

**WHO
MAKES THE
NEWS?**



Zambia

Global Media Monitoring Project 2010 National Report



Acknowledgements



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GMMP 2010 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with data analyst, Media Monitoring Africa (MMA), South Africa.

The data for GMMP 2010 was collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups.



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Preface

Global Context

10 November 2009 was an ordinary day at work for newsroom staff around the world. It was however a special day for groups in over 100 countries who gathered to monitor their news media. After months of planning, preparations and training, they brought the Fourth Global Media Monitoring Project (GMMP) to life.

The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. 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 research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'¹

Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.²

The Third GMMP in 2005 attracted the participation of 76 countries. Some progress in women's presence in the news was evident. 21% of news subjects were female. This 3% increase in the preceding five years was statistically significant. However, the overwhelming finding was women's continued near invisibility in the news. Very little news – just under 10% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda. Women were outnumbered by men as newsmakers in every major news topic. Expert opinion was overwhelmingly male with women comprising only 17% of experts who appeared in news stories. As newsmakers, women were under-represented in professional categories. The third GMMP found that the sex of the journalist made a difference in whether or not women made the news: there were more female news subjects in stories reported by female journalists (25%) than in stories reported by male journalists (20%).

The First GMMP, and as will be seen, the Fourth GMMP reveal that the world reported in the news is mostly male. Overall, news stories were twice as likely to reinforce gender stereotypes rather than challenging them. News stories on gender (in) equality were almost non-existent.

National context

Zambia is one of the countries in the Southern Africa Development Community (SADC) region that has unbalanced coverage in sourcing of women and men in the news. Mostly, the media in Zambia gives preference coverage to political, sports and economical stories which are largely attributed to male voices owing to the prevailing dominant hegemony of patriarchy. Worse still, most stories are gender blind and a missed opportunity. Glaring inadequacies abound as far as gender coverage is concerned as most stories either lack gender perspectives or are poor in gender specifics that bring a balanced dimension to stories even in cases where the subject matter concern women and girls. Arguably, Zambia's media development was pioneered by men who are accused of coining newsroom rules biased against female career progression and rubberstamping an unwritten rule that portrays hard news gathering as a masculine undertaking. Moreover, few media houses in the country are economically viable projects, a situation that makes the female folk think twice when choosing careers after graduating from journalism and mass communication schools respectively. Nevertheless, civil society through organisations such as Gender Links and Gender and Media Network in Southern Africa (GEMSA) have made some strides which require management buy-in to make media houses develop effective

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

² Spears, George and Kasia Seydegart, Erin Research. with additional analysis by Margaret Gallagher. *Who makes the news? Global Media Monitoring Project*. 2000

policies to guide the quest to engender gender equity in coverage and gender equality in decision-making positions.

As it turns out, most recent research conducted by Gender Links, the Media Institute of Southern Africa (MISA) and others, reveal that women in Zambian media were under sourced in news. There were also female journalists in Zambian media, worse still in senior management positions. For example, the Glass Ceiling research conducted by Gender Links in 2008 revealed that men constitute two-thirds of employees in the media houses with women making up only 33%. These and many other reasons call for concerted efforts from all stakeholders including Government to undertake gender and media monitoring in Zambia to accelerate the seven-year slow progression (2003-10). The latest findings in the Gender Links Gender and Media Progressive Study (GMPS) reveal that women sources in Zambian news have only increased by one % (from 13% in 2003 to 14% in 2010). This is against the requirement in the SADC Gender and Development Protocol which Zambia signed in 2008 that requires balanced sourcing of women and men in news. The media provisions of the Southern African Development Community (SADC) Protocol on Gender and Development call for:

- Gender mainstreaming in all information, communication and media policies, programmes, laws and training;
- Media and media-related bodies to mainstream gender in their codes of conduct, policies and procedures;
- Measures to be taken to promote equal representation of women in the media at all levels;
- Media to give equal voice to women and men in all areas of coverage;
- Measures to be taken to discourage the media from depicting women as helpless victims of violence and abuse;
- Measures to discourage media from degrading or exploiting women, especially in the area of entertainment and advertising, and undermining their role and position in society.

