

**WHO
MAKES THE
NEWS?**



South Africa

Global Media Monitoring Project 2005
National Report 2005



Acknowledgements

GMMP 2005 is licensed under creative commons using an Attribution-NonCommercial-NoDerivs 2.5 deed.

GMMP 2005 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with Margaret Gallagher, consultant for the project and the data analyst, Media Monitoring Project (MMP), South Africa.

The data for GMMP 2005 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.

Non-commercial. You may not use this work for commercial purposes.

No derivative works. You may not alter, transform, or build upon this work.

For any use or distribution, you must make clear to others the license terms of this work.

Your fair use and other rights are in no way affected by the above.



The South African Monitoring was co-ordinated by the Southern African Media & Gender Institute (SAMGI) with the kind assistance of the following organisations:



Gender Links



Media Monitoring Project



Media Institute of Southern Africa

Who makes the news?

Global Media Monitoring Project 2005

Preface

Media monitoring is a research tool through which our organization can glean quantitative data and qualitative analysis on the state of the media in our country.

Instead of relying on observation that comes through daily interaction with the print and broadcast media, the media monitoring provides a more accurate reflection of who and what is reported on, by whom and with what frequency.

It is the tool that enables us to approach media houses with information supported by empirical data and through which we can negotiate transformation where necessary.

It also enables us to define for ourselves the focus areas for further research, discussion and training so that our work is relevant and not stale.

South Africa has witnessed extensive political transformation since its first democratic elections in 1994. The disruption of the country's social fabric through the political system of apartheid meant that we had a lot of work to do within the various sectors of government, media and society to ensure that an equilibrium was brought to bear during the transition in a post-1994, democratic era.

Through our analysis of the media, we are able to monitor the areas of development and those that raise concerns.

Currently we are faced with an HIV epidemic and with high levels of domestic violence that point to serious societal inequities, exacerbated by rural/urban, gender and economic gaps.



Executive Summary

During the 2005 GMMP we monitored a total of 5 television broadcasts, 3 radio newscasts and 8 newspapers. The number of items for each was 72 items, 25 and 84 respectively with a total of 758 people featured in the news, including presenters, reporters and news subjects.

Our analysis of the news subjects based on gender revealed that 74% constituted male subjects and 26% female. In South Africa women constitute 51% of the population, so there is already a discrepancy when it comes to subject breakdown across the media monitored. The average across the media is consistent with this discrepancy, although television is the medium that is least representative of female subjects.

The spread of media coverage is comprised of 45% content focused on Crime and Violence, 26% on Social & Legal, 13% on Celebrity, Arts and Sport, 8% on Politics and Government, 5% on Science and Health, 3% on the economy. The gender distribution per subject shows the highest percentage of female subjects appearing in Crime and Violence coverage and the lowest in reporting on the economy.

It is salient to note that in the media monitored, where females are subjects of news stories, their occupation is not stated. They are however the most quoted sources as government officials or politicians. Males are still the main spokespersons as government officials and politicians and as sports representatives.

The analysis of the gender component in terms of function in news stories shows that more males are featured as subjects and that they constitute the majority of spokespersons and experts or commentators. Females make up 23% of victims of stories involving crime and men, 10% with the actual term 'victim' being ascribed more often to women than males. Family status is most often mentioned in relation to females (34%) and only 12% in reporting on males.

The gender profile of reporters across the range of media shows that newspapers are the one medium where an equitable profile exists across gender. On television, the majority of presenters are female, and the majority of reporters on television, male. Males constitute the majority of presenters on radio and are also in the majority in their function as reporters on the same medium. The areas of reporting reveal that the highest number of journalists report on Crime and Violence and that males dominate in the coverage of Politics and Government, Social and Legal, and Celebrity and Sports. Coverage of stories focusing on female content reveals that male reporters constitute the majority at 70%, with 30% for female journalists. This is not balanced out in reporting on males where 23% of male journalists cover these stories too.

The spread of articles were monitored to show what percentage of the total number of articles challenged stereotypes and how many reinforced stereotypes. The statistics show that 5% reinforce and 3% challenge with 92% neither reinforcing nor challenging stereotypes. 99% of the articles did not highlight gender equality/inequality as a category monitored.



A Day in South Africa's News

A day in our country's news

The biggest slice of news stories on 16 February 2005 was devoted to crime and violence at the time of monitoring our media. One of the big stories at the time was the alleged rape of an underage girl by a soccer star. The married sports celebrity denied the allegations and much media attention was devoted to his status as a celebrity rather than on the allegations that were leveled at him.

South Africa has a high rate of violent crime and unfortunately one of the highest rape statistics in the world. There is a lot of media attention devoted to this aspect of life in the country, but the reporting tends to victimise women or keep them silenced. The root causes of the problems are most often not dealt with in the reporting.

