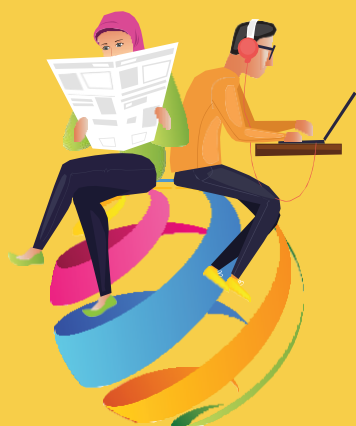


WHO MAKES THE NEWS?



GMMP

Global Media
Monitoring
Project

2020

ZIMBABWE

NATIONAL REPORT



GMMP

Global Media
Monitoring
Project

2020



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Data for GMMP 2020 were collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, university researchers, students, mediaprofessionals, journalists associations, alternative media networks and faith groups.

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PREFACE

Global Context

- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. The research was designed to capture a snapshot of gender on one "ordinary" news day in the world news media. An ordinary news day is defined as one in which the news agenda contains the run-of-the-mill mix of stories, everyday articles on politics, economy, social issues, crime and other issues.
- It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The media monitoring has been repeated every five years since then, taking stock of change in the gender dimensions of news media content and collecting statistical data on new indicators.
- The 1995 research revealed that only 17% of news subjects – the people who are interviewed or whom the news are about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [were] more often being presented by women but [they were] still rarely about women.'¹
- The first noteworthy change in women's overall presence in the news was registered in 2005 in the third iteration of the research.² Women comprised 21% of news subjects, a three-percentage point increase over the period 2000 to 2005. Their near invisibility continued however, with only 10% of stories focusing centrally on women, underrepresentation in the major news topics and as voices in the news.
- By the fifth GMMP in 2015, it was clear that "ordinary" news days could not be predicted or planned in advance: unexpected events take place that dominate the news, from the Kobe earthquake in 1995, to the Germanwings plane crash in the Alps in 2015.
- The 2015 research in 114 countries revealed continued severe gender disparities in news media content. Findings on key indicators suggested that progress towards gender equality had lost traction; women remained only 24% of the persons heard, read about or seen in newspaper, television and radio news, exactly the same level found in the fourth wave of the research in 2010. Three editions of the research – in 2005, 2010 and 2015 – found no change on the indicator measuring women's participation in the news as reporters; only 37% of stories in legacy media were reported by women.
- Women's relative invisibility in traditional news media had also crossed over into the digital news delivery platforms included in the GMMP monitoring for the first time. Only 26% of the people in stories on mainstream news websites and media news Tweets combined were women. The challenges of news media sexism, gender stereotyping and gender bias were apparently intractable across time, space and content delivery platforms.

¹ *Global Media Monitoring Project, Women's participation in the news*. National Watch on Images of Women in the Media (MediaWatch) Inc. 1995

² Gallagher, Margaret. *Who makes the news? Global Media Monitoring Project*, 2005. World Association for Christian Communication.

- UN Under-Secretary-General and UN Women Executive Director Phumzile Mlambo-Ngcuka underlined that the ways in which women are depicted in the media “have a profound effect on societal attitudes and reinforce traditional gender roles. Women and girls are half of humanity. Giving equal time and weight to their stories, featuring them as positive models not victims, plays an under-appreciated part in creating a better, freer world for all of us.”³
- Events during the 2020 GMMP year were even more extraordinary; beginning in late 2019 and intensifying during the year, the world was ravaged by the novel coronavirus Covid-19. This sixth wave of the research offered an opportunity to scrutinize gender in media coverage during a global catastrophe, a time marked by a worldwide health crisis, and the intensified inequalities accompanying the crisis.
- GMMP teams in 116 countries monitored 30,172 stories published in newspapers, broadcast on radio and television, and disseminated on news websites and via news media tweets in 2251 outlets. The stories contained 58,499 news subjects and sources and were reported and presented by 28,595 journalists. The number of participating nations increased by 63% since 1995 as baseline data were collected for eight countries joining the study for the first time. The number of news items monitored has doubled over the past 25 years and risen by over 8,000 since the 2015 edition.
- Findings from the sixth GMMP reveal a mixed picture of progress, stagnation and regression. While some glass ceilings are clearly being edged upwards, others are setting in on certain important news media gender equality indicators. The past five years have seen small incremental changes towards parity, at the same time, the overall pace of change remains glacial.

National Context

Zimbabwe is a landlocked country in Southern Africa known for its dramatic landscape and diverse wildlife, much of it within parks, reserves and safari areas. Zimbabwe sits on **390,757 km²** of land. It is best known for the Victoria Falls (the largest waterfall in the world) and Lake Kariba (the largest man-made lake in terms of volume). It shares borders with South Africa on the south, and is bounded on the southwest and west by Botswana, on the north by Zambia, and on the northeast and east by Mozambique. The last census (2012) showed that Zimbabwe has a population of about 13.1 million people.⁴ Of these a little above 6.7 million are women (52%). Zimbabwe continues to celebrate 40 years of Independence amidst high unemployment, poverty and non-delivery of services, inequality, and political polarisation.

The legislative and policy framework

The Constitution of Zimbabwe in its preamble and founding provisions upholds gender equality and obligates the state to promote and attain gender balance. Over the years, and even prior to the adoption of the “new” Constitution in 2013, the Zimbabwe government enacted a number of laws to facilitate women’s empowerment, advance women’s rights and achieve gender equality and equity across all socio-political and economic sectors of

³ In *Who makes the news? The Global Media Monitoring Project report*, 2015

⁴ <http://www.zimstat.co.zw/wp-content/uploads/publications/Population/population/census-2012-national-report.pdf>

society. These include The Legal Age of Majority Act (1982), the Matrimonial Causes Act (1985), the Sexual Discrimination Removal Act, the Sexual Offences Act and the Domestic Violence Act (2006). In an effort to operationalize these pieces of legislation, the Government of Zimbabwe (GoZ) drafted the Zimbabwe's National Gender Policy (2013-2017) which provides guidelines and the institutional framework to engender all sectorial policies, programmes, projects and activities at all levels of the society and economy.

To that end, gender focal points have been established in all government ministries and parastatals to spearhead gender mainstreaming in all government programmes and activities. Since 1995 the government has had a dedicated ministry to promote gender equality and women empowerment and currently, there is Ministry of Women Affairs, Community, Small and Medium Enterprises Development (MWACSMED) to oversee the coordination of all gender programmes and to facilitate gender mainstreaming in all sector ministries. There is also an independent commission Zimbabwe Gender Commission (ZGC) which was provided for in the constitution under chapter 12. Its role is to perform specified functions, including the investigation of and making of recommendations on the removal of barriers to the attainment of full gender equality (ZGC Act (Chapter 10:31 2016)). This is apart from the fact that all government bodies and organs are required and mandated to mainstream gender equality in both their structures and operations.

