

Monitoring Made Easy Gender

**monitoring
made easy**

gender



The Monitoring Made Easy (MME)

The Monitoring Made Easy (MME) tool is an African first. It will enable any human rights organisation to monitor how gender is represented in print and broadcast media. By using the MME software, you will be able to produce almost instant results based on best-practice media monitoring methodologies developed by the Media Monitoring Project. You will be able to analyse and challenge media coverage of gender, as well as, evaluate the impact of your organisation's media campaigns. Apply Media Monitoring Project's world class methodologies in your organisation today!

Why monitor the media?

Media monitoring is a content analysis based research technique. It can be used in support of media advocacy campaigns. In a single action:

- ④ It provides invaluable data on media practice to advocate for better coverage of human rights issues, and
- ④ It offers concrete figures to monitor and evaluate the performance of media; and media campaigns.

The beauty of media monitoring is that you can do it again as it allows you to track changes over time by comparing separate time periods. Media monitoring is one of the best ways of providing accurate balanced information about your media's content. Monitoring also encourages partnerships, both with media you use daily, as well as, other NGO's on a local, regional and international basis.



What are the challenges of media monitoring?

Until recently, media monitoring was out of the reach of most human rights organisations, largely to the high level of technical capacity and advanced research skills required. Producing methodologically-sound media monitoring is particularly challenging as it requires multi-disciplinary expertise, including statistical analysis skills. To ensure that queries and graphs reflect the true situation, solid database development skills are also needed.

International and regional projects offered particular challenges, since no standardised methodology existed. Methodologies were adopted for each project and needed to be applied by all participating organisations involved in collaborative projects. This required a high degree of coordination and project-specific training. Monitoring Made Easy has changed all this.

What does the Monitoring Made Easy tool offer?

The MMP developed the MME tool to broaden the base of media monitoring data and to introduce media monitoring activities to more organisations. The development of a standardised methodology which can be applied within a single organisation, country or across a number of countries is now complete; with the design of this African-first software application, based on open-source technology. The MME allows almost any African human rights organisation to successfully monitor their local media.



This first MME will be primarily used for monitoring the representation of gender in the media. This media monitoring tool has these functionalities and benefits:

- ④ Easy-to-understand guides to help you run your own gender media monitoring project, train monitors, monitor and capture into the embedded database;
- ④ It is browser-based and has all the benefits of web user-friendliness;
- ④ Full online support and off-site backup capability;
- ④ The production of almost instantaneous results; the time between the monitoring period and the production of the results is minimal;
- ④ Integrated queries produce graphs and descriptions at the touch of a button;
- ④ Future software will expand the scope of topics that can be monitored. Interacting seamlessly with the MME gender, they will be able to monitor issues such as media freedom, HIV/AIDS and children.

What would your organisation gain by using the MMP's Monitoring Made Easy Gender software?

Your organisation stands to benefit from the Media Monitoring Projects' more than 13 years media monitoring experience, solid database development capacity and methodology design expertise. You want to use this application, because:

- ④ Media monitoring can provide you with the facts and figures on the performance of newspaper, radio and television on gender issues;



- 🕒 Media monitoring works as an advocacy method to change the media's coverage of gender issues;
- 🕒 The tool can quantify the impact of your media campaigns to supporters and associates;
- 🕒 The embedded methodology is statistically sound and reliable;
- 🕒 There are many gender issues to choose from, including gender-based violence, men and masculinity issues, as well as general issues which you can design your own project around;
- 🕒 You can add value to your monitoring through instant regional comparisons;
- 🕒 You can produce professional media research reports more easily than ever before!

What topics does the Monitoring Made Easy Gender cover?

There are eleven broad topic areas that you can analyse with this tool:

- ✓ Economics, business;
- ✓ Politics, conflict, government;
- ✓ Sustainable development, social and legal;
- ✓ Gender general;
- ✓ Health;
- ✓ HIV/AIDS;
- ✓ Gender-based violence;
- ✓ Cultural, traditional practices and gender;
- ✓ Stories focused on women;
- ✓ Men and masculinity;
- ✓ Older people and gender;
- ✓ Children and gender;
- ✓ Celebrity, art and sport.



What results can be immediately produced?

The MME tool automatically runs a range of queries on the data that you've monitored and captured. You can, at the touch of a button, produce accurate tables and graphs.

Who speaks in the story?

