



**GENDER ISSUES IN THE MEDIA: AN EXPLORATORY STUDY OF THE
COVERAGE AND PORTRAYAL OF GENDER IN COMMUNITY RADIO
PROGRAMMING**

by

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**Submitted in fulfilment of the requirements for the degree
MASTER OF ARTS IN MEDIA STUDIES**

in the

FACULTY OF HUMANITIES

SCHOOL OF LANGUAGES AND COMMUNICATION STUDIES

at the

UNIVERSITY OF LIMPOPO

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OCTOBER 2020

DECLARATION

I, Madikana Matjila declare that this research project: **Gender issues in the media: An exploratory study of the coverage and portrayal of gender in community radio programming** is my original work and has not been presented at any other University except the University of Limpopo. All the work contained has been duly referenced.

SIGNED

.....

DEDICATION

This research project is dedicated to my beloved mothers Mrs Mokgaetji Matjila and Mrs Sono Thulare, my Dad Joseph Matjila, my beloved Brother Pasha Mothibi, and my friend and Uncle Mr Lesiba Thulare.

ACKNOWLEDGEMENTS

I would like to extend my appreciation to the following people without whose support and wise counsel, this project would not have been completed. I am eternally indebted to my supervisor Professor Sheila Mmusi who provided guidance throughout the research process. I also want to extend my gratitude to Mrs Mamakgoba Matjila for consistently encouraging me to finish this work when I wanted to give up.

The following people contributed immensely in this work and I am grateful for their personal assistance.

- ❖ Professor Thabiso Muswede for editing and proofreading this work;
- ❖ Ms Rudzani Muthambi for peer review and feedback;
- ❖ Ms Khutso Mabokela for peer review and feedback;
- ❖ Mr Thabang Masedi for reviewing this work; and
- ❖ Members of staff in Media Studies (2019) for the team work, support and mentorship.

Lastly, I would like to thank my many unnamed and unknown people who have been behind my back in good and bad times to see this project through. I also want to thank God Almighty for the gift of life.

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LIST OF ABBREVIATIONS

AGM	Annual General Meeting
AMARC	World Association of Community Radio Broadcasters
AU	African Union
BCCSA	Broadcasting Complaints Commission of South Africa
CEDAW	Convention on the Elimination of All Forms of Discrimination Against Women
CGE	Commission on Gender Equality
CR	Community radio
GBV	Gender Based Violence
GMBS	Gender and Media Baseline Study
GMMP	Global Media Monitoring Project
GMPS	Gender and Media Progress Study
GSDRC	Governance and Social Development Research Centre
IBA	Independent Broadcasting Authority
ICASA	Independent Communications Authority of South Africa
LGBTIQ	Lesbian, gay, bisexual, transgender intersex and Queer
MDDA	Media Diversity and Development Agency
NCRF	National Community Radio Forum
NGO	Non-Governmental Organisation
OSF	Open Society Foundation
SAARF	South African Advertising Research Foundation
SADC	Southern African Development Community
SAHRC	South African Human Rights Commission
SOGI	Sexual Orientation and Gender Identity
STATSSA	Statistics South Africa
UNESCO	United Nations Educational and Scientific Organisation
UN	United Nation
WEF	World Economic Forum
SDG	Sustainable Development Goals
MDG	Millennium Development Goals
UNWOMEN	United Nation Entity for Gender Equality
CPAG	Commonwealth Plan of Action on Women

APA	American Psychological Association
CEO	Chief Executive Officer
CM	Community Media
TV	Television
UKCRO	United Kingdom Community Radio Order
HIV	Human Immunodeficiency Virus
AIDS	Acquired Immunodeficiency Syndrome
WACRB	World Association of Community Radio Broadcasters
USIC	United State International Conference
C4D	Community for Development
KISS	Keep it Short and Simple
SANEF	South African National Editors Forum
NAB	National Association of Broadcasters
BRC	Broadcast Research Council
SAQ	Self-Administered Questionnaire

ABSTRACT

The 21st century has been characterised by a growth in community radio (CR) programming for development and gender awareness sensitisation campaigns. Many radio programmes and documentaries feature issues that deal with gender and diversity issues. However, most are excessively packaged with content that depicts stereotypes and lack sensitivity. This study explores how CR covers and presents gender in the production and construction of programmes and news. It also offers basic strategies on how to produce gender sensitive programming. Furthermore, the study assessed the knowledge and attitudes of CR volunteers on gender mainstreaming as a concept.

