa): Facts and Figures

• There are now nearly equal numbers of women and men in newsrooms

• Women journalists do access more women sources but not enough: Women journalists access 29% women sources while men journalists access 16% women sources

• Major differences between racial groups: Black women, who constitute 46% of the population only account for 18% of newsroom staff (compared to 45% of the population and 28% of newsroom staff in the case of black men and four percent of the population and 28% of newsrooms in the case of white men.)
Women in Newsrooms

Local Scenario (South Africa): Facts and Figures

• Women are still scarce in the upper echelons: Women occupy less than 30% of top management posts and constitute one out of three senior managers in newsrooms. Conversely, they comprise 48% of junior managers and almost 70% of all semi-skilled workers in the newsroom.
Media Ownership: Men and Women
Media Ownership: Men and Women

Global Scenario

“Women are nearly absent from governance (media ownership) and top management levels that comprise of companies’ decision-makers of finances and policy”. Source: IWMF
Media Ownership: Men and Women

Extremely minimal research conducted on this topic, locally and globally, however…

Global Scenario

• About 74% of men are shareholders on governing boards of media institutions worldwide, leaving women with minority shareholding and decision-making.

Local Scenario

• Women board members in South Africa is low, only 4%
Interventions

Global interventions

• UN Women's Beijing+20 Media Compact Campaign: In 2015, UN Women launched this campaign in an effort to promote women’s rights issues and gender equality through media partners such as: Marie Claire, France24, SABC, Mail and Guardian, Guate Vision, Radio France International, Gulf News, Jakarta Post, Prachatai, Global Motherhood, amongst others.

• More of similar interventions with global partners are needed in order to ensure that there is constant awareness about gender equality in the media and an improved representation of women in the media.

• Solidarity!! Solidarity!!
Interventions

Local interventions

• CGE interventions: The CGE has partnerships with institutions such as SABC and NCRF in order to create purpose built programmes that are aimed at gender equality on local and national media houses.

• Through the above programme journalists and producers of media houses are able to attain first hand information and knowledge on gender sensitive content which is designed for educational purposes.

• Joint creation of gender equality content with CGE’s media partners has since led to a demand for media related seminars from which CGE is able to expound its mandate in the media sector.
Further interventions needed

• Training of journalists and producers on content development. Genderlinks Intervention Crucial.

• Gender mainstreaming within media houses in order to ensure that there is gender equity in the workplace.

• Media regulators and media development institutions such as MDDA (Media Development and Diversity Agency) need to be further engaged as role players who are likely to influence change in relation to gender equality in the sector. This should also include Associations such as SANEF (South African National Editors’ Forum) to ensure that there is self regulation in regards to gender equality.
References

Beijing Platform for Action: Global brief on women and media
http://beijing20.unwomen.org/en/in-focus/media


Genderlinks (2010): Gender and Media, Southern African Gender and Media Progress Study

The End...
Thank You

HAVE A GENDER RELATED COMPLAINT ?????
REPORT IT TO

0800 007 709

Twitter Handle @CGEinfo
Facebook: Gender Commission of South Africa