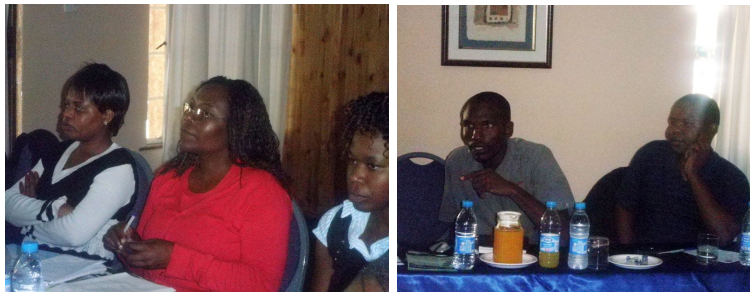


## ZWRCN Media Training Workshop on Gender and Gender Budgeting

21 April 2010



Media practitioners participating at the workshop



Virginia Muwanigwa conducting the training

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# **Report on ZWRCN Media Training Workshop on Gender and Gender Budgeting**

**Pandhari Lodge, Harare**

**21 April 2010**

## **Background and Context**

ZWRCN recognizes the importance of relevant, timely and gender-sensitive information for development in personal, social and national spheres. In addition to ZWRCN provision of information on gender and development to various stakeholders, the organization advocates for other public information providers to become gender-sensitive in information collection, documentation and dissemination.

It is against this background that ZWRCN in collaboration with Zimbabwe Union of Journalists organized a workshop to strengthen mainstream media practitioners' capacity to generate information material and reports on some of the critical issues that women and girls in Zimbabwe face. Emphasis of this training was on gender budgeting and gender sensitive media reporting. This training was particularly important at this point in Zimbabwe's development, when a review of public policies and programmes and a redefinition of development priorities are underway through the constitution reform process. It is critical that the media practitioners play a prominent role in amplifying the voices of women and their agenda for transformation.

Participants for the workshop were drawn from community and national media houses (print and electronic) in Harare, Bulawayo, Gweru, Kwekwe and Kadoma where ZWRCN has ongoing gender budgeting activities with local authorities. Focus was on news editors, line and desk editors as these individuals play a significant role in shaping what is eventually published.

## **Workshop Objectives**

- To raise awareness on key gender concepts, and their relevance to media coverage;
- To raise awareness on gender budgeting concepts, tools and techniques;
- To build capacity among participants to analyse budgets with a gender lens;
- To provide media practitioners with relevant, up-to-date and accurate information on key issues affecting women and girls in the areas of economic rights (access to resources and resource allocation through the national and local authority budgets);
- To facilitate the development of innovative story ideas, for publishing in print and electronic media.

## **Introductions**

These were self introductions by participants who comprised of editors and senior journalists of media in Zimbabwe, ZWRCN staff and the two facilitators.

## **Welcome Remarks**

Eleanor Maeresera, the ZWRCN Local Government Programme Coordinator, welcomed participants on behalf of the organisation's Executive Director. Maeresera provided the following background information on ZWRCN in general and the media training in particular.

- ZWRCN came about because of the realisation that there are inequalities among women and men but there was inadequate knowledge on how to address this
- Programmes of ZWRCN – Gender and Information; Gender Budgeting and Women's Economic Empowerment; and Gender and HIV and AIDS
- Purpose of training– gender and gender budgeting

- Specific training for editors who sanction media reports
- To capacitate media to promote gender equality
- To map way forward on innovative development of gender sensitive stories

### **Solidarity Message by, Zimbabwe Union of Journalists (ZUJ)**

Foster Dongozi, Secretary General of ZUJ, acknowledged the presence of ZUJ members in particular, ZUJ executive committee members sitting in the gender mainstreaming committee, senior members of media fraternity, group news editor and editor of New ZIANA and the senior editor of the Herald. He also highlighted the following:

- ZUJ is passionate about gender issues but has lacked adequate capacity to take this forward.
- Amended constitution to be gender sensitive and ensure that operations and activities were in line with gender
- ZUJ is the Gender Coordinator of the Southern Africa arm of International Federation of Journalists
- Have completed gender audit of prevailing norms in newsrooms
- Completed book on women walk silently to parliament – aspiring women politicians and how they were covered in the media
- National journalistic awards but mooted idea to recognise gigantic steps made by women (e.g. banking sector)
- Happy to be partnering with ZWRGN as ZUJ has ideas but needs strategic partners to bring them to fruition.