As a member of the international community, Zimbabwe has in principle, committed itself to addressing gendered inequalities across socio-political and economic sectors of its society. This commitment is demonstrated in a host of measures that the nation has taken since gaining political independence from Britain in 1980, chief among them being its decision to ratify various international and regional instruments that the Zimbabwe government is now signatory to. These instruments include The Convention on the Elimination of All forms of Violence Against Women (CEDAW) (1991), the Convention on Civil and Political Rights (CCPR); the Global Platform for Action, the Beijing Declaration (1995), the SADC Declaration on Gender and Development (1997), SADC Protocol on Gender and Development. In a nutshell, there is a deliberate approach to ensure gender equality in Zimbabwe as evidenced by various tools and frameworks at national, regional and international level. Though these efforts are yet to bring the required expected change, there has been significant shift and transformation of women with several of them now taking an active role in areas previously associated with their male counter parts.

State of the media

Since attaining political independence in 1980, the Zanu Pf led government has maintained a grip on the media, controlling both electronic and print media. Government uses both political and legal tools to maintain and retain this control with private players either victimized or not given space to operate freely. By end of 2020, Zimbabwe stood at 126 out of 180 countries on a UNDP Press Freedom Index. This is a significant improvement from the position of 169 in 2010.

The incremental changes in Zimbabwe media policy and space are a result of advocacy for change by various groups. This resulted in the repeal of some media unfriendly laws such as AIPPA, slow but encouraging opening up of the airwaves, and enactment of some progressive laws as the Freedom of Information Act of 2020.

Regardless, various media unfriendly laws still subsist though there is a very slow process of reform notable being the Zimbabwe Media Commission bill, which will hopefully entrench co-regulation as compared to hard state-regulation. Of concern is the undemocratic Cyber and Data Protection Bill under consideration which gives sweeping powers to the government to snoop and control online platforms and communications.

Apart from above policy challenges, the Zimbabwe media also suffers from a sustainability and media capture crisis which limits the role of media as change agents.

When it comes to investigative journalism in Zimbabwe it has been described as either in its infancy or in the intensive care unit or basically as non-existent (***International Media Support & Fojo - State of Investigative Journalism in Zimbabwe Assessment 2019***). This state has been attributed to the lack of resources and capacity due to the poor state of the economy.

In terms of the broadcasting media, Zimbabwe has a two tier broadcasting system of public and commercial with community broadcasting still missing. Recently, six TV broadcasters were licensed but have yet to start broadcasting.

Historically, Zimbabwe had one television station (ZTV) and 4 radio stations (Radio Zimbabwe, Power Fm, National FM, and Classic 263), all under state control. Although these are supposed to be public entities, they are, however, abused for largely political propaganda, promoting the interests of the ruling elite. In total, Zimbabwe has about 16 licensed radio stations operational excluding those operating online (Media Monitors 2020- ***A Media Landscape Study- Unpacking Ownership in Zimbabwe Creation and delivery of News and Content***). As recent as November 2020, 6 more TV stations were licensed, but have yet to start broadcasting.

These are two national commercial stations (Star Fm and Zi Fm) since 2012, though both have a very close and direct link with state power.

There are 10 local/regional commercial radio stations (**Skyz Metro FM** - Bulawayo 100.3 FM, Khulumani FM - Bulawayo 95.0 FM, 95.8 Central Radio – Gweru, 95.8 FM, **98.4 Midlands** – Gweru, 98.4 FM, **Capitalk 100.4 FM** – Harare, **100.4FM**, **Breeze FM 91.2** - Victoria Falls, 91.2 FM, **Hevoi FM** - Masvingo 100.2 FM, YAFM - Zvishavane 91.8 FM.) which were licensed in 2014

There are about 12 more purely online stations.

One private and non-Zimbabwean recognizable station is Voice of America's Studio 7 which broadcast in Zimbabwe daily (mainly news in two main languages of Shona and Ndebele). This is popular especially in rural communities.

There are about 116 registered newspaper publications, 33 of them operational according to a study by Media Monitors on ***-A Media Landscape Study- Unpacking Ownership in Zimbabwe Creation and delivery of News and Content 2020***.

Telecoms regulator, POTRAZ puts net at above 50% in 2020 and about 13.2 million cellular phone lines are in use. Smartphone penetration is at 15% (Tech Mag 2020)

Critical artistic expression is largely suppressed with those critical of government targeted with arrests and intimidation.

Zimbabwe has thriving alternative media platforms provided by actors as a response to a lack of alternative narrative to government propaganda. These include Community radio networks and aspiring community radio initiatives such as Community Radio Harare and WeZhira Fm among others. Online platforms include The FeedZw, Open Parly, Ignite and Kukurigo, Tell Zim and Zimbabwe Sentinel.

There is a vibrant presence of Zimbabweans on social media especially on WhatsApp which is recognized as the most popular social media platform in Zimbabwe (International Media

National Context (media and gender issues in Zimbabwe)

The report on *Power, Patriarchy and Gender Discrimination in Zimbabwean Newsrooms* by Media Monitoring Africa (2014) states that, “One of the many recurring challenges within the media industry in Zimbabwe remains rooted in the unprofessional conduct of journalists and media practitioners, especially in how female and male media workers relate to one another. This conduct is embedded within a system of patriarchy.”

The Zimbabwean culture is often patriarchal, but this stance is challenged by the National Gender Policy, whose mission is to have “A gender just society in which men and women enjoy equity, contribute and benefit as equal partners in the development of the country.”

Gendered inequalities and inequities still exist within the media sector in Zimbabwe. Women’s participation in the media; both as producers and consumers of news is still very low owing to a number of gendered bottlenecks that include male-dominance of ownership and leadership of media institutions, strong patriarchal tendencies in both news reportage and lack of gender-sensitive policy frameworks to facilitate increased participation of women.

According to the International Women Media Foundation Global report (2018), Zimbabwe men outnumber women in the journalism workforce by nearly 4:1—an overwhelming display of female marginalization in the profession. In the executive ranks, men are two-thirds (62.5%) to women’s one-third (37.5%) in governance, and they are nearly 90% of those in both senior and top level management. By contrast, women’s numbers are minuscule – in the single digits – in junior and senior level professional ranks, which includes the core reporting and editorial functions. Women’s participation is severely under-represented in these Zimbabwean media companies, but those women who do find their way into it are located mainly in support roles (*IWMF Global report*).

Though the women are only 15.7% of those in the sales, finance and administration level, for example, in terms of actual numbers, most women from these media companies are in this occupational level, which includes jobs such as accountants, sales personnel and secretaries. Women are nearly half (45.5%) of those in the technical professional level where camera, sound and lighting technicians are found. Women are also around half (44%) of the “other” category, which is most likely to include those not directly involved in news gathering, writing or management roles.

According to the IWMF report, women have little participation in news operations in the Zimbabwe media companies surveyed. Men outnumber them 4:1 overall. Men also dominate in all of the news reporting, editorial, management and governance roles. By contrast, the majority of women are pigeonholed in support roles associated with sales, finance and administrative jobs, or in production and design. Men’s average salaries are also higher by a 25% margin, even as Zimbabwe news companies have put some measures in place to advance women. They have adopted gender equity, sexual harassment and maternity policies, but dragged their feet on others such as paternity leave and child-care assistance. The media is one of the most influential agents of socialization, being a powerful opinion maker that commands respect from a wide cross section of society. It can be an effective instrument for undoing negative views or practices, including those related to between men and women.