It is therefore important to undertake studies such as the GMMP to find a lasting solution to the slow progression. Also, the study could help in finding other dimensions at play negating efforts aimed at achieving the vital gender balance in management and reporting. Furthermore, other efforts are being made by Non Governmental Organisations (NGOs) around the region to try and change the current situation of having more men featured in news compared to women and the monitoring can only help to give the true picture of where we are today and where we will be in the near future. The monitoring of the news such as the GMMP can also help in redirecting efforts that are being put across just in case they are not yielding fruits. When you have the results after monitoring the media contents, it can be a good tool that can be used to hold the media accountable. When we monitor the media, we are able to know who is valued most and given more space to speak between men and women on one hand, boys and girls, on the other hand.

News media in form of print and electronic as opposed to the internet has remained the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed in the way matters are captured by the media. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.

The key objective of GEMSA is to promote gender in and through the media and as such monitoring the way the media covers both men and women is one of its key objectives. As WACC's partner, GEMSA found it necessary to participate in the project to work as a team and not duplicating efforts. The project was an important one because it brought out the global picture of how the media covers women and men in their news. The project showed how women and men are presented in the news, who talks more and on what topics and for what reasons. The November 10, 2010 GMMP was the first of GEMSA-ZAMBIA's participation and it was good that the project brought out desired results to take the work on gender and media forward.

Executive Summary

On November 10, 2009, the news agenda in Zambia was business as usual and, unfortunately so, with a masculine face. Gender stories were a rare scene in the news. On this day, crime and violence stories at 16% dominated the news stories and most of these stories were internationally sourced. They were followed by government and political stories at 9% followed by economic stories at 8%. Categories like girl-child, science

and health received no attention on this day. While the Republican President and his other male colleagues dominated the slots in the news, very few women's voices were heard in the entire media houses monitored. The plethora of news, as usual, took an elitist approach of which politics, in particular, the Republican President featured prominently especially in state owned media houses. They were followed by economics and business stories as education filled the least slots. HIV/AIDS and Gender Based Violence (GBV) issues were missing.

Overall, women were rarely heard in the news stories while their male counterparts spoke almost in all the news pieces. This confirmed already known facts that women have little space in the media. The topical items had no mention of gender perspectives and yet women make the majority of voters at over 55%. Trivial or morbid curiosity, unethically so, defined the day's political news coverage as the Republican President took a swipe at key opposition leader, Michael Sata. President Ruphia Banda was quoted in the news refuting earlier media reports that he had called the opposition Patriotic Front (PF) President Michael Sata 'Satan's son'. However, one positive development was noted, there was no blatant stereotyping in all the news items monitored.

A DAY IN THE NEWS IN ZAMBIA

At 05:30 hours on November 10, 2009, the GEMSA-ZAMBIA Country Facilitator, Perpetual Sichikwenkwe woke up to type and send a reminder message via mobile phone to monitors that had volunteered to participate in the GMMP project. Since the monitors had already agreed on news bulletins and newspapers they would monitor, her role was to just remind them so that those buying newspapers would not miss the copies on the streets and those recording would equally not miss their chosen news bulletins of the day. It was agreed that the best news bulletins to monitor on radio was the lunch hour news, while for television, the evening news was favoured. The monitors set their equipments ready to record the news bulletins in different places at different times. The monitors could not be at the same place because their news monitoring was taking place at different times.

