



gmbbs



What is the GMBS



- The most extensive gender and media monitoring project- regionally, and globally.
- Twelve Southern African countries
- One month (September 2003). Global studies covered one day.
- 25 000 news items, compared to 16 000 in the global study conducted in 2000.
- Outputs: one regional overview; twelve country reports; training material

Objectives

- Baseline data for monitoring progress toward achieving gender balance in media coverage;
- Build capacity for monitoring media content from a gender perspective;
- Become a key advocacy tool

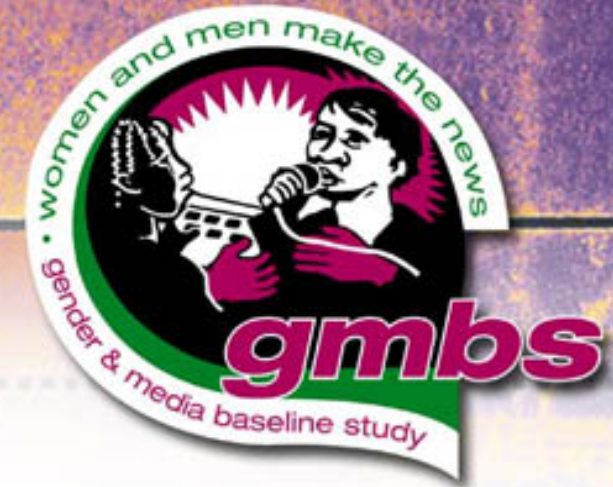


Partners

- Media Institute of Southern Africa (MISA)
- Gender Links
- 20 institutional partners in the 12 countries
- Partners in Namibia:
 - The Department of Media Technology at the Polytechnic of Namibia
 - Media Monitoring Project Namibia (MMPN)
- Media Monitoring Project (MMP) South Africa-technical advisers
- Margaret Gallagher- International adviser



Global Context



- 71 countries took part in the first GMMP before the Fourth World Conference on Women in Beijing- 1995.
- 70 countries took part in the GMMP 2000 -“Who Makes the News”. The GMMP inspired the GMBS, but this spanned a whole month, rather than one day.
- Quantitative and qualitative findings.
- Slogan: “*Women and men make the news*”.

Media Monitored

- 117 out of the 340 print and electronic media in the 12 countries covered, or 34 percent of the media.
- 7 out of 28 media houses, or 25 % of the total.
- A total of 25 110 news items; 1939 items, or 8 % of news items came from Namibia.



Scope of Study

- The study focused on the news.
- It did not include entertainment and advertising.
- For radio and television, the study did not cover news feature programmes.
- These genres are important for future studies.

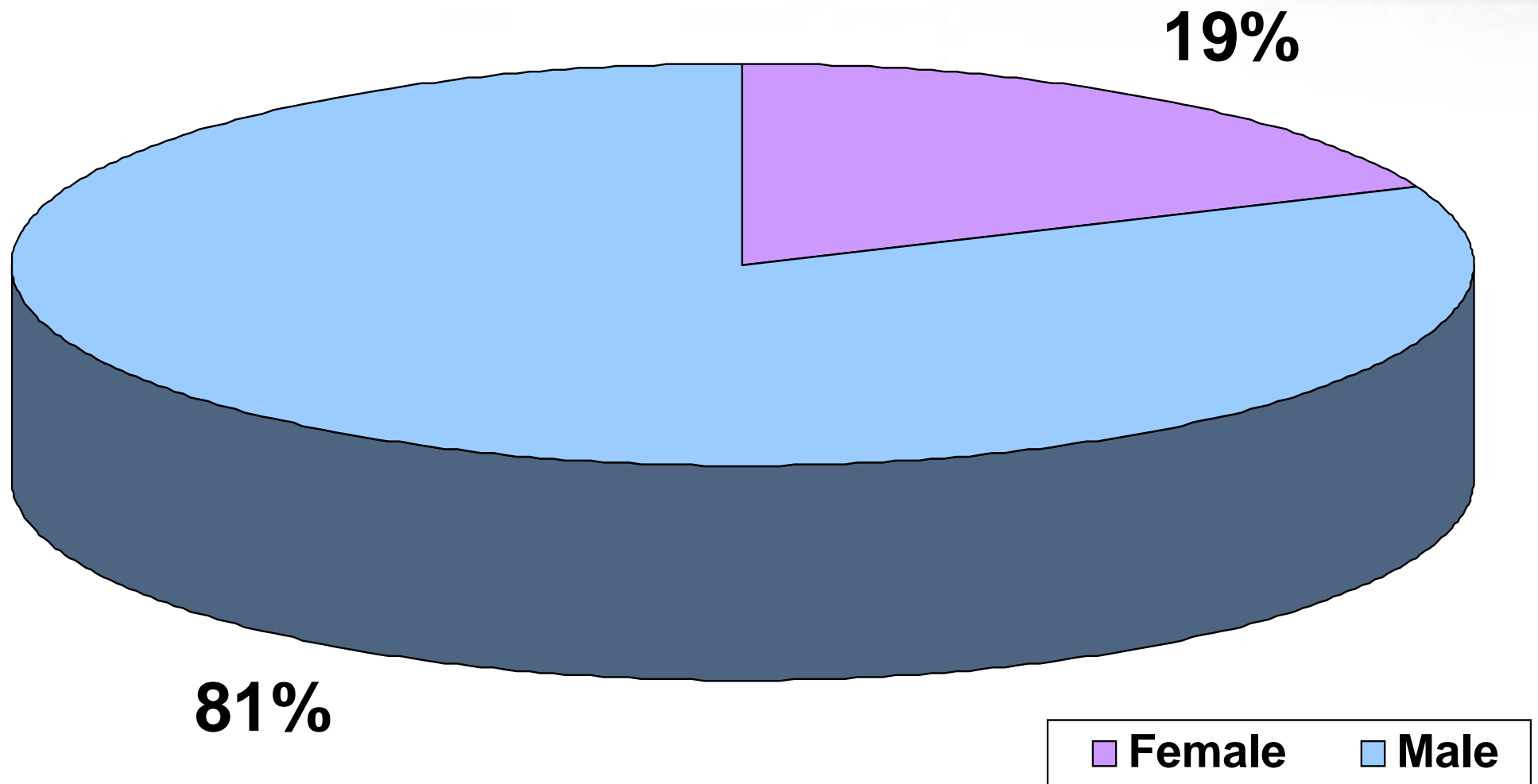


A woman with short brown hair and glasses, wearing a red cardigan over a black top, is smiling and holding a book. The book cover features a photograph of three people looking at a document and the text "gender and media baseline". The background is a complex digital collage with various patterns, including a purple and blue abstract design on the right with a circular waveform, and a yellow and green abstract design on the left. There are also black lines, arrows, and a dotted line overlaid on the background.

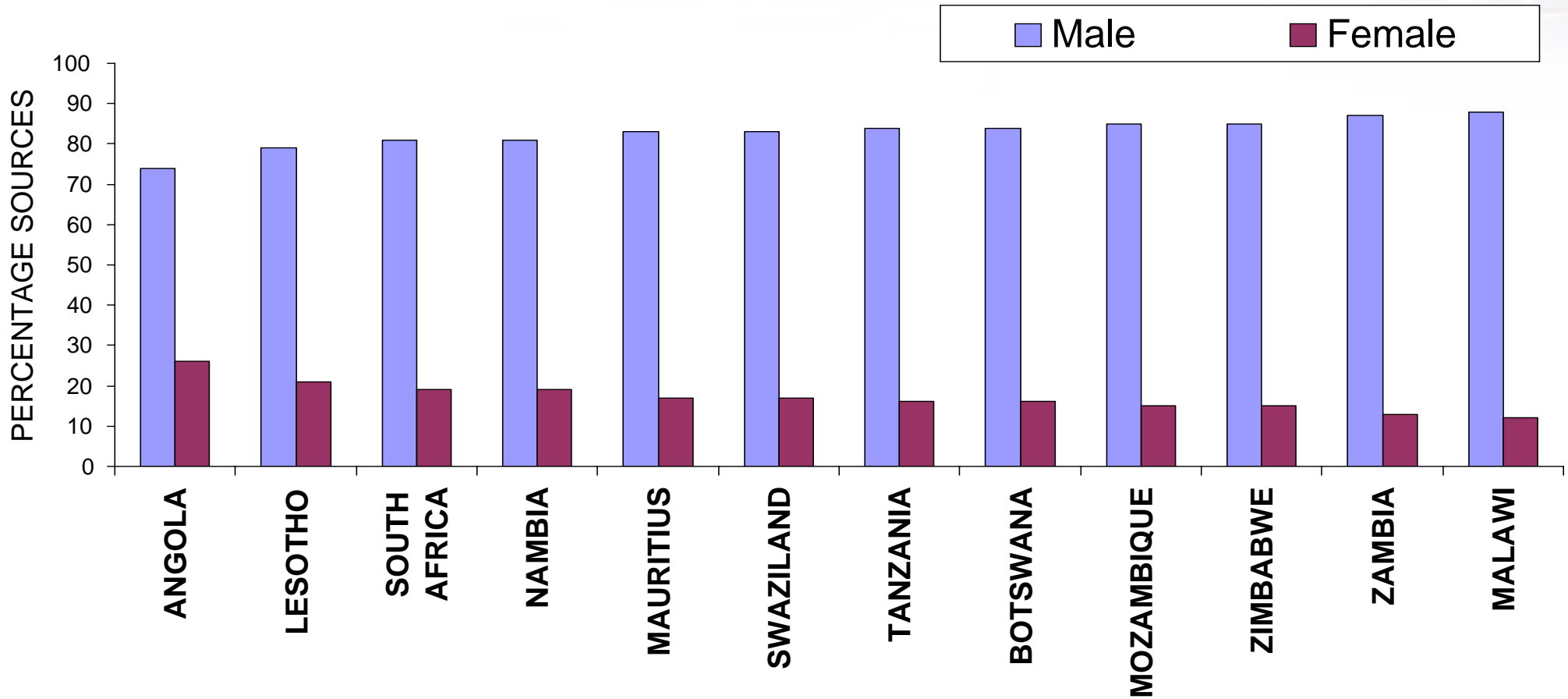
QUANTITATIVE FINDINGS

Sources

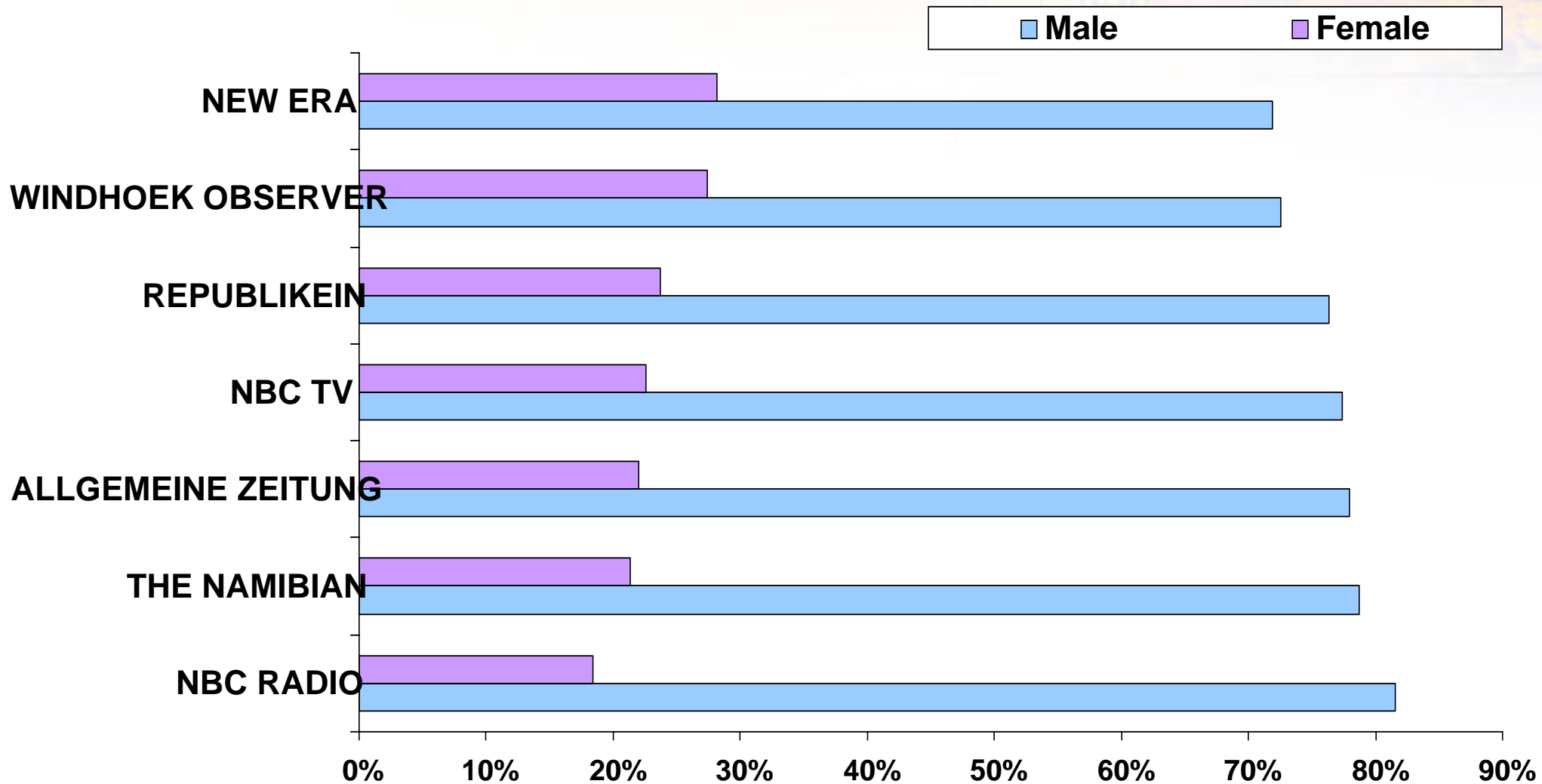
Analysis of male and female sources for all medi



Sources in comparison to the region



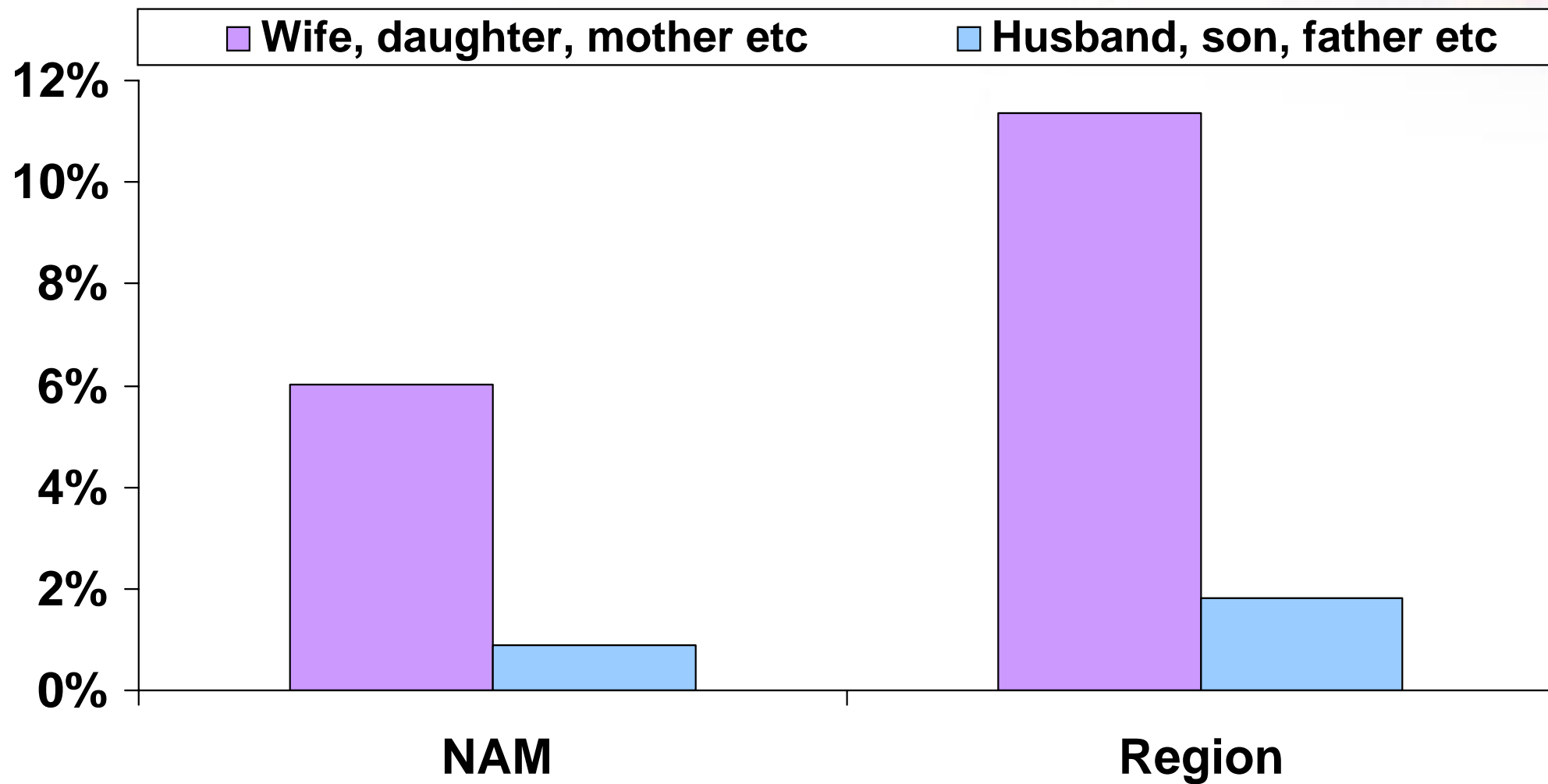
Sources per media house



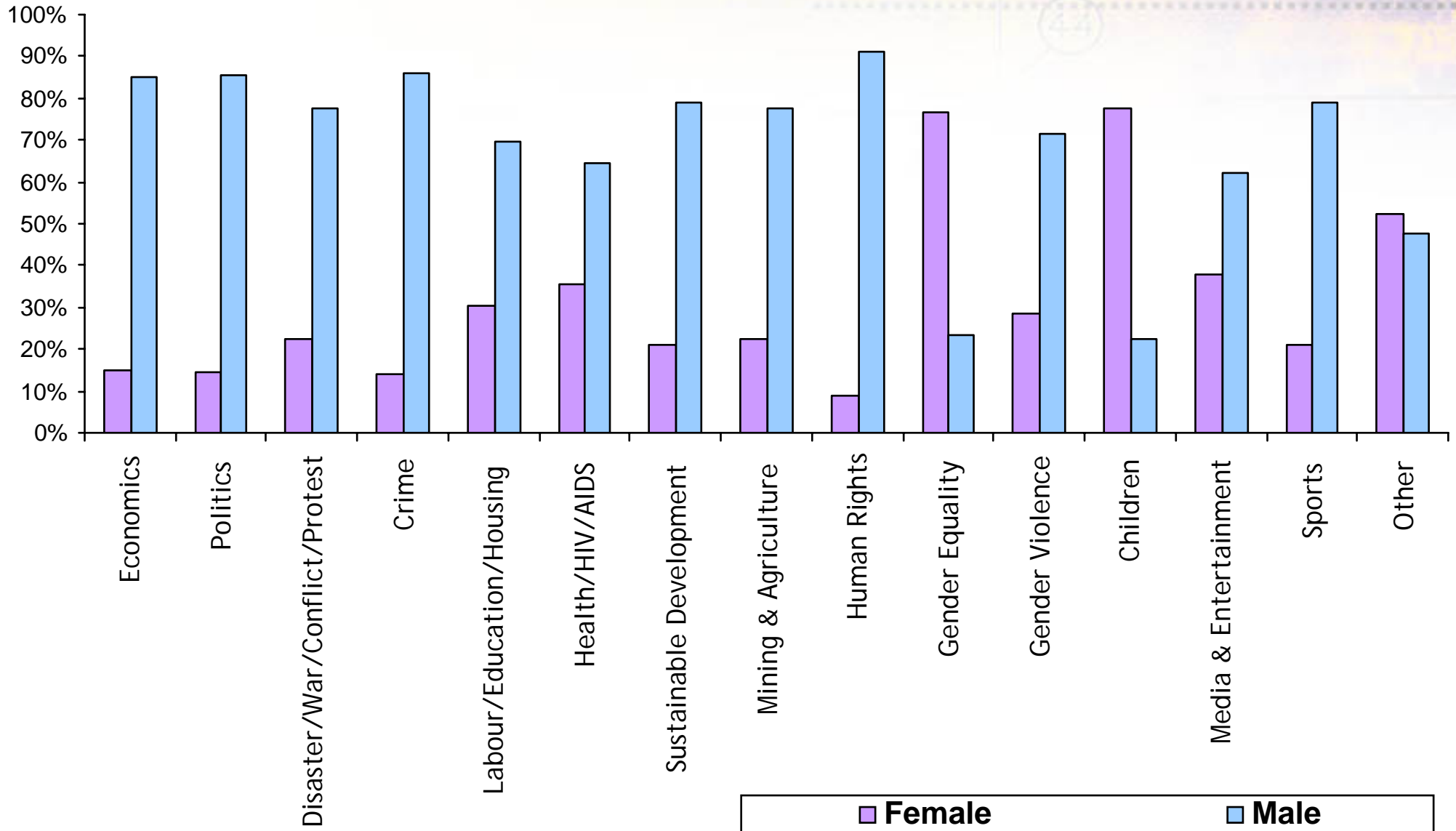
Sex and Race of Sources in the Namibian Media

MEDIA	BLACK		WHITE		COLOURED		ASIAN		OTHER
	M	F	M	F	M	F	M	F	M
Allegemeine Zeitung	25	3	46	20	3	1	2	0	0
NBC Radio	51	12	16	4	12	1	2	0	2
New Era	51	26	12	3	2	3	1	0	3
Republikein	31	8	33	16	2	1	3	0	6
The Namibian	45	13	20	5	1	3	4	1	4
Windhoek Observer	23	5	46	24	0	0	2	0	0

Relationships



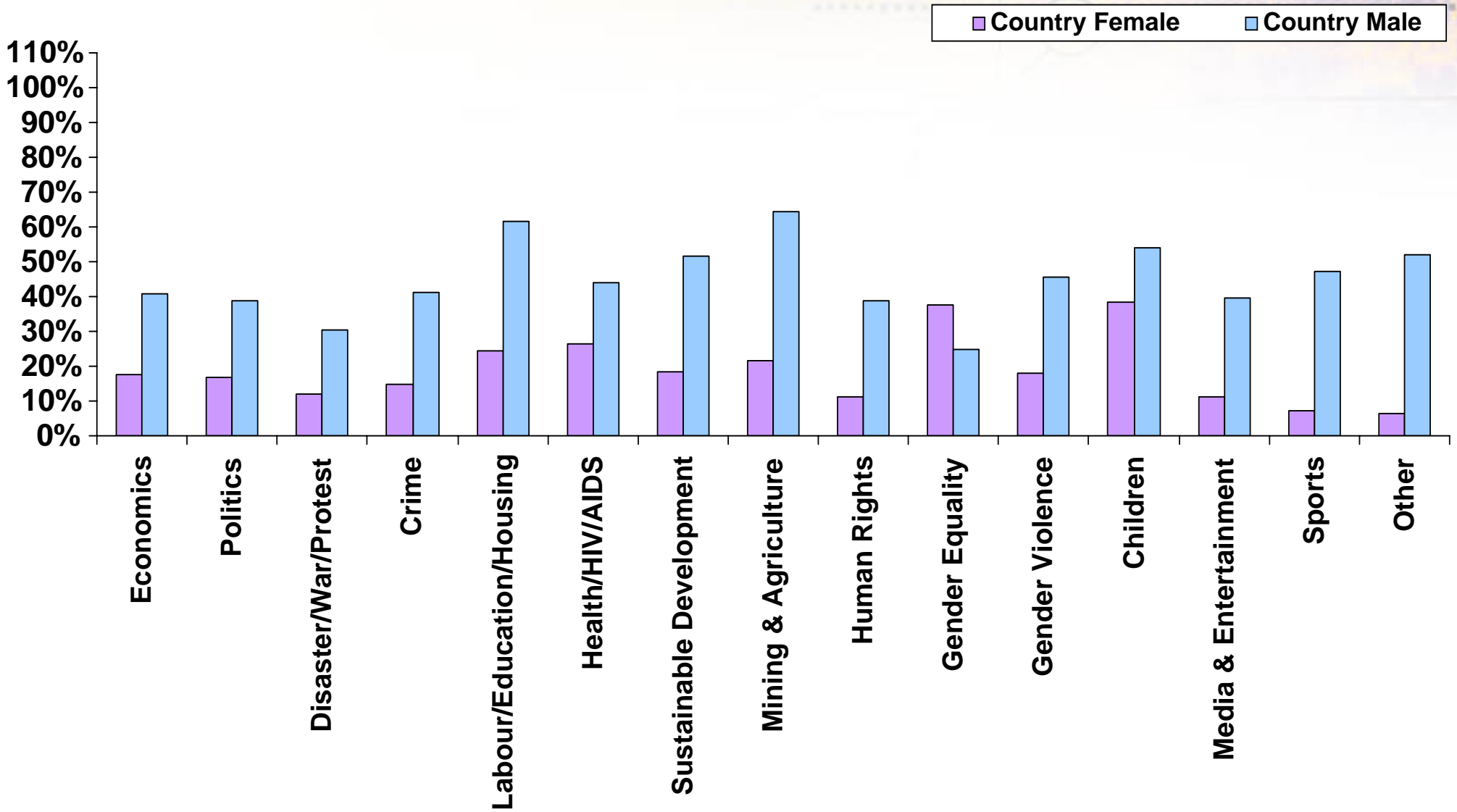
Who Speaks on What



People Behind the News

	Television Presenters		Television journalists		Radio		Print	
	% of women	% of men	% of women	% of men	% of women	% of men	% of women	% of men
Region	45	55	38	62	34	66	22	78
Namibia	47	53	56	44	21	79	21	79

Gender Analysis of Beats



A photograph of a woman with dark hair, wearing a white button-down shirt over a black top, sitting at a table. She has her arms crossed and a serious expression. To her left, the back of another person's head is visible. To her right, the back of another person's head is visible. In the background, there is a tripod-mounted camera and a whiteboard with some papers pinned to it.

QUALITATIVE FINDINGS



Blatant Stereotypes

Saturday September 7, 2002 Windhoek Observer

Provinsk

Destined to remain fettered in the absence of the Voice

STASY REPOMTER

Passive sadness seized me as I passed through a portion of the north-western areas of the Usakos district. Suddenly, there were signs that brought back so many memories.

Long since buried in the past but vividly revived when my eyes again fell on them, these people, I find, can't understand the affection one develops for a dog. The last time I was in that specific area, my boy, Corbin, still with me and in the best of his years. I considered myself lucky that he sleeps well, has a beautiful eye colour, surrounded by flowers and in the shade of a healthy evergreen tree.

What presented itself to me was not the child I got

and visiting frequently. The children were alive and healthy. I asked her about income, and she told me that the Damara-speaking people of the area have only two sources of income, goats and semi-precious stones although the latter was an unstable generator of money.

I asked her how old she was and she said she would be 48 soon.

How many children? was my next question.

She said eight. A further question brought to light that the children fathered by three different men and she never formally married to any of them.

How many sons and how many daughters?

and visiting frequently. The children were alive and healthy.

