



women and men make the news

gender & media baseline study

gmbS



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
- Media Monitoring Project (MMP) South Africa- technical advisers and SA report
- 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.
- 25 out of 80 media houses, or 31 % of the total
- A total of 25 110 news items; 8642 items, or 34 % of news items came from SA

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.

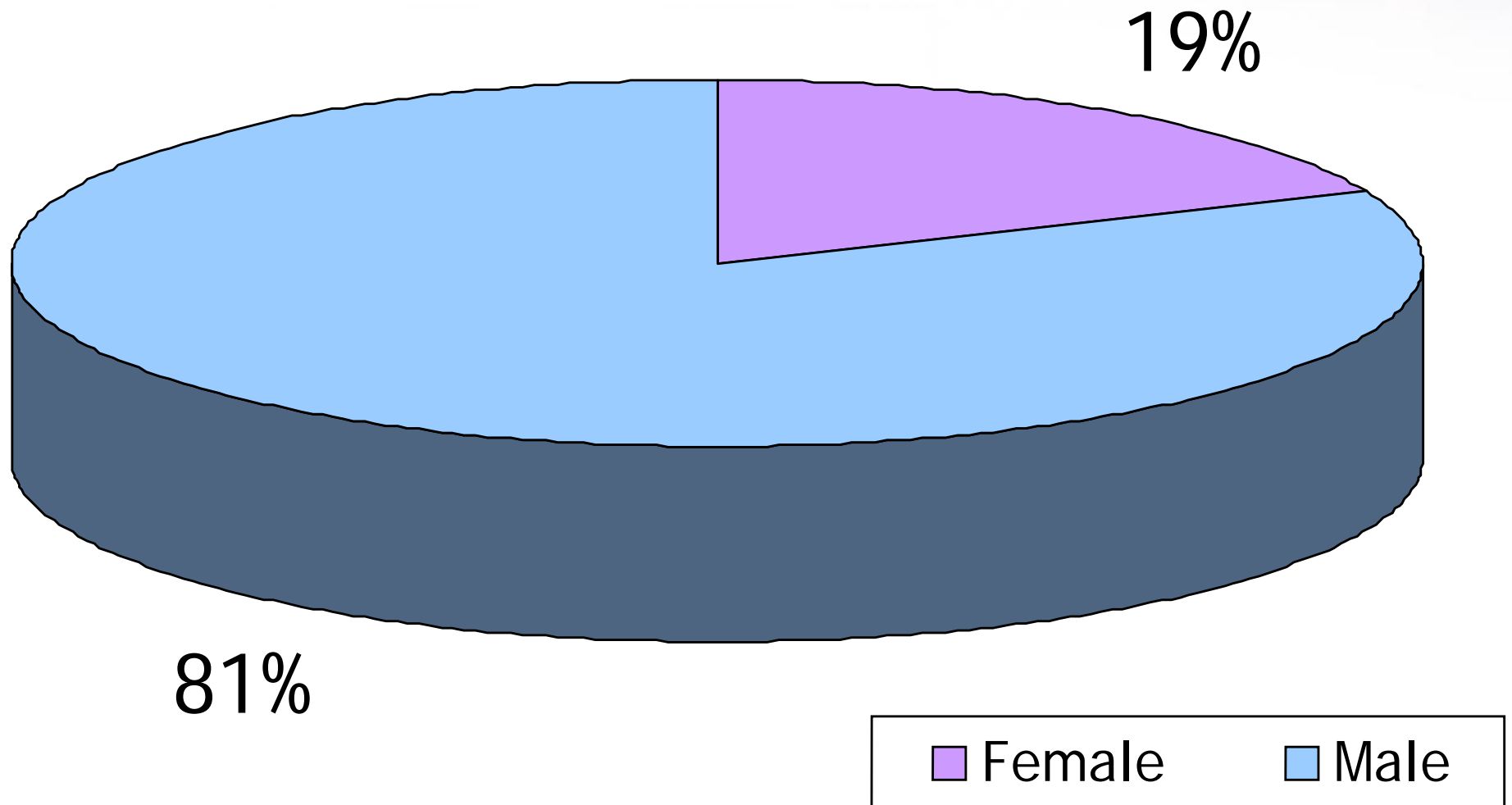


A man with dark skin and short hair, wearing a light blue and white striped polo shirt, is shown in profile from the chest up. He is holding a red pen in his right hand and pointing it towards the right. The background is dark, and a wooden podium is visible in the lower right corner. A purple banner with white text is overlaid at the bottom of the image.

