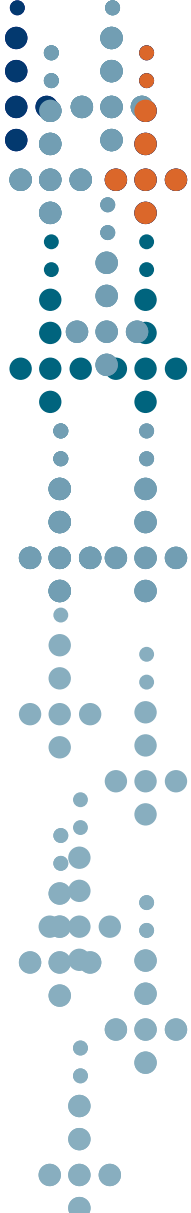


Getting the best out of the media

Analysis of media coverage of the 16 Days of No Violence
Against Women and Children campaign 2005



25 November - 10 December



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Executive Summary

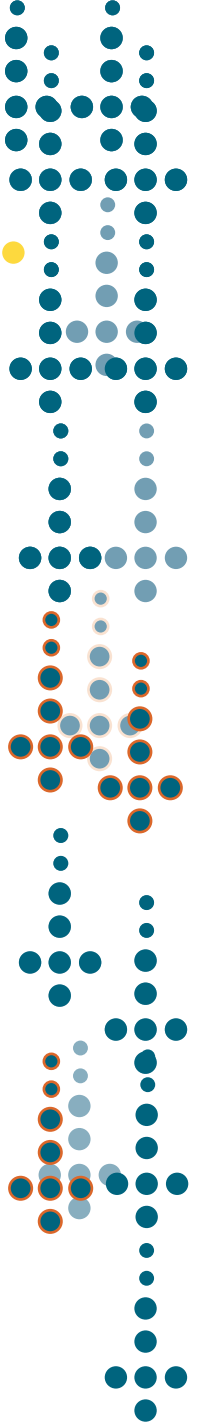
The Media Monitoring Project (MMP) found an increase in the amount of coverage provided to the 16 Days of Activism Campaign No Violence Against Women and Children during 2005. The majority of South African media performed particularly well, in some crucial respects the media performed better in comparison to the 16 Days of Activism Campaign in 2004.

The 2005 monitoring results revealed the following:

- **A greater effort** by government departments, non-governmental organisations, corporations and the media **in taking the 2005 16 Days of Activism Campaign on board.**
- The **highest number of female sources** were observed by the MMP in over one hundred monitoring projects conducted over the past thirteen years. As shown in Section 4.1.2 of this report female voices accounted for 55% of all people accessed for commentary.
- **More than half** of all stories (59%), where the sex of the journalist or author could be identified, were written by female journalists, in comparison to the 54% for 2004. See Section 4.2.1 of this report for a breakdown of journalists on the basis of sex of sources.
- A **notable increase in the number of stories focused on advocacy resisting violence against woman and child abuse.** In 2005, 16% of all stories monitored focused on advocacy, while in 2004 this figure was at 6%. Child abuse related topics in the media during 2005 constituted a large portion of items monitored (21%), in similar measure to 2004 findings. The major topics covered are discussed in Section 4.3 of this report.
- Similar patterns to previous years of monitoring of provincial coverage once again showed that **Gauteng, KwaZulu Natal and the Western Cape still dominated coverage** during the Campaign period in 2005. In fact, stories from Gauteng accounted for 29%, which is more than stories with a national focus which amounted to 26%. In 2004, national stories accounted for 27% of stories, with Gauteng at 22% and Kwazulu-Natal and the Western Cape each at 9%.

On the negative side, 2005 coverage revealed some deterioration from 2004 in relation to the nature of the coverage provided. In 2005, only 1% of all stories monitored during the Campaign were feature articles, in comparison with 8% noted for 2004. This reduction in the number of features and the







analysis of features and editorials covering the Campaign is a matter of concern. This is proof of the widespread simplistic and decontextualised nature of reporting on this very serious subject matter.

The other major findings from the 2005 monitoring research project include the following:

- On the basis of the quantity of coverage, the Daily Sun had the highest proportion of woman and child abuse stories.
- SAfm placed the items about the Campaign and woman and child abuse fairly prominently in prime-time news bulletins. The media's activities in this regard are provided in Section 4.7 of this report.
- In most cases journalists upheld the ethical principle that journalists should always seek and express the truth. Further analysis in this regard is available in Section 4.4 of this report.
- It was found that only six out of the 47 media monitored made the link between violence against women and children and the spread of HIV/AIDS. The Citizen, Die Burger, the Beeld, and the three SABC Television stations were the only media that made this link. Broader discussion surrounding HIV/AIDS is provided in Section 4.5 of this report.
- It was found that only 23% of all the articles relating to the abuse of women and children made the link between instance of abuse and the Campaign, despite the relatively high profile of the Campaign and its activities. This finding is explored in detail in Section 4.8 of this report.
- In some instance certain media struggled to minimise harm. Discussion of some examples in this regard are presented in Section 4.4.3 of this report.



I. Profile of the Media Monitoring Project

The Media Monitoring Project (MMP) is an independent, non-governmental organisation that has been monitoring the South African media on its representation of human rights since 1993.

Mission

The MMP aims to promote the development of a free, fair, ethical and critical media culture in South Africa and on the rest of the African continent.

Objectives

The core objectives of the MMP are to:

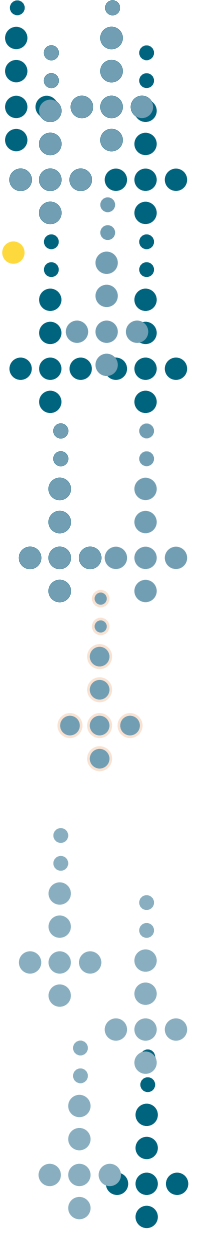
- Be the pre-eminent media “watchdog” in Africa;
- Inform and engage media professionals and other key stakeholders to improve the quality and ethics of news reporting in Africa; and
- Influence the development of robust and effective communication legislation and media codes of conduct in Africa.

Activities

The MMP offers a wide range of services to civil society organisations, media, government and non-governmental organisations in South Africa and in other African countries including the following:

- Reviewing and analysing the content, selection process and presentation of news reporting, in order to monitor the quality and ethical practices of broadcast, print and online media;
- Distributing regular reports on research findings and highlighting infringements of the media’s duties and responsibilities;
- Conducting in-depth research on specific issues (commissioned reports);
- Developing training materials, tools and best practices on ethical and fair media reporting; and
- Submitting proposals and other material for the development or amendment of policies and laws.





The MMP applies internationally recognised, state of the art monitoring and research methodologies. The MMP is the only independent non-governmental organisation in South Africa that monitors the representation of human rights issues in the media. It is also the only organisation that conducts in-depth, qualitative and comparative research in this field. The organisation's expertise is widely acknowledged by media stakeholders, the MMP is regularly invited to provide comment and presentations on a wide range of subjects in the media.

The MMP has conducted more than one hundred media monitoring projects in the last thirteen years. Most recently, the MMP was appointed as the data analyst and as a member of the planning committee for the 2005 Global Media Monitoring Project (GMMP), the largest monitoring project ever undertaken, involving just fewer than one hundred countries from across the world. Further, in 2004, the MMP was the first in South Africa to develop and implement a statistically sound, specially weighted media-rating tool, which was successfully piloted during the monitoring of the 2004 national elections. Furthermore, in 2002, the MMP served as the technical advisor and provided all of the quantitative analysis for the Gender & Media Baseline Study (GMBS). The GMBS analysed the representation of women in the media in thirteen countries across Southern Africa.

Other key focus areas of the MMP are addressed through the its own Anti-Discrimination Unit (ADU) which includes a focus on race, racism, xenophobia, HIV/AIDS, gender and sexuality, poverty, disability and representations of Africa. Since 1993 the MMP has undertaken numerous research projects and has made contributions to a number of media and human rights centred policies. The work of the organisation is further elaborated below.

Policy Interventions

The MMP has made numerous and regular contributions to the Independent Communications Authority of South Africa (ICASA), its predecessor, the Independent Broadcasting Authority (IBA), as well as, to parliament, on a wide range of issues related to media-related policies and media and communications in South Africa. Such submissions include the license hearings for e-tv, the revised code of conduct for broadcasters and most recently, the SABC television's draft licence conditions. The MMP has also made a number of submissions to parliament's Portfolio Committee on Communications such as the Broadcasting Amendment Bill, the Media Diversity Development Agency, the Transformation of the Advertising Industry and the ICASA Amendment Act, amongst others. Most recently, the MMP made a submission to ICASA on the draft telecommunications code of conduct for disability and presented to parliament on the Older Persons Bill, the Children's Bill and on the World Summit on the Information Society Civil Society Statement.





Monitoring Methodology and Database Specialists

The MMP has worked with a large number of civil society organisations including CIVICUS (an international coalition of non-governmental organisations), the Perinatal HIV Research Unit (PHRU), the Centre for the Study of Violence and Reconciliation (CSVR), the Media Institute of Southern Africa (MISA) and Gender Links. For each of these organisations the MMP was responsible for developing a monitoring methodology, specialised databases and generating quantitative results.

Media and Monitor Training

The MMP is responsible for training the monitors for each project on the specifics required for effectively and efficiently monitoring the relevant subject matter. Such training includes the development of comprehensive and coherent user-guides for the monitors and specialised and specific workshops. The MMP also regularly conducts training for a range of groups including the Institute for the Advancement of Journalism (IAJ), ABC Ulwazi, the University of the Witwatersrand and the South African National Editors' Forum (Sanef). The MMP has also trained members of the High Council of the Press in Rwanda in 2004 and 2005 so as to enable them to conduct their own media monitoring projects.

Human Rights Monitoring Experience

The MMP has wide-ranging expertise and experience in the field of human rights media monitoring. Since its establishment in 1993 the MMP has conducted analytic research on gender, race, xenophobia, children and people living with disabilities, poverty, HIV/AIDS and representations of Africa, as well as, other aspects of discrimination. Thus, the MMP's core competence is in the monitoring of media coverage on a wide range of human rights issues.

In 2005 the MMP undertook a monitoring project to assess the quantity and quality of the coverage of African countries in the South African media, across a broad range of the print and broadcast media. Building on well-established monitoring methodologies developed in the course of the numerous research projects successfully completed since 1993, the attention given to Africa was assessed for the degree of discrimination involved in the reporting, the subject matter of the stories concerned and the countries that predominated in the Africa sections of the major South African media.

Partnerships

The MMP has recently expanded its regional work through its partnerships with The Southern African Editors' Forum and a number of non-governmental organisations in the region and is the lead agency in the Southern African Media Action Plan (MAP) on HIV/AIDS and Gender. This latter project is a unique partnership between the media industry, civil society and the international community, that aims to improve the quality of media reporting on HIV/AIDS and gender, as well as, to mitigate the impact of the epidemic on the media industry in the SADC region. In 2004 and 2005 the MMP was commissioned by Konrad Adenau Stiftung (KAS) to undertake research on the monitoring and evaluation of KAS's election training workshops.





2. Introduction

The 16 Days of Activism: No Violence Against Women and Children Campaign is supported by the South African government, civil society, non-governmental organisations, big businesses and the media. The Campaign is run in parallel to the international Campaign called the 16 Days of Activism: No Violence Against Women, which is endorsed by the United Nations. Both Campaigns run annually between 25 November (International Day of No Violence Against Women) and 10 December (International Human Rights Day). The 16 Days of Activism Campaign in South Africa promotes peace and encourages the prevention of violence against women and children, who are widely acknowledged as the most vulnerable members of society and the most affected by crime. This Campaign aims to address violence against women and children in all forms, not only the extreme instances of physical or sexual violence, but also other less common forms of abuse such as emotional, psychological and economic abuse.


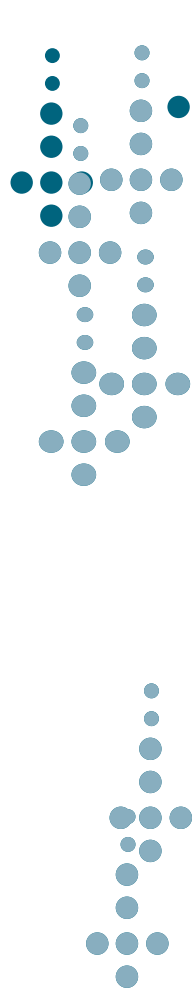
The Campaign was initiated by non-government organisations to raise awareness of state violence against women in Latin America, following the murder of the Mirabal sisters, Minerva, Patricia, and Marie Theresa. The organisations also spoke out against President Rafael Trujillo's violation of human rights. About a decade ago the United Nations declared 25 November International Day for the Prevention of Violence Against Women. Like many other countries, South Africa celebrates the Campaign annually, but also chose to include violence against children in the Campaign, due to the high levels of murder and rape of children in the country.

In a similar fashion to 2004, many South African government departments, non-government organisations, corporations and the media took the 2005 Campaign on board.

Consequently, it seemed reasonable to expect an increase in the amount of coverage of stories about the Campaign, as well as, stories on woman and child abuse during the Campaign. An increase in coverage was expected to demonstrate support for the Campaign and raise awareness of woman and child abuse issues in South Africa.

Since 1993 the MMP has undertaken numerous research projects into the representation of gender-based violence, woman and child abuse. As a result of these media monitoring projects, the MMP has often levelled constructive criticism against the media for the manner in which such issues have tend to be represented such as the following:

- Previous MMP research has shown that gender-based violence and violence against women and children is often represented in the media in a simplistic and event-based fashion;

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- Coverage tends to reinforce the victimisation that the women and children have already experienced during the instance of abuse; and
 - Previous research has also shown that gender-based violence and woman and child abuse receives significantly more media coverage during the annual 16 Days of Activism Campaign, with a sharp decline in coverage once the Campaign is over.

Following on from the research conducted in 2004, the MMP in 2005 conducted a media monitoring project which aimed to analyse both the quantity and quality of the coverage afforded to the Campaign, instances of gender-based violence and woman and child abuse in the South African media for the duration of the Campaign.

The 2005 research anticipated some positive changes in the representation of women and children in the news items that focused on gender-based violence and child abuse. It was expected that the Campaign itself, gender-based violence and child abuse would receive increased, in-depth, analytical and contextual coverage, in comparison to previous years. It was also anticipated that instead of being represented as victims, women and children would be represented in the media as survivors, able to change their lives for the better.

In 2005 the Heinrich Boll Foundation and the Foundation for Human Rights supported the MMP's monitoring and research. The MMP monitored 47 print, radio, and television media from across South Africa for the duration of the Campaign. One of the MMP's key activities for the period included the design of a rating system for the media which rated the different media's coverage of the Campaign against one another, rather than against an ideal. The rating system is described more fully in Section 3.2 of this report.

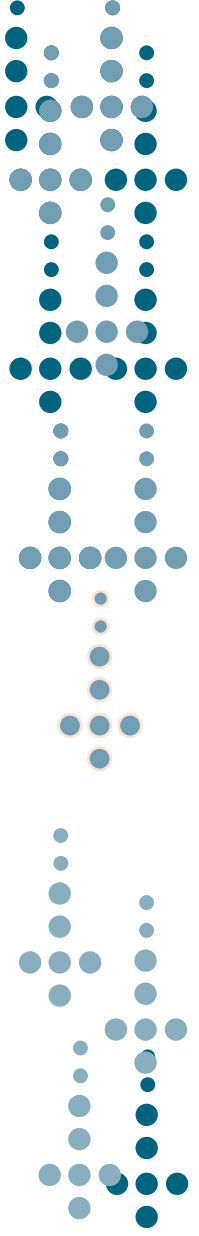
2.1 MMP's activities during the Campaign

In addition to monitoring the South African media during the Campaign period (as outlined below) the MMP's other activities for the Campaign included:

- Issuing of updates;
- Issuing of challenges;
- Conducting media analyses;
- Participating in media interviews and live debates;
- Hosting a debate at Constitution Hill on the value of the 16 Days of Activism Campaign;
- Assessing the value of print media coverage; and
- Holding a Media and Minors Radio Conference.

During the Campaign the MMP conducted a number of activities for and with the media about the coverage of the Campaign. The MMP released regular updates on the media's coverage of the Campaign, assessing the commitment





of the different media to reporting the events and activities associated with the Campaign, as well as, the media's coverage of instances of woman and child abuse. The MMP also issued challenges to the media to approach the coverage of those instances of abuse in different ways and to big corporations to extend their support to the Campaign. The media assessed were monitored on a daily basis for a range of issues and information, as detailed in the research design in Section 3 of this report.