### **Official opening by Mr Timba, Deputy Minister of Information**

Mr Timba shared that it was a pleasure and honour to mark the opening of the workshop on gender budgeting, tools and techniques for the media. He noted that instruments are available to inform work on gender and gender budgeting for example:

- Gender budgeting specifically mentioned in SADC Gender Protocol – tracking, monitoring and evaluation
- Government acknowledges critical role of ZWRGN and MWAGCD in institutionalising gender budgeting, beginning in the signing of MoU under the Gender Budget and Economic Empowerment Programme
- Has led to increased awareness of gender budgeting – trained Permanent Secretaries MPs, Directors, and other members of civil society
- Consideration of gender to resource allocation since 2008 (to take cognisance of differing needs among women and men, boys and girls)
- Media play an important role in shaping public opinion and should be capacitated in gender budgeting
- Capacitate the media to be gender sensitive in their reporting for national development

### **Overview of Gender Concepts**

Kwanele Ona Jirira of the Institute for Development Studies conducted the training on gender concepts and gender budgeting. Jirira shared the objectives of her presentation as follows: sensitise media practitioners to build their gender knowledge capacity via brief introduction into gender concepts; and to introduce the gender budgeting (GB) concept so that media practitioners can have working knowledge of what to look out for when reporting about budget-related issues.

She spoke to Gender Equality and Women Empowerment Frameworks which comprise of United Nations International Instruments, Conventions, Covenants, Declarations, Resolutions, Protocols

such as the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) of 1979 and the Millennium Development Declaration and the Millennium Development Goals (MDGs), especially MDG 1, MDG2 and MDG3.

The Gender and Development Approach whose aim is to ensure that both women and men are viewed as integral to development was introduced to participants. The GAD focus on unequal power relations and the attendant effect on social and gender relations was explained in the context of decision-making on access to and control over resources.

The GAD approach replaced the Women and Development/Women in Development (WAD/WID) and a comparative analysis was done.

Sex and sex roles were discussed in relation to commonly perceived notions of male and female. Sex was defined as biological, universal and irreversible differences among women and men. Gender on the other hand, was defined as the social differences among women and men that are learned, changeable over time and culture specific. The facilitator noted that because gender differences are socially constructed so too can they be deconstructed.

Feminism, Femininity and Matriarchy were defined as social phenomena based on women's perspectives. These were viewed in light of Masculinity and Patriarchy, reflective of the dominant male perspective.

Gender equality, equal rights to opportunities and treatment for women, men, boys and girls, was defined as a human rights and precondition for sustainable and people-centred development. Clarification was also provided on the difference between gender equity (fairness to women and men) and gender equality. Gender equity is seen as a means towards a result, gender equality. Affirmative Action, positive measures designed to uplift disadvantaged groups was also discussed.

Gender Analysis, the study of differences in conditions, needs, interests, participation rates, access to resources, and development, control of assets, decision making powers etc between men and women was shared with participants. It was noted that analysis can be quantitative (data) or qualitative (the how and why of social phenomenon).

Women empowerment as a concept was defined and how it relates to women moving from being disadvantaged to taking control over their lives, setting their own agendas, gaining skills, building self-confidence, solving problems and developing self-reliance.

The difference between practical gender needs and strategic gender interests was discussed in that the former are tensions arising mainly from physiological desires of both women and men that can be quenched by the provision of for example, food, water or other handouts. The latter, on the other hand, arise from the relative socio-status of women in society and require challenging of the status quo to be addressed.

Stereotypes or gender myths were explained as generally accepted perceptions about the attributes and roles of women and men taken as truth but which may not be.

Gender blind in media reporting was described as a situation in which it is assumed that there are no differences among women and men, boys and girls. An example was given by the facilitator of reports on the national budget which fail to adequately analyze the differential impact of vote allocations among social groups.