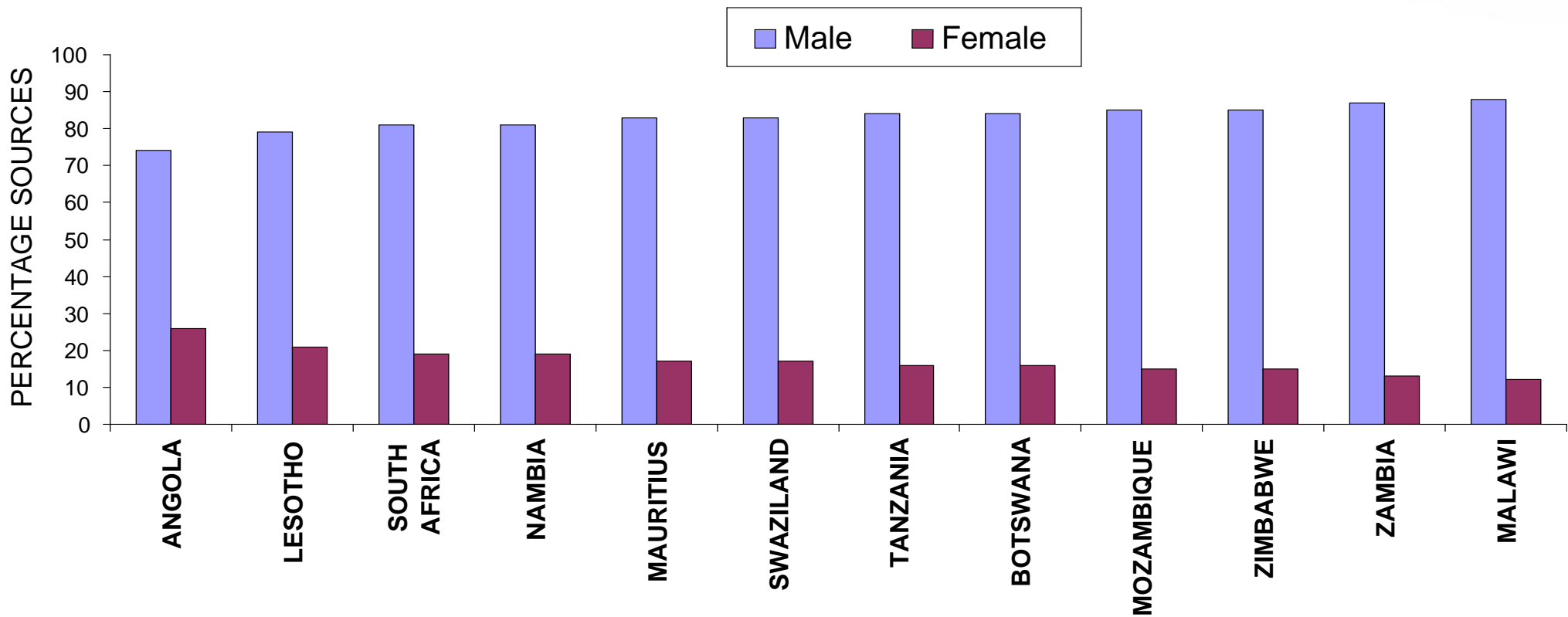
QUANTITATIVE FINDINGS

Sources