It is striking that the statistics still reveal that women are still the minority of news subjects, the least quoted sources in articles and that there are male reporters. The reason this is significant is that women constitute just over half the population in South Africa.

SAMGI's media monitoring on 16 February was undertaken by each staff member in our organization. Our team is constituted by male and female staff members representing a diversity of religious, racial and ethnic backgrounds. The team includes our Director, staff from our Media Production, Training, Women's Media Watch and Administrative Unit. It was very much a collaborative team effort.

News – A mirror on the world?

News Subjects

Women are still the minority in South Africa when it comes to representation in the media. Women make up 51%* of the South African population, yet were only represented in 26% of the media overall, while men dominated with 74%.

Women are most under-represented in television news monitored, where they made up only 22% of news subjects, while men made up 78% of news subjects. In the newspapers monitored, women made up 28% of news subjects and 27% of news subjects in radio.

Men dominated as subjects in all topics represented in the media. The only subjects where women received 100% was in the categories of sex worker and as retired persons. Men dominated the media as experts, with only 5% of women being used as experts.

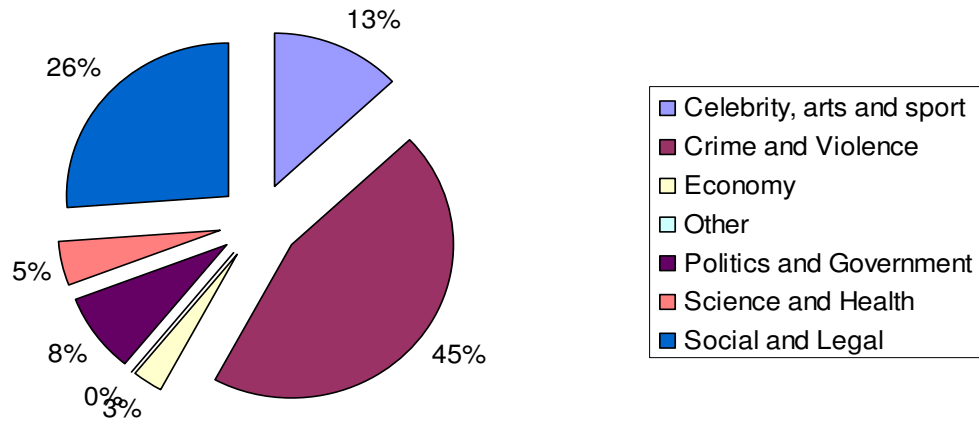
It is a common occurrence to have both male and female victims in the news. However, 23% of women in the news are victims, while only 10% of men in the news are victims. Women are still portrayed as weak and defenceless.

Men and their familial relationships are seldom referred to in the media, while women are referred to in reference to their family more often. In the news articles and broadcasts monitored, 34% of women were mentioned in reference to their family and only 12% of men.

Male subjects are predominantly quoted in the media. Only 28% of female subjects were quoted while 48% of male subjects were quoted. Similar trends are evident with regards to photographs, with only 8% of women news subjects being photographed in comparison with the 14% of men news subjects being photographed in the media.

* According to Statistics South Africa Mid-year population estimates, South Africa: 2004

GMMP 2005: Female news subjects per topic as % of all female news subjects



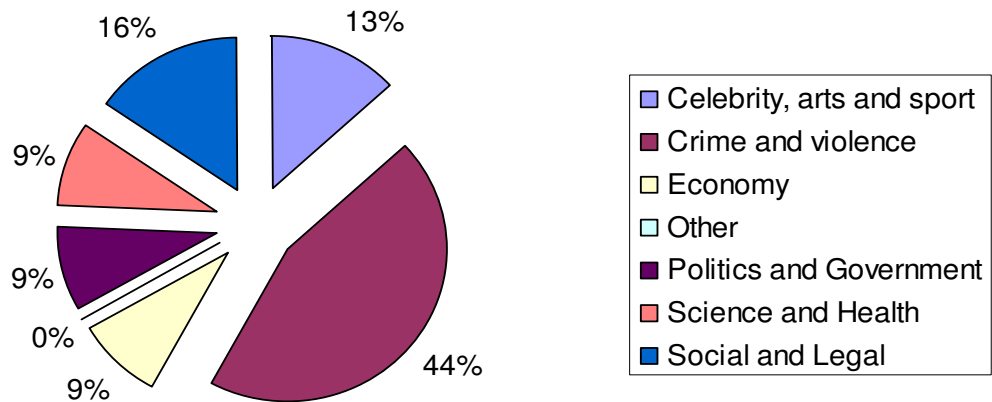
Who delivers the news?

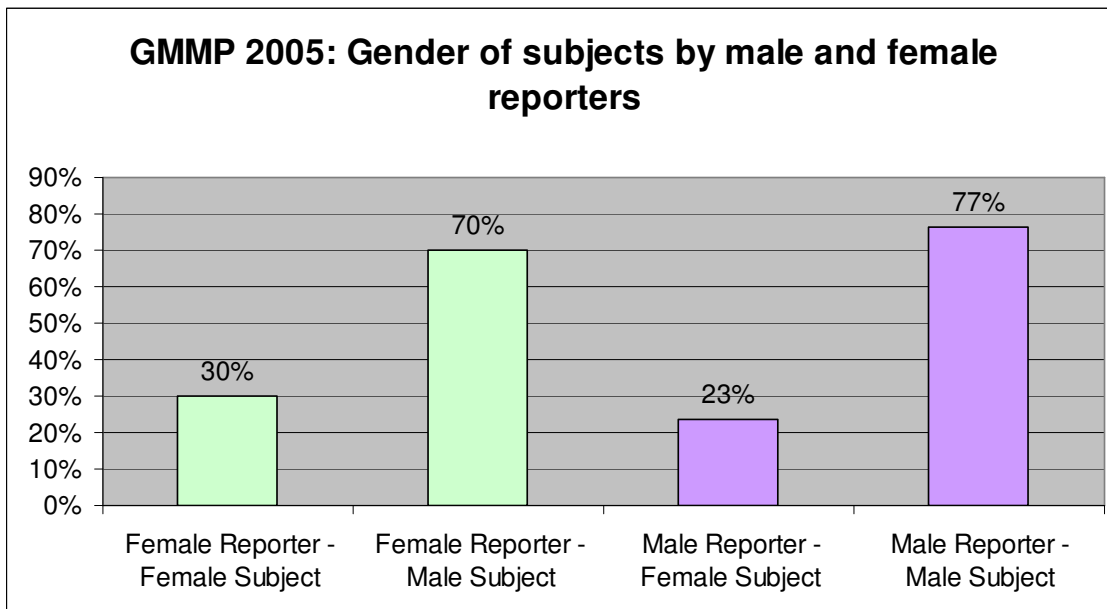
Presenters and Reporters

Men are predominantly featured in reporting and presenting the news media. In television, women are on par with men, as many television stations attract their audience with female presenters. However, male reporters in television news still outnumber women reporters by a large majority. Similarly male presenters and reporters in radio news outnumber women presenters and reporters.

More female subjects are found in the news topics that are covered by women reporters. This is evident in the category of Crime and Violence where 44% of women reporters reported on this topic.

GMMP 2005: Female reporters per topic as % of all female reporters





Gender and News

News Content

News categories of politics, government and science and health had no women as news subjects. Crime and Violence had 16 women as subjects, with 5 women as news subjects in the categories of celebrity, arts and sports. In the more “serious” subjects women are not news subjects.

Only 3% of news stories monitored challenge gender stereotypes in the media, while 5% reinforce these stereotypes. Most stories in the media are stereotypical, depicting women as victims and helpless figures.

99% of news stories monitored in the media do not highlight the issue of gender equality or inequality. Stories that do highlight gender equality or inequality only make up 1% of the news stories monitored.

The next five years

- More gender sensitivity training needs to be conducted at our Journalism technikons, colleges and universities. Our journalism students need to become cognizant of the disparities that exist in our society and for their reporting to contextualise the issues better.
- We need to have ongoing dialogue with the editors and decision makers in the media production houses to ensure that they have knowledge of the results of research such as the GMMP to ensure that reporting by interns and other journalists reflects accurately the society in which they function as media practitioners.
- Findings need to be delivered to decision makers at a cabinet level to ensure that the issues get debated and that we have a truly democratic process that runs through government, media and civil society organizations.
- Ongoing monitoring will help facilitate all the above and ensure that our work remains relevant and that we have an accurate picture of the media successes and its limitations.



WACC
357 Kennington Lane
London
SE11 5QY
UK
Tel: +44 (0)20 7582 9139
Fax: +44 (0)20 7735 0340
Email: info@wacc.org.uk
Web: www.wacc.org.uk

www.whomakesthenews.org



Southern African Media & Gender Institute
4th Floor Dumbarton House
1 Church Street
Cape Town
South Africa
Tel: +27 (0)21 4240653
Fax: +27 (0)21 4240659
Email: info@samgi.org.za
Web: www.samgi.org.za



Media Monitoring Project
Suite no.2, 22 Art Centre
6th Street
Parkhurst (Johannesburg)
South Africa
Tel: +27 (0) 11 788 1278
Fax: +27 (0) 11 788 1289
Email: info@mediamonitoring.org.za
Web: www.mediamonitoring.org.za



The launch of this report is proudly sponsored by
Bonitas Medical Fund