In the 1998 Human Development Report (HDR), Zimbabwe was described as a “highly

unequal society,” reflecting the general low status of women in terms of access, control and ownership of economic resources and positions in decision-making processes.

For instance, though women constitute the majority of Zimbabweans [slightly more than half a million more women than men] 52% ...Statistics show that women hold only 31.9% of parliamentary (Lower house) seats in the country, down from 35% in the previous parliament (IPU 2018). The 31.9% representation of women in parliament has not, however, translated into an increase in the voices of women parliamentarians in the media; the voices of the same few powerful women who continue to dominate coverage of women legislators remain. Thus, women do not fully benefit from the media and the voices of women remain subdued in the public spaces like the media.

There still remains a gap in terms of access to information by women and their representation in media. According to Media Monitors, a media monitoring organisation in Zimbabwe, women voices continue to be underrepresented in the media, “Women continue to be underrepresented with only a marginal 3% increase in representation when it comes to voices. Their voices remain overshadowed by men’s.” (*Media Monitors report Jan-March 2020*).

The same report noted that there is still rampant negative portrayal of women in the media.

“Women’s voices continue to be overshadowed by those of men in both the mainstream and alternative media platforms monitored. As a group women accounted for just 19% of the sources quoted as opposed to men’s 77%.”

Media monitoring is very important as it provides accurate information on whether mass media enables and promotes a gender just society where fair and balanced picture of both women and men in Zimbabwe. Media monitoring reports aid in advocacy campaigns to raise awareness in newsrooms and encourage journalists, editors, media owners, and other players to observe standards of balanced and ethical professional journalism anchored on gender equality.

Players such as Gender Media Connect (GMC), formerly Federation of African Media Women of Zimbabwe (FAMWZ), have been playing key role of awareness raising with media and society on need for gender equity in media.

EXECUTIVE SUMMARY

This research report is written against a background where the media landscape has changed over 20 years. Transformations in media and information technology, gender relations in the media, media ownership and control amongst other phenomena are taking root in this industry. A few positive changes that have brought some gains include media plurality and a semblance of broadcasting diversity with additional broadcasters in the last 10 years.

The report presents the findings of the Zimbabwe GMMP 2020 country report as part of the GMMP.

The GMMP Project is the largest and longest longitudinal study on gender in the world's media. It is also the largest advocacy initiative in the world on changing the representation of women in the media. It is unique in involving participants ranging from grassroots community organizations to university students and researchers to media practitioners, all of whom participate on a voluntary basis.

Every five years since 1995, GMMP research has taken the pulse of selected indicators of gender in the news media, studying women's presence in relation to men, gender bias and stereotyping in news media content. The 2020 research is the sixth in the series on gathering who makes the news globally.

The Zimbabwe findings for this research are based on data collected from print, television, and radio news item on 28 September 2020. Both qualitative and quantitative research methods were used to collect the data for this research. By and large there are still glaring gender inequalities both in the media and society in Zimbabwe owing mainly to an entrenched patriarchal system.

KEY FINDINGS

Voice Distribution

Women were under-represented in the monitored news platforms, their voices made up 23% of the quoted sources as opposed to men's 72%.

The gender of the remaining 5% of the sources could not be determined.

Only 2% of the recorded stories focused on gender and related issues.

Women's voices were marginalised on all the monitored platform; the electronic media (radio, television) had relatively higher representation of women's voices than online platforms and newspapers.

Occupation of Sources

Government employees represented up to 24% of the sources ahead of politicians and legal experts who took part or presided over the cases of crime and violence that were recorded.

From a gender perspective women were overshadowed by men in most formal and technical occupations. This gives a distorted perception of the role played by women in the Zimbabwean community.

Women mostly matched or overshadowed men in informal occupations e.g. homemakers, villagers, students and religious leaders. More needs to be done by the media to widen their source pool to accommodate more women and other marginalised groups to ensure balance in their reports.

Functions in the News

Women took a backseat to men in all but one of the recorded functions where they were featured more giving their personal experience particularly in stories on crime and violence as

well as other social issues.

Women constituted only 23% of those featured as news subjects, compared to 77% of men; only 18% as spokesperson compared to 82% of men. Women constituted 54% of those featured in personal experience, and only 33% as experts and eyewitnesses.

Who is Reporting?

Women journalists were overshadowed on most of the platforms save for the National Commercial Radio station monitored, which had women anchors delivering the news.

The journalism industry is dominated by men as shown by their overwhelming dominance in most of the news categories save for one.

The fact that women journalists produced more reports on gender and related issues shows that the struggle for gender parity in the news is being left for women journalists to champion.

Gender Analysis

Overall, 18% of the recorded reports focused on specific women or a particular group of women. The privately-owned press and online news platforms had relatively more stories that focused on women.

It should, however, be noted that the majority of stories that focused on women were negative as they focused on women involved in scandals. This is highlighted in the headlines below:

- *Woman beats hubby for disrupting boyfriend date – B Metro*
- *Gang hired to deal with rivals in a cooperative brawl – H- Metro*
- *Woman masters art of lying low after stealing after stealing millions – H- Metro*
- *Woman hires gang to attack rivals – The Herald*
- *Fight Over Man Turns Deadly...Woman Dies After Rival Hires Thugs To Beat Her Up –iharare.*
- *Sangoma loses bones, charms to hooker – B-Metro*

A DAY IN THE NEWS IN ZIMBABWE

On the 29th of September 2020, Zimbabwe had just reopened schools for exam classes. The phased reopening of schools was meant to decongest schools in the wake of the Covid-19 pandemic. Even though schools had opened, teachers were on strike in protest of their poor salaries. The media carried stories that discussed the logic of the decision to open schools without teachers, they also questioned whether local schools had taken adequate precautions to prevent the spread of the virus.

Another topical storyline was the news that President Emmerson Mnangagwa had deployed five new ambassadors, only one of whom is a woman. Former Police Spokesperson Charity Charamba was deployed to be the new Zimbabwean ambassador to Zambia.

On monitoring day, there was a running story about the gruesome murder of a 7-year-old boy which implicated his 57-year-old uncle. On September 18, in the morning, a day after the boy went missing, it was reported that a neighbour woke up and discovered his dog and its puppies feasting on human body parts in his yard.