A mixed methods research paradigm combining both qualitative and quantitative methods was applied in this study. The review of literature involved an extensive analysis of gender reporting in the media and CR. Data was collected using questionnaires, focus group interviews, personal interviews and archival material. A transformation model was utilised for data interpretation and analysis. Study findings show that CRs do not adequately cover gender issues, portray gender in stereotypical norms, and the majority of volunteers have a negative attitude towards gender mainstreaming. The study endorsed formal gender training and the diversification of views as a primary solution to addressing gender disparity in the media.

Keywords: Gender, gender mainstreaming, Community radio, programming

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CHAPTER 1

THE PROBLEM IN PERSPECTIVE

1.1 INTRODUCTION

Community media have been growing rapidly in democratic South Africa, particularly in the Limpopo province. The media sector has made noticeable achievements to human resources, capacity building and community development. This is because the sector is fundamental to the development of mainstream media. To many the CR sector is viewed as critical in training and developing human personnel for mainstream media. Mithel and Lewis (2018) note that CR it is a training laboratory for mainstream media, be it print, television or radio. This is possible since issues of ownership, control and sustainability are entrusted in the hands of the community members and the entities are driven by democratic principles and are also not profit orientated (Wilkinson, 2015). The distinct nature of CR puts it in the spotlight of events especially the fact that they are owned and controlled directly by communities; making it a voice of the voiceless (Patil, 2018).

This study focuses on the relationship between CR and gender. It views CR as an active tool for participatory communication that is central to community development and gender justice. Gender on the other hand is an intrinsic element of CRs' initiatives that promote equality, social cohesion, women empowerment and community democratic purposes (Khanchan & Bandelli, 2012). Dealing with these two concepts (CR and gender) is a complex process as both have a rich history on scholarly premises. Internationally, gender issues and the media are highly influenced by the 1979 Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), the 1985 Nairobi Forward Looking Strategies for the Advancement of Women, the 1993 Declaration on the Elimination of Violence Against Women, the 1995 Fourth UN World Conference on Women in Beijing, the 1995 Platform for Action, the 1995 Commonwealth Plan of Action on Gender and Development and the SADC Gender Protocol and many other instruments and policies that underpin the concepts around feminism.

The media is one of the most influential agents of socialisation. Through the media, users and consumers learn how to do certain things by listening to the radio,

watching television and reading newspapers. Information is easily accessible, cultural ways and norms are learned, identities are merged and internalised, social roles and responsibilities are re-defined, and the sense of class is earned (Ting-Toomey, 2015).

Notwithstanding, gender inequality continues to dominate South Africa with the country rated 17th out of 136 nations (World Economic Forum, 2017). Over the years (1995, 2000, 2008), South Africa has committed to global agreements to eradicate gender disparities at all levels of society, such as in government departments, private companies and other institutions (Lowe-Morna, Dube & Makamora, 2015). Among these agreements and commitments are the September 1995 Beijing Platform of Action and the 2008 Southern African Development Community (SADC) Protocol on Gender Development as well as the Millennium Development Goals (MDGs) which guide policies on gender equality and recently the adoption of Sustainable Development Goals (SDGs).

In 2008, many of African countries including South Africa signed and committed themselves to the Southern African Development Community (SADC) Protocol on Gender and Development. These African states committed that by the year 2015; there would be a 50/50 gender representation in their respective countries. However, according to the Gender and Media Progress study conducted by Gender Links, by 2010 no significant developments had been achieved with respect to implementing the commitment (Gender Links, 2010). Consequently, the post 2015 agenda and analysis is still centered on achieving the 50/50 goal.

In addition to the global commitments, the South African Constitution of 1996 prohibits superiority among all humans in South Africa. Section 36, subsection (1) Chapter 2 of the Bill of Rights states that:

“Everyone in South Africa is equal before the law and has the right to equal protection and benefit of the law”

This Act applies to all humans, organisations and companies operating in South Africa. The media as a sector is also governed by the same policies and laws that are supreme in the state. Issues of gender are not only a concern to activist groups

or organisations, but to government as well. This study as a result, is concerned with the extent to which these national obligations are observed in the content for broadcast.