The following analyses are automatically produced:

- 1 Total Source Gender Breakdown - shows the total percentage of male versus female sources in all the items monitored.
- 2 Media by Source Gender Breakdown - shows the gender breakdown of sources per media.
- 3 Medium Type by Source Gender- shows the gender breakdown of sources per medium type, i.e. TV, radio and print.
- 4 Function of Source by Gender - shows the gender breakdown of sources by the function they played in the story.
- 5 Occupation of Source by Gender- shows the gender breakdown of sources by their occupation.
- 6 Source Gender by Gender Central - this summary report shows the gender of journalist breakdown in stories where gender was central.



Who tells the story?

The following reports are automatically produced:

- 1 Total Agency/Journalist Breakdown - shows who tells the story, journalists, agency, etc.
- 2 Total Journalist Gender Breakdown - shows who tells the story, by gender of journalist.
- 3 Medium Type by Journalist Gender - shows who tells the story in different mediums, i.e. TV, radio and print, by gender of journalist.
- 4 Media Type by Journalist Gender - shows who tells the story on different print media and stations monitored, by gender of journalist.
- 5 Journalist Gender by Gender Central- shows the gender of journalist breakdown in stories where women were central.

But what if your organisation has no media monitoring experience?

This scalable monitoring solution comes standard with printable electronic resources to help you through your own project:

- 1 The Management guide. Developed in consultation with Media Monitoring Project Zimbabwe, this illustrated, easy-to-understand instructional guide will show you how to plan, set-up, monitor and manage the entire monitoring process.
- 2 The Monitoring guide. The MMP utilised its experience of doing countless monitoring guides on a project-specific basis to create the most



comprehensive, easiest-to-use guide produced to date. Easy to use for monitors and easy to train monitors from, the guide is packed with examples and employs easy-to-understand layout and language. This guide was project-tested and refined in both Mauritius (by Media Watch Mauritius) and South Africa (by MMP) during the 2005 16 Days of No Violence against Women Campaign.

- ① The Capturing guide. This guide, along with comprehensive instructions in the software itself, makes capturing as simple as possible. The step-by-step instructions with screen shots can be used to train your data capturers, doubly ensuring low error rates.

This is great, but it sounds expensive....

This software is free! Thanks to the support of the Open Society Institute of Southern Africa, you would only be charged for postage for distant organisations. Alternatively, you will be able to access the software application from the MMP website. The benefit of accessing the tool online is an automatic, off-site back-up, and immediate updates. Using the tool online also requires no set-up and is automatically networked with all computers in any organisation. Alternatively, call MMP today and we will set up a workshop on the Monitoring Made Easy tool.

Contact MMP now for your free copy on mme@mediamonitoring.org.za or visit our website on www.mediamonitoring.org.za



Media Monitoring Project

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The Media Monitoring Project (MMP) is the leading independent organisation in South Africa that monitors the representation of a broad range of human rights issues in the media. It is also the only organisation that conducts in-depth qualitative and comparative studies in this field.

Trusted by top local and international human rights organisations, let MMP unwrap media coverage on a topic of your choice!

What is the MMP?

The Media Monitoring Project (MMP) is a non-governmental organisation (NGO) established in 1993. MMP monitors the South African media in the interests promoting a free, independent and critical media culture.

As the media can serve as the lens through which we view current events and the world in general, it has great potential to influence social, historical and political perceptions. For this reason, the MMP carefully examines and critiques the South African media's representation of the events of the world.

The MMP has undertaken almost 100 media monitoring projects and through its regional and international work has been able to provide cross-border analysis and expertise. We were on the planning committee and the data analyst of the 2005 Global Media Monitoring Project. 76 countries participated by monitoring the media for a day, MMP conducted all the analysis from these organisations situated around the globe. In addition, we acted to develop the methodology in a number of cooperative regional projects, such as, the 2000 Gender Media Baseline Study and the 2005 Media Action Plan on HIV/AIDS. Both of these Southern African Projects have sought to challenge media representation of different key human rights issues.



MMP watches the media

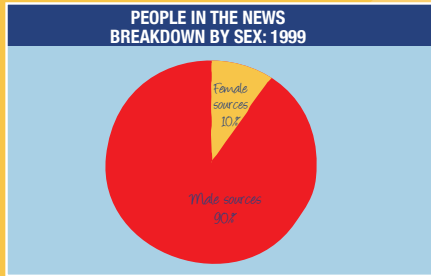
Media producers are in a difficult position, as they need to educate and inform people, but need to hold the public's interest and entertain at the same time. The media, along with other key institutions of society increasingly have to operate in a globalised world. Negative global trends include: juniorisation of newsrooms, lack of skilled staff and constrained resources. Increasing competition between local and international roleplayers has led to a growth in sensationalist media. These and other elements has resulted in an increase in the number of poor reports which violate the rights of those represented in the media.