THE CONTEXT

Background

Media institutions operating in Zimbabwe can be divided along a broad dichotomy between privately-owned and state (government-owned and controlled) enterprises within the different platforms. The government of Zimbabwe has interests in newspapers, radio, television, as well as a range of other services within the media industry. Ownership of newspaper companies, particularly private enterprises with a significant national presence is generally difficult to trace. While shareholding structure is listed with the Zimbabwe Media Commission (ZMC), most companies' shareholding is held by other companies, where the links of these companies with individuals is usually rumoured but remains unclear. Records kept by many companies under the Registrar of Companies are usually incomplete. Ownership of local/community newspapers on the other hand was easily identifiable with specific individuals who are listed as shareholders in these companies. In terms of broadcast media, the state-controlled broadcast media has the most diverse languages in broadcasting whilst the privately-owned media uses fewer languages. This indicates that ownership patterns have a great influence on published content.

Media monitored

Gender and Media Connect, in liaison with the GMMP 2020 coordinating teams, selected the media outlets sampled in the study. News outlets were chosen according to their reach and readership and listenership. According to the media banding and the media available for monitoring on that day. The following media were monitored for the GMMP:

1. **The Herald** – The main government-controlled newspaper
2. **Chronicle** – The biggest paper catering to the Southern region of the country
3. **NewsDay** – A privately-owned newspaper that toes the middle ground
4. **Daily News** - A daily newspaper that is a bit leftist
5. **H-Metro** – A tabloid that covers the Capital City, usually carries many scandalous stories
6. **B-Metro** – A tabloid covering the Southern parts of the country
7. **Radio Zimbabwe** – National radio station with the widest coverage

8. **ZiFM** – National commercial Radio Station, this was selected to counter the narrative in Radio Zimbabwe as it is a private radio station.
9. **ZTV**- The only Television station in the country
10. **Bulawayo 24** – News website catering for the Southern parts of the country
11. **i-Harare** – News website catering for the Capital city.
12. **263 Chat** – News website catering to the nation as a whole

The Monitors

Ten seasoned monitors from the Media Monitors of Zimbabwe were involved in the monitoring process, together with a coordinator. Those who monitored the newspapers were involved in the monitoring for radio and TV, which were monitored on the 30th. One of the newspapers was monitored on the second day as it was delivered late.

Platforms	Number of Monitors	Time spent
Print	10	2hrs per paper
Radio	4 (two per platform)	1 hour per station
TV	2	2 hours
Online	6	2 hours

Total media platforms monitored: 12 (6 newspapers, 3 broadcasters and 3 online platforms)

Categorisation of news platforms

Category	Platforms in category
Privately Owned Press	<i>NewsDay, Daily News</i>
Government Controlled Press	<i>The Herald, Chronicle, B Metro, H Metro</i>
ZBC	ZTV, Radio Zimbabwe
National Commercial Broadcaster	ZiFM
Online Platforms	iHarare, Bulawayo-24, 263-Chat

N.B. The B-Metro monitored was produced on 29 September 2020

Scope of monitoring: Top 12-14 stories, including national, international and regional news

Monitoring included: regular news stories

Stories excluded: Editorials, opinions and letters to the editor, cartoons, jokes, adverts,

Frame of analysis:

- **Reporting trends** – this section focuses on the issues covered on the particular day. The stories were categorised as follows. (Politics and government, Economy, Science and Health, Social and Legal, Crime and Violence and Arts and Sport)
- **Inclusivity and representation** – looks at issues of inclusivity and representation looking at the aspect of gender.
- **Gender and news production** – Looks at gender dynamics in news production
- **Gender Analysis** – Assesses the level of gender analysis in the monitored stories

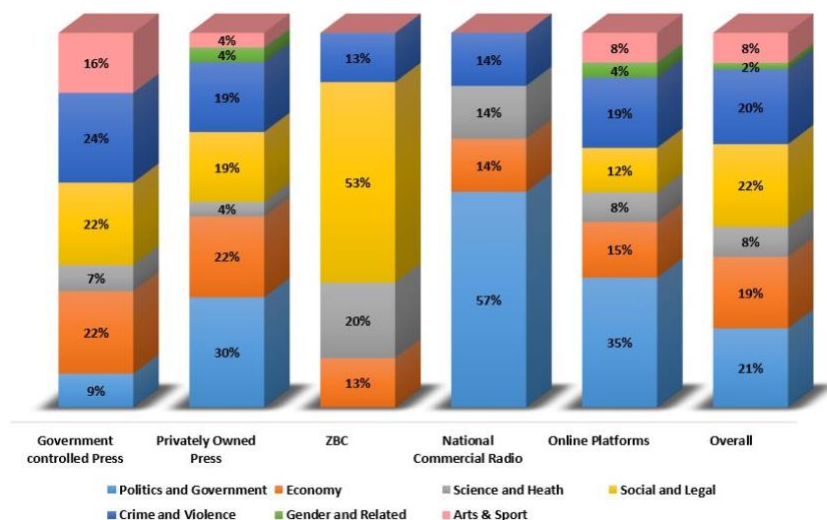
TOPICS IN THE NEWS

On monitoring day the Zimbabwean media mostly featured stories on social and legal issues, politics and government, as well as crime and violence. These issues received the most coverage. Only 2% of the recorded stories focused on gender and related issues.

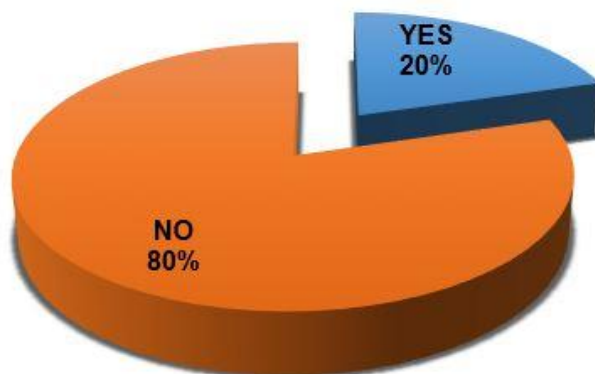
Education was the most topical social issue particularly the phased opening of schools and the stalled salary negotiations between government and teachers. Domestic politics was also prominent especially the legitimacy battle between the two Movement for Democratic Change factions led by Thokozani Khupe and Nelson Chamisa.

Within the monitored platforms varying news trends were observed. Privately-owned media; privately-owned press, national commercial radio and the online platforms gave prominence to politics and governance issues. The state broadcaster, ZBC devoted most its coverage to social and legal issues as well as science and health. Gender and related issues were only featured in privately-owned press and online platforms.

Graphic 1: Topics in the news



Graphic 2: Is the Story Covid-19 Related

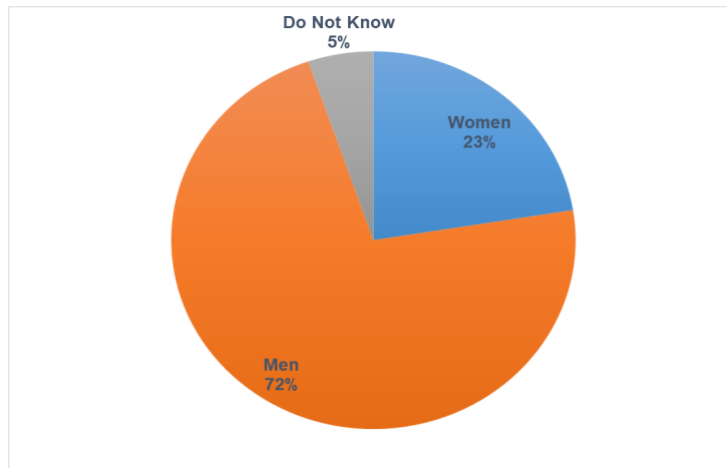


NEWS SUBJECTS AND SOURCES

Voice distribution

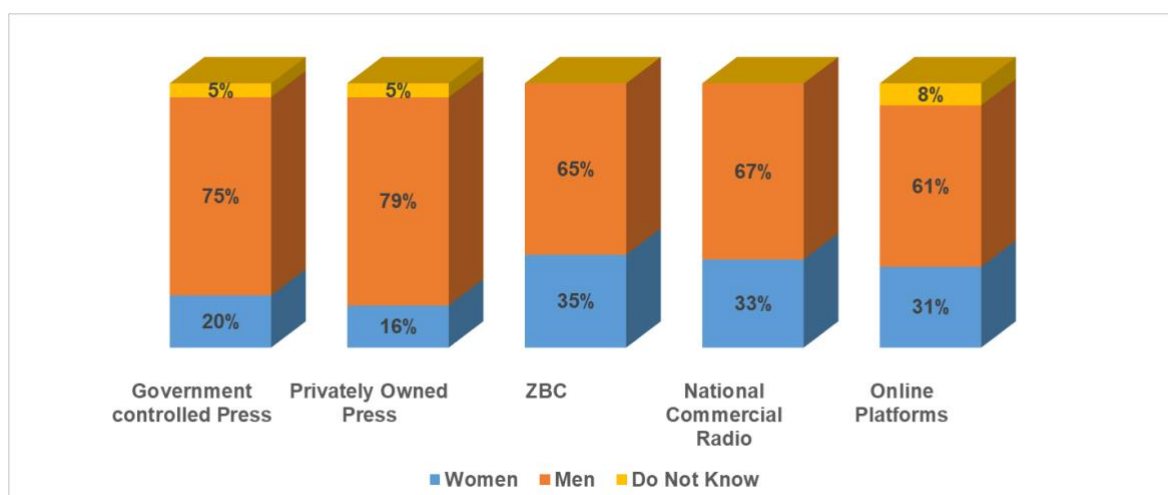
Women were under-represented in the monitored news platforms; their voices made up only 23% of the quoted sources as opposed to men's 72%. The gender of the remaining 5% of the sources could not be determined.

Graphic 3: Overall gender representation in the monitored media



Women's voices were marginalised on all monitored platforms, the electronic media (radio, television) had relatively higher representation of women's voices than online platforms and newspapers.

Graphic 4: Voice distribution by platform



Occupation of sources

Overall, government employees were the most prominently featured group in the news, making up 24% of the sources, ahead of politicians and legal experts who took part or

presided over the cases of crime and violence that were recorded. From a gender perspective women were overshadowed by men in most formal and technical occupations. This gives a distorted perception of the role played by women in the Zimbabwean community. Women mostly matched or overshadowed men in informal occupations e.g. homemakers, villagers, students and religious leaders. More needs to be done by the media to widen their source pool to accommodate more women and other marginalised groups to ensure balance in their reports.

Table 1: Overall distribution of occupation by gender

Occupation	Frequency	% Men	% Women
Government Employee	24%	80%	20%
Politicians	17%	85%	15%
Lawyer/judge	12%	67%	33%
Activist	9%	76%	24%
Criminal	9%	89%	11%
Celebrity	4%	86%	14%
Police	3%	100%	0%
Villager	3%	50%	50%
Homemaker	3%	44%	56%
Not Stated	2%	0%	100%
Business person	2%	100%	0%
Academic	2%	100%	0%
Sportsperson	2%	83%	17%
Tradesperson	1%	100%	0%
Agriculture	1%	100%	0%
Student	1%	0%	100%
Religious Figure	1%	50%	50%
Other	3%	50%	50%

Government controlled newspapers had a more diverse distribution of people from a wide range of occupations

Table 2: Distribution of occupations by news platform

Occupation	Government Controlled Press	Privately Owned Press	ZBC	National Commercial Radio	Online
Not Stated	2%	0%	0%	0%	7%
Traditional Leaders	0%	0%	2%	0%	0%
Politicians	3%	27%	5%	13%	36%
Government Employee	26%	23%	39%	38%	14%
Police	7%	0%	5%	0%	0%
Academic Expert	1%	3%	0%	0%	3%
Health Expert	0%	0%	0%	13%	0%
Technology Professional	0%	0%	2%	0%	0%
Media Professional	0%	1%	0%	0%	0%
Lawyer/judge	13%	19%	2%	13%	7%
Business Person	1%	4%	0%	0%	3%
Tradesperson	2%	0%	2%	0%	0%
Agriculture	1%	0%	2%	0%	0%
Religious Figure	0%	0%	2%	0%	1%
Activist	3%	16%	5%	25%	13%
Celebrity	7%	0%	2%	0%	3%
Sportsperson	4%	0%	0%	0%	0%
Student	1%	1%	0%	0%	1%
Homemaker	3%	3%	0%	0%	7%
Child	0%	1%	7%	0%	0%
Villager	5%	0%	15%	0%	0%
Criminal	18%	2%	7%	0%	6%
Unemployed	1%	2%	0%	0%	0%
Other	3%	0%	0%	0%	0%

3.3 Functions in the news

Most of the quoted sources were subjects or spokespersons in the news stories monitored. This trend reflects the local media's over reliance on official pronouncements, which has limited the amount of critique or investigation in reports on pertinent issues. Women took a

backseat to men in all but one of the recorded functions, where they were featured giving their personal experience particularly in stories on crime and violence as well as other social issues.

Table 3: Functions in the news

Function in story	Frequency	% Women	% Men
Subject	53%	23%	77%
Spokesperson	36%	18%	82%
Personal Experience	8%	54%	46%
Expert	2%	33%	67%
Eye Witness	1%	33%	67%

On most of the news platforms, the most quoted people were the subject of the stories reported on by the media or spokespersons of various institutions. This buttresses the earlier observation that the local media is preoccupied with the news value of prominence at the expense of human interest. Regular people were not given the opportunity to give their perspective on pertinent issues of the day. It should be noted that the national broadcaster gave relatively more coverage to people giving their personal experience on issues raised. Overall, expert voices and eyewitness accounts were limited.

Table 4: People's functions in the story by news platform

Functions in the story	Government controlled Press	Privately Owned Press	ZBC	National Commercial Radio	Online Platforms
Subject	51%	61%	48%	22%	51%
Spokesperson	39%	35%	24%	78%	31%
Expert	1%	1%	2%	0%	6%
Personal Experience	7%	3%	26%	0%	13%
Eye Witness	3%	0%	0%	0%	0%

3.4 Family Roles

Of the monitored stories, 4% mentioned the family roles of the sources. In these stories, it was observed that more women were associated with family roles than men. Most of the recorded stories that mentioned family roles were mostly civil and criminal disputes in which the media revealed the relationship between the estranged parties. The most prominent case was the issue in which a Murehwa man was accused of the ritual murder of his nephew. In other reports that highlighted family roles, parents were cited in stories reporting the challenges they were facing following the reopening of after relaxation of lockdown regulations by government.