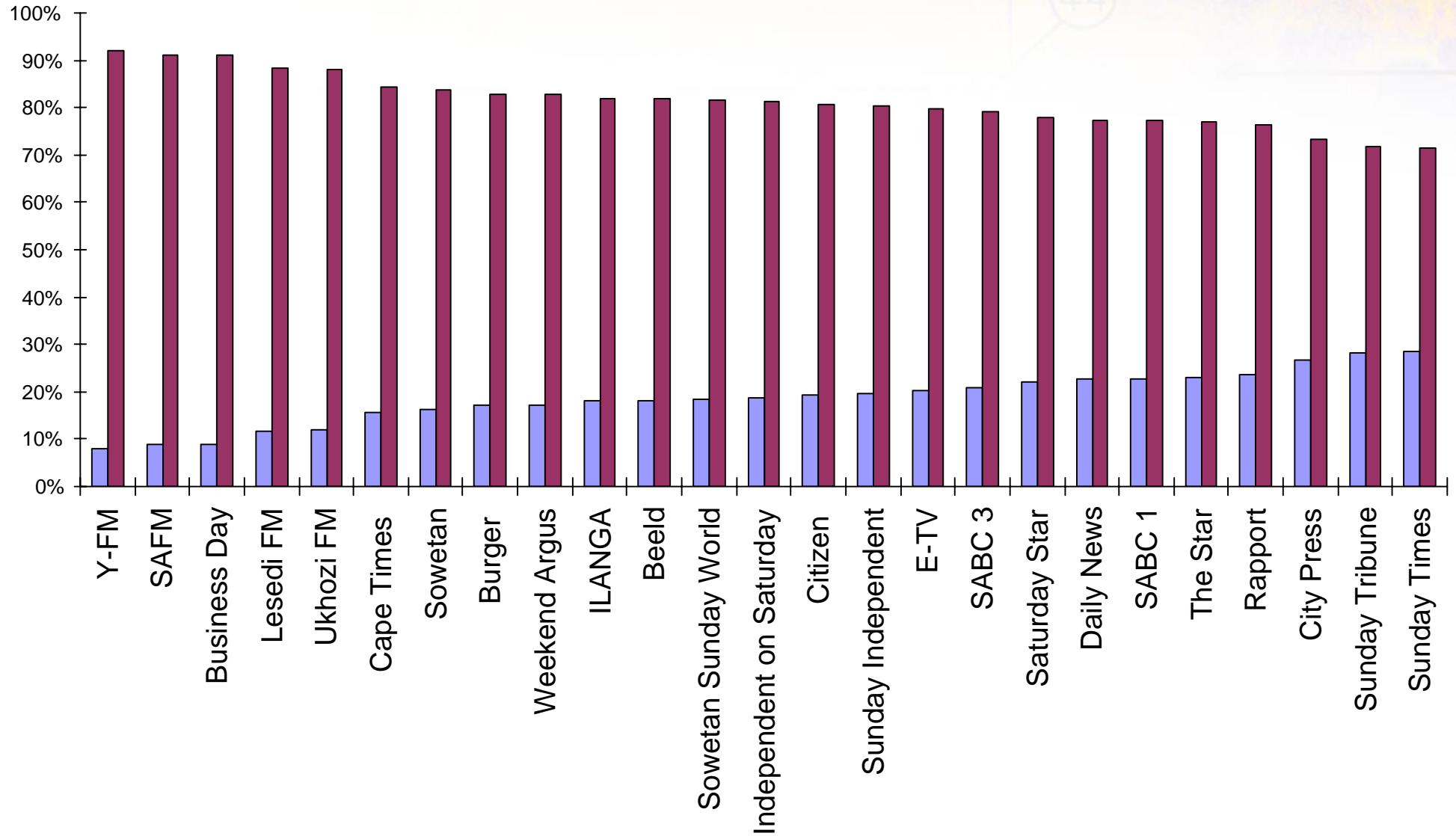
Analysis of male and female sources for all media