Gender neutral as was explained as an approach in reporting where it appears that interventions are not biased towards any particular sex. However, it was noted that closer inspection of language used will show attitudes skewed in favour of males.

Gender sensitization was described as efforts to raise awareness on gender and implications on national programme outcomes. Gender division of labour was explained as a study of who does what in reproductive, productive and community-based activities.

Gender budgeting as a concept was introduced as the process of gender mainstreaming in the budgetary processes such that the formulation, design, planning, implementation, monitoring and evaluation consider the differences among social groups. Gender budgeting is facilitated by sex Disaggregated Statistics/Data which is the collection and use of quantitative and qualitative data by sex.

Gender mainstreaming assesses the implications for women and men of any planned acting, including legislation, policies or programmes. It was explained as a strategy to ensure gender equality by transforming organizations through redefining balance of power among women and men.

Jirira encouraged participants to talk about how as the media they are mainstreaming gender in their analyses of policies, projects and programmes.

### **Introduction to Gender Budgeting Tools and Techniques**

GB was explained in the context of its **effectiveness** to access government resources at both national and local government levels; a **re-distributive tool** to the more vulnerable and historically marginalised social groups in society such as women, children, people with disabilities and the elderly; and a **policy tool** to redistribute national resources.

A background to GB was shared based on the experiences in South Africa, Tanzania, Uganda and Zimbabwe. For the latter, the Zimbabwe Women's Resource Centre & Network's (ZWRCN) Gender Budgeting Initiative, has conducted several sensitisation and training workshops with government technocrats and Gender Focal Persons in various government ministries. The Initiative has also commissioned a national gender budget analysis and sector budget analysis for the Education, Agriculture and SME sectors.

There is now a Zimbabwe Gender Budgeting Network that is actively promoting Gender Budgeting (GB) throughout Zimbabwe and Jirira suggested that the media should also be represented.

The workshop participants benefited from information on the definition, importance and structure of a budget. The different approaches to GB including gender specific expenditures as compared to general expenditures and equal opportunity expenditures were also shared. Gender management systems were introduced as too were functions of the Budget.

In highlighting the central economic functions of budgets, Jirira discussed the budget process, budget constraints and budget tracking and key players in the budget process.

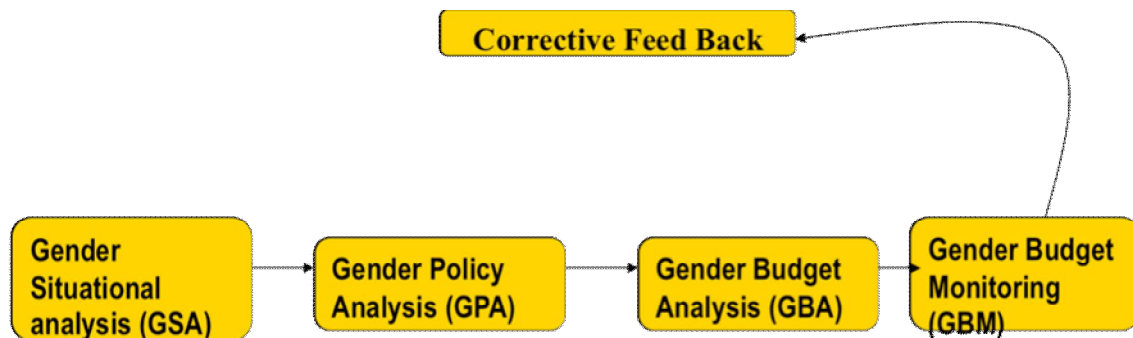
A lengthy discussion on gender budget issues followed with specific reference to:

1. Lack of access to advisory services for food production.
2. Inadequate social assistance programmes to vulnerable groups especially women and children *i.e. Orphans and Vulnerable Children (OVC) programme; Supplementary Feeding Scheme Programme; BEAM basic education support programme etc.*
3. High adult illiteracy rate especially among women.
4. Low access and utilization of new and renewable energy sources
5. High dropout rates among girls.