Table 5: Distribution of stories mentioning family roles

News platforms	% stories mentioning family roles	% Women associated with family roles	% Men associated with family roles
Government controlled Press	2%	100%	0%
Privately Owned Press	2%	50%	50%
ZBC	2%	0%	100%
National Commercial Radio	0%	0%	0%
Online Platforms	5%	66%	34%

JOURNALISTS AND REPORTERS

Sixty-nine-percent of the journalists who produced news content on monitoring day were male journalists, whilst the remaining 31% were women. Women journalists were overshadowed in most of the platforms, save for the National Commercial Radio station monitored, which had women anchors delivering the news. The prevailing gender dynamics in news production could be the reason there is no balance in source distribution as well as coverage of gender-related issues in the local media. It is critical for local media houses to set up internal mechanisms to promote gender balance and inclusivity in news sourcing and perspectives shared in reports.

Table 6: Sex of journalists by platform

Sex of Journalists	Men	Women
ZBC	67%	33%
National Commercial Radio	0%	100%
Government Controlled Press	89%	11%
Privately Owned Press	69%	31%
Online platforms	57%	43%

A closer look at the distribution of stories compiled by male and female journalists shows that the journalism industry is dominated by men as shown by their overwhelming dominance in most of the news categories save for one. The fact that women journalists produced more reports on gender and related issues shows that the struggle for gender parity in the news is being left for women journalists to champion.

Table 7: Distribution of journalists by gender in the issues covered

Sex of journalists	Politics & Government	Economy	Science & Health	Social & Legal	Crime & Violence	Gender and Related	Arts and Sport
Men	60%	70%	70%	74%	72%	33%	67%
women	40%	30%	30%	26%	28%	67%	33%

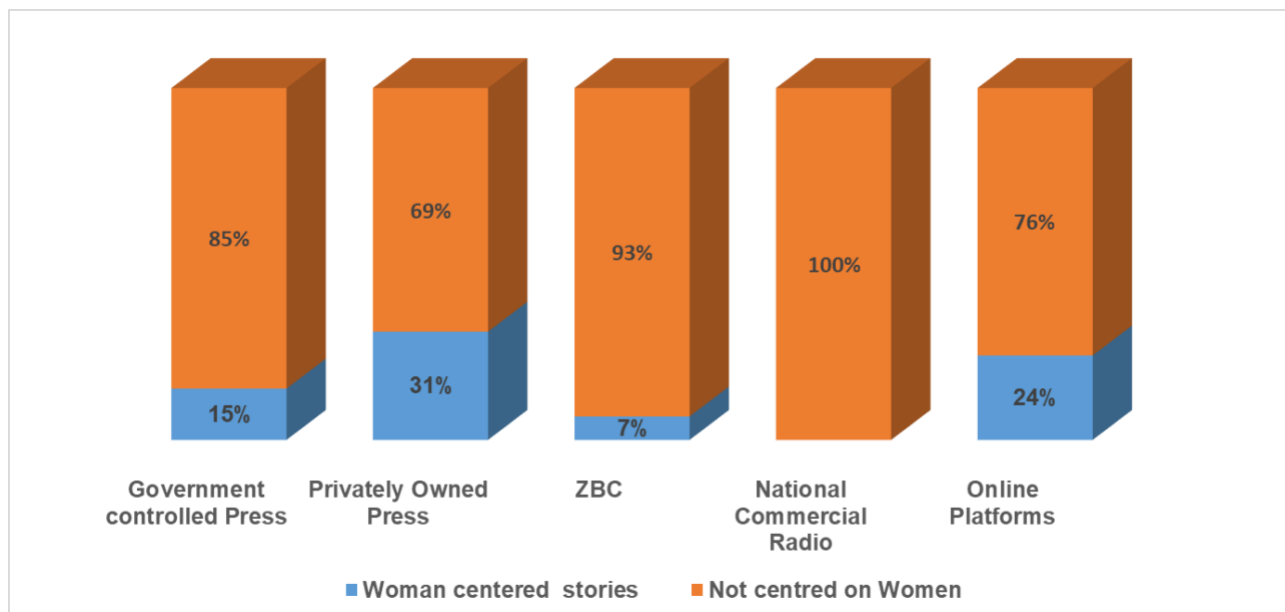
JOURNALISTIC PRACTICE: ON WOMEN’S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING

The issue of gender sensitivity remains an issue of concern in Zimbabwe’s media. The news is barely reported from a gendered perspective, which results in many missed opportunities in terms of incorporating views from both men and women, as well as challenging existing gender stereotypes and inequalities. As indicated earlier, only 2% of the monitored reports discussed the issue of gender and related issues. All these stories appeared in the government-controlled press, while the majority of news platforms did not have reports that discussed the issue of gender. This is unfortunate, considering that most of the stories on crime and violence were and on social and legal issues were civil disputes between men and women, domestic violence and rape.

The local media missed an opportunity to educate the public on the inequalities between men and women. For example none of the recorded stories made reference to gender-related policies.

Overall 18% of the recorded reports focused on specific women or a particular group of women. Privately-owned press and online news platforms had relatively more stories that focused on women.

Graphic 5: Distribution of stories that focused on women



It should however be noted that the majority of stories that focused on women were negative as they focused on women involved in scandals. This is highlighted in the headlines below.

- *Woman beats hubby for disrupting boyfriend date – B Metro*
- Gang hired to deal with rivals in a cooperative brawl – H- Metro
- Woman masters art of lying low after stealing after stealing millions – H- Metro
- Woman hires gang to attack rivals – The Herald
- Fight Over Man Turns Deadly...Woman Dies After Rival Hires Thugs To Beat Her Up – iharare
- Sangoma loses bones, charms to hooker – B-Metro

Women causes five accidents in 30 minutes – Daily News

It is evident that most of the stories that portrayed women negatively were featured in tabloid newspapers and websites that thrive on sensational reporting. The mainline news platforms had fewer stories that focused specifically on women, but when they did report on women, the women were mostly featured in their professional capacities. This was the case with Information minister Monica Mutsvangwa who made headlines multiple times making pronouncements on behalf of government. Movement for Democratic Change leader, Thokozani Khupe was the subject of numerous stories following the call by the party's youth from both rival factions called for peace talks between Khupe and the other faction leader Nelson Chamisa. She was, however, not quoted in the stories.