The MMP was also regularly accessed for comment by the media on a number of issues surrounding the Campaign, including the presentation in interviews and discussions about MMP's preliminary research findings in 2005. The major findings of the 2005 monitoring in relation to the challenges set are presented in Section 4 of this report.

Another component of the MMP's activities for the Campaign included an assessment of the monitorial value of a print media coverage of the Campaign, particularly the value of government coverage. This was done by establishing the equivalent adspend of the space taken by 16 days Campaign coverage. A similar process was undertaken for the 2004 Campaign.

2.1.1 Debate at Constitutional Hill

During the 16 Days of Activism Campaign in 2005, the MMP organised a panel discussion on the topic titled, *16 Days of Activism Campaign: a high horse for gender activists, or a valuable Campaign?*

The speakers included:


- Amina Frense, a representative from MISA-SA/SANEF;
- Cheryl Gillwald, the Deputy Minister of Correctional Services;
- Colleen Lowe Morna, the Executive Director of Gender Links; and
- William Bird, the Director of the Media Monitoring Project.

Panellists included:

- Sheila Meintjes, a lecturer at the University of the Witwatersrand;
- Nicole Fritz, a representative from the SADC Centre for Litigation; and
- Sisonke Msimang, a representative from the Open Society Institute for Southern Africa.

The debate was chaired by John Perlman, a radio journalist from SAfm.

Discussions during the debate focused on the value of the Campaign, and why the media should support it, or even care about it. During the debate, MMP presented some of the major research findings from the 2004 16 Days of Activism Campaign. Questions were posed as to whether or not





there would be an improvement in the media's coverage of the Campaign in 2005.

The debate also raised issues surrounding the grouping of women and children as victims during the Campaign and during the course of the rest of the year, as well as, masculinity and the media's handling of gender-based violence.

2.I.2 Media and Minors

The MMP together with SAfm also embarked on a new idea during the 2005 Campaign which involved holding a series of radio conferences with the purpose of discussing some of the most pertinent issues relating to gender-based violence and child abuse during the Campaign. Children participated in one of the sessions in the Media and Minors conference.





3. The MMP's Monitoring Research Design

3.1 What MMP did and why?


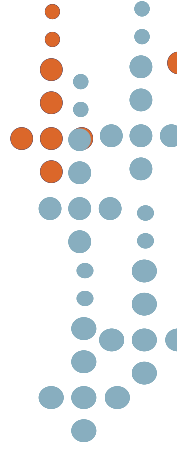
As a human rights organisation, and following on from previous years of research, the MMP monitored the South African media's coverage of the Campaign and gender-based violence and child abuse in 2005 in order to ascertain the following:

- Who speaks on and/or about gender-based violence, child abuse, and/or the 16 Days of Activism Campaign in the media?
- Who says what?
- What forms do these stories take?
- Where do these stories come from?
- Who compiles these stories?
- How are these stories covered?
- What are the common messages that the media provides in its coverage of the Campaign, gender-based violence and child abuse?
- What is the quality of these stories? Do these stories adhere to basic journalistic ethical principles?

The 2005 media monitoring strategy was compiled taking the following key assumptions into consideration:

- Violence against women and children constitutes a fundamental violation of their human rights;
- Domestic violence, rape and femicide are often under-reported and marginalised in the media and this state of affairs needs to be challenged;
- The dignity of the woman and/or the child concerned is paramount. They both have the right to be depicted as individual human beings and should not merely be reduced in status to that of statistics or victims;
- Women and children have the right to privacy and confidentiality. They should also be treated with respect and dignity;



- 
- 
- Survivors of violence have the right to have their perspectives told either by themselves, if they are willing, or if they are not, by organisations that fight for the rights of abused women and children; and
 - Organisations are not obliged to divulge information about survivors of violence.

In 2005 the media were monitored over a twenty-day period, from 21 November (four days before the launch of the Campaign) until 14 December (four days after the Campaign period ended). The 47 media that were monitored reflect differences across the daily and weekly print media, radio and television media, and across the different provinces and languages. The media monitored also represented community, commercial and public service media. Each medium was monitored by a first language speaker; these monitors submitted monitoring details to the MMP on a daily basis.

Each monitor of the print media monitored one daily newspaper edition. Certain weekly newspapers were also monitored. All sections and supplements in the relevant papers (excluding letters, reviews, television schedules and advertisements) were monitored. If particular supplements were monitored due to their focus on the Campaign and other related activities, the content was clearly marked as sponsored.

The print media that was monitored included newspapers from Gauteng, Mpumalanga, Limpopo, KwaZulu-Natal, the Eastern Cape and the Western Cape.

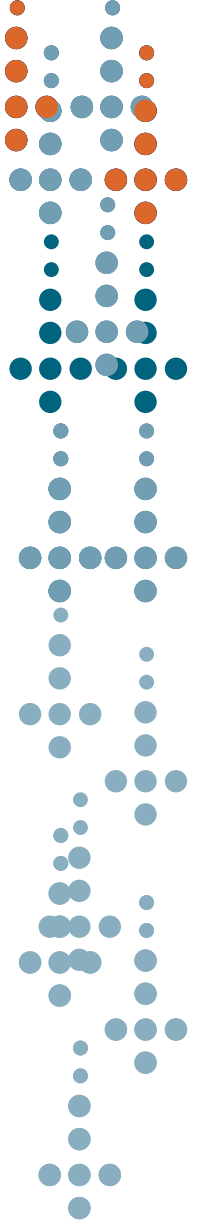
For radio, three prime-time news bulletins were monitored per day; in the early morning (between 06h00 and 09h00), at lunchtime (between 12:h00 and 14h00) and in the late afternoon (between 16h00 – 18h00). In addition, one current affairs programme was monitored each week. Over the weekends, only two news bulletins were monitored daily.

The radio stations that were monitored included the national public service entities that broadcast in a range of official languages, as well as, commercial and community radio stations in Gauteng, the Western Cape and the Eastern Cape.

For television media, the MMP monitored the primetime news bulletins on a daily basis including the weekend bulletins for e-tv (in English), SABC 1 (in isiXhosa), SABC 2 (in Afrikaans and seSotho) and SABC 3 (in English).

The media were monitored using a range of criteria including the topic, the origin and the sources of an item, the issues raised, specific details about who speaks in each story, as well as, the key messages in each of the items. The information from just fewer than 6000 items monitored was captured into a database so as to enable easy access to quantifiable data. Quantitative results were released regularly, in conjunction with qualitative analyses and updates on the Campaign. The updates aimed to typify the media's coverage of the Campaign and to identify the trends, instances of best practice and outstanding examples, as well as, areas of concern in the media's coverage of particular instances of gender-based violence and child abuse.





Another strategic element that MMP implemented during the 2005 Campaign was the monitoring of key journalistic principles. This element of the method enabled an assessment of the quality of the stories. The MMP chose to include this element in its method by using internationally accepted, ethical standards of journalism. Monitors needed to determine whether the journalistic ethical principles were clearly supported or clearly violated in the stories. The principles outlined clear ethical guidelines that promote respect for human rights and promote best practice. The strategy enabled the MMP to determine which of the ethical principles were most regularly and clearly supported/ protected and which were most often clearly violated/ ignored by the media. The method only allowed for one ethical principle per item to be either supported or violated.

Following on from 2004, a key part of the monitoring strategy that the MMP used in 2005 was the monitoring of key messages; a method that the MMP has successfully implemented in many other media monitoring projects. For the MMP's purposes a list of key messages was drawn up; determined by the monitor reading between the lines in a news item, beyond what was clearly stated, in order to determine any underlying messages or themes. The key messages used during the MMP's monitoring related to positive and negative social representations, generalisations and common stereotypes on race, gender, children, HIV/ AIDS and disability. The list from 2004 was adapted to the aims of the 2005 Campaign, with some of the messages focusing on partnerships between government and civil society.

The advantage of key message monitoring is that it allows for a standardised and quantifiable method for analysing the qualitative elements of a news item. The monitors were able to scrutinise the discourses present in a news item, even if such discourses were not overtly stated in the quantitative information that was captured. Key messages were selected only where the language and tone used in the headline and in the content of an item was clearly oriented towards one or many of the listed key messages.

Following on from the monitoring results gleaned from the 2004 Campaign, the MMP in 2005 made sure that the approach identified whether or not a relevant item made reference to the 16 Days of Activism Campaign. If an item was about the Campaign, or mentioned the Campaign in the context of gender-based violence or child abuse, the monitors noted it. If a story was about gender-based violence or child abuse, but made no mention of the Campaign, it was still monitored, but differentiated from the other items that mentioned the Campaign. This enabled the MMP to determine exactly how much of the media's coverage of gender-based violence and child abuse actually acknowledged the Campaign during the period when it was running throughout the country.

Wherever possible, comparisons have been made with the 2004 media monitoring results. However, the 2005 monitoring process included



a number of new elements that were aimed at improving the research results that were not included in the 2004 research. Consequently, efforts to systematically draw comparisons between 2004 and 2005 results have been affected, especially in instances where aspects of the data captured had been updated, so as to better reflect current circumstances.

3.1.1 Mediums Monitored

Table 1 shows the 47 media (including all print, radio and television media) from across the country that were monitored for their coverage of the 16 Days of Activism Campaign in 2005 in South Africa.

**TABLE
1**

Media Monitored in 2005

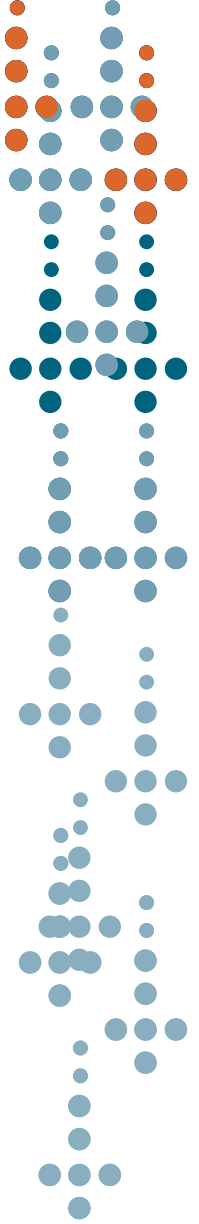
Medium	Medium
Beeld	Nova
Bush Radio	Radio 702
Business Day	Rapport
Cape Times	RSG
Capricorn Voice	SABC 1
City Press	SABC 2 Sesotho
CKI	SABC 2 Afrikaans
Daily Dispatch	SABC 3
Daily News	SAfm
Daily Sun	Saturday Star
Die Burger	Sowetan
Die Son	Sunday Independent
EP Herald	Sunday Sun
e-tv	Sunday Times
Ilanga	Sunday Tribune
Independent on Saturday	Sunday World
Isolezwe	The Citizen
Jozi Fm	The Mirror
Kaya Fm	The Star
Laevelder/Lowvelder	The Voice
Lesedi Fm	Ukhozi Fm
Mail & Guardian	Umhlobo Wenene Fm
Metro Fm	Weekend Argus
Motsweding Fm	

3.2 Rating the Media

Previous years of monitoring highlighted two potential areas for development. The first, lay in making the wealth of information gleaned from the monitoring quickly and easily accessible to key media stakeholders during the monitoring period. The second, was that discussions with media stakeholders revealed the importance, not only of highlighting weaknesses in coverage, but also the need to highlight the strengths.

In order to address both of these areas of concern the MMP, together with statistical experts from the University of the Witwatersrand's Data Management and Statistical Analysis Services (DMSA), developed a media rating system.





While the potential limitations of the monitoring in previous years have been acknowledged, it must be stressed that the system in 2005 was developed to the highest standards to ensure improved accuracy and fairness. The head of DMSA, Dr Mark Paiker, the Head of the Wits School of Statistics & Actuarial Science, Professor Paul Fatti, as well as the MMP's data specialist worked on the development of the improved system. In order to ensure that the system would be even more robust, the MMP also incorporated the key comments and suggestions made by Professor Anton Harber, who holds the Caxton Professorship for Journalism and Media Studies at the University of the Witwatersrand.

3.2.1 How did the Media Rating System Work?

The information captured in the database was run through a series of automated queries and then analysed. The results from thirty queries per medium were then fed into the media rating system which produced three sets of ratings for each of the mediums that were monitored. Over thirty different criteria made up the media rating system. Criteria were weighted and calculated statistically to ensure validity, balance and fairness.

3.2.2 The Three Media Ratings

1. **The overall 16 Days Coverage Rating:** this rating, included information required for the coverage of gender-based violence and child abuse. The overall rating also included an analysis of the overall total of 16 Days election items, the prominence afforded to the items on the Campaign, gender-based violence and child abuse (i.e. where they appeared in a bulletin or current affairs programme), and if there was any focus on key gender and child rights issues.
The overall rating takes all of the monitoring criteria into account, including the size of the item, its placement in the medium, the topic, the sources accessed for comment, the key messages used and the ethical principles that were either violated or supported.
2. **The Gender Rating:** in addition to the overall rating, the MMP also rated the media's performance in its gender coverage. This rating consisted of queries surrounding items that dealt specifically with gender-based violence.
3. **The Children Rating:** this rating provided a gauge of the media's coverage of child abuse and children's issues and concerns.

Table 2 below shows the media ratings across television, radio and the daily and weekly print media. Column C and D reflect the ratings for gender and children respectively. As mentioned earlier, the overall rating (in column B) takes all of the monitoring criteria into account.

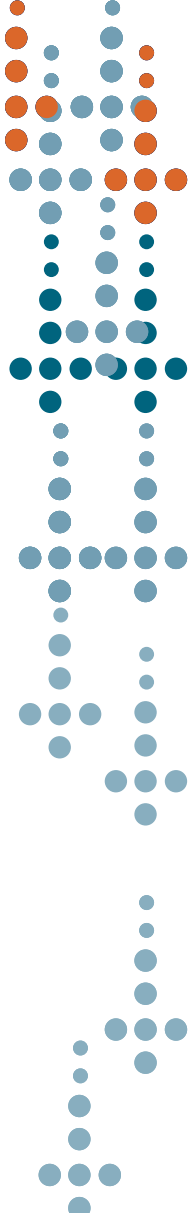


**TABLE
2**

Media Ratings in 2005

A	B	C	D
Television media	Overall Rating	Gender Rating	Children Rating
SABC 2	1	2	1
SABC 3	2	1	2
e-tv	3	4	3
SABC 1	4	3	4
Radio media			
CKI	1	1	2
Kaya Fm	2	2	1
Jozi Fm	3	4	3
Motsweding Fm	4	5	7
SAfm	5	6	5
RSG	6	8	4
Radio 702	7	7	9
Ukhozi Fm	8	3	10
Lesedi Fm	9	11	6
Umhlobo Wenene Fm	10	10	8
Metro Fm	11	9	11
Daily print media			
Die Burger	1	2	1
The Star	2	1	3
The Citizen	3	3	10
Daily Dispatch	4	4	9
EP Herald	5	9	2
Daily News	6	5	11
Sowetan	7	7	6
Beeld	8	11	4
Die Son	9	8	5
Nova	10	10	7
The Voice	11	13	8
Daily Sun	12	12	12
Cape Times	13	6	13
Business Day	14	14	14
Weekly and bi-weekly print media			
Laevelder/Lowvelder	1	1	1
Sunday Independent	2	3	3
Isolezwe	3	9	2
Weekend Argus	4	5	4
Sunday World	5	8	5
Sunday Times	6	4	9
Saturday Star	7	7	8
Ilanga	8	2	14
City Press	9	13	6
Sunday Tribune	10	12	11
Capricorn Voice	11	15	7
Sunday Sun	12	14	10
Independent on Saturday	13	10	13
The Mirror	14	16	12
Rapport	15	11	15
Mail & Guardian	16	6	16





3.3 Limitations

Some of the limitations of the 2005 research project occurred in the monitoring of the radio media. The MMP's resources only allowed for the monitoring of three primetime news bulletins and one current affairs programme daily. Thus, this did not allow for the monitoring of other programmes, discussions or debates that the relevant radio media may have devoted to the 16 Days of Activism Campaign and the resultant issues and events. When the MMP was aware of such programmes specifically devoted to the Campaign these programmes were monitored, but this was not always possible.

Another limitation relates to the possibility that the monitors might have interpreted news items differently (based on their own personal presuppositions). This limitation is always a major concern for media monitoring research that aims to be impartial. Consequently, the MMP made a deliberate effort to ensure that the monitoring of all mediums was standardised. To this end, MMP monitors received standardised training. The training included a practical session in which the monitors were afforded the opportunity to monitor the same articles together, so that they could understand exactly what was required of them. The training made it clear that the monitors should only monitor what was in a story; they were not allowed to analyse an item based on their own knowledge arising from outside of a story.



4. Findings

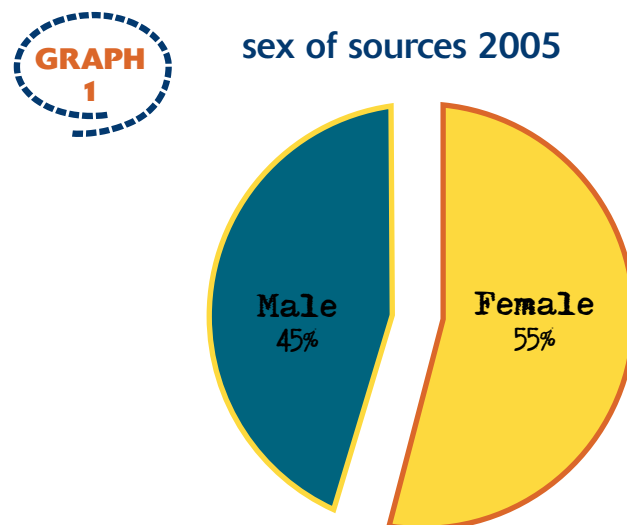
4.I Sources

For the purposes of this project, the MMP defined a source as any person who is directly or indirectly accessed (i.e. either directly or indirectly quoted) in the item, as well as, any person who is clearly depicted in a cartoon or image.

For images, a source was defined as any person who could be clearly identified in an image, and who was the subject or main focus of such images. People were only coded in images when an image was coded separately from a story. In capturing the source, three pieces of information were required for each source: who is accessed, their role and their sex.

4.I.I Sex of Sources

Graph 1 below presents a gender breakdown of the sex of the sources accessed in stories on gender-based violence and child abuse during the 2005 media monitoring Campaign period.

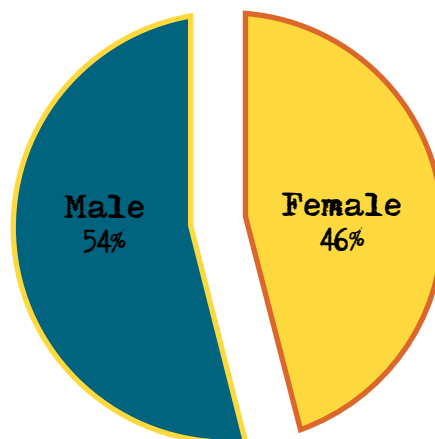


As illustrated in Graph 1, in 2005, the media included more female than male sources. The impressive use of 55% female sources is a particularly noteworthy achievement and represents a 9% increase from the 2004 findings, where women accounted for only 46% of sources in those instances where the sex of the sources could be identified (refer to Graph 2).



GRAPH
2

sex of sources 2004



One of the major achievements of the 2005 Campaign was the broad-based media support for the Campaign, most notably by the Independent Group and the SABC. Another major achievement for the media is the high number of women who spoke in the news during the period of the Campaign.

The 2005 Campaign accessed the highest number of female sources that the MMP has monitored in any of its more than one hundred monitoring projects over the last thirteen years. For instance, in the MAP research project which assessed the representation of gender and HIV/AIDS concerns regionally and nationally it was found that women accounted for only 40% and men for 60% of all sources.

The improved pattern of distribution of the sex of sources in the representation of the 2005 Campaign is an achievement that the South African media can celebrate! However, while the increased use of women sources implies a greater commitment on the part of the media to utilise the viewpoints of more female sources, such figures could also indicate a tendency to regard gender-based violence and child abuse as an essentially female concern. Such patterns could also point to the increased tendency of women sources to be more vocal on these issues.

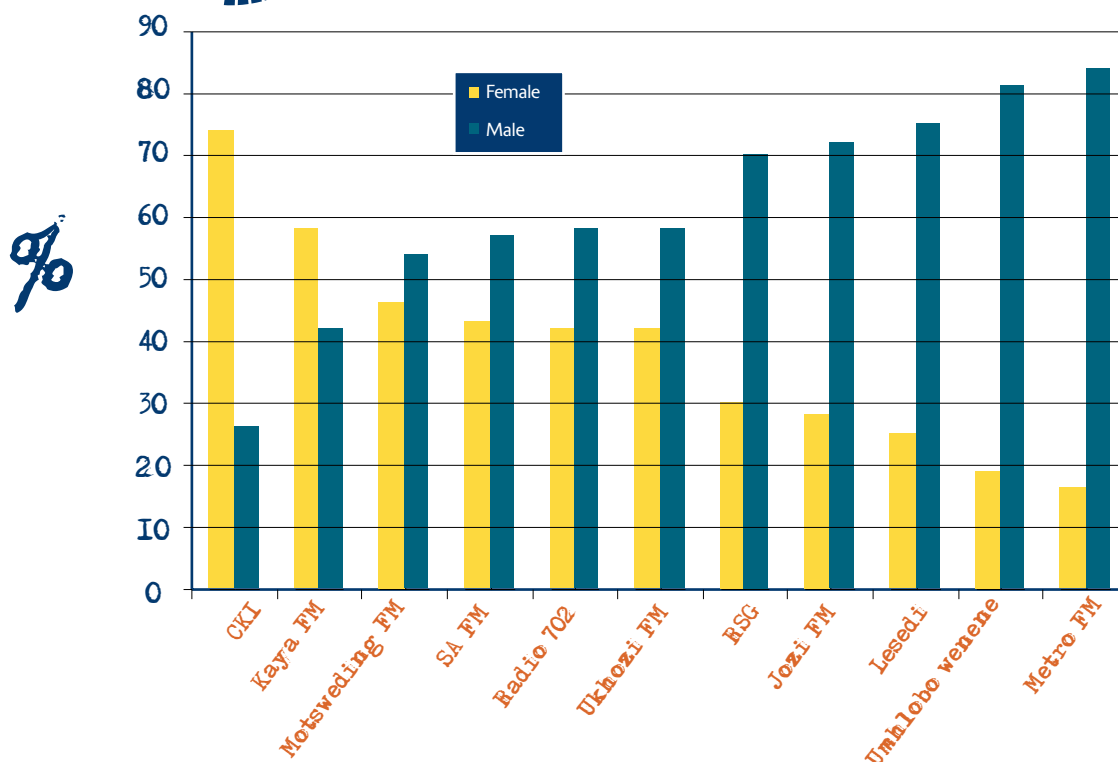
4.I.2 How do the Media Fare on the Sex of Sources?

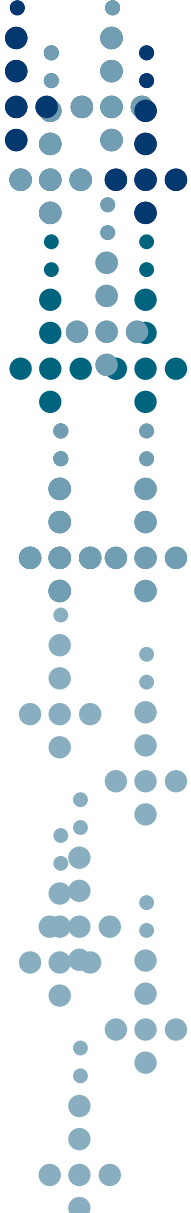
Graph 3 illustrates the proportional breakdown of male and female sources across the radio media monitored, while Graphs 4, 5 and 6 show the position regarding television, and the weekly and daily print media respectively. As shown in these graphs, the monitoring revealed a highly uneven use of female sources across the 47 media that were monitored in 2005.

On radio in 2005, the public service Eastern Cape radio station, CKI, and the private commercial station, Kaya FM, used the highest proportion of female sources as seen in Graph 3 below.

GRAPH 3

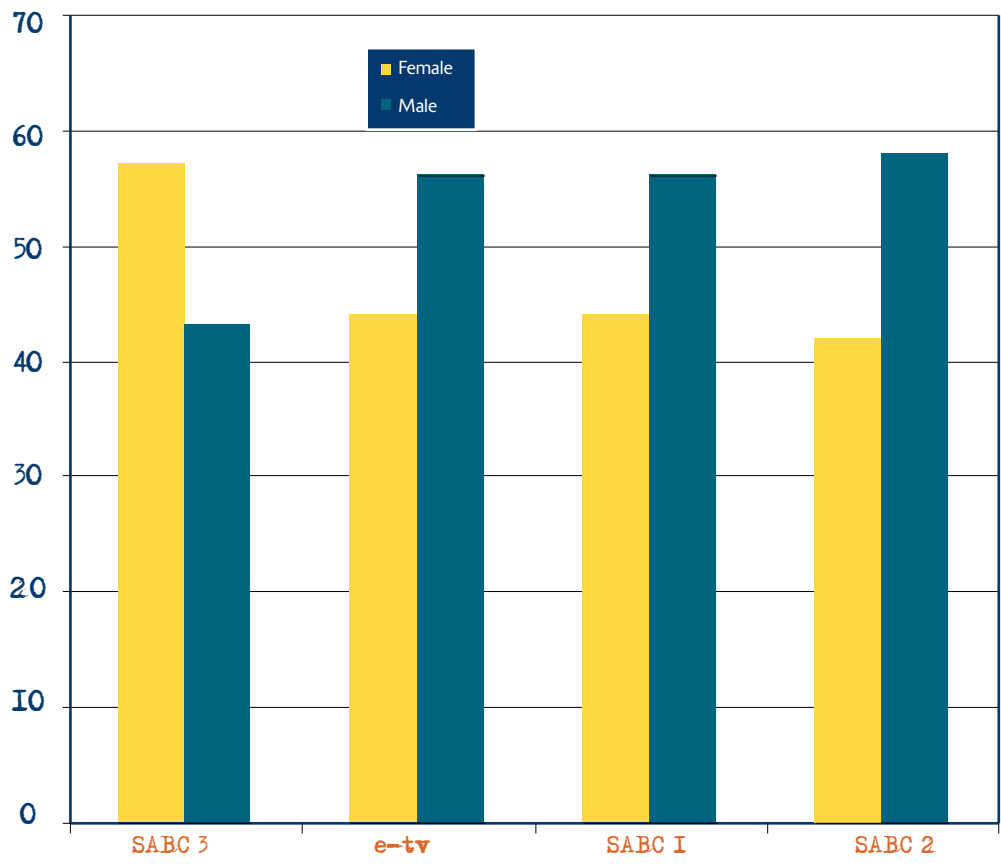
sex of sources on radio







On television in 2005, the English language news on SABC 3 had 57% female sources, while the Afrikaans and seSotho language news bulletins on SABC 2 included 44% of female sources. For the SABC 1 isiXhosa and isiZulu language news bulletins 42% of sources were female as shown in Graph 4 below.

GRAPH 4 sex of sources on television 2005





The results for the print media, presented in Graphs 5 and below 6, show that with the exception of the Laevelder, and the Daily Dispatch, male sources dominated coverage of gender based violence and child abuse stories across the daily and weekly print media.

In weekly print, the bi-weekly community newspaper, Laevelder, based in Mpumalanga, had a good showing of 63% female sources followed by the Zulu-language newspaper, Ilanga, with 45% of female sources. The Sunday Sun and the Sunday Independent also performed reasonably well in accessing 40 % of female sources. Graph 5 also illustrates that in contrast to the admirable performance of these media, most of the other weekly print media included a low proportion of female voices. In this regard, the monitoring revealed very similar patterns across most of the other weekly print media, with the Sunday Tribune, Saturday Star, Weekend Argus, Independent on Saturday, Sunday World and City Press, all grouped between 25% and 30% of female of sources.

Interestingly, the Mail and Guardian had a relatively low proportion of female sources over the period of the Campaign with a total with 35% of female sources. As a medium with a reputation for more progressive and more gender-sensitive coverage and a female editor, it could be expected for this medium to have included a larger proportion of female sources than many of the other media monitored. However, in 2005 the Mail and Guardian were quantitatively outperformed in the utilisation of female sources by the Lowvelder, Ilanga, Sunday Independent and the Sunday Sun.

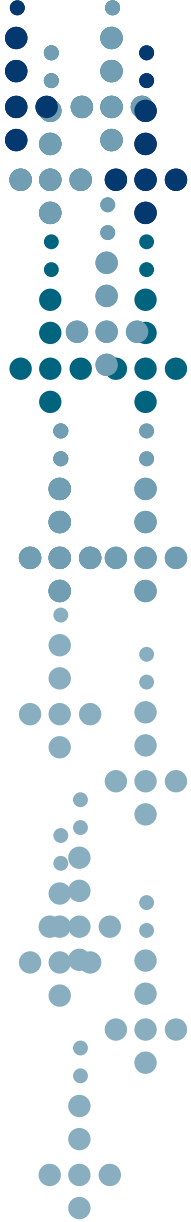
Graph 6 shows that besides the Daily Dispatch, where women sources accounted for 57% of sources, male sources dominated the coverage in the daily print media. As illustrated in Graph 6, broadsheet newspapers such as the EP Herald, the Star, the Beeld and the Cape Times disappointingly did not access an equitable number of female and male sources. The EP Herald accounted for 38% of women sourced, while the Star had 33% and the Cape Times 32 % of women sources. For the Beeld, the figure for women sources stood at 31%.

The coverage in the highest selling newspaper in South Africa, the Daily Sun, utilised female sources just under one third of the time (31%).

However, these media did perform better than a number of daily newspapers at the lower end of the scale, which utilised less than 25% of female sources. Included amongst these media were the Citizen (25%), Isolezwe (23%), Business Day (22%), Sowetan (22%), The Mirror (21%) and the Capricorn Voice which had the poorest showing with only 16%.

The low proportion of female sources in the Citizen, Sowetan and Business Day are particularly worrisome. The limited opportunities provided to women to present and see their views and opinions reflected in nationally distributed daily newspapers with large readerships, such as the Citizen and Sowetan is concerning. In sharp contrast to the proportion of female sources utilised by other media including the Daily Sun, the Sowetan in particular made use of a minuscule 22 % of female sources. As a medium read by millions of people





across the country, it is imperative for the Sowetan tries to surpass the performance of competing newspapers such as the Daily Sun.

The limited representation of women amongst sources in the Business Day similarly necessitates increased further effort in terms of greater gender equity in its representation. As a medium primarily focused on business issues, it is imperative for the Business Day to include more female sources in an effort to challenge prevailing gender stereotypes, and to represent women in a diversity of roles and occupations, beyond the private sphere of the household.

With respect to the commercial Afrikaans language newspapers, there does not seem to have been a major difference in the proportion of female sources accessed across the three daily newspapers that were monitored. The Beeld and Die Burger each had 31% women accessed, while the tabloid publication, Die Son, utilised 33% of women sources.

A slightly better performance was however noted for the Afrikaans Sunday weekly, Rapport. This newspaper performed the best out of all of the monolingual Afrikaans language media in accessing comment from women. This medium included a 35% contribution by female sources. The Afrikaans and English bilingual community publication, Lowvelder, was one of two newspapers to include used a majority of female sources (63%).

It is also interesting to observe that for both weekly and daily print media, regionally focused media outperformed the more nationally oriented newspapers. From Graph 5, it is evident that the Nelspruit based community newspaper, Lowvelder and the Kwazulu-Natal focused Zulu-language Ilanga, were more likely to include women's voices than other national weekly media.

Similarly, Graph 6 points to the Eastern Cape outlet of the Independent group is where the EP Herald and East London's, Daily Dispatch performed best in their utilisation of female sources. Although part of national media houses, the focus in these papers is primarily on matters of regional concern. The utilisation of more female sources at regional level should be seen as a positive development in locating and accessing more women sources at a grassroots level.

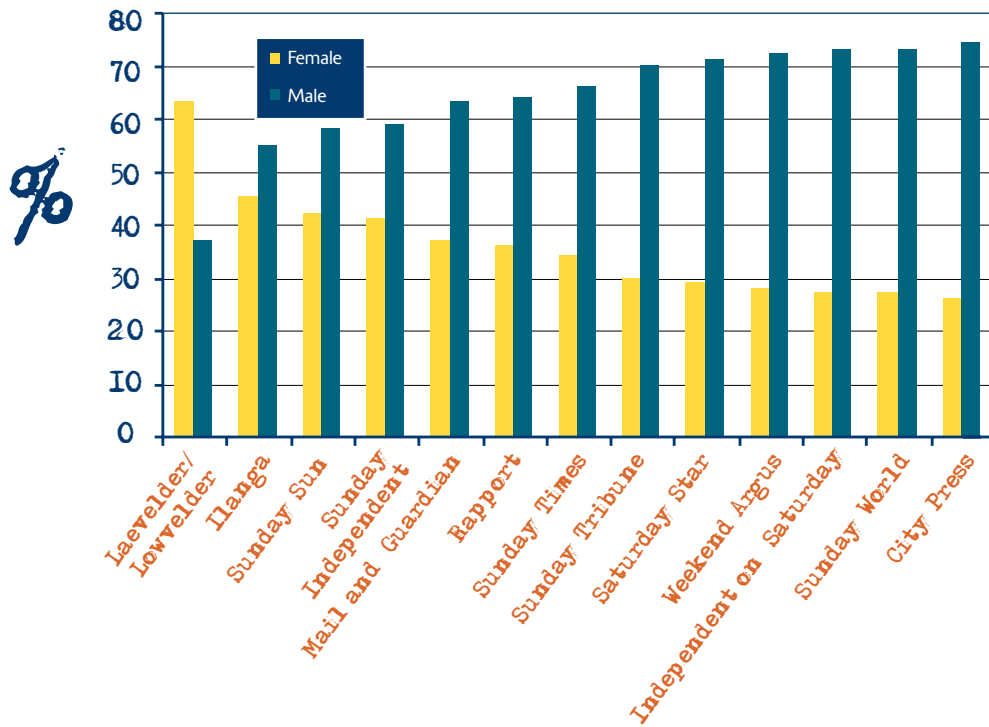
While weekly community papers, such as the Lowvelder, do seem to be performing exceedingly well in representing the views of women, the same picture does not appear to apply to regional daily community print media, particularly in the Limpopo province. Both of the newspapers emanating from this province revealed extremely low numbers of women sources, with The Mirror at 21% and the Capricorn Voice at 15%.

In comparing the weekly and daily editions of the Sun newspapers, it is apparent that there is a sharp discrepancy between the proportion of female sources in the Sunday Sun and the Daily Sun. The monitoring found that the Sunday Sun included as much as 40% of female sources as compared to only 32% for the Daily Sun, the newspaper with the highest readership in South Africa.

Such patterns seem to approximate the overall trend of weekly print media entities outperforming their daily print counterparts in accessing a higher proportion of female sources.

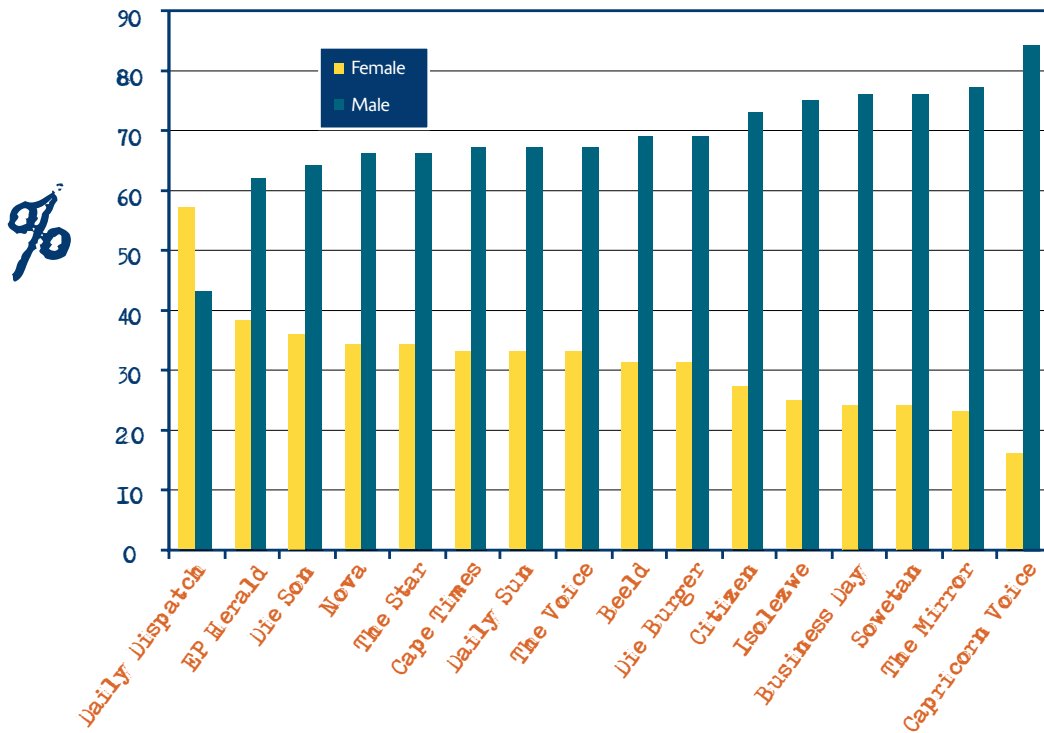
GRAPH
5

sex of sources in weekly print media - 2005



GRAPH 6

sex of sources in daily print media 2005

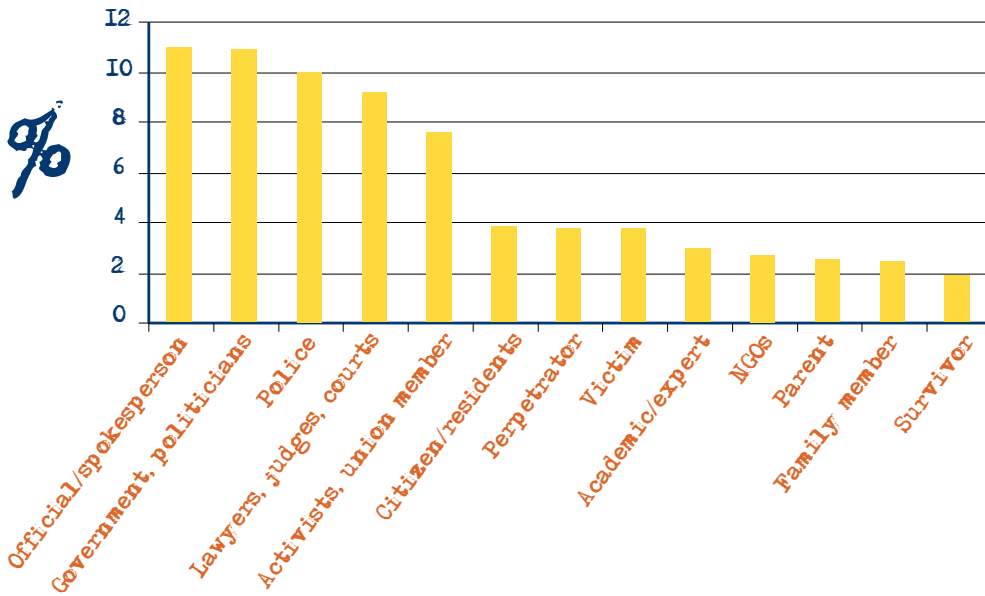


4.1.3 Roles of Sources

Graph 7 below outlines the thirteen most prominent roles of people (both male and female) referred to in sources that tended to be accessed by the media. The people accessed for their views and opinions across the media scrutinised were categorised into a total of thirty-three roles. For the project, a role referred to the capacity in which a source is accessed. This might be the person’s occupation or position in society, in other cases it could be the function they have in the story or their predisposition as a hero, villain, witness, victim or survivor.

GRAPH 7

top 13 roles for sources 2005

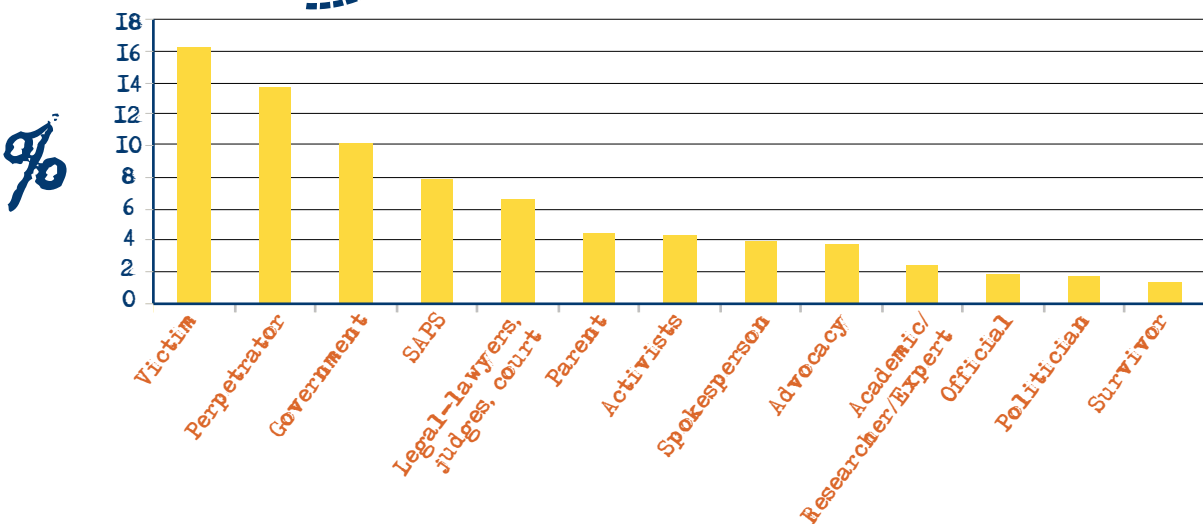


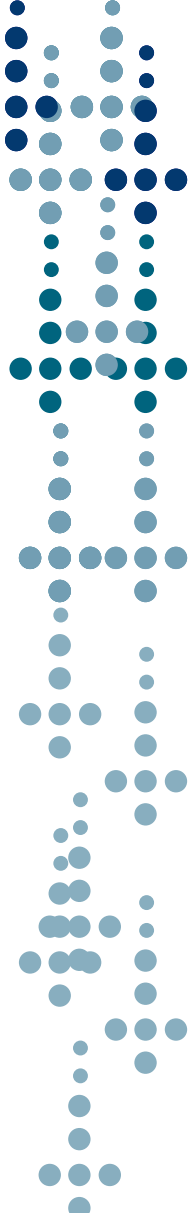
The roles chosen to represent people in stories bear some similarity with the 2004 findings, as well as some major differences (refer to Graph 7.1 below). The 2005 research has found similarities in the proportion of Governmental (11% in 2004, compared to 10% in 2004), Police (10% in 2005, compared to 8% in 2004) and legal (9% in 2005, compared to 7% in 2004). Major improvements from 2004 have however, been noted in the proportion of sources accessed in the roles of victim, perpetrator and activist.

The proportion of activists has for example doubled from the 4% noted in 2004, to the 8% found in 2005.

GRAPH 7.1

top 13 roles for sources 2004





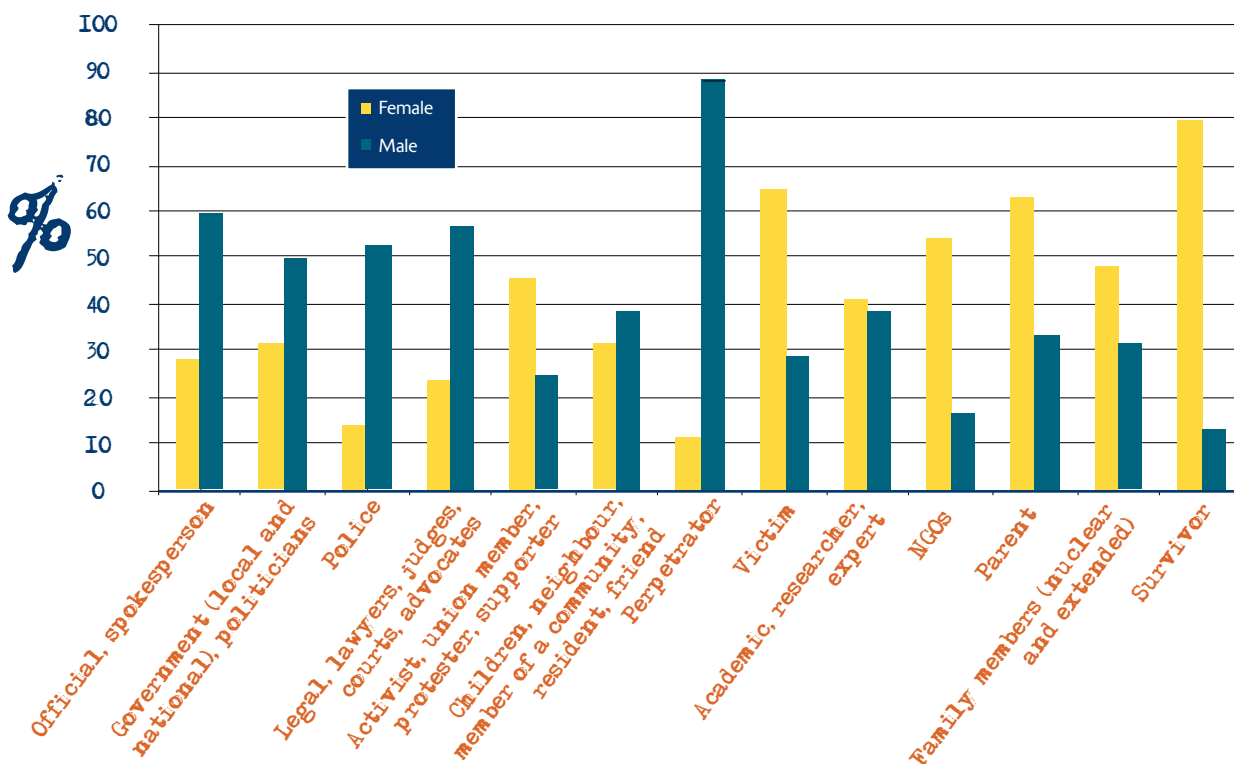
One of the MMP's challenges to the media in 2004 and in 2005 was to encourage the media to refer to women and children who had been abused as "survivors" of abuse, rather than as "victims" of abuse. The use of the term "survivor" is preferred because it results in a far more positive and proactive representation of such persons, providing them with agency, in contrast to the objectification that arises when they are referred to as passive victims. As Graph 7 shows, 2% of all sources were accessed in the role of survivor. This result suggests that while there is still scope for improvement, the media is making an effort not to refer to women and children as "victims" of abuse. However, while 2% for this role is hardly a large proportion, the higher percentages of sources accessed as citizens or residents (4%), parents (3%) and family members (2%) were encouraging. Such figures point to an increased awareness by the media of the necessity to access a wider range of people and to include a greater variety of perspectives, especially from people at grassroots level.

4.I.4 Gender Roles

Graph 8 below shows the extent to which men and women were accessed in their various roles, where the gender of the source was clearly known. Graph 8 illustrates the top 13 categories of the roles that were monitored in 2005.

GRAPH 8

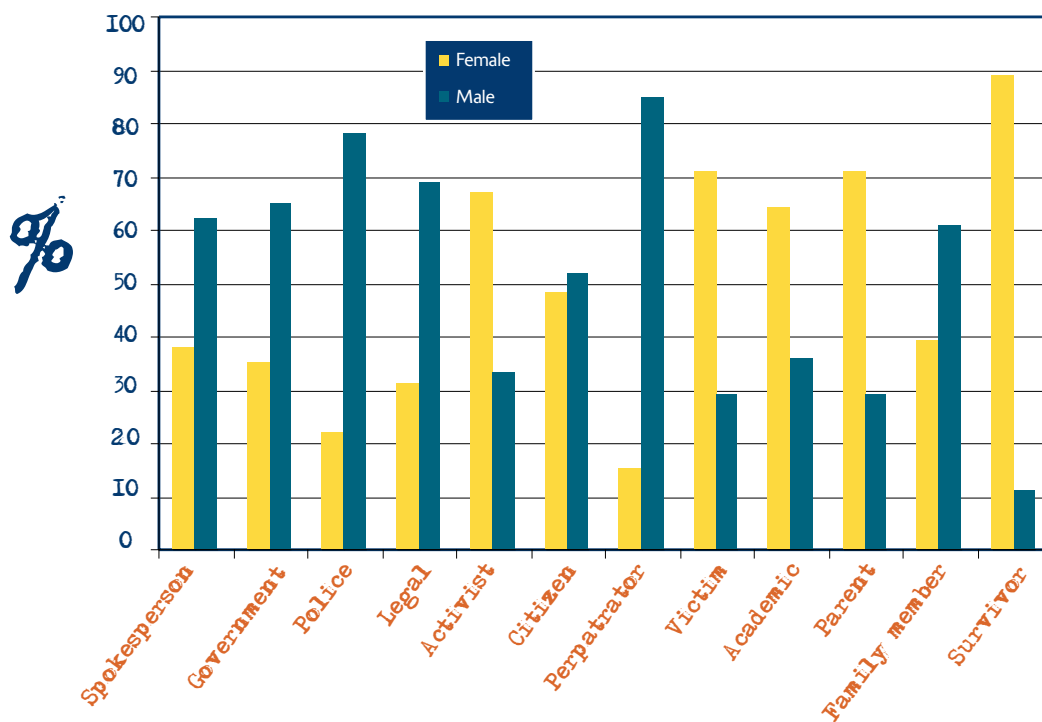
sex of top 13 roles 2005



In comparison to the 2004 research results, the monitoring in 2005 revealed interesting differences that point to an improvement in 2005. Graph 9 below shows that in 2004 government sources (i.e. people whose primary function in the story is to speak on behalf of a government department, as a spokesperson, official or representative) in 2004 included 35% female and 65% male sources. Graph 8 above shows that in 2005 male sources accessed as government officials accounted for 61% and women for 39%. This is a notable improvement from a gender perspective. However, government should learn from civil society and the NGO sector in terms of showing more commitment towards mainstreaming female government officials to speak on their behalf, especially during the period of the Campaign. Further, the media should also take greater responsibility for seeking out and using the perspectives of more women who are in a position to speak on behalf of the government.

GRAPH 9

sex of top 13 roles - 2004



The 2004 research results, like those in 2005, show that there is a more equitable representation of women in civil society and in the NGO sector, than in any other professional role category. Men in civil society speak less in the media with 24% of NGO sources being male and 76% being female in 2005 (see Graph 8 above). In 2004, results show that 31% of representatives of advocacy groupings and 33% of activists were men, while for women it was 69% and 67% for advocacy and activism respectively (see Graph 9 above); in 2005 34% of activists were men and 64% were women.