6. Inadequate Special Needs Education facilities.
7. Low enrolment rates for girls.
8. Pro-rich government sponsorship/admission.
9. Drug stock outs where the burden impacts on the poor women and men more than the well-to-do.
10. Beneficiaries and implementers of government programmes are not involved in the formulation process.
11. Programme locations and designs at times do not suit the interests or needs of the intended beneficiaries especially women and people with disability
12. Unskilled women have not benefited from the labour-based technique used in the rehabilitation and maintenance of district and urban roads (**Public Works Programmes**).

#### Gender Budget Conceptual Framework

This was explained in the diagram below:



The diagram refers to GSA which assesses the context under which women, men, boys and girls exist. The GPA reviews current policies and their efficacy while the GBA is concerned with the allocation of inputs, outputs and outcomes. GBM refers to the oversight role played by various players, the media being one over the implementation of the GB, against agreed indicators.

Jirira ended her presentation on GB by highlighting some potential story ideas for the media as follows:

**Health:** health service delivery; Maternal and child health services; Reproductive health issues; water and sanitation issues poor facilities and infrastructure.

**Education:** the girl child versus the boy child (affirmative action policies); female versus male adult literacy differences (capacity building initiatives).

**Agriculture:** women's role in food security and production.

**SMEs:** dominance of women in the informal sector and cross border activities and growing 'over-crowding' by male operatives.

**Defence:** country is not in a war situation but development is lagging.

**Trade and Industry:** women are still visibly marginalised from the economy and there is need to include them into the economic empowerment drives etc.

### **Role of the Media in Promoting Gender Budgeting**

This presentation of the training session was done by Virginia Muwanigwa, a journalist and gender activist.

#### Objectives

- To carry out gender analysis of media institutions, processes and outcomes in Zimbabwe
- To assess media coverage of gender issues through discussing media portrayal of women as news sources
- Exploring ways to raise awareness of media in gender budgeting and implications for national development

Muwanigwa used the interactive approach in her presentation where issues raised were used to elicit discussion with participants. She shared the local context in which the media is operating in which issues exist around relevance of stories and news content to readers, especially women and girls. Issues include: lack of company policies towards covering gender stories beyond specialist papers; a belief that gender is not easy to sensationalize; inadequate knowledge on gender by journalists and editors; dearth of a good pool of specialist gender writers; and general lack of gender sensitive editors.

The problems so identified were attributed to various reasons including: low representation of women in decision-making in the media; inadequate media understanding of 'gender' concepts; inadequate skill in gender reporting through writing balanced stories which include women as sources in economic news; inadequate awareness on and media reporting on the role of women in the economy, business and development; inadequate linkages between business and economic reporters to key female decision makers and entrepreneurs; and specific to the training, inadequate understanding of gender budgeting as a women's empowerment and gender equality strategy. Participants shared their individual experiences in grappling with mainstreaming gender and there was general consensus that there is still considerable work to be done to ensure that gender stereotypes are deconstructed.

Despite the problems highlighted, participants heard that some lessons have been learnt. These include the need to: increase female representation in the news in different and better ways; eliminate harmful gender stereotypes; rely less on expert opinion in comparison with ordinary people; have editors, both women and men, who are sensitized and trained in gender issues; for media to adopt and implement gender policies; lobby for the inclusion of a gender module in training courses; and to strengthen media women's capacity in media management. The issue of media personnel being used as experts was discussed against concern that the media was now being an obvious player rather than a mirror of society. This is also reflected in the gender stereotypes at work in the newsrooms and among Editors.

The facilitator shared that the target media under discussion included state owned, private and freelance media and other less known media such as community drama, artistes and theatre groups. A discussion on whether there is any media that can be viewed as objective ensued where participants pointed out that political expediency, inadequate remuneration and lack of professionalism among practitioners has led to less than quality reporting.

In carrying out a gender analysis of media, the facilitator encouraged participants to: explore how women figure in both macro-level and micro-level realms of media organisations. These were explained respectively as relations of power between male and female media practitioners in terms of

investment, executive-level decision-making and employment and media content, representation of women and men as subjects, coverage of issues particularly relevant to women's lives.