Furthermore, the country has a Gender Commission, the Commission on Gender Equality (CGE) which is an independent statutory body, established in terms of Section 187, Chapter 9 of the Constitution. The CGE is mandated to promote respect for gender equality and protection, development and comprehension of gender (CGE Sex Offences Report 2003). The premise is that CGE should promote respect and protection of gender in the newsrooms, editorials, publications and content of media houses. There is a need to assess the extent to which gender issues are considered when it comes to decision-making processes at the three media houses selected for this study, namely Radio Turf, Mohodi community radio and Moutse community radio.

The other consideration as part of the study is the work of the South African Human Rights Commission (SAHRC) which was established in 1995 under the Human Rights Commission Act 54 of 1994. The SAHRC was established to support constitutional democracy, and to promote respect, observance of and protection of human rights for everyone. This study therefore explored the extent to which all these rights, laws and commitments are applied in the operational policies and programming strategies of the stations mentioned above.

1.2 STATEMENT OF THE RESEARCH PROBLEM

Over the years, mass media content has been critically analysed by gender and media scholars. The portrayal and representation of both genders have been found to be inconsistent and often biased in roles ascribed to different sexes (Llonos and Nina 2011). For example, women have always been portrayed as victims in popular soap operas while men are always protagonists (UNWOMEN, 2017). The mass media practices are often a concern in gender sensitivity as more and media messages continue to perpetuate these stereotypes. The SADC protocol on gender acknowledges that journalistic practice in the media is predominantly gender biased resulting in an unfair and differential coverage of men and women (Gender Links, 2010).

For example, women are portrayed positively as long as they behave in stereotypically ascribed roles and are demonised in the contrary (Joan, 2006). Frazer and Estrada (2002) attest that CR programme producers often lack extensive training, and with the above stereotypical coverage tendencies there is room for less or totally no gender sensitivity in the coverage. This may lead to misrepresentation of gender in the coverage of news and in programme production. Recent studies prove that more men are used as experts in the media content while women are used as ordinary contributors and victims (Gender Links, 2017. CR volunteers on the other hand tend to adopt production and presentation styles from the mainstream media due to lack of resources and training (Frazer et al., 2002). The tendency suggests that CR programming may be perpetuating biased beliefs on gender.

Generally, community radio is less professional as a tool for community building and socialisation (Frazer et al., 2002). The nature and structure of this type of media allows for a huge gap in credible journalism. The CR operators often have little or no experience regarding support and training on gender awareness and gender sensitiveness. These challenges and issues hamper objective journalism practices thereby, allowing stations to be gender biased.

1.3 PURPOSE OF THE STUDY

1.3.1 Aim of the study

The aim of this study is to explore the coverage and portrayal of gender specific issues in CR programming.

1.3.2 Objectives

To objectives of the study sought to:

- ❖ identify gender oriented programmes in community radio;
- ❖ assess the relevance of community radio programme production strategies in gender coverage;
- ❖ determine gender-specific features that characterise gender sensitive programmes;
- ❖ assess knowledge and attitudes of CR personnel towards gender mainstreaming in the media.

1.4 STUDY QUESTIONS

This study answered the following critical questions:

- ❖ What programmes are broadcast to create gender awareness?
- ❖ Which strategies are community radio producers using to probe gender issues in the content?
- ❖ What are the features that characterise gender sensitive programmes?
- ❖ Do CR personnel know and understand gender and gender mainstreaming?

1.5 DEFINITION OF CONCEPTS

Gender - Gender refers to behavioral differences between males and females that are culturally based and socially learned (Rossi, 2018).

Gender stratification - Gender stratification, cuts across all aspects of social life, cuts across all social classes, and refers to men and women's unequal access to power, prestige, and property on the basis of their sex (Grusky, 2018).

Community radio – is a non-profit broadcasting entity that serves a particular community; encourages members of the community to participate in the selection and provision of programmes and also broadcast in the course of such broadcasting service (Fox, 2019)

Programming - This refers to the way broadcasters select and assemble various elements, such as music and talk that make a programme in manner that is considered good to listeners (Copeland, 2018).

Gender Identity - Gender Identity (Masculine/Feminine) refers to the outward expression on oneself as male, female or transgender (McDowell, 2018).

Gender roles - are social rules or norms that duly dictate the individual's interests, responsibilities, opportunities and limitation of both male and females in a society (Oakley, 216; Rossi, 2018).

Sex - defines sex as the biological difference between men and women. It's the first label we receive in life (Tiefer, 2018).

Gender stereotypes – refers to the social classification of a particular group and people as often highly simplified and generalised signs, which implicitly or explicitly represent a set of values, judgements and assumptions concerning their behaviour, characteristics or history (Engel, 2018).