Of the monitored stories, only 3% clearly outlined the inequalities between men and women. This trend is an indication of the lack of consciousness in the media to point out gender inequality in the issues that were covered. Chronicle carried a report headlined, 1,8m male, 88k female condoms distributed during lockdown in which the reporter captures the fact that Zimbabwean women and girls had a hard time accessing contraceptives during the lockdown. The story also highlights the unmet need for contraceptives amongst women of reproductive age in rural areas. (See below)

1.8m male, 88k female condoms distributed during lockdown

Thandeka Moyo-Ndlovu
Health Reporter

ABOUT 1.8 million male condoms and 88 000 female condoms have been distributed countrywide since the Covid-19 outbreak which has affected access to sexual and reproductive health rights (SRHR) services for many women and girls.

According to the Ministry of Health and Child Care, Zimbabwe needs about 173 million condoms a year as these are at the heart of HIV prevention.

Condom use is one of the seven tried and tested HIV prevention methods recommended and so far, the use of condoms is the only method that provides dual protection from sexually transmitted diseases (STDs) and unwanted pregnancies.

Its consistent and correct use can reduce the risk of HIV and some STDs by up to 99 percent.

In a statement to mark World Contraception Day commemorated globally on September 26 annually, the United Nations Population Fund (UNFPA) said it had to partner with the World Food Program (WFP) to distribute food and condoms to hard-to-reach areas.

Launched in 2007, the day was set aside to help raise awareness on contraception to enable young people and women of reproductive age make

informed choices on their sexual and reproductive health.

Despite having one of the highest contraception prevalence rates in Africa, many Zimbabwean women and girls were affected by Covid-19 which led to travel restrictions thereby making contraceptives inaccessible.

Zimbabwe's Contraceptive Prevalence rate (CPR) which is the proportion of women aged 15-49 using family planning is 67 percent, an improvement from 59 percent in 2010.

The Ministry of Health and Child Care partnered with UNFPA and conducted a Rapid Assessment of Covid-19 Response in the context of Maternal and Sexual and Reproductive Health in Zimbabwe recently.

The assessment showed that the Covid-19 outbreak has affected women and young people's access to sexual and reproductive health services, including access to family planning.

UNFPA country representative Dr Esther Muia said partnering with the WFP to distribute condoms has been a great innovation that has brought sexual and reproductive health services closer to communities.

"We have reprogrammed our work to facilitate and ensure women and girls have access to contraception during the pandemic. One of

the ways we have done this is entering into a partnership with our UN counterpart, World Food Programme (WFP) together with the Ministry of Health and Child Care, where we are distributing male and female condoms and sharing sexual reproductive health information at the WFP's food distribution points throughout the country," said Dr Muia.

"To date 1.8 million male condoms and 88 000 female condoms have been moved from Natpharm to WFP for onward distribution to communities."

According to UNFPA, WFP has over 1 500 food distribution points, covering 311 157 households in 60 districts countrywide.

"With contraceptives, women have fewer risky births, healthier pregnancies and safer deliveries and they tend to have lower risks of death and have improved overall health. These improvements produce economic benefits, greater investments in schooling, greater productivity, greater labour force participation and, eventually, increased income, savings, investment and asset accumulation," said Dr Muia.

In addition to challenges related to the Covid-19 pandemic, UNFPA says there remains an unmet need among women and girls of reproductive age, especially in rural areas, where the majority of the population live. "Unmet need for family planning

among married couples is 10 percent in urban areas and 11 percent in rural areas while unmet need for young people is 12.6 percent nationally. More efforts are required to address this unmet need," she said.

WFP country director Mr Francesca Erdelmann said the two organisations will also continue supplying food to maternity waiting homes where pregnant women are housed towards their delivery date at a health facility for close monitoring.

"Food distribution points are deep in the communities and in close proximity to reach to the general population, making them easier and more convenient for communities to access essential and life-saving SRHR service," said Mr Erdelmann.

Zimbabwe National Family Planning Council executive director Dr Munyaradzi Murwira urged all SRHR stakeholders to help women access the needed contraceptives during the Covid-19 lockdown.

"Zimbabwe joins the rest of the world in celebrating and commemorating the World Contraception Day. We call upon everyone and all the stakeholders to raise the awareness about contraception and to enable young people to make informed choices on their sexual and reproductive health," said Dr Murwira. — @thamamoe

Chronicle, 29 September 2020; Page 2

Some of the recorded stories perpetuated gender inequalities, such as the *Herald's* report headlined *8 battle for Goncourt seats* in which the reporter gets into detail about how the male candidates fared but gives less detail about the two women judges who were interviewed.

The media presents journalists with an opportunity to challenge existing gender stereotypes, but on this particular day the local media did not do much to question or rectify society's perception of gender relations seeing as less than 1% of the recorded stories challenged existing gender stereotypes. However, in one of the reports, ZTV covered a girl's conference where young girls were taught about sexual and reproductive health rights and the importance of sending girls to school. One of the other cases recorded outlined a rarely talked about dimension to domestic violence in which a man is on the receiving end.

Woman beats hubby for disrupting boyfriend date

Gibson Mhaka

A WOMAN from Umzingwane District under Chief Sigola's area and who is also a builder by profession has reversed a common perception that only men beat up women in relationships after she allegedly rained blows on her husband as punishment for stopping her from meeting her boyfriend.

This problem of female-on-male domestic violence which is often trivialised in society was heard at the Esigodini Magistrates' Court where the victim, Hlonipani Msipa, narrated his ordeal before resident magistrate Nomagugu Sibanda.

Msipa, who was seeking a restraining order against his wife Tafadzwa Moyo, was brave enough to tell the court that he was living a hellish life at the hands of his violent better half.

He stated that in a fit of anger, his wife brutally assaulted him after he stopped her from visiting her boyfriend.

As if the beating was not enough, Msipa said a daring Moyo went on to destroy their matrimonial property before she burnt down their bedroom hut.

"I declare that my wife Tafadzwa Moyo is destroying our matrimonial property and she recently burnt down our homestead. I need the court to strongly warn her against her conduct. She has since gone back to her parents' homestead and I have done the same due to the fact that we both no longer have a place to call home," complained Msipa.

He said he once sought help from the police to no avail.

"I engaged the police over the issue about my

wife who is not taking any action to account for the damage she caused. Instead of apologising she is now prohibiting me from visiting our homestead because I am willing to do the repairs. I can't imagine that I am now homeless yet I used to own my own homestead.

"I am living in fear and my efforts to check out on the livestock which we left behind is being hindered by my wife as she is threatening me with unspecified action through a string of text messages. All I want now is a protection order against her so that I live in peace," begged Msipa.

In response Moyo didn't refute her husband's accusations leading the magistrate to grant an order stopping her from beating or threatening her husband as well as not to prevent him from going to their homestead.