The role of the media as the Fourth Estate and implications for its watchdog role for society was also discussed in the context of how democratic the media itself is against GEMSA 2006 statistics that women comprise less than 5% of managers and owners and 19% of news sources. The analysis also noted that women are portrayed in a narrow range of roles as victims or sex objects. Unbalanced and biased opinions and coverage in line with particular ideologies and values prevail which has resulted in fewer opportunities for local and minority audiences, the majority women to access relevant content and articulate concerns through the media.

#### Reality versus Vision of Gender Sensitive media reporting

This presentation spoke to the oversimplification of and undervaluing of women's specific concerns against the need for images that challenge stereotypes and promote equal access to opportunities and treatment. Participants were urged to adopt a critical inquiry approach that focuses on the efforts those poor and marginalized groups within feminized poverty. Currently editors are preoccupied with images and voices of poverty that are generally women and seemingly hopeless and helpless. A photograph in the day's copy of the Herald in which an 83 year old woman had attained a bumper harvest in groundnuts was discussed from this perspective.

Participants heard that gender budgeting provides the broader approach needed to covering issues of poverty and efforts to address it. The need to see images in which subjects are social agents and to reflect on contemporary news values was highlighted. The media was also urged to challenge markets that perpetuate gender inequalities. It was noted that diversity in media companies and outlets would result in diversity in the variety of media products available to address the interests, needs and concerns of varied audiences, and diversity in the images and voices represented in the media.

Writing opinion pieces on gender was pointed out as a way of pushing the gender agenda. News editors were also encouraged to create space for some of these opinion pieces on gender and development.

In practically reflecting on the gender concepts presented by Jirira, the media reporting session discussed usage of language as an important factor in reporting gender and related phenomenon.

Tools for mainstreaming gender in the media were summarised in the participants being encouraged to reflect on who gets coverage and why, from what perspective, through which lens, reflecting which stereotypes about people. Other considerations include: assessment whether stories are helping to advance gender equality and equity in society or they were angled in a way that upholds traditional attitudes and values, whether women's or men's concerns were treated separately from the concerns of society in general.

In advancing media reporting on GB key media issues were discussed as the coverage of women, men, girls and boys, from a rights based approach, through lens that are informed by and highlight social differences, cause and effect of economic policies. The equal valuing of women's and girls' specific issues, advancing gender equality by challenging patriarchal beliefs, values and norms and importance of addressing women's specific concerns within the family, society and nation.

#### **Developing Innovative Gender Sensitive Stories**

The discussion on development of innovative gender sensitive stories was done in a participatory manner in which participants chose an idea, tobacco auctions in Zimbabwe. The concept justification

included that this issue is topical, tobacco is a considerable forex earner for Zimbabwe, it is cultivated by women although considered a cash crop for men, it leads to prostitution and risky behavior in view of HIV and AIDS, conning of tobacco farmers, has potential for improving livelihoods of families and contributing to the GDP.

The issues so highlighted were used to string together an abstract, summary of main points from the story with participants encouraged to look out for and highlighted the gender issues within.

Discussion on choosing an angle was indicative in that the majority of participants, most of whom were men, preferred to focus on the issues where women would be cast as commercial sex workers, commonly viewed as villains while the hardworking men were victims.

Participants were encouraged to ensure that they were gender sensitive in the identification of sources and this exercise was done to test readiness to practice what had been shared. Photos and their impact were also discussed with various ideas being explored that would more effectively drive home the gender sensitivity of the story. Muwanigwa finalised the session by encouraging participants to enrich their reports by ensuring that reference was made to relevant gender sensitive instruments that the country has signed. Reflecting on target audience in news gathering, packaging and dissemination, according to the discussion, should also take into consideration the special needs of women, men, boys and girls. And follow up on gender sensitive articles should be done to inform whether there have been outcomes, positive or negative.

In summarising the day's training, Muwanigwa urged the editors to reflect on their individual attitudes, beliefs and behaviour as they carry out their media work. Participants were encouraged to use the information received on gender concepts; gender inequalities based on roles, access to and control over resources, practical needs and strategic interests, opportunities and constraints for women and men; mainstreaming gender in policies, laws and practice to address inequalities among women and men; improving women's access to and control over resources through employment, trade and other means; and Gender Budgeting initiative (results – women's economic empowerment and gender equality).

## Media Training Workshop on Gender and Gender Budgeting 21 April

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