4.2 Who Tells the Stories?

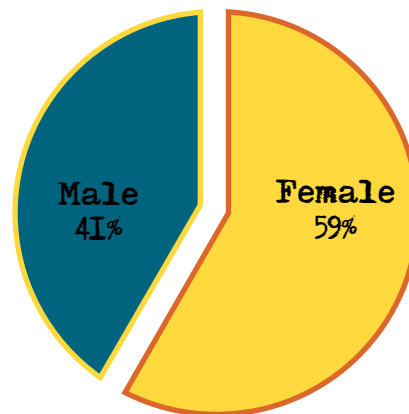
In 2005, like in 2004, the research aimed to assess who tells the stories about gender-based violence and child abuse, according to the sex of the journalist.

4.2.I Sex of Journalists

Graph 10 below illustrates the sex breakdown of journalists responsible for stories on gender-based violence and child abuse during the monitoring period in 2005. From Graph 10, it is evident that more than half of all the stories (59%), where the sex of the journalist or author could be identified, were written by female journalists as compared to 41% by their male counterparts.

**GRAPH
10**

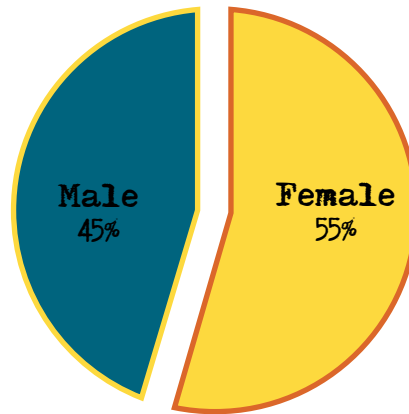
sex of journalists 2005



The 2005 findings represent an increase in the percentage of stories by female journalists in comparison to the 2004 results where 55% of journalists were female in contrast to 45% of journalists who were male (refer to Graph 11 below). This finding can be seen as incredibly positive, especially considering that the results in 2005 increased steadily over the period of the Campaign.

GRAPH 11

sex of journalists 2004



It is interesting to note that the MMP's 1998 research project found that male authors contributed most of the stories about rape, abuse and gender-based violence. In 1998, women comprised less than 5% of the journalists, where the sex of the journalist was clear. While the sex of the journalist writing the story does not necessarily have a significant impact on the content, it is positive that more women journalists are able to make their voices heard on these critical issues in 2004 and 2005 respectively.

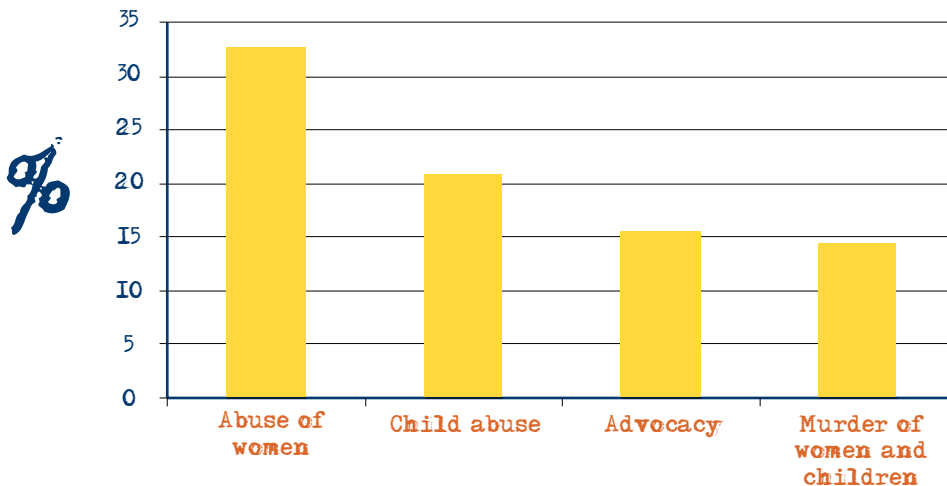
Further, it is interesting that the MMP's findings with respect to the sex of the journalists of the items monitored indicated a similar trend to that observed in the breakdown of male and female sources as reflected in Section 4.1.1 of this report.

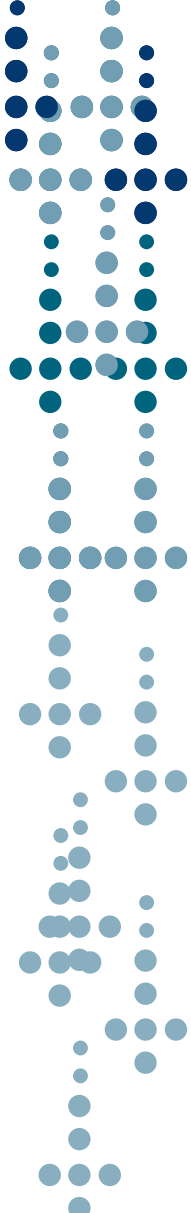
4.3 What were the Stories About?

Graph 12 below illustrates the trends in the top four topics covered in 2005. The central subject or topic of the news items monitored provides some sense of what the media chose to cover during the period of the Campaign.

GRAPH 12

top 4 topics covered 2005

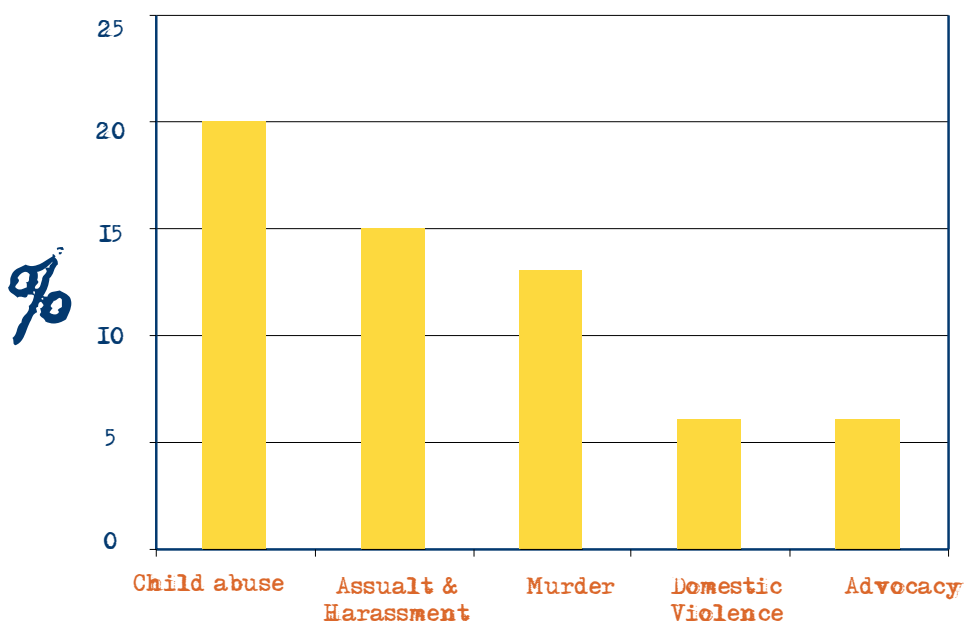




In 2004 (as shown in Graph 13 below) child abuse, including neglect and physical and sexual abuse comprised a relatively large portion of the items monitored coming in at 20% of the top five topics monitored.

GRAPH 13

top 5 topics covered 2004



In 2005 child abuse, including physical and sexual abuse, maintenance, teenage pregnancy, neglect, kidnappings and child trafficking had risen to 21% of all topics monitored. In 2004 domestic violence comprised a significant 6% of the total topics monitored. In contrast, in 2005 the coverage of domestic violence was negligible and was included in the “*abuse of women*” topic code, which covers not only physical and sexual abuse of women, but also economic, emotional and non-physical violence against women. The abuse of women as an encompassing term comprised 33% of the total number of topics in stories about the Campaign and woman and child abuse.

The percentage of stories that focused on the topic of murder remained the same in both 2004 and 2005, remaining constant at 14%, while the number of stories that focused on advocacy more than doubled over this two-year period. In 2004, advocacy comprised 6% of the total coverage, while in 2005, 16% of all stories monitored focused on advocacy. This increase in 2005 is impressive and shows that the media were far more aware of promoting the Campaign, the related consciousness-raising activities and the key participants.

The monitoring period coincided with a number of high profile rape and child abuse cases, with the media covering such cases extensively as the following examples illustrate.





4.3.1 Zuma Rape Trial

As one might expect Jacob Zuma's alleged rape case received extensive coverage across all of the media that were monitored in 2005. Some gender organisations have argued about the media's focus on the alleged perpetrator, as opposed to the accuser. The naming of Jacob Zuma and the woman he was accused of raping has been the subject of much debate and criticism. In a sexual offences case an accused may only be named in the media after the accused has pleaded in court. In this case, this constraint was clearly ignored.

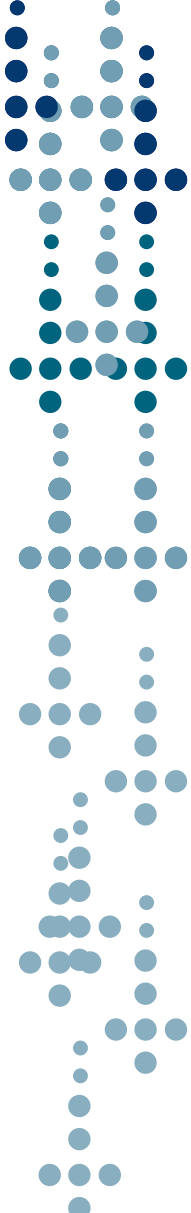
In addition, the accuser's identity must be protected in the media. The South African Press Code states that the identity of an (adult) rape victim may only be published with the consent of the victim. (It may be argued that the Press Code does not go far enough in requiring informed consent.) When the story first broke, the Sunday Independent named the woman concerned. However, at that stage, the woman had denied the allegations and had given her permission to be quoted as denying them. The paper was, therefore, not at fault in naming her. Once it had been established, however, that the charge had been laid, certain media continued to name the woman with little or no evidence that there had been informed consent, thus repeatedly violating this ethical principles.

Given Jacob Zuma's high profile and the political and judicial issues surrounding him at the time, it is hardly surprising that he was the focus of many of the stories, rather than the woman who accused him of rape. At the same time, however, given that it was during the 16 Days of Activism Campaign, the media failed in its responsibilities by not highlighting the severity of the rape allegations and issues relating to rape for broadly.

4.3.2 Benedict Vilakazi

The Bafana Bafana soccer player, Benedict Vilakazi's rape case also received extensive coverage across most of the media that were monitored. Many of the stories focused on Vilakazi's claim that he was "seduced" by the 15-year old girl. For example, "*I did it!*" says Tso" (Daily Sun, 25/11/2005, p. 4), "*Benedict Vilakazi has confessed to having a relationship with an underage girl he is accused of raping*" (Radio 702, 24/11/2005, 12h00), "*Benedict Vilakazi claims that the young girl initiated the relationship and that he did not know her age*" (Ukhozi FM, 24/11/2005, 12h00) and "*Vilakazi claims he was in a romance with the 15-year-old who accused him of rape*" (RSG, 24/11/2005, 13h00). The implication of much of the coverage, in merely utilising Vilakazi's court proceedings, was that statutory rape is somehow seen as less severe than other kinds of rape and if the allegations were proven, then Vilakazi would also have been less culpable because he was supposedly "seduced".





4.3.3 International Stories

Other prominent stories that focused on sex with minors, included a teacher in the USA who had an “affair” with a 14-year-old schoolboy; rock star Gary Glitter, who was arrested for having sex with children in Vietnam; and a Swiss businessman who had sex with a 14-year-old boy in South Africa. Notably, many of these stories focused on the details of the crimes and did not acknowledge that having sex with children constitutes child abuse. For example:

- “No jail term for classroom teenage sex teacher” (Nova, 24/11/2005, p. 7);
- “Gary Glitter will spend 3 more days in prison” (Beeld, 23/11/2005, p. 5);
- “Glitter: another sex charge” (Daily News, 28/11/2005, p.2).

In each of these examples the accused, as opposed to the violation of the childrens’ human rights, was prioritised.

4.3.4 Relevance of Campaign Debate

Following on from 2004, some debate on the value of running this Campaign for only 16 days of the year was raised in 2005, as in the article “Pros and cons regarding 16 days of activism debated” (The Star, 22/11/2005, p. 8). The media articulated that there needs to be more of a focus on eradicating woman and child abuse throughout the year and not only during the period of the Campaign. This view was supported by the release of statistics that showed that South Africa has one of the highest levels of rape in the world. This was described, for example, in a story that was broadcasted on Umhlobo Wenene FM: “Gauteng premier says this Campaign needs to be a daily struggle” (25/11/2005, 13h00) and in a story that appeared in the EP Herald: “South Africa still rape capital of the world” (23/11/2005, p.5).

4.4 Journalistic Ethical Principles

Graphs 14 and 15 below reveal the proportion of stories that either supported (Graph 14) or violated (Graph 15) one of the central ethical journalistic principles that were specified for the 2005 Campaign monitoring research project.

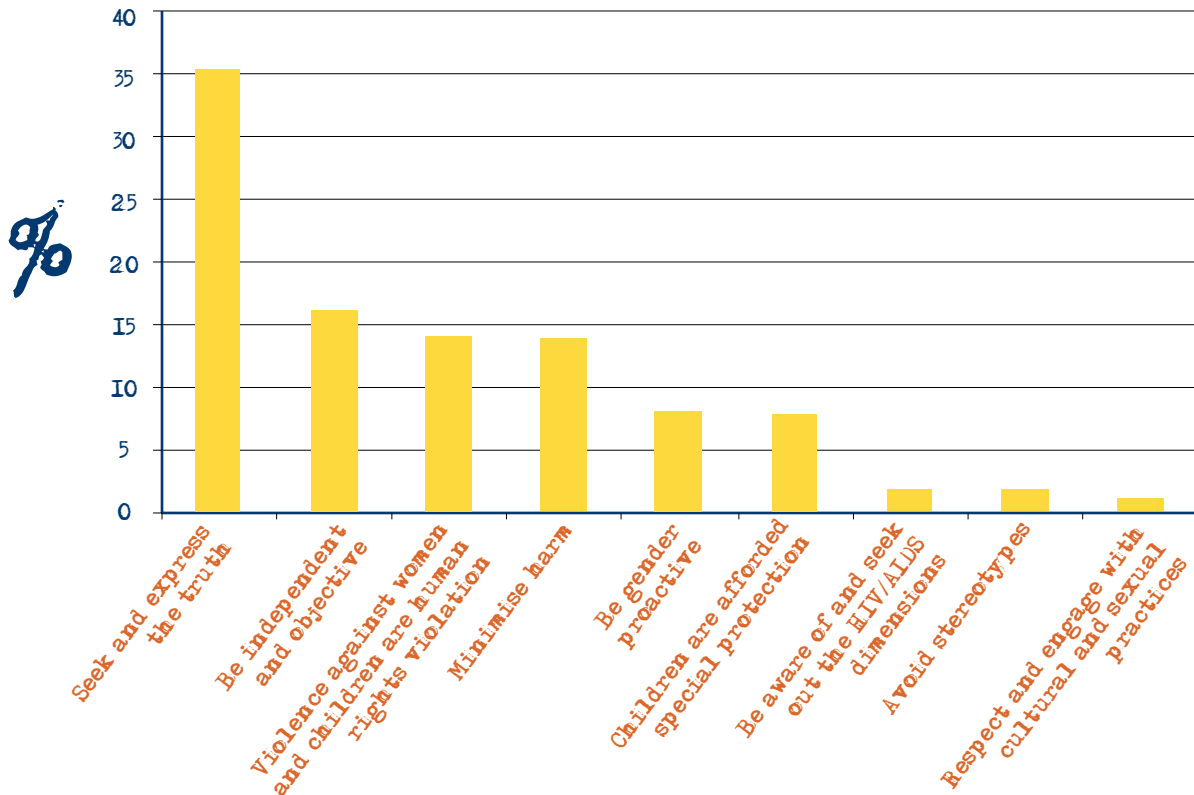
Part of the MMP’s monitoring methodology included an assessment of whether the media supported or violated key ethical principles. These principles were compiled by drawing on internationally accepted, ethical standards of journalism. The nine principles identified outline clear ethical guidelines that promote respect for human rights and promote best media practice.

4.4.I Most Observed Ethical Principle

Graph 14 below shows that the most supported or adhered to ethical principle was that journalists should always seek and express the truth, with 35% of all stories that supported this ethical principle. This shows that journalists are diligent about seeking the truth, but it is how they express the truth that is a matter of concern, especially if in some cases they do not seek to minimise harm.