Sources in comparison to the region



Sources per media house

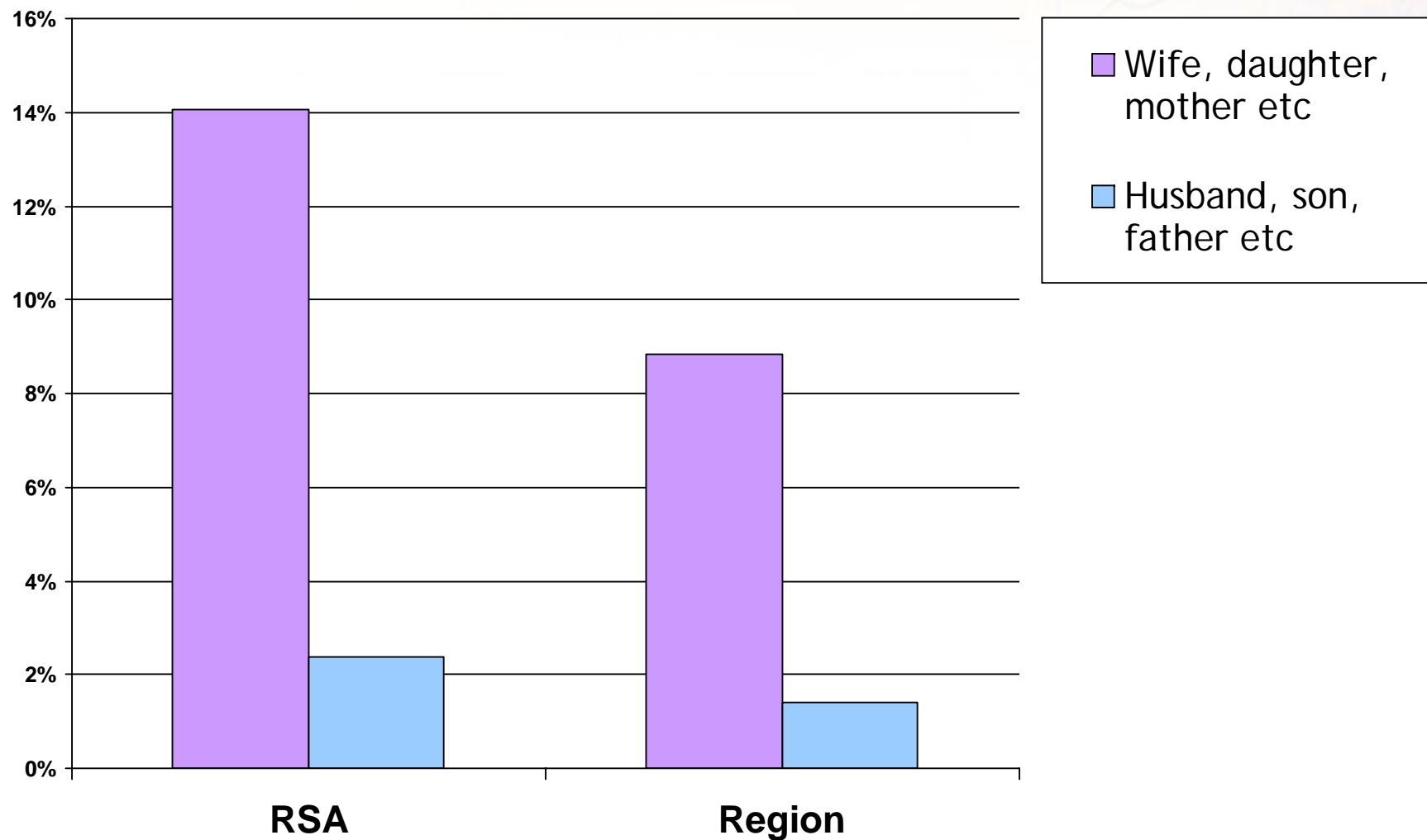


Sources of news in South Africa by sex and race

Break down of news sources in South Africa by sex and race

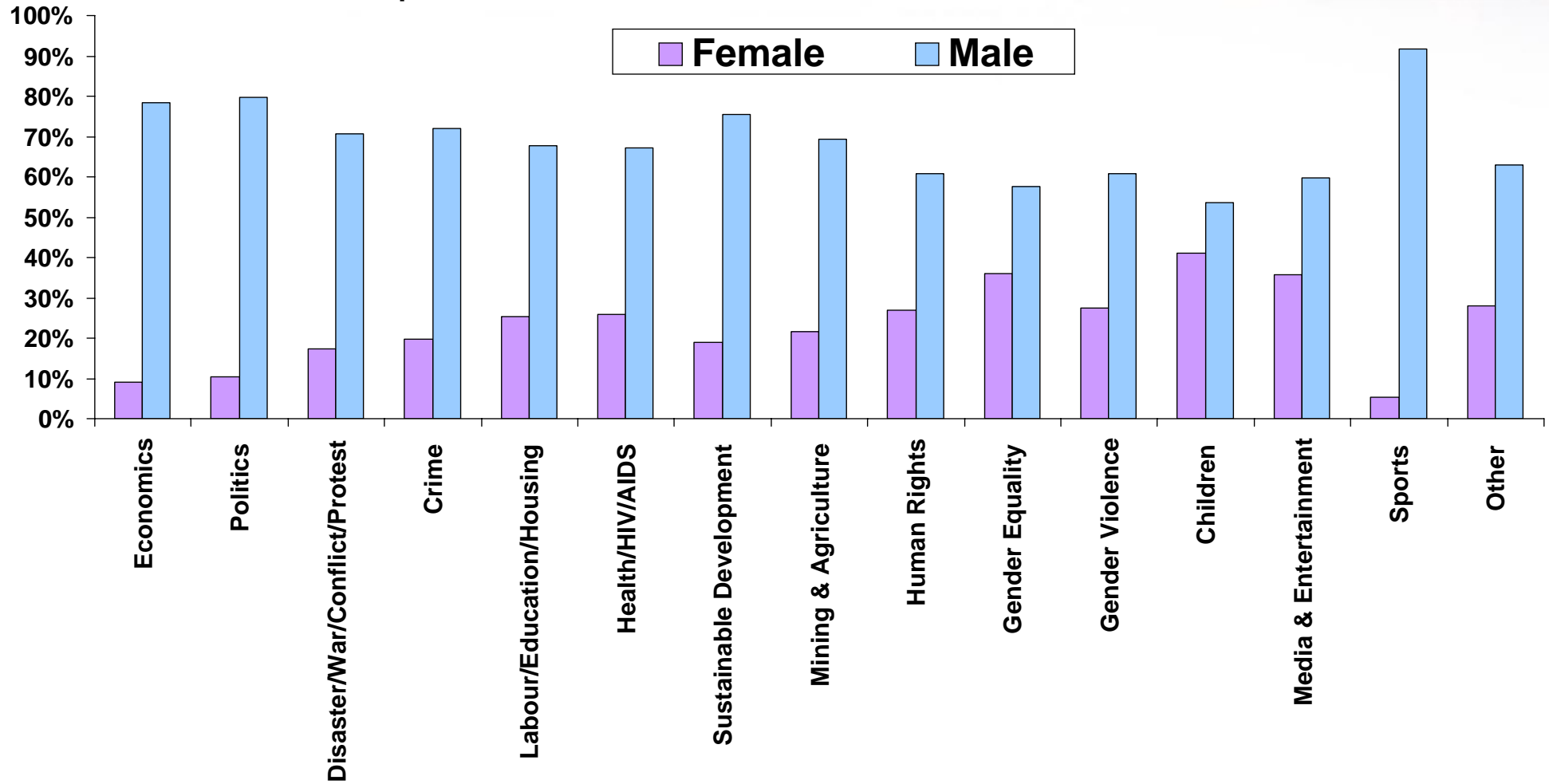
	MALE		FEMALE	
	Representation in population %	Representation as sources - %	Representation in population - %	Representation as sources - %
Black*	41	27	45	7
White	6	32	7	7

Relationships



Who Speaks on What

% show the split of F & M where identified - any 'unknown' have been included in the % calculation for each topic



People Behind the News

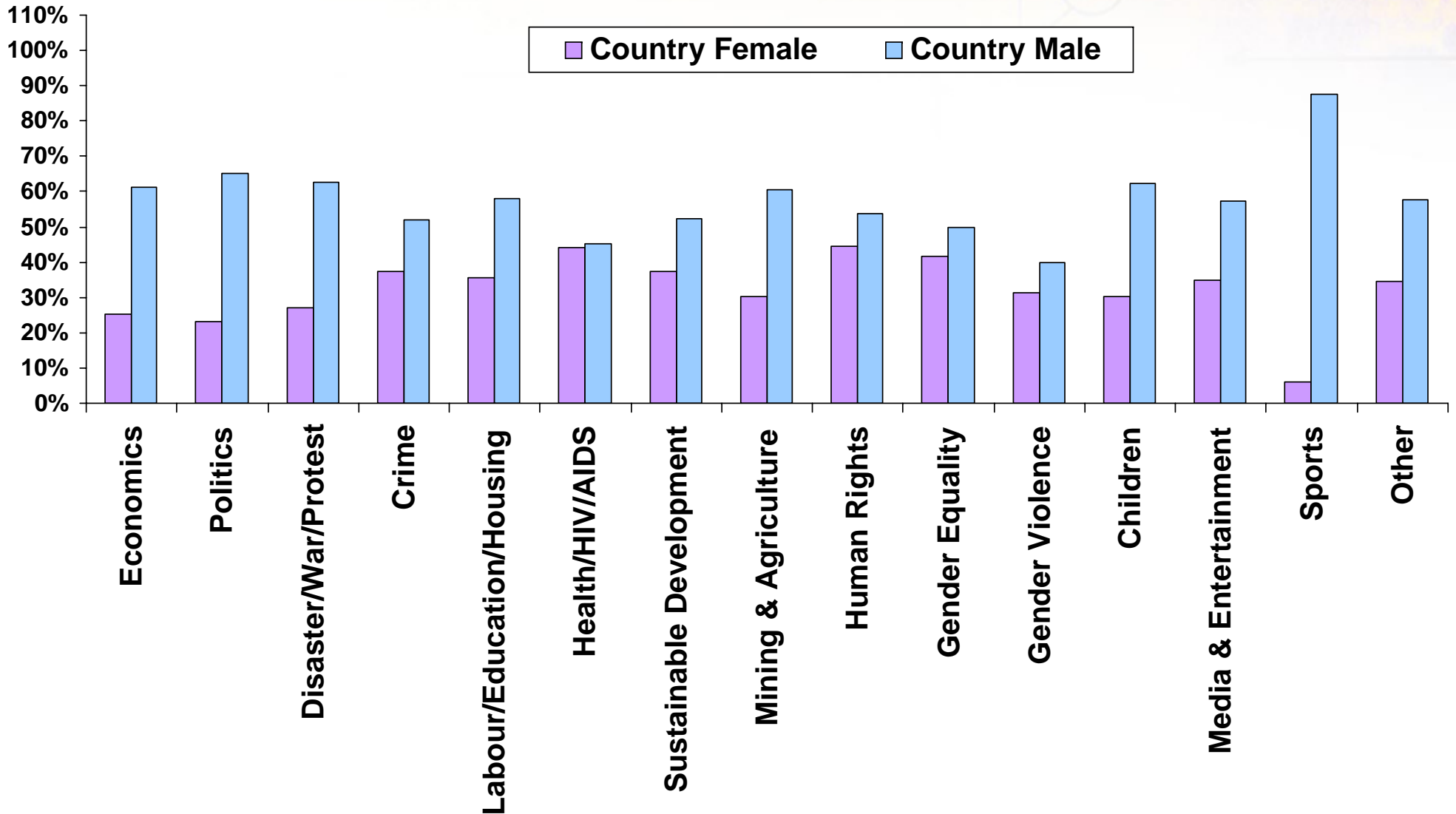
	TV PRESENTERS		TV REPORTERS		RADIO REPORTERS		PRINT REPORTERS	
	% W	% M	% W	% M	% W	%M	%W	%M
REGION	45	55	38	62	34	66	22	78
SA	44	56	30	70	44	56	29	71

Media practitioners by race and sex

	MALE		FEMALE	
	Rep in pop	Rep in media	Rep in pop	Rep in media
Black*	41	33	45	8
White	6	34	7	21

Gender Analysis of Beats

% show the split of F & M where identified - 'unknown' has been excluded.

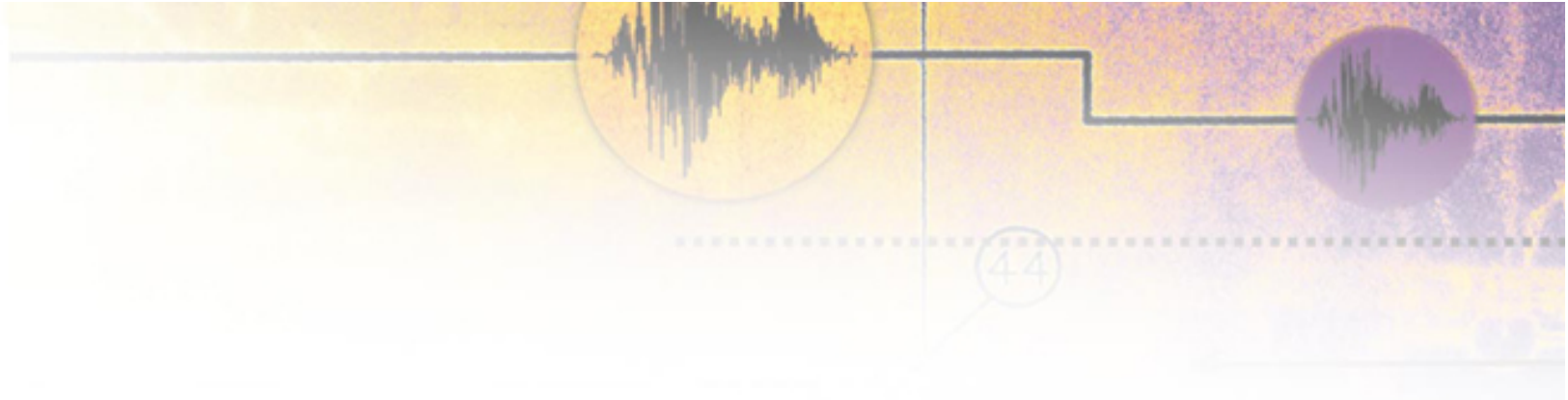


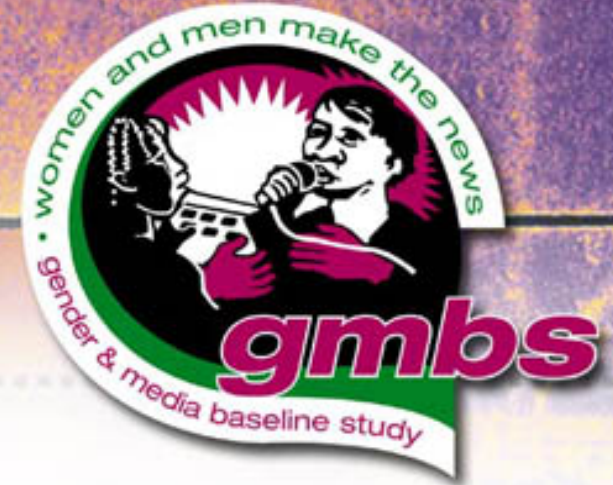


QUALITATIVE FINDINGS

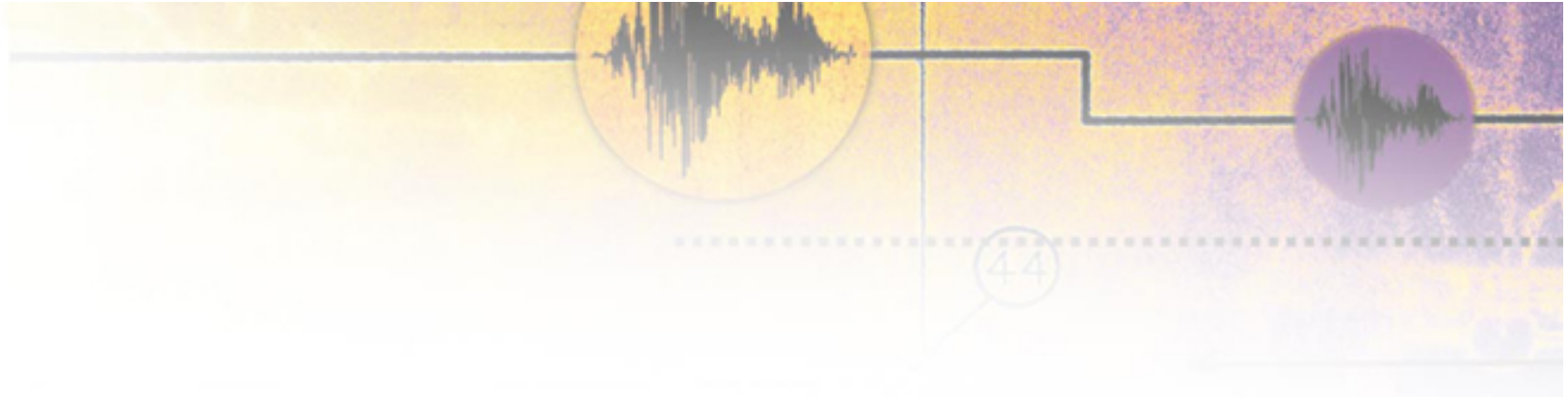


