



Women In Politics Support Unit



Quarterly
Monitoring
Report
July - September 2006

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1. Introduction

The media plays a significant role in determining how women in politics and decision-making are viewed and perceived by society in general. The media does not only play an important role in shaping the values of society but also reflects those values. The media is a chronicler of events, an informer, an educator, a Transformative space and a tool for positive social change. It has the capacity to make a very positive contribution towards social change.

In order to conduct a systematic analysis of how women are covered in the media, Women in Politics Support Unit, WiPSU, initiated an internal data capturing process where a daily monitoring of newspapers would be conducted and any article on women Parliamentarians and councilors would be collected. The articles are analyzed to give an overview of how women are portrayed and the implications of that portrayal on women and women's issues in Zimbabwe.

There cannot be a real democracy if the voices and issues of 52% of the country's population are ignored or sidelined. This media analysis will assist in determining whether or not women's voices and issues are articulated to the public as matters of importance. It can also be used as a basis for assessing what could be done to ensure that woman's voices and women's issues are regarded as important.

2. Scope Of This Analysis

The media monitoring initiative covered the local daily and weekly newspapers from both the independent and state media. The newspapers are the Herald, the Daily News, the Daily Mirror, the Sunday Mail, the Weekly Standard, The Independent and The Financial Gazette. The variety of papers would make it possible to analyze the coverage from a comprehensive perspective. Great care and effort were taken to ensure that the margin of error is negligible. This analysis covered the period July to September 2006.

In order for a report to qualify it has to have reference to a particular woman in elected public office. This means a woman Parliamentarian or Councilor. It would not be adequate for an article to merely refer to Parliamentarians or Councilors without linking it to a particular woman or women specifically. An article covering a woman in her capacity as Minister or Governor would qualify because in the current Constitutional framework, Ministers and Governors are members of Parliament. In some cases women Ministers are in fact elected parliamentarians.

Number of Stories Covering Women Councilors

Councilor	JULY	AUGUST	SEPTEMBER	Total
• Sekesai Makwavarara	15	10	21	46
• Prisca Mupfumira	0	1	0	1
• Viola Chasi	0	0	0	0
• Alice Nkomo	0	0	0	0
• Faina Machakaire	0	0	0	0
• Theresa Mutandadzi	0	1	0	1
• Bessie Nhandara	0	0	0	0
• Juliet Machiba	0	0	0	0
• Stars Mathe	0	1	0	1
• Bybit Tsomondo	0	2	0	2
• Marah Dongo	1	0	0	1
• Sarina Ncube	1	0	0	1
Total	17	15	21	53

These articles would also assist in determining if women get more coverage as Ministers or Governor as compared to their capacity as Members of Parliament, Senators or Councilors.

3. Number of stories Covering Women Councilors

The table shows the statistical results of the findings during the Media Monitoring Period. The print Media was monitored everyday from the 1st of July to the 30th of September 2006 and Weekly Papers except for the Sunday Mirror were monitored on Weekly basis.

Table one shows that there's no significant improvement in the Coverage of Female Councilors. The same Female Councilor, Ms Sekesai Makwavarara who is currently the Chairperson of the Commission running the Affairs of the City of Harare, received a lot of Coverage in the previous quarter, that is the period from 1st April to 31st June 2006 is still the one who is leading in the quarter ending 30 September 2006 with a total of 46 stories, which is a sharp decline from previous quarter's 62 stories.

4. Analysis

Out of the 129 Rural and Urban Female Councilors only 12 Councilors were covered in both the Daily and weekly print Media, which however is a significant improvement from the 9 female councilors that were covered in the previous quarter. Does this mean that only 12 Female Councilors are the only ones who are doing something for their Councils and other 120 are just sitting back doing nothing in their councils. The Table also Shows that the Female Councilors Covered are Councilors from the City only. Does this mean that Councilors from, the Rural Councils do not make news? Or it is because the Media is biased towards Urban Female Councilors.

Sekesai Makwavarara continues to be at the top of the list because she is getting a lot of Media attention. Sekesai is the only one who has more than 2 stories and was covered in 46 stories, whilst the other Councilors got between 0 and 2 stories each in the last three months. It is therefore not really Surprising that she attracts a lot of Media attention as she is occupying an influential position in Zimbabwe's capital City.