Later in the evening, the coordinator of the project had received a briefing from each monitor on the general situation of the news monitored. They all indicated that the major problem was unbalanced sources of news where we had only men or only women quoted in the news story. The monitors further indicated that the news was dominated by male voices adding that there was specifically nothing much on gender. For example, on this day, 94% of male government officials, politicians who included the President and ministers were captured in the news of the day compared to the 6% of female voices. Furthermore, only 9% of women sources were quoted in the entire news bulletin as compared to 91% of male sources. This in itself explains that women are still under sourced in the Zambian news media. It was also discovered that in broadcasting, 90% of the news presenters were male while women took up just 10%. In the print media, 22% of the stories were authored by female reporters while 78% by male reporters.

The findings of the GMMP 2009/2010 project are of great importance to the media in Zambia because they give a clear picture of the portrayal of women and men in the news. They confirm that women still have a limited voice in the media. The findings further confirm that there are few women holding high positions in the political and business fields evident in the number of women that were quoted in political and business stories as most of the stories in the news were on politics followed by business with the male voice dominating as sources. This also confirms the Glass Ceiling findings that the gender division of labour in beats is still pronounced, with a few exceptions. According to the Glass Ceiling research, male journalists dominate in all the “hard” beats such as politics and business. There is need for Zambian journalists to work harder in reporting on gender especially where sourcing of women is concerned. This is the reason why the GEMSA has embarked on a Directory of Women Sources Project (website database of details of women sources in the SADC region) to enable journalists to have easier access to women experts in about 40 different fields.

The set up of the news bulletins on radio, television and even newspapers categorising of the news sections such as; home news, business news, international news and sports news confirms that gender is still not a priority in Zambian media. However, some media houses such as newspapers have weekly columns, pages or slots for gender news which still is not enough to help change the current situation. There was no story on HIV/AIDS in all the six media houses that were monitored on November 10, 2010. Furthermore, most of the stories in all the media houses that were monitored did not qualify to be in any other category apart from that of gender blind category where the story either only had a male source (male sources), or female sources only and had nothing to do with gender. For instance, it was difficult to analyse the stories in certain media houses because they were gender blind. However, the most interesting thing was that under all the media houses monitored, there was no blatant stereotype story. This gave a plus to the Zambian media because it could be a sign of a crusade towards gender sensitivity.

THE CONTEXT

Country background:

Zambia is a land-locked Central African country that won its independence from Britain in 1964. With a population of over 12 million, Zambia is bordered in the south by Zimbabwe, Botswana, and Namibia; in the west by Angola; in the north by the Democratic Republic of the Congo. It is bordered on the northeast by Tanzania; on the east by Malawi; and on the southeast by Mozambique.

Literacy in Zambia is about 78% among the adult population although primary education is free and compulsory. Literacy affects newspaper readership because you are likely to find out that educated people are more likely to buy and read newspaper as well as listen to radio and television news. Despite the poor readership

of news, Zambia's media industry is growing especially with the coming of community media stations and private owned newspapers and television stations. At the moment, there are more than 35 community media stations in Zambia although not all are fully functional. While there are two government owned television stations, there are more than three private owned television stations. The state also owns the Zambia Daily Mail and Times of Zambia Newspapers. Radio phoenix is the oldest and largest private radio stations but there are other private radio stations as well as government owned radio stations. There are also private owned newspapers with the Post Newspapers being the largest and oldest private newspaper in the country.

Currently, there is tension between the media and the government because the media feel government wants to impose a statutory regulatory framework on it while the media feel that a self-regulatory framework is best. Furthermore, there are no gender policies in most media houses in Zambia that can help promote coverage of gender issues in media houses. According to the 2009 Glass Ceiling report, less than a third of Zambia media houses have gender policies. This could be attributed to one of the reasons why gender stories rarely find space on the front pages of newspapers or bulletins unless when the issue borders on negativity of the gender perspective. Media owners often have a last say on what goes in the news and that would usually impede on gender reporting. In additional, media houses are bent on profit-making as such are interested in stories that would sell their newspapers or media. Usually, those are the stories that see the front slots or space such as those on politics, business or sexists issues which are usually gender insensitive.