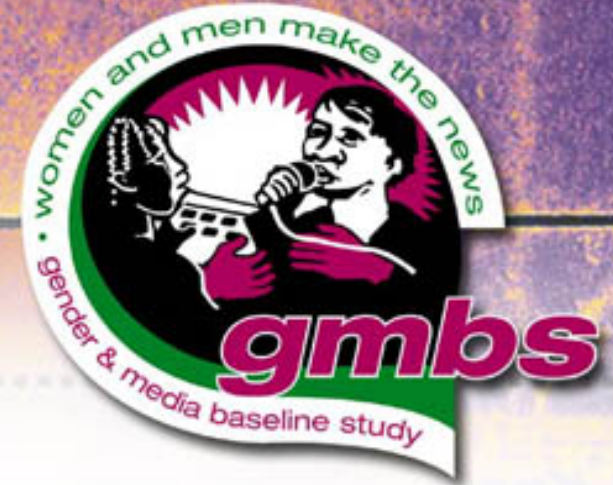
Blatant Stereotypes



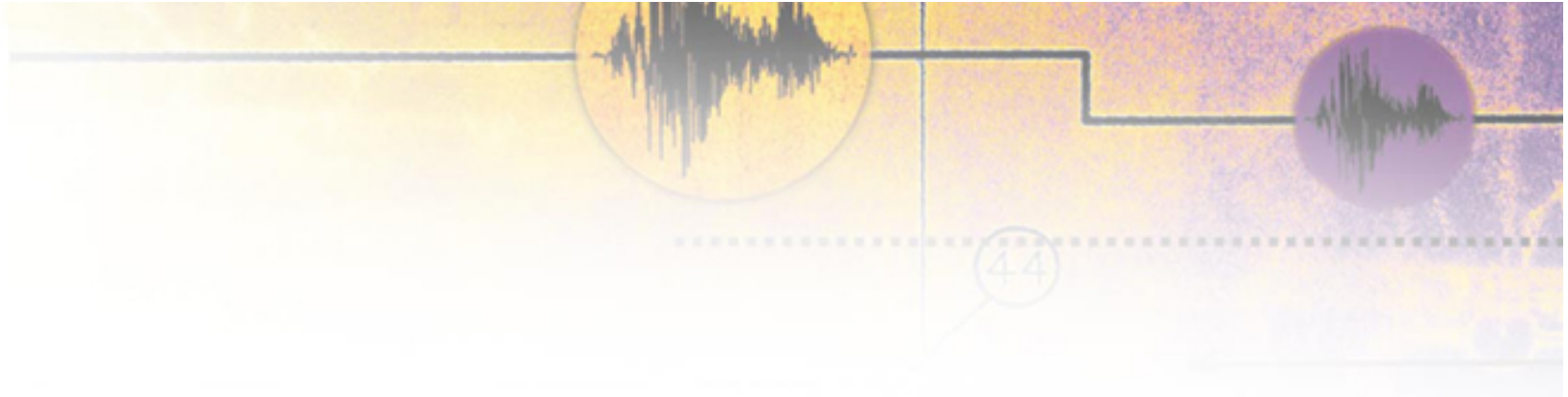


Subtle Stereotypes





Gender Blind Reporting





Gender Aware Reporting