The MMP's research has shown the results of these international and local trends. For instance, the 'Empowering Children and Media' project found that one in ten children in abuse stories are named and identified. Not only is it unethical to name and identify an abused child, it is also illegal. In addition, people's rights to privacy and dignity are regularly violated through poor reporting. The social challenges of poverty, crime, HIV, gender based violence and child abuse makes reporting even trickier. For these reasons it is essential that the MMP monitors the media not only to provide evidence of trends in coverage, but also to highlight best practice and offer practical solutions to ethical dilemmas.

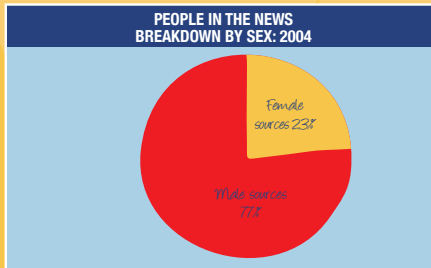
MMP betters media performance

World-class media monitoring methodologies, combined with cutting-edge communication techniques, have resulted in improved media performance. The MMP have tracked these changes...





In 1999, the MMP monitored the coverage of South Africa's second democratic national election across print, radio and television media - more than 7000 news items!¹ Female sources comprised a mere 10% of the total people who spoke in the news in 1999.



In 2004, the MMP monitored the coverage of the national elections again, monitoring coverage in print and broadcast media in 6000 news items². This time, female sources comprised 23% of the total number of people who spoke in the news.

¹ Media Monitoring Project. 1999. *So What's News in the Elections? Events Not Issues: An Analysis of Media Coverage of the 1999 Elections*. Available on www.mediamonitoring.org.za

² Media Monitoring Project. 2004. *Celebrating Democracy: X Making their Mark; An assessment and analysis of media coverage of the 2004 national elections*. Available on www.mediamonitoring.org.za.



While the MMP contends the number of female sources is still low, it indicates a more than double increase in the number of women speaking in the news, over a five-year period. This is a positive trend that could not have been tracked without media monitoring.

How does MMP improve media performance?

MMP produces results through scrupulous research, solid report writing, and by implementing tried-and-tested strategies for working with media. MMP's approach is multi-pronged:

- ① Industry-standard training of journalists equips them with the legal knowledge and practical know-how for human rights sensitive media production;
- ② Statistically-sound, comparative studies on various media houses' performances;
- ③ Positive Interaction, encouraging debate and sharing results with journalists.

What can MMP do for you?

MMP's suite of services for government, civil society organisations and corporate companies includes:

- ① Monitoring, analysis and evaluation on any human rights issue as reflected in the print, broadcast and electronic media. We have an impressive record of human rights monitoring, analysis and evaluation. Give us a call and we will design and implement a monitoring solution tailored to your needs and budget.



- ④ MMP will also happily undertake media profiles and analysis of your organisation or company.
- ④ We can organise monitoring, not only locally, but in various regions through our South African and African media monitoring partners.
- ④ Methodology formulation, advice, assistance and technical support on media monitoring. Media monitoring projects can be tricky to implement, but as it's our everyday business, we can provide assistance to you. If you need a statistically-accurate methodology, just some advice or a customised database designed, we can do it for you.
- ④ As an off-shoot of our monitoring work, we are able to customise a methodology and create a software application to enable international organisations to monitor the media in their different locations and immediately produce and compare results.
- ④ Training on media literacy, monitoring, getting your message across through the media, relationships with journalists. We also offer training to media practitioners on human rights issues including reporting on gender, children, race, and poverty.
- ④ Policy analysis and formulation. MMP has 13 years of media policy experience. We have made submissions to various governmental media policies produced in this time. Our policy work reflects a balance of the necessity for an open, inclusive media with a concern that the media not abuse its privileged position and contravene fundamental human rights principles. We have also assisted with the development of human-rights sensitive editorial codes. Including contributing to the SABC's editorial policies.

Contact the MMP now for your own customised solution on
mme@mediamonitors.org.za