I asked her about income, and she told me that the Damara-speaking people of the area have only two sources of income, goats and semi-precious stones although the latter was an unstable generator of money.

That reminded me to do a story at some or other stage approximately 40 kilometers out of Usakos on the

road to Swakopmund. There, a few crude signs close to a leafless tree where a man sells those stones and surprisingly enough, vehicles stop there and I assume, mainly people from other countries.

Tourmalines seem to be the major semi-precious stone sold by him and at the settlement where you turn out of the surfaced road 24 kilometers from Usakos to take the dirt road to Herries Bay, also sellers of those

stones. At that turn-off, a fairly dense squatter settlement has arisen in recent years.

Goats are not a problem to dispose of, she told me. It was of great interest to me, that if you have available a dozen goats and they are in good condition, no problem to find a market for them.

Buyers arrive even from as far as Walvis Bay and in Usakos they also have a very good buyer, Mr Elgus van Niekerk.

Payment in cash on delivery, she told me.

I looked at the ill-fitting, tattered clothes of the people other than goats. I also took cognizance of rivulets and rivers, fairly lush at the banks.

My thoughts were if such a subsistence level of survival is going to endure? Of course not, much more is needed to save the land from destruction for that is inevitable.

As I walked back to the off-road vehicle I looked at a girl, a child of the woman I had spoken to whose age I guess to be between 12 and even 13 but certainly not older. It was a lovely little girl with the most bright eyes one can hope to see, eyes which tell you that she has a bright mind too. I wondered what fate is ahead of her. A slight veneer of fear (as through me when I thought of that).

To conclude, I was more than ever convinced that the people are in dire need of the Voice. They need an incomparable superior supreme leader and they do not have it.



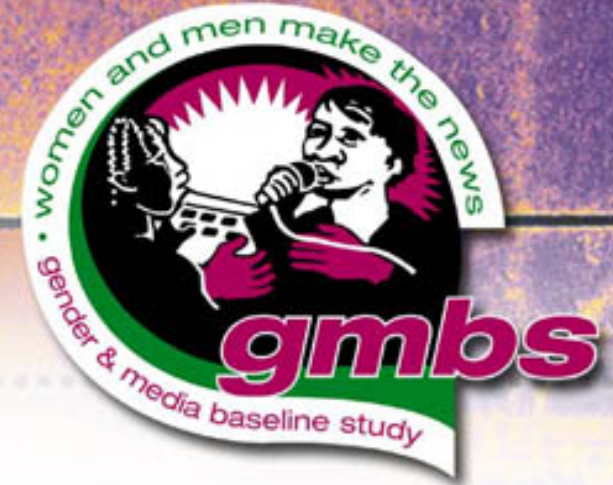
NS 2 WEDNESDAY SEPTEMBER 11 2002

Mum beauty

Nigeria's reigning Miss World Agbani Darego (right) has refused to become involved in a threatened boycott of this year's beauty pageant in Abuja. Beauty queens from European countries, chiefly Norway, France and Belgium, said they would not attend the pageant because of death sentences for adultery passed by Nigeria's Muslim courts. The beauty pageant is due to take place on November 30. Asked about the boycott Darego said: "I'm sorry, I won't answer that."



Photo: Nampa-Reuters



Subtle Stereotypes



24



Gender Blind Reporting



2.4



Gender Aware Reporting



Ethano: Chrispin Inambao

Yeya ya pulakena shoka sha tokolelwa omuhona gwawo

Ohela, Omuwilikukuluntu gwa NBC, Ben Mulongeni, okwa kuthwa miilonga kEwilikongundu lya NBC, konima sho pwa kala omapopyo kutya okwa nyengwa okukondolola nawa NBC. Nande ongaaka,

Ewilikongundu lya NBC olya popi kutya Mulongeni ina tidhwa, ihe okwa 'mbendanga.' Methano ndika otamu monika yamwe yomaaniilonga mu NBC, ya gongala ye ya okuuva shoka sha tokolelwa omuhona gwawo.

NB employees gathered to listen to what their boss(DG) is