5. What does the Table show about the coverage of Women in Politics

The table shows that the coverage of Women politicians has declined from the previous quarter's 201 stories to 184 stories. The table just like previous quarter significantly shows that the Vice President, Joice Mujuru is the one who is leading with only a total of 48 stories, which are a far cry from previous quarter's total of 89 stories. It is sad to note that she did not receive full media coverage despite the fact that she was the acting President during the period under review, when the President was out of the country. The Vice President was followed by the Harare North MP Trudy Stevenson who had a significant coverage of 45 stories from the previous quarter's 6 stories, this quarter saw the daily and weekly papers carrying stories on the brutal attack on Trudy and followed by the female Ministers Sithembiso Nyoni, Oppah Muchinguri, Olivia Muchena, Flora Bhuka and Abigail Damasane who got 19,17, 12, 2 and 0 stories in comparison to the previous quarter's 12,17,11,4 and 1 respectively. The ministers were mainly covered on issues pertaining to their Ministries. The two female Provincial Governors Thokozile Mathuthu and Angelina Masuku enjoyed an improvement in coverage of 5 and 4 stories in comparison to the previous quarter's 2 and 3 stories respectively.

Female MPs who do not occupy influential positions did not receive a significant coverage except for Trudy who enjoyed media attention after she was brutally attacked.

Number of stories Covering Women Parliamentarians

NAMES	JULY	AUGUST	SEPTEMBER	Total
1) Min Flora Bhuka	0	0	2	2
2) MP Abigail Damasane	0	0	0	0
3) MP Aqualinah Katsande	0	0	0	0
4) MP Nomalanga Khumalo	0	0	0	0
5) MP Thokozani Khupe	0	0	0	0
6) MP Shuvai Mahofa	2	0	0	2
7) MP Angelina Masuku	3	1	0	4
8) MP Editor Matamisa	0	0	0	0
9) MP Thokozile Mathuthu	2	2	1	5
10) MP Mabel Mawere	0	0	0	0
11) MP Enita Maziriri	0	0	0	0
12) Min Oppah Muchinguri	4	8	5	17
13) Min Olivia Muchena	3	3	6	12
14) MP Sabina Mugabe	1	0	0	1
15) VP Joice Mujuru	9	23	16	48
16) MP Priscilla Misihairabwi	3	0	1	4
17) MP Pauline Mpariwa	0	0	0	0
18) MP Nyauchi Esther	0	0	0	0
19) Min Sithembiso Nyoni	8	4	7	19
20) MP.Celine Pote	0	0	0	0
21) MP Satiya Canisia	0	0	0	0
22) MP Gwachiwa Cecilia	0	3	0	3
23) MP Trudy Stevenson	31	5	9	45
24) MP Zinyemba Margaret	0	0	0	0
25) Sen. Pres Edna Madzongwe	3	0	5	8
26) Sen. Chidakava Betty	0	0	0	0
27) Sen. Chimbudzi Alice	0	0	0	0
28) Sen. Chimhene Mandi	0	0	0	0
29) Sen. Dete Agnes	0	0	0	0
30) Sen. Dube Grace	0	0	0	0
31) Sen. Gava Chiratido	0	0	0	0
32) Sen. Goto Rosemary	1	0	0	1
33) Sen. Gumbura Livai	0	0	0	0
34) Sen. Mahere Sheila	0	0	1	1
35) Sen. Makono Egneti	0	0	0	0
36) Sen. Mohadhi Tambudzani	0	1	0	1
37) Sen. Moyo Eunice	0	1	0	1
38) Sen. Moyo Josephine	0	0	0	0
39) Sen. Muchengeti Clarissa	0	0	0	0
40) Sen. Muchenje Viginia	0	0	0	0
41) Sen. Mukusha Stefan	0	0	0	0
42) Sen. Mutinhiri Tracy	0	1	0	1
43) Sen. Muzenda Tsitsi	1	2	1	4
44) Sen. Mwashita Vivian	0	0	0	0
45) Sen. Ndlovu Rittah	0	0	0	0
46) Sen. Rungani Anna	0	0	0	0
47) Sen. Thembanani Sabina	0	1	0	1
TOTAL	75	55	54	184

Number Of Stories Covered By The Newspapers Per Month

Paper	July	August	September	Total No Of Stories Per Paper
Herald	29	27	34	90
Daily Mirror	31	10	23	64
Zim Independent	7	3	3	13
Financial Gazette	5	8	6	19
Standard	4	3	4	11
Sunday Mail	4	2	6	12
Total No of stories per Month	80	53	76	209

This raises the following issues: either Women in their capacity as Parliamentarians are not considered newsworthy or women being very few and occupying fewer political positions are unlikely to attract a lot of media attention.

The Table just like last quarter shows that the Herald continues to comparatively carry more news items on Women politicians with 90 stories though this time it has declined from last quarter's total of 120 stories compared to the other Daily paper .The Daily Mirror which has 64 stories up from the previous quarter's total of 46 stories which shows that the Daily Mirror has significantly improved this quarter. The weekly papers Zimbabwe Independent Financial Gazette, The Standard and the Sunday Mail have a total of 13,19,11and 12 stories respectively shows a significant fall from the previous quarter's 38,24,30 and 16 stories respectively.

The table also shows that the coverage of women declined from July to September 2006.The coverage was declining every month, which is sad.

Number Of Stories Covered By The Newspapers Per Month

Paper	Scandals	Economic policies & land issues	Social & national issues	Health & AIDS issues	Corruption	Women issue & Empowerment	Development & Donations	Gender, GBV & DVB	Reproductive health	Cartoons & pictures	Profiles	Letters & official openings	Others	Total
Herald	12	3	5	1	0	8	15	14	0	6	0	6	16	86
Daily Mirror	10	6	3	0	0	4	10	15	1	2	0	6	6	63
Zim Ind	4	0	0	0	1	0	0	2	0	1	0	2	3	13
FinGaz	10	0	0	0	0	0	0	3	0	0	0	3	3	19
Standard	4	0	0	0	0	1	0	0	0	0	0	3	2	10
Sunday Mail	1	2	1	0	0	1	1	2	0	1	0	2	0	11
Total No. Of stories	41	11	09	1	1	14	26	36	1	10	0	22	30	202

6. What were the issues discussed?

Women's voices and views are grossly under presented in the media; this is evidenced by the research we did from the beginning of July up to the end of September. The tables above clearly show that a few women politicians are being covered in the print media.

A research carried out by gender links revealed in September 2002 revealed that if unknown sources are excluded women constituted 15% of the news sources.

This figure is lower than the Global Media Monitoring Project (GMMP) and a regional average of 17%. This research clearly shows that there is limited coverage of women issues and women politicians in the media. There is also an indication that women are less likely to be approached by the media as news sources in their capacities as Parliamentarians or Councilors than in their capacities by appointment as Ministers and Vice Presidents.

7. Summary Of Coverage Table

Issue	Scandals	Economic policies & land issues	Social & national issues	Health & AIDS	Corruption	Women/ & Empowerment issues	Development & Donations	Gender, GBV & DVB	Reproductive health & Child issues	Cartoons & pictures	Profiles	Letters & official openings	Others	Total
Total No. Of stories	41	11	09	1	1	14	26	36	1	10	0	22	30	202

8. Recommendations

The analysis of the media reports show that there is need for a lot of work to be done for women politicians to be reported on more often and in a positive manner that will bring out the fact that they are able and effective leaders.

- The challenge lies with the media to begin to recognize women politicians, their voices, their contributions in decision-making, their highlighting of women's issues and the work they are doing in their capacities as representatives of communities.
- There is need to highlight the women Councilors and the nature of women's political participation, which is greater at local government level.
- The media houses should stop the current polarization in our society to divide women and begin to report accurately on women politicians and women's issues. It is a great challenge to the media houses in this country.
- A lot of work really needs to be done by media. There is need to cover more women in politics especially the Rural Senators and Rural Councilors, who remain unknown because they are not given enough coverage and space in the media.
- There is need also for the print media to expand its geographical scope by including rural areas and women in politics in those areas in their coverage.
- The media should also focus on the work being done by women in their elected roles for example Parliamentarians or Councilors.
- Finally, the media should recognize and celebrate women politicians and the gains made in the emancipation of women.