According to the GMMP media banding, Zambia falls under the low density media band which means that a minimum of six media houses or more (if liked) should have been monitored. Due to the limited number of volunteer monitors, the exact number (6) media houses were monitored. Under the radio category, Radio Phoenix, Sky FM Radio and Zambia National Broadcasting Cooperation (ZNBC) Radio II were monitored. Under television category; only the state owned ZNBC TV was monitored while under the print category, the Post Newspaper (Private owned) and Zambia Daily Mail Newspaper (State owned) were monitored. There was no internet based media monitored because currently not many people in Zambia access internet news.

Since there are a number of private owned commercial radio stations in Zambia, Radio Phoenix, being the oldest and largest private commercial radio station was selected for monitoring in the radio category. One of the requirements was also to consider who owns and controls the media, Sky FM was chosen to be monitored under the community media stations because its news content was viewed to be more local (community based) compared to other community radio stations which have a bias towards Christian news. The other reason was that, since monitors were based in Lusaka, they could not monitor those radio stations whose coverage did not reach Lusaka. It was only fair and a requirement that a state owned radio station also be monitored to balance up the equation. In that vein, ZNBC 's radio II was monitored not because it was the favourite, but because the news that comes on state owned radio stations is the same.

In the print category, the requirement was for selection of only two newspapers and it was felt that one private owned and another state owned be monitored. The Post Newspaper was selected under the private owned media because it is the oldest and with largest circulation in the country while the Zambia Daily Mail was selected by virtue of it being a state owned newspaper. It enjoys nationwide circulation just like its sister state owned newspaper, the Times of Zambia.

Under the Television category, the rule was to chose only one TV station and ZNBC was selected because it is not only a state owned but is the largest and oldest television station in the country. It also has the widest coverage reaching even far reaching areas (rural areas) in the country.

Since it was a voluntary exercise, only five GEMSA-ZAMBIA members volunteered to do the work. This was also to ensure commitment that the work was done because if it was missed, they would have been no report for Zambia. Half a day's training for monitors was held and monitors were taken through what to do on the national monitoring day. Madube Pasi Siyauya who is the GEMSA- ZAMBIA Chairperson Monitored and coded the Post and Zambia Daily Mail Newspapers, Bruce Chooma, Vice Chairperson monitored and coded Radio Phoenix and ZNBC Radio II, Shadreck Banda (GEMSA member) Monitored Sky FM while Perpetual Sichikwenkwe, GEMSA-ZAMBIA Country Facilitator coded the Sky FM radio and ZNBC television news. John Chola, a Zambian journalists assisted in recording the ZBNC TV news. An approximate of 12 hours was spent in all the six media houses that were monitored.

TOPICS IN THE NEWS

Topics in the news:

The news agenda in the Zambian Media was business as usual. Meaning, political stories dominated the news bulletins or newspaper pages just like in many other days. However, something unusual was discovered on this day, crime and violence internationally sourced stories were the majority. While the Head of State and his other

male colleagues dominated the slots in the news bulletins and newspaper articles, very few women voices were heard in the entire media houses monitored. As usual, prominence was given to political stories and the Republican President featured more especially on state owned media houses. This confirmed the already known facts that women have little space in the media news.

There were no dramatic events on the day monitored evidenced in no blatant gender stereotyping in all the media houses monitored. Since there is a notion that politics is for males, males attacked each other in the political arena. The President had an opportunity of refuting earlier media reports that he had called the president of an opposition party “Satan’s son”. There were also a good number of economics stories with male voices dominating in all the media news monitored. For example in political and government issues it was highest, representing a 94% of male sources compared to 6% of female sources in the same category. That was followed by the police, military, prison officers, security officers at 81% male sources compared to 19% of women sources in the category. The girl child, students and children in general category had 0% in both female and male sources.

Male reporters and presenters dominated in all the categories of news presentation and by-lines in terms of newspapers. For instance, under print media male reporters represented 78% while female reporters were only 22%. In the radio category, 95% were voices of male journalists while females represented 5%. In the television category, 79% were male reporters and 21% female. In total, male journalists represented 88% compared to 12% of female journalists. This in itself indicates that they are more male journalists in the Zambian media compared to female. This perhaps could explain why there are less gender stories in the Zambian news as gender affects women more than men and women would endeavour to push for issues that affect them.

THE NEWS

Overall presence of women and men in the news in Zambia as news subjects, reporters and presenters:

Going by the November 10, 2009 GMMP findings, men were more prominent in all categories of news such as in presenting news, talking in the news and as subjects. While under government and politics only 9% of women were featured as subjects, 91% were all male. Under economy, 8% captured in news were women and 92% men. This is an indication that women are still absent in the news and more needs to be done to increase women’s voices in the news.

The situation was still the same even under media grouping. For instance under print media, women were at 13% as subjects while men held 87%. Under radio, 6% as subject were women while men had 94% and in the television category, 9% subjects were women and 91% male.

Under sourcing, the situation was more challenging. For example under local news, 15% of sources were women while 85% were men. At national level sourcing, 94% of sources were men and 6% were women while under national and others, 100% were women sources and 0% men. This is the only category with high women representation so far. Under international news, 4% were women sources and 96% male.

SUMMARY AND CONCLUSIONS

Although there has been a slight increase in the coverage of women in the Zambian media, a lot more needs to be done to achieve 50/50 representation in all areas. Even the increase that is being talked about in this sense is nothing really to be proud of because many years have gone by with women organisations and civil societies fighting to bring women to the fore in all areas including the media, but very little has been achieved. Women in Zambia are still under sourced and for the Zambian media, gender news is not all that worthy, hence it has been given little attention. Political, sports and business stories have continued dominating the news media at the expense of gender, poverty and other social issues. If the current media coverage of gender related issues is left alone, Zambia would be one of the countries in the region that may not achieve the SADC Gender and Development targets which among others calls for Gender mainstreaming in all information, communication and media policies, programmes, laws and training by 2015. It is hoped that news ways and solution will be found in the fight for gender in and through the media.

THE NEXT FIVE YEARS

- The need to develop gender policies for media houses
- Continued training of media practitioners in gender reporting
- Create database of women sources (easy access of women sources by the media)

- Sensitisation of media consumers for them to claim the right content of news from the media house
- Continued studies to see how progress is being made
- Train news editors and media owners in gender issues
- Hold national media awards for best media houses reporting on gender
- Civil society and others should continue condemning or engaging the media in gender issues

Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, and radio and television newscasts to monitor based on the national media density. This was done to ensure that global results would reliably reflect the distribution of the world's news media, while respecting the need to balance results from smaller countries with those of larger countries. The number and selection of media outlets monitored in each country reflects the density and diversity – audience, ownership, language – of media in each country.

Efforts were made to ensure a uniform understanding and application of the methodology across the world. Clear instructions on how to code were provided. Some regional and national coordinators benefited from face-to-face or virtual training while others and the broader global teams of volunteers developed skills in monitoring through online self-administered tutorials. In one region, national coordinators were trained by the regional coordinator via teleconference. In some countries, national coordinators provided advance training to volunteer monitoring groups.

In each country monitors coded the most important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages – defined as the pages devoted to national, international and, in some cases, regional news – were coded. Internet news was included for the first time in the global monitoring on a pilot basis in a few countries selected on the basis of the importance of the Internet as a news source for local news consumers.

The quantitative research captured statistical data on news topics, women and men in the news, the types of news stories in which they appeared, and their function in the news. Media Monitoring Africa (MMA) in South Africa was responsible for the quantitative analysis.

An in-depth and more nuanced analysis of selected news stories examined the means, themes and patterns of gender in the news. This qualitative analysis took into account the role of story angle, language and visual representations in constructing and sustaining or challenging gender stereotypes.

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, is contained in the global report *Who Makes the News? The Global Media Monitoring Project 2010*.

Annex 2. List of Monitors

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