B-Metro – 25 September 2020

RECOMMENDATIONS AND ACTION PLAN 2021-2025

- **Equality.** Equal rights of men, women, children and vulnerable groups as enshrined in the Zimbabwe Constitution must be upheld in the media, and by the media.
- **Mainstreaming.** Media houses should ensure appropriate editorial policies for mainstreaming gender, as well as specialization on reporting gender issues. There is an opportunity for an appropriately targeted policy intervention to shift both perception and sentiment, in the media in particular, and society in general.
- **Multi-sectoral approach.** The barriers to gender mainstreaming include language, education, patriarchy, cultural norms, and lack of income, among others. Therefore, government should adopt a multi-sectoral approach to enable all citizens to enjoy the opportunities presented by access to information, equal employment opportunities, freedom to work without fear or intimidation, and the full experience of their rights.
- All stakeholders in the public and private sector should increase efforts to reach the SADC/African Union target for the participation of women and men in decision-making, including in media institutions and organisations.
- **Equal representation** in decision-making is a requirement of the new Constitution, and government should ensure gender parity on Boards such as the Broadcasting Authority of Zimbabwe (BAZ) to be consistent with the constitution.
- **Gender issues in training.** All media practitioners, whether journalists, technicians, advertising professionals or administrators, should be required to take a course that covers issues of advocacy and gender mainstreaming.
- **Collective and active media Code of Conduct.** A media Code of Conduct that emerges from broad consultation and input from stakeholders, can provide a framework to address the rights of women, children and marginalised groups, and specify corrective measures to be taken in the event of violations. The code will need to be implemented in media organisations through active promotion, publication and training.
- **Capacity Strengthening-** Training and media development institutions must prioritize gender equality and mainstreaming in their curricula.
- **Sensitization and conscientization-** It is critical for the media support organisations to ensure satire columnists are sensitized on how they can articulate issues without perpetuating stereotypes about women and youths.
- **Diversifying perspectives** - Media support groups need to focus their interventions on strengthening media houses' policies on balance in news stories by stressing the importance of diversifying perspectives.
- **Support** - Media houses need to be supported not only in developing gender policies and gender action plans, but implementation of same.
- There is need for support (financial, technical, human) specific to gender mainstreaming in the media.

Annex 1. Methodology⁵

A key characteristic of longitudinal research is the assessment of change over time on the observed indicators. In the case of the 2020 Global Media Monitoring Project (GMMP), the methodology, indicators, approach to data collection and analysis are consistent with past editions of the research in order to allow for the usual historical comparisons.

Process

The global monitoring day scheduled initially for the first quarter of 2020 was postponed to later in the year due to the upheavals caused by the first coronavirus (Covid-19) wave worldwide. As the April monitoring day approached, it became quickly clear that proceeding as planned would result in a news sample that would be almost entirely focused on coronavirus stories. A new need emerged to address the practicalities of monitoring during the lockdowns and curfews imposed to contain the spread of the virus, as the regular sit-down communal coding sessions were now out of the question for most teams. The risks to health and livelihoods, the need to find ways of coping with everyday life, would shift the GMMP down on the ladder of priorities for the volunteers, potentially increasing the drop-out rate. These new challenges called for a pause on the plans to search for solutions and put in place the tools and resources necessary before monitoring could proceed.

The GMMP technical advisory group and the database development team Code for Africa worked to systematically address the issues. A new monitoring date was set for September, the coding tools were tweaked to capture Covid-19 stories without compromising on the ability to compare results across time based on story topics, exhaustive audio-visual training resources on how to code in a pandemic were put in place, electronic coding instruments were developed and the teams were re-trained in numerous webinars.

As with previous waves of the GMMP, the initial data capture was conducted offline by volunteer teams across the 116 participating countries. For the 2020 GMMP, a spreadsheet version of the coding sheets was provided, to allow for electronic recording of the observations.

In the period leading up to the monitoring day, a series of regional and national training sessions were organised to build a uniform understanding of the teams on the methodology and approach to coding. The teams received training on media selection, newscast and article selection, and the number of media to code.

For the 2020 GMMP, teams could choose from two possible options for the monitoring:

- **Full monitoring**, whose results provide a comprehensive picture of the status of gender equality dimensions in news media.
- **Short monitoring**, a shorter version which focuses on the key GMMP indicators, for teams who wished to participate but for various reasons could not implement the full monitoring.

To ensure accuracy in the coding process, radio and television bulletin were recorded, and copies of digital and print media items were collected. Across the different media types- both for the full and short monitoring-monitors captured information about the story, its main themes and the people in the story, as journalists, as story subjects and sources. Additionally, three optional special questions, unique to each country, allowed individual

⁵ See the global report for the extended discussion on the GMMP 2020 methodology

countries to analyse issues of national interest. For standardisation purposes, as well as the multilingual nature of this study, all responses were numerically coded from fixed lists.

To enable comparability of data gathered from a pandemic-heavy news agenda with the historical results, an additional question was included which asked whether the story was related to Covid-19. For such stories, monitors were requested to select the most relevant secondary topic. While global news stories had diversified to pre-pandemic levels by the global monitoring day in September 2020, the regional analysis demonstrated the significance of this question, particularly for North America and the Middle East, which recorded 37% and 36% of Covid-19-related stories respectively.

Media bands

The media bands system was introduced in 2005 to ensure a more even spread of data and also serve as each country's reference point on the minimum number of media to monitor. This system was retained for the 2020 GMMP and was updated with the input of the country coordinators.

Weighting

While the GMMP seeks to understand how gender is represented in media across the world, differences in media access and impact across the participating countries mean that a simple aggregation of the data would lead to biased results. For example, if a country like France submitted data from 100 media, the entries from a smaller country like Fiji would have little, if any, impact on the results. Additionally, while two countries may have similar numbers of newspapers, their impact, in terms of the number of people who read them, may be significantly different. To address these challenges, GMMP 2020 updated, re-tested and applied the weighting system first developed for the 2005 edition.

Accuracy

The GMMP involved several thousand people across 116 countries from diverse gender and media stakeholder groups, with different research abilities and working in a wide range of languages. For a study of this scale, it was crucial that accuracy was considered at each stage, to maintain the high levels achieved in previous years. Data entry and processing errors can have severe biasing effects on the data analysis, resulting in misrepresentation of the observed variables. To minimise this risk, we leveraged on a variety of automated processes, as well as the extensive media monitoring experience of the country coordinators.

Limitations

As with any study, great effort was made to ensure accuracy of the data. As observed in previous GMMPs, an exact error of measurement cannot be determined due to the study's magnitude. Conventional error measurement would involve different researchers coding the same story and then calculating a level of error from the differences between the results. Although this was not possible for GMMP, we followed best practice to make sure that there were minimal errors in the data capture and analysis generation process.

About Code for Africa

[Code for Africa](#) (CfA) is the continent's largest network of indigenous African civic technology and investigative data journalism laboratories, with over 70 staff in 19 countries, who build digital democracy solutions that are intended to give citizens unfettered access to actionable information that empowers them to make informed decisions and that strengthen civic engagement for improved public governance and accountability.

Annex 2. List of Monitors

1. Sheron Mawoni (F)
2. Similo Maposa (F)
3. Ratidzo Maravanyika (F)
4. Tatenda Mutambara (F)
5. Blessing Mugugu (F)
6. Courage Nleya (M)
7. Raymond Zarurai (M)
8. Darlington Zondo (M)
9. Brendon Malaba (M)
10. Green Kunyeda (M)
11. Prisiel Samu (M) – Coordinator



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