GRAPH 14

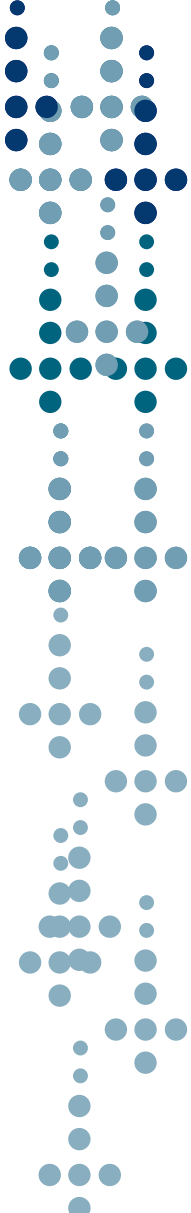
ethical principles supported 2005



4.4.2 Most Violated Ethical Principle

While the media's performance overall was impressive and the achievements many, there are still some areas of coverage of the Campaign that could be improved. Graph 15 reveals that the most commonly violated ethical principle was that journalists should try to minimise harm, with 30% of all stories that violated this ethical principle. In some cases the media brought about further harm, most often by identifying "victims" of abuse

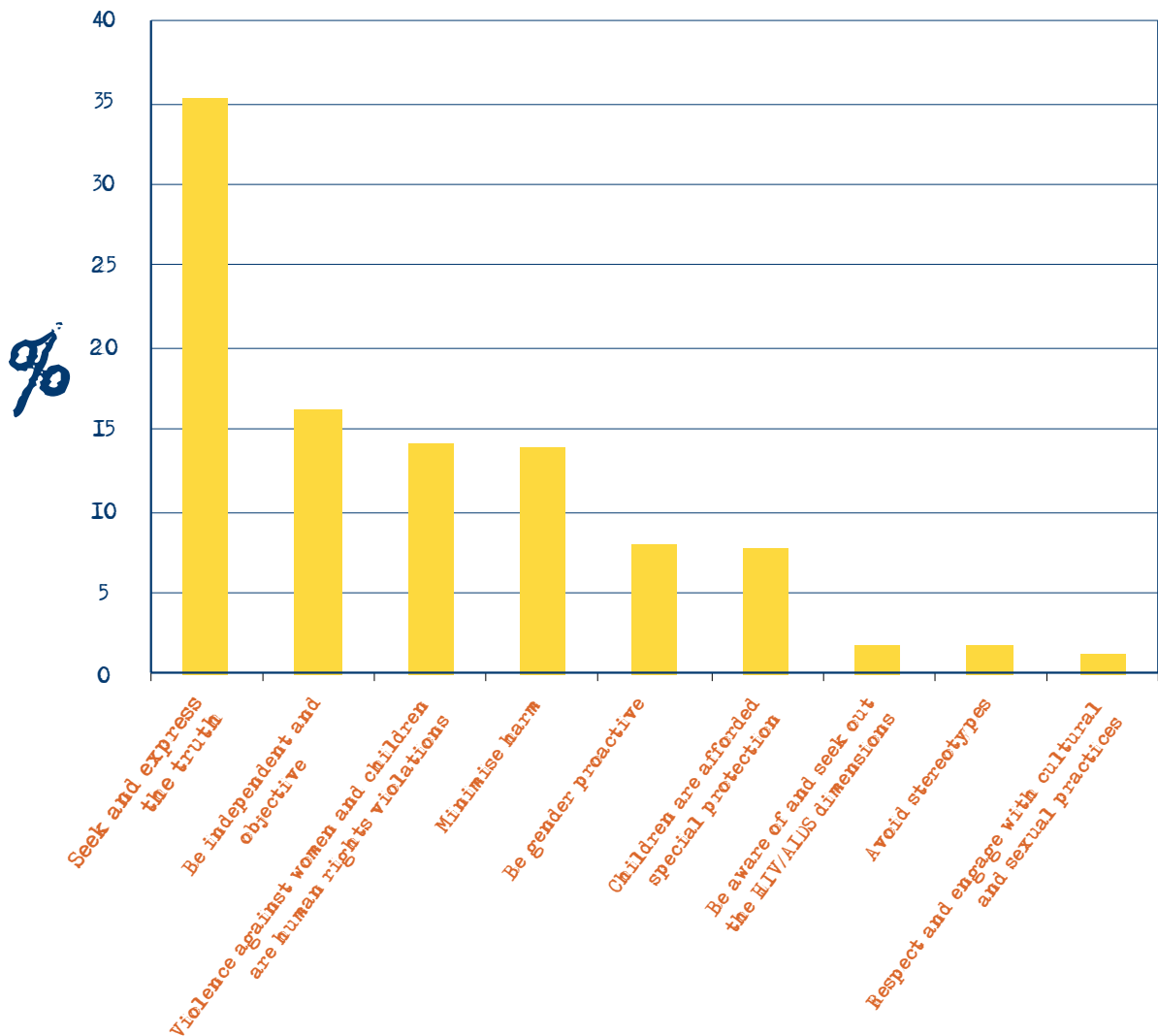




or crime. The media also seldom made the link between HIV/Aids and the sexual abuse of women and children. Given the prevalence of this pandemic in South Africa, it could be expected that the media should acknowledge the impact of HIV/AIDS in instances of sexual abuse.

GRAPH 15



ethical principles violeted 2005



4.4.3 Minimise Harm

On the negative side, the latter half of the 2005 Campaign saw a number of stories naming or identifying children who had been abused or had witnessed crimes. While the overall intention of the stories was clearly positive in so far as they raised issues of abuse, nonetheless, these stories further violated the rights of the children concerned. In all these stories the media violated the journalistic ethical principle of minimising harm in covering gender-based violence and child abuse. Such stories were particularly apparent on e-tv, and in the Saturday Star and Daily Sun.





For example, e-tv's prime-time news on 3 December 2005 led with a story about a family shooting that had taken place the day before the broadcast. In the item it was alleged that the father went on a "drunken killing spree", shooting a friend, his wife, his 5-week-old baby girl and then himself. The story was clearly well intentioned and it was followed by another item that highlighted e-tv's support for the 16 Days of Activism Campaign. However, the item both named and clearly identified the father, the baby and the surviving sibling. The surviving sister was interviewed in the story and shown in a close-up shot that intensified her grief and trauma. No attempt was made to protect the identity of any of the family members. In so doing, the item clearly violated Section 154(3) of the Criminal Procedure Act which states: "No person shall publish in any manner whatever information which reveals or may reveal the identity of the accused under the age of 18 or a witness at criminal proceedings who is under the age of 18 years". The broader concern here, however, relates to the violation of one of the key ethical principles of journalism which is to minimise harm.

According to the Poynter Institute¹ to minimise harm requires that we:

Recognise that gathering and reporting information may cause harm or discomfort, but balance those negatives by choosing alternatives that maximize your goal of truth telling.

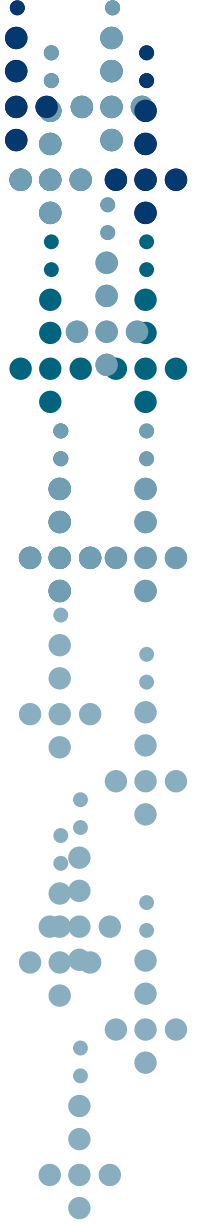
On 3 December 2005 on page 1, the Saturday Star led with an exclusive story: "Swiss sex tourist's victim". The story was a follow-up to an earlier story in the previous week, where Peter Zimmermann, as part of a plea bargain agreement, was given a 10 000 rand fine on admission of guilt for having sex with a young boy. (The age of the boy was reported differently in the media, ranging from 14 to 16-years-of-age.) In response to the public outrage following the low fine, the National Prosecutions Authority (NPA) were reported to have stated that the plea bargain was the best possible option, as the police had been unable to find the boy concerned (The Citizen, 02/12/2005, p.12). The story highlighted the power and positive action that the media can, and in many instances do, provide by finding not only the child concerned, but also four more of Peter Zimmermann's alleged "victims".

The Zimmermann story provided an excellent example of investigative journalism around the case of the paedophile, especially because it pointed to the questionable police work on the case. The journalists assessed the different angles of the story and provided multiple perspectives including the children's own versions of the stories about Zimmermann. The MMP's 2005 research shows the importance of the media hearing children's voices in stories that affect them. The event was afforded further coverage in three other stories in the same edition. Importantly, the stories did not name or identify any of the children and hence observed the ethical principle to do no harm.

Notably the rest of the edition of the Saturday Star (03/12/2005) provided extensive and in-depth coverage of children and many related children's issues and concerns. The theme of child sexual abuse was covered in a number of

¹<http://www.poynter.org/column.asp?id=36&aid=4349>






other items throughout the main body of the newspaper. The other stories examined different angles of the Zimmermann case, so that overall, the edition provided a comprehensive understanding and analysis of this case, as well as, child sexual abuse and the different stakeholders' positions. In addition, the newspaper also reported on child trafficking and children affected by and surviving with HIV/AIDS. The Saturday Star is to be commended for devoting so much of its copy to addressing some of the most severe social issues that affect children.

If only the Saturday Star had sold these angles instead of resorting to unprofessional and unethical practice by publishing an image of the boy who had been sexually abused on its front page. "*Exclusive image*" was used as the tagline on lamppost billboards. True to the billboard's claim, a full-colour, medium-shot photograph of a boy, dressed in an open jacket that revealed his bare chest, dominated the cover of this weekly newspaper. The boy's left hand was raised to shield his eyes in an insufficient attempt to protect his identity. Especially since the boy was easily identifiable from the photograph and as such the image was in clear violation of the law. It is a cause for concern that the Saturday Star chose to advertise the image of the boy and not the story. The billboard's proclamation that the Saturday Star had an, "*Exclusive image*", provides the focus on the picture of the boy rather than the broader and far more important story about child abuse, justice being served and possible police allegations of incompetence. Thus, most notably it is the photograph and not the story that has raised most cause for concern.

The "*Exclusive image*" story was discussed in depth at the Media and Minors radio conference on Sunday, 4 December 2005. The conference, a first for South Africa, was organised by the Media Monitoring Project in partnership with SAfm and Save the Children Sweden. The radio conference tabled discussions of secondary abuse of children in and by the media. The conference guest speakers included former Human Rights Commissioner, Shirley Mabusela, and the President of the South African Professional Society on the Abuse of Children, Retha Meintjes. Both Mabusela and Meintjes were adamant that the Saturday Star had violated a number of ethical, legal, human rights and journalistic principles when it published the photograph of the boy who had been sexually abused.

The photograph used was not only extremely prominent, but also extremely powerful. Its use may have served the intention to draw people's interest and make them want to read the story. The billboard's promotion of the "*Exclusive image*" may also have helped to sell a few more copies of the Saturday Star. The question to be asked, however, is at what cost? Does the selling of more copies of the newspaper outweigh the importance of the rights of the child?

The South African Constitution states that: "*The best interests of the child are of paramount importance in every matter concerning the child*" (in Section 28.2). It could be argued that while the story may be in the child's interests (in so far as it highlighted that he could be found and cared for), it is



difficult to argue that a photograph that clearly identified the boy is in his very best interests.

One of the central ethical principles of journalistic practice is to minimise harm that this photographic image clearly violates. The United Nations Convention on the Rights of the Child, which South Africa has ratified, protects children's identities and right to privacy, both of which are violated by the publication of this photograph. Finally, the new Children's Bill, which was passed by the National Assembly in June 2005, specifically protects the identification of children involved in criminal proceedings by the media in Section 74.

The MMP's 2005 research has found that one in ten children are identified in the media in stories about child abuse. To this extent, there are a number of media that seemingly choose profit over the rights to dignity and privacy. The MMP's daily monitoring during the 16 Days of Activism Campaign has shown that the Daily Sun violates these ethical and legal principles most frequently.

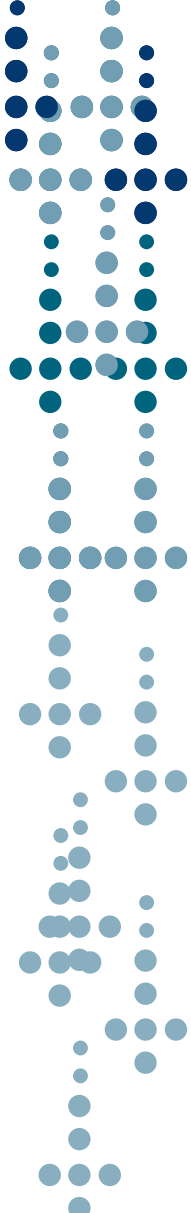
4.4.4 "Victims" or "Survivors"

It is concerning that the Saturday Star chose to represent the boy as a "victim" of sexual abuse. There have been a number of debates in non-government and media circles about the media's tendency to access "victims" rather than "survivors" of abuse, especially during the 16 Days of Activism Campaign. One of the MMP's key findings of the media coverage during the 2004 16 Days of Activism Campaign was that the media had made an increased effort to access "survivors" of abuse, rather than "victims" of abuse. In contrast, in 2005 it was concerning that on the Sunday prior to the Campaign, the SABC 3 prime-time news bulletin reported on women abuse and domestic violence, but made reference to "victims" of abuse throughout the report (SABC 3, 20/11/2005, 19h00). Further, in the Saturday Star story, a print medium chose not only to headline the story "Swiss sex tourist's victim", but also referred to the boy throughout the story as a "victim" of the abuse. While there is no doubt that the boy concerned was victimised by Zimmerman, it provides the boy with little or no capacity for agency as he was referred to throughout the report as a "victim", rather than as a "survivor" of the abuse.

4.4.5 Identifying "Victims"

In the story, "Young boy raped by teen drug addict!" (Daily Sun, 22/11/2005, p.5), the medium detailed the story of a 16-year-old boy who was gang raped by four other teenagers. Notably, while the medium did not name or identify either the boy concerned or his alleged perpetrators, it did name the rehabilitation centre where the boys were living. This naming of the centre indirectly served to identify both the boy and his alleged perpetrators.

In a similar vein the item, "Evil voices torment teen!" (Daily Sun, 21/11/2005, p.2), told the story of a teenage girl who had survived rape and was now "tormented" by "wicked voices". While the girl was not named in the story, the story was accompanied by a profile image of the girl with her head in her hands. As a result she was clearly identifiable from the image.



Another item that provided similar cause for concern is the story, *"Mum throws baby away!"* (Daily Sun, 24/11/2005, p.1). This item explained that due to her *"poverty stricken"* status, a young mother had abandoned her child. This time the medium acknowledged that it is against the law to name the woman stating the following, *"The young mother... cannot be identified as she faces court charges"*. However, the image that accompanied the story, a profile shot of the woman with her forehead bowed against her knee, clearly identified the woman concerned.

While there is no question that these stories, like the story in the Saturday Star, should be reported, it is important that in raising awareness and reporting crimes of abuse, that the rights of those concerned are not further violated in and by the media.

4.4.6 Dramatisation Of Violence Against Women And Child Abuse



In many instances people were spoken about as objects of the stories and their views were seldom heard. The MMP's 2005 research shows that most sources accessed in gender-based violence and woman and child abuse stories tended to be men, in their capacities as medical or legal officials, rather than the people or groups that had been directly affected by abuse. In those circumstances where it was possible (as in the Zimmermann case referred to earlier), the person may be asked how s/he would like to be referred to in a story: as a *"victim"* or as a *"survivor"*.

The dramatic growth of the tabloid media and the concomitant rise in the emphasis on sensationalism and the dramatic elements of stories, means that we are seeing a growing trend in other media to use more extreme images of violence. There is an emphasis on blood, trauma and suffering, often with little regard for the context, broader information, or for explanation. As the former Deputy Minister of Correctional Services, Cheryl Gillwald, articulated in a radio conference:

"Sometimes with issues about violence, you see graphic, shocking stories that don't take the reader any further - they don't show them how to imagine a South Africa where there is not this kind of violence and how to act against it in your own personal environment."

Clearly the media does not have an agenda to actively violate children's rights or to set out to intentionally cause harm. Further, without the media, the story in the Saturday Star would never have been told. Nonetheless, we still need to consider the reality that the print media operate on the basis of profit and hence buys-in to the notion that to report these stories in a dramatic fashion is likely to sell more copies.

While we may be susceptible to accept that sensationalist tabloids sell, that this is a trend driven by profit and a trend shared across the world. However, all of us, the newspapers included, have adopted the South African Constitution and are bound by the rights and responsibilities



entrenched in the Bill of Rights. It must also be remembered that children have special rights and are afforded special protection both nationally and internationally. One of the key elements of the Constitution is that rights are limited. Freedom of expression needs to be counterbalanced with the rights to dignity, equality and the best interests of the child. Nowhere in the Constitution does it suggest that people's rights can be compromised by the desire to enrich shareholders.

Often what aggravates stories that focus on children is that in most instances the children are poor and come from under-resourced backgrounds. For example, many children who are vulnerable to abuse are street children, orphans, or impoverished children. Another aspect of the "tabloidisation" of journalism is that the tenet of journalism, to give voice to the voiceless, is being fulfilled. Frequently, however, this is not the case and the voiceless tend to be objects of pity and shame in the stories. In many instances vulnerable children may not have access to basic nutrition, shelter, or family care and are unlikely to have access to legal support or the necessary knowledge and skills required to deal with the media's representation of their concerns.

The media has a responsibility to educate and inform. Freedom of expression is critical and essential. This raises the question of priority. Do the media have a greater responsibility to the people of South Africa and the Constitution or to their shareholders? We also need to consider the long-term impact of the extreme and dramatic representation of child abuse. As international media and child abuse expert, Professor Jenny Kitzinger, puts it:

"The media deal in extremes, but then, of course, they wear themselves out. There were journalists telling me by the mid-nineties that child abuse, and I quote, 'isn't sexy any more', and 'we are suffering from child abuse fatigue'. So, having done all these sensational stories, it wasn't just the audience who was becoming de-sensitised, journalists felt they'd 'been there, done that, not much else to say about it anymore'. So they eat themselves up, the fire consumes itself."

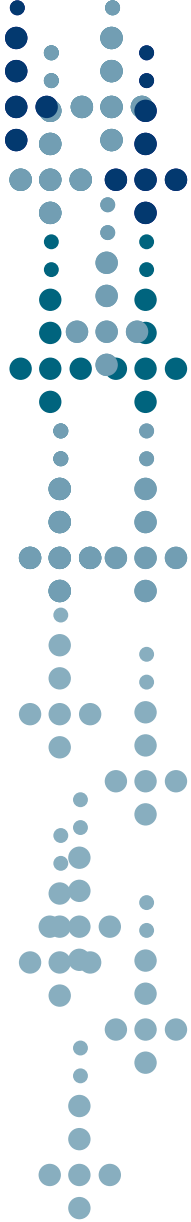
Thus, what this insight shows is that over time the sensationalist representation of child abuse detrimentally affects both the audience and the journalists, to the extent that it demoralises their sensitivity and capacity to speak out against such abuse.

4.5 HIV/AIDS

The 16 Days of Activism Campaign always occurs at a time that includes a number of other important days including World Aids Day on 1 December, International Day for Disability on 3 December, International Day Against Gender Violence on 6 December and International Human Rights Day on 10 December (the final day of the Campaign).

Spread across these other important days, the Campaign has the opportunity to highlight a number of issues relating to the spread of HIV/AIDS amongst women and children as a result of sexual violence, as well as, the effects of violence on women and children living with disabilities, issues of gender-based violence and the fact that women and children's rights are fundamental human rights.





On 30 November 2005 and 1 December 2005 the MMP 2005 research project specifically addressed how the media covered issues of violence against women and children in relation to the Campaign and issues of HIV/AIDS, as 1 December 2005 marked International World Aids Day.

A recent report released by the United Nations showed that the infection rate of HIV/AIDS has increased in some countries and that South Africa was taking the lead in this regard. South Africa stills battles with treating mother-to-child transmission of the HIV virus. Often, women fall pregnant after rape, either by their partners, or by strangers. The distribution of Post-Exposure Prophylaxis to survivors of rape is not easily accessible; and a number of rape victims are unaware that they need to take the drug in order to minimise their risk of contracting the HIV virus.



The MMP's results showed that although most of the media monitored provided due attention to both woman and child abuse and to HIV/AIDS, most of the media failed to make the link between violence against women and children and the spread of HIV/AIDS, especially in its representation of marginalised groups in our society.

Out of the 47 media that were monitored during the 2005 Campaign, only very few highlighted the link between HIV/AIDS and violence against women and children. The media that did raise this concern included, The Citizen, Die Burger, the Beeld, and SABC Television. These media are to be commended for making the link between these two areas of social concern and for raising our awareness of the need to consider HIV/AIDS in instances of sexual abuse, as the following examples demonstrate.

- The Citizen covered the issues in the story, *"Alleged killer of HIV woman in court"*, (02/11/2005, p.6), and in the item, *"Rape victim stamped on court hears"* (01/12/2005 p.7).
- Die Burger covered the issue in the story, *"Polisie hand trek vermeende verkrachter vas"* (*"Police caught suspected rapist"*) (30/11/2005, p.2), and in the item, *"MIV- positiewe vrou geskop voor moord"* (*"HIV positive woman kicked before murder"*) (01/12/2005, p.2). This later story, reported on a court hearing following the murder of an HIV-positive woman who was killed by her alleged rapist after the man found out that the woman was HIV-positive. Although the story was event-based, it highlighted the abuse that women face on a daily basis and that this woman, in particular, was killed for revealing her HIV-positive status.
- The Beeld in the story, *"Rape victims only have one chance for life"* (30/11/2005, p.6), covered the issue in an informative article on how women who survive rape are at a high risk of contracting the HIV virus. The article went further to educate women on how crucial the 72 hours after a rape is, because with proper treatment, the chances of contracting the HIV virus can be significantly minimised.

The prime-time bulletins across the three SABC channels on 30 November 2005 led with an item on the *HIV Prevalence Survey of 2005*. The item





provided a brief report on the findings of this Survey and mentioned that women between the ages of 15 and 24-years-of-age are four times more likely to contract HIV than their male counterparts. The item also interviewed a woman who had contracted the HIV virus after having sex with her partner, even though she knew beforehand that he was HIV-positive. Johanna Ncala shared her experiences and the challenges that she now faces. Ncala explained that her partner supported her financially and as a result he felt entitled to decide whether or not he would use a condom. Ncala said that when she suggested that they should use a condom during sex, her partner became angry and beat her.

The reports drawn from the *HIV Prevalence Survey of 2005* on infection rates in South Africa highlight the fact that women are the most infected and affected by the HIV virus. Despite the positive cases mentioned above, most of the media failed to interact with the issues and address some of the causes of the high infection rate in South Africa. During the course of the 16 Days of Activism Campaign the MMP challenged the media not to just base its reports on incidents, but to provide the context of the stories and to interact with the issues surrounding violence against women and children. The dramatic and shocking reports added little value to the fight against woman and child abuse, as there was little and often no context to the issues that were presented. By only focusing on the shock value of the reports, instead of providing contextualised analyses of the key related issues, the media failed to inform and challenge the public to act against incidents of abuse as part of the country's struggle against the spread of HIV/AIDS.

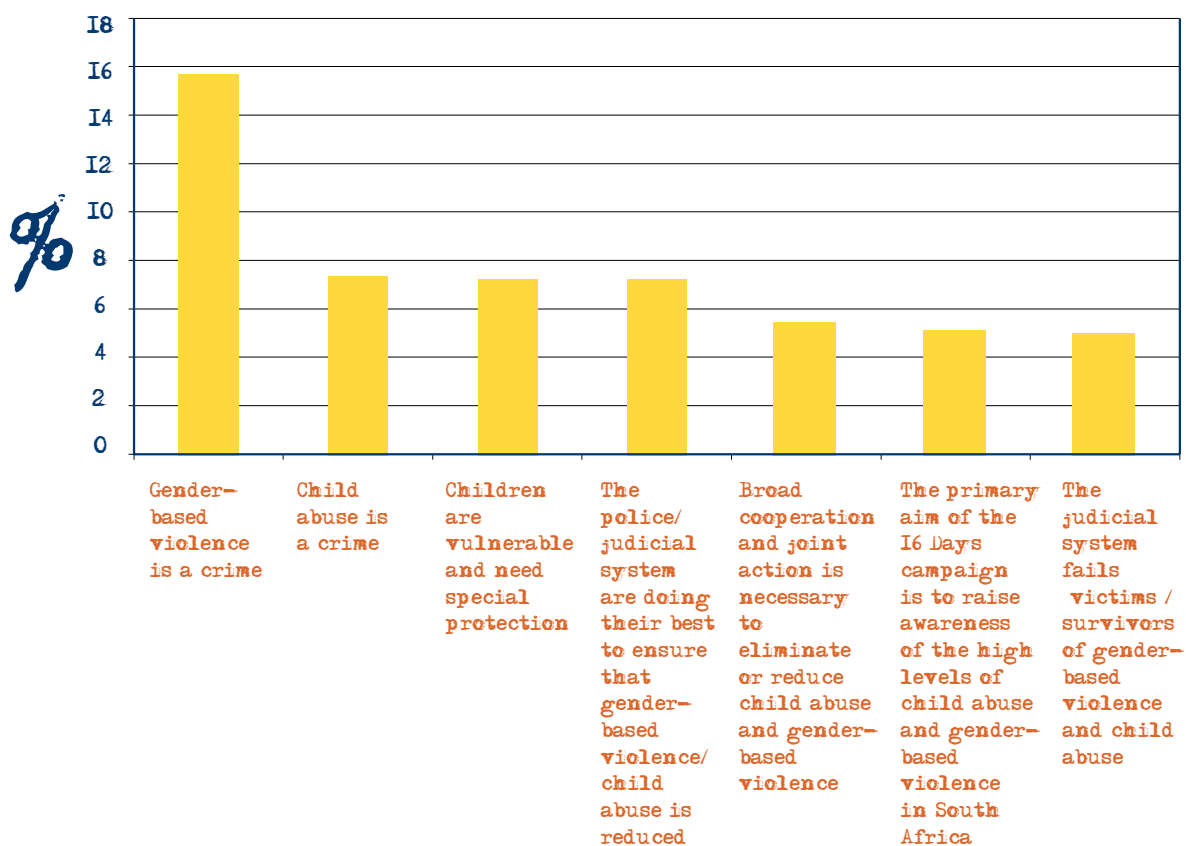


4.6 Key Messages

Graph 16 below shows the top seven media messages contained in media discourse related to the 16 Days of Activism Campaign against gender-based violence and child abuse in 2005.

GRAPH 16

top 7 media messages 2005

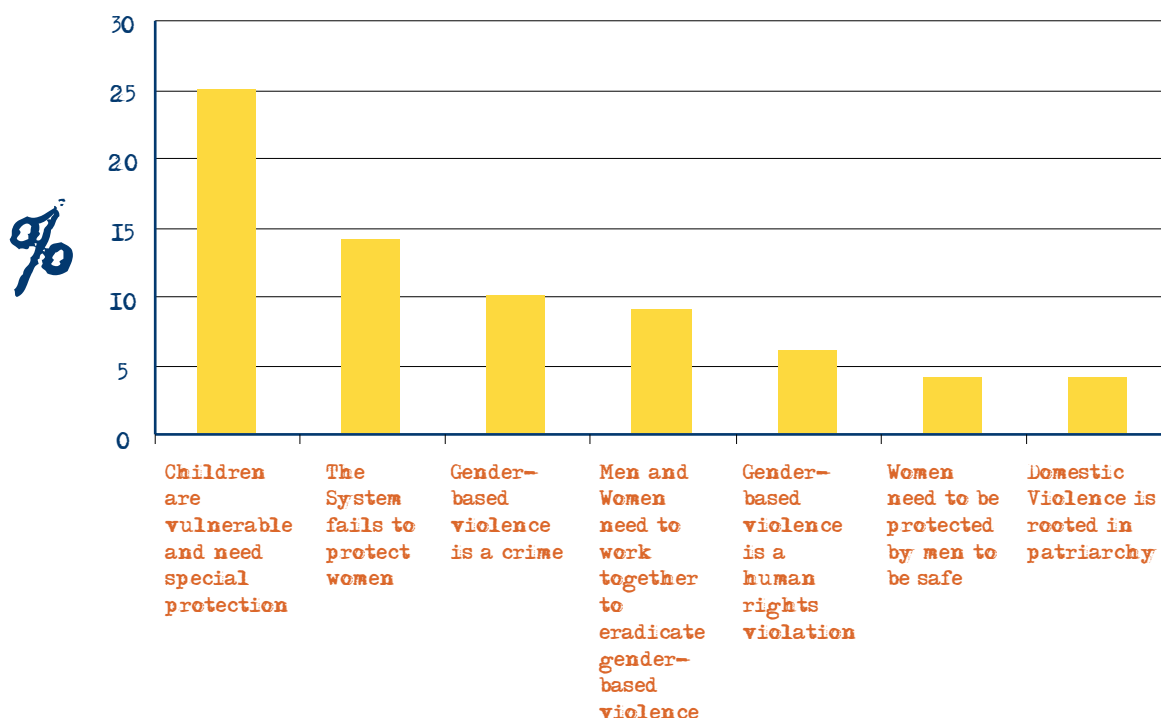


From Graph 16 it is evident that the major message carried in the media during the 2005 Campaign was that gender-based violence is a crime, with this message being conveyed in 16 % of all of the stories on gender-based violence. The research also found that there was some awareness in the media that child abuse is a crime, with 7% of all the stories presenting such a message. The vulnerability of children and their need for special protection was also raised in 7% of all of the items that were monitored.

Graph 17 below shows the top seven media messages contained in media discourse related to the 16 Days of Activism Campaign against gender-based violence and child abuse in 2004.

GRAPH 17

top 7 media messages 2004

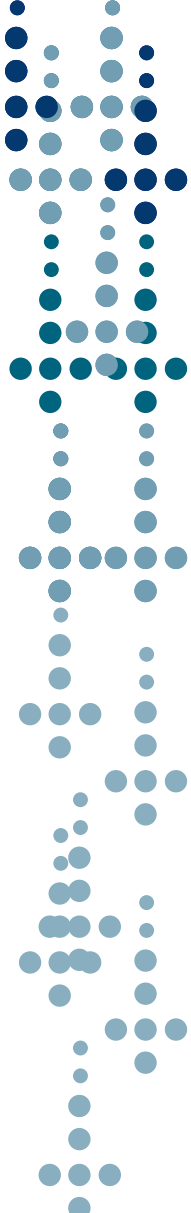


From Graph 17 it is evident that the most important message observed in the 2004 Campaign was that children are vulnerable and need special protection. This message was noted in 25% of all the items that were monitored. In 2004, the media also represented the system as failing to protect women in 14% of all stories and also acknowledged that gender-based violence was a crime in 10% of all the stories that were monitored.

The MMP’s research shows that the media demonstrated a stronger focus on children in 2004 than in 2005, especially when one compares the top seven key messages for both years. It is also apparent that gender-based violence seems to have received the same level of media attention in 2005 as in 2004.

It is evident that there are some positive key messages that seem to have been expanded upon in 2005 as compared with similar patterns that were observed in 2004. In this regard, it is praiseworthy that the media continues to recognise that gender-based violence and child abuse are both serious crimes and that they constitute human rights violations. The South African media can also take credit for the fact that it supported and recognised the need for broad-based cooperation as a vital strategy towards eradicating gender-based violence and





child abuse, and for the fact that this was one of the most positive key messages in the media during the 2005 Campaign.

4.7. Media Awareness Of The Campaign

4.7.I Print Media

As was noted in the MMP's 2004 research findings the *Business Day* afforded minimal coverage to the Campaign and instances of woman and child abuse. The monitoring in 2005 found a similar lack of focus on these issues.

Many of the Gauteng print media including *The Star*, the *Sowetan*, the *Daily Sun*, *The Citizen* and the *Beeld*, covered numerous stories about woman and child abuse on a daily basis. In contrast, print media from other provinces including the *Daily Dispatch* (Kwazulu-Natal), the *EP Herald* (Eastern Cape), *Isolezwe* (Kwazulu-Natal), the *Mirror* (Limpopo), *Die Son* (Western Cape) and *Die Burger* (Western Cape) had fewer stories as compared with their Gauteng counterparts. However the exceptions were the Independent Group's *Daily News* (Kwa Zulu Natal) and *Cape Times* (Western Cape), which are from the same media group as *The Star* and carried as much coverage as the former mentioned newspapers in Gauteng. Another medium notable for its extensive coverage of these issues was the weekly paper, *Capricorn Voice* (Limpopo).

Other weekly papers contained slightly less coverage, but tended to include more features and analyses. In particular, the *Saturday Independent*, a KwaZulu-Natal publication, had broad coverage of the Campaign and woman and child abuse in the 26 November 2005 edition.

In stark contrast to the business and economic focus of the *Business Day*, the *Daily Sun* afforded extensive coverage to issues of woman and child abuse. The *Daily Sun*, as the biggest daily tabloid in South Africa, devoted approximately 25% of its news stories to gender-based violence and child abuse. On the basis of quantity of coverage the *Daily Sun* outshone all of the other media. While the medium afforded broad coverage to these important social issues, the ways in which the stories were covered still needs to be addressed. Most of the stories provided few reasons for the abuse, perpetuated negative stereotypes and tended to justify the abuse as these examples illustrate. The story, "Evil voices torment teen!" (*Daily Sun*, 21/11/2005, p. 2), provided no explanation for the girl's emotional state following a rape. Similarly the item, "Cop suspected as drunk wife dies!" (*Daily Sun*, 22/11/2005, p. 2), presented a story about a woman who was beaten up by her husband for being inebriated. The story focused on the events, but did not question the husband's assumed right to beat his wife for being inebriated. Throughout, "He came to kill her!" (*Daily Sun*, 21/11/2005, p. 4), the medium represented the woman who had endured abuse from her husband as a "victim" rather than as a "survivor" of abuse.



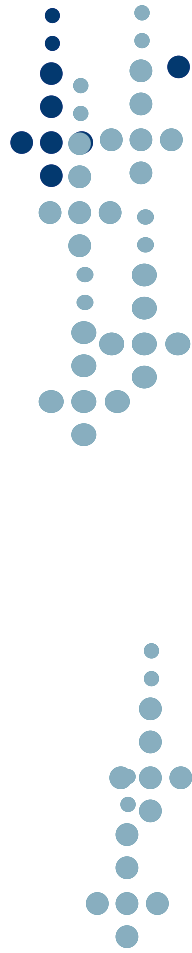
4.7.2 Television Media

The SABC, as the public service television broadcaster, took the Campaign on board and provided extensive attention to the Campaign in its programming across most of its channels. This included television and news presenters wearing the white ribbon for peace, the ribbon was also included at the corner of the screen during programming. Further, strap-lines were inserted and ran at regular intervals to encourage the donation of money to the Campaign. Awareness of the Campaign was also raised during the football programme, *Soccerzone*. In addition, the SABC addressed the Campaign in specific current affairs programmes and debates across all of its platforms. Highlighting the Campaign across a range of programmes was particularly significant as it illustrated the importance that the SABC had attached to the 2005 Campaign.

The commercial, free-to-air channel, e-tv, also brought some attention to the 2005 Campaign. The television station broadcasted the Campaign slogan, “*Act Against Abuse*”, regularly between programmes and within news bulletins. In addition, the channel ensured that its sports presenters always wore the white ribbon of peace, in contrast to its newsreaders who did not wear the ribbon of peace as consistently as their SABC counterparts.

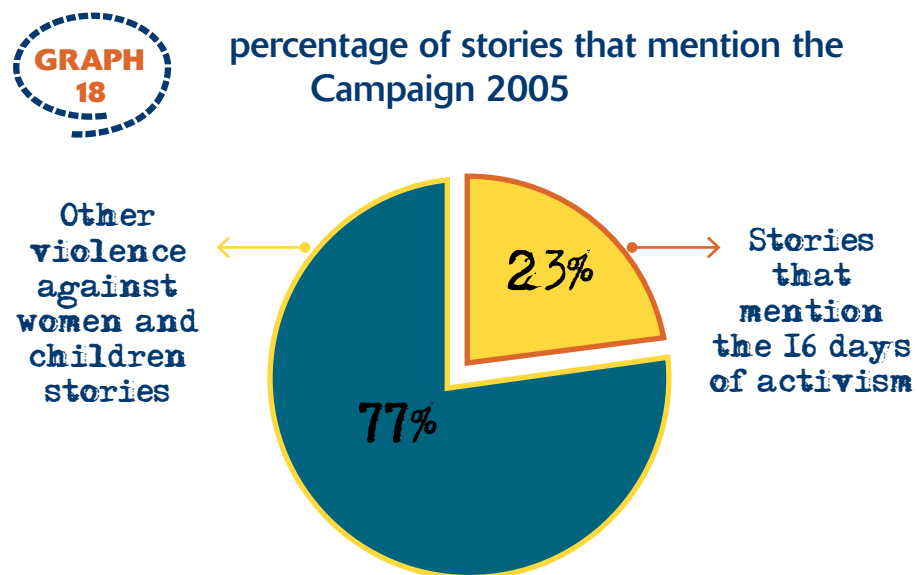
4.7.3 Radio Media

Radio media coverage of the Campaign and gender-based violence and child abuse varied from only one relevant item per day on stations such as, Lesedi FM, to at least one item per primetime news bulletin on stations like Radio 702, CKI, RSG, Kaya FM, Ukhozi FM, and Metro FM. This finding shows that the radio media were aware of the Campaign and made an effort to cover it. In particular, SAfm, “*South Africa’s news and information leader*”, placed the items about the Campaign and woman and child abuse fairly prominently in prime-time news bulletins; usually as the lead stories and also focused on the Campaign in much of its programming. Many of the current affairs programmes and debates across all of the radio stations, especially the SABC stations, addressed the Campaign and other related issues.



4.8 Attention Provided To The Campaign

Graph 18 below provides a breakdown of the proportion of stories that were either explicitly about the 16 Days of Activism Campaign, or which mentioned the Campaign in the course of reporting on gender-based violence and child abuse in 2005.



Assessing the proportion of stories that mentioned the 16 Days of Activism Campaign was a new development in MMP's research strategy in 2005. Thus, comparison with previous years of research is not as yet possible.

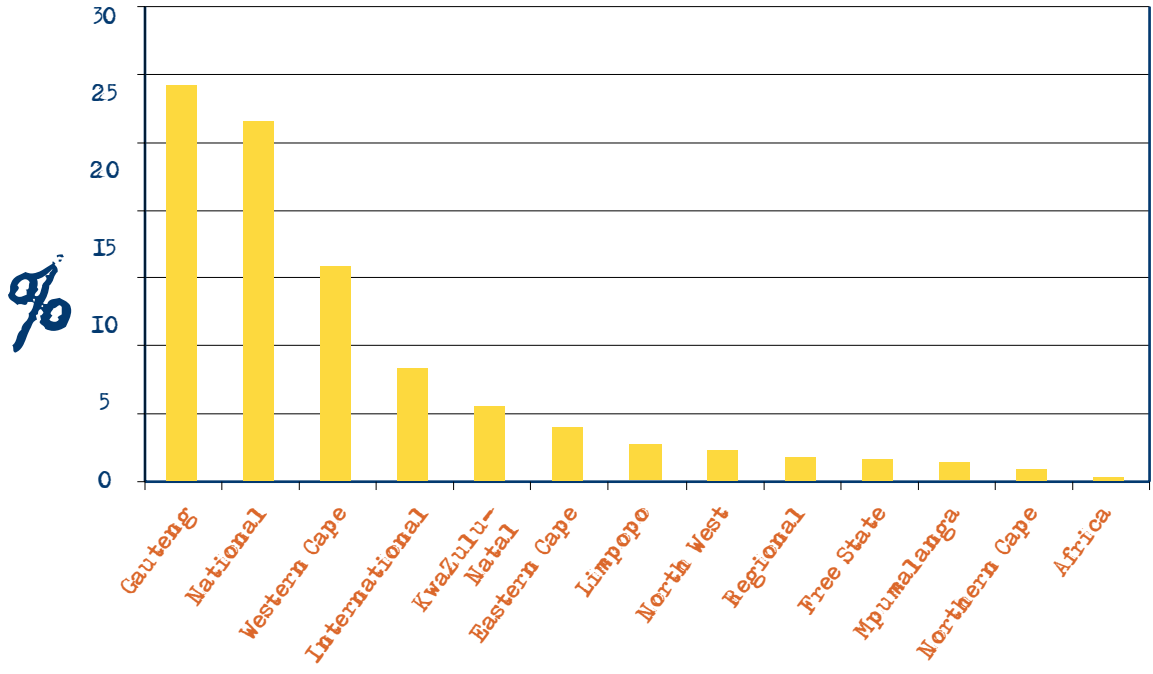
The MMP's research in 2005 showed that during the Campaign period only a small percentage of stories about woman and child abuse actually acknowledged the 16 Days of Activism Campaign. Only 23% of all stories relating to the abuse of women and children made the link between the instance of abuse and the Campaign, despite the relatively high profile of the Campaign and its activities.

4.9 Where Do the Stories Come From

Graph 19 below provides a representation of media coverage across the nine provinces, as well as, the stories that applied to South Africa as a whole, and which covered events relating to gender-based violence and child abuse in Africa, and internationally outside of the African continent in 2005.

GRAPH 19

where stories come from 2005

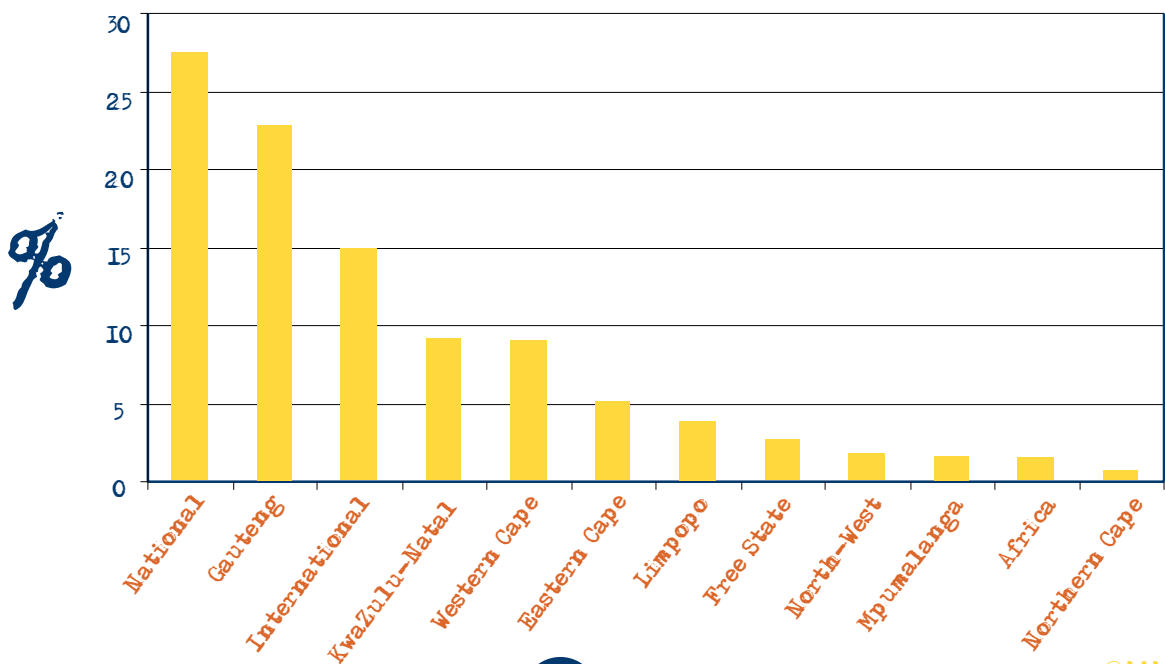


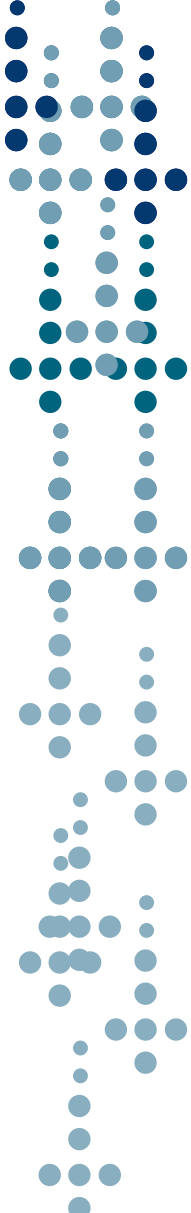
Graph 19 makes for interesting reading when the 2005 results are compared to the patterns of coverage exhibited in 2004 (refer to Graph 20 below). A major feature of the two monitoring periods relates to the percentage of stories that emanated from Gauteng, and those stories of national importance to the whole country.

Graph 20 below shows the 2004 patterns for the origins of stories.

GRAPH 20

where the stories come from 2004





Graph 20 shows that the stories in 2004 with a national focus comprised the largest proportion of the coverage of the Campaign. While in 2005 stories from Gauteng had the largest proportion and accounted for 29%, as compared with national stories which accounted for 26%. MMP's research has previously shown that three provinces (Gauteng, Western Cape and KwaZulu Natal) tend to dominate coverage to a disproportionate degree. In 2004 these three provinces accounted for 41% of the total coverage. In 2005, such domination increased significantly by 10% to just over half (51%) of the total coverage.

It is imperative for all of the relevant stakeholders including government, the media, the private sector and civil society to overcome the excessive preponderance afforded to these three provinces. It is crucial for major Campaign events to be hosted in the other provinces. It is also critical for developments surrounding the abuse of women and children in the rest of the country are covered by the media on a more equitable basis, a feature that has been largely ignored in the media coverage monitored in 2005.

4.10 Type of Stories

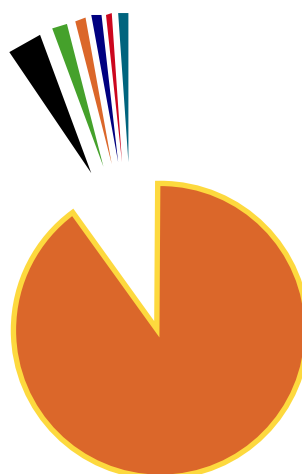
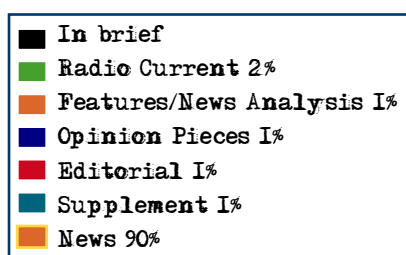
Graph 21 below illustrates the most prominent types of stories monitored during the 2005 Campaign.

As seen in Graph 21, the vast majority of the items monitored were categorised as news stories (89%), with features and editorials each accounting for only 1 % of all coverage. Current affairs programming on radio accounted for 2% of all stories monitored, while briefs accounted for 4%.

The relative absence of features and editorials (1% respectively) in the 2005 Campaign is concerning. Further, when such stories are carried by the print or broadcast media they tend to be simplistic and decontextualised reports of events, and often lack adequate levels of analysis and discussion.

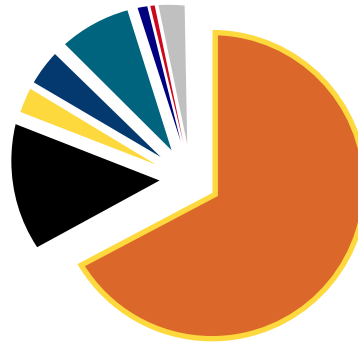
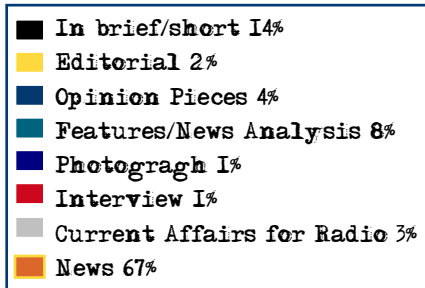
GRAPH 21

type of item 2005



**GRAPH
22**

type of item 2004



Graph 22 above illustrates the most prominent types of stories monitored during the 2004 Campaign.

A comparison of the monitoring results revealed that instead of increasing the number of in-depth, analytical items; and instead of providing greater nuanced coverage, the media has actually decreased the opportunities available for raising and discussing important issues and debates surrounding gender-based violence and child abuse in 2005 as compared with 2004. For example, Graph 22 shows that in 2004, 67% of items monitored were news stories, while 8% were features. The number of feature stories is a good indicator of the level of analysis being engaged toward addressing gender-based violence and child abuse in the media. In 2005, the figure for features stood at an alarming minimum of 1% and as such contrasts significantly with 8% in the previous year.

On the positive side, however, the proportion of items classified as brief/short stories has declined from 12% in 2004 to 4% in 2005. This is positive because brief/short stories tend to be event based, they provide only basic details and thus do not provide adequate space to properly address issues of gender-based violence and child abuse.



5. Conclusion and the Way Forward

After assessing the performance of the media during the 2004 Campaign, the MMP issued the media with a number of challenges aimed at improving the quality and quantity of coverage surrounding the 16 Days of Activism Campaign, gender-based violence and child abuse. In 2005 the media as a whole met most of these challenges.

However, in our efforts to continue to improve the coverage of the Campaign in the future, the MMP would like to make the following recommendations:

- The media needs to exhibit greater awareness of and adherence to the ethical principles of journalism. The 2005 monitoring results identified uneven patterns in support of the ethical principles devised by The Southern African Editors Forum. Thus, greater attention needs to be given to the fair, balanced, coherent, in-depth, educative and informative nature of the coverage of the issues, if the media is to better recognise and contribute towards the enhancement of human rights in and through the media;
- Journalists are encouraged to continue to identify people as “*survivors*” of abuse, rather than as “*victims*” of abuse. This was one of the weaknesses in the media in 2004. According to the 2005 research results there was a slight improvement, although there were still people who were identified as “*victims*” of abuse;
- The media should support and encourage “*survivors*” of abuse and violence to write and/or tell their own stories;
- The media should continue to access more women’s voices in its coverage of the Campaign and its related issues. This was one of the media’s greatest achievements during the 2005 Campaign. And as such, the media are encouraged to keep up and improve on this practice;
- The media is encouraged to create more opportunities for the meaningful participation of children in the Campaign, so that children’s own ideas are heard and their views incorporated into mainstream news items;
- The media should aim to increase its coverage of the many different types of abuse, and not only the most extreme forms of abuse;
- The media is encouraged to make the link between instances of sexual abuse and HIV/AIDS more obvious and more consistently;
- The media should make more of an effort to meet the need for continuous and regular coverage of gender-based violence and child abuse throughout the year, as well as during the period of the Campaign; and
- The media should try to tell the stories of women and children from all over South Africa. This can partly be addressed through a more balanced coverage of stories arising from all the provinces in the country.

In general, there is a need for a greater awareness of the various Campaign-related initiatives and also for the continued development and expansion of positive partnerships between the government, media and civil society.



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**Getting the best out of the media:
Analysis of media coverage of the 16 Days of No Violence Against Women and
Children campaign 2005**

Written by Jack Fine, George Kalu, Gemma Harries and William Bird
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