Patriarchy - refers to social structure whereby a male (father) figure is leader and his masculine attributes such as power and authority dominates social, political and economic institutions while oppressing women (Miller, 2018).

Gender mainstreaming – term entails an “organisational strategy to bring a gender perspective to all aspects of an institution’s policy and activities, through building gender capacity and accountability (Rai, 2018).

1.6 SIGNIFICANCE OF THE STUDY

It was important to undertake this study because CR is viewed by the researcher as the foundation of mainstream and commercial media. The sector is seen as a training ground where individuals who are trained at these radio stations often get jobs at national and commercial stations. It is more of a training and empowerment platform than just a simple communication platform. Gender disparities are prevalent in South African communities, particularly in terms of rural occupations. This study as a result, will assist different stakeholders in communities to contribute content and also empower communities to deal with gender. The study will also contribute to the body of knowledge in media studies particularly on gender in journalism, developmental journalism, news covering as well as glass ceilings studies to mention a few. Subsequently, the prospect of policy influence on CR and gender practices could be achieved through this study.

Additionally, the media are platforms that have the ability to address a number of societal issues. Therefore, it is hoped that through this study the CR sector will be able to adequately address issues of gender, design and formulate gender policies that guide news and programme construction; and be gender diverse in their programming. This study would also assist community scholars and groups in getting relevant practice case studies for gender in the practice.

1.7 THESIS CHAPTER OUTLINE

Chapter One: Introduction and research problem

This chapter provides the reader with overall background information on gender portrayal and representation in the CR sector. It further identifies key apparatus and strategies adopted by the South African government in dealing with gender mainstreaming and reviews how CRs adopt such for the production of programmes and construction of news. The chapter also justifies the research problem as well its focus. The overall aim and specific objectives of the study are also discussed.

Chapter Two: Literature review: Gender and Community radio

This chapter defines both gender and CR concepts; explores how the media portrays and represent gender (women and men, children and the youth, Gays and Lesbians and others); CR production strategies; evaluates guidelines on how gender sensitive programmes are produced; discusses gender sensitivity and programme planning at CR levels. In the above processes the researcher also defines gender and CR related concepts.

Chapter Three: Research Methodology

This chapter discusses and justifies the use of the case study strategy to collect data in three CR stations (Mohodi CR, Radio Turf CR and Moutse CR). The chapter also justifies data triangulation (the use of Self-administered questionnaires, Focus group discussions, personal interviews as well as archival records) as research design and details the sample and site visits conducted. In addition the chapter discusses the limitations of the study, terms of validity and reliability as well challenges to the design.

Chapter Four: Data Presentation, Analysis and Interpretation

This chapter reports on the findings of the three case studies, the review of archives and the knowledge and survey. In the first instance, the results of the interviews with management teams are discussed (under the themes: programme design, staff training, news reporting and coverage, gender experts and work allocations). In the

second instance, a collective discussion of the result of the three focus group discussions (under the theme: role of programming committee, programme review and content contribution) are discussed and finally the results based on the knowledge and attitude survey are presented and analysed.

Chapter Five: Conclusion and Recommendations

This chapter revisits the aim and objectives of the study; summarises the findings and of the results according to the specific objectives of the study as well drawing out conclusions specific to the individual study objectives. The chapter also draws out recommendations from the findings; presents limitations of the study and finally clarifies the contribution of this study with reference to the literature.

1.8 SUMMARY OF THIS CHAPTER

This chapter presented an introduction to the aims and objectives of the study, the problem statement, the study assumptions, the study background, definition of key concepts, and the division of the study into chapters and the significance of the study.

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

SECTION A: LITERATURE REVIEW

2.1 INTRODUCTION

Community Radio (CR) serves as a platform to voice concerns and engages on developmental and social issues for many disadvantaged and ordinary groups of people. It is viewed and referred to by media scholars as an alternative media, grassroots media, citizen media, radical media and many other terms which collectively means media for the people, by the people (Fox, 2018; Malik, 2015; Howley, 2010; Frazer and Restrepo – Estrada, 2002 and Mtimde, 1998). This is because of its distinct nature of being able to serve a specific group of people who are also involved in the running of its affairs as opposed to public and commercial media. Gender, on the other hand, is a global diversity issue that cuts across disciplines. Globally, “Gender Equality and Women Empowerment” remain thorny issues for many institutions while governments and international bodies continue to call for gender sensitivity and redress (Iyer and Vats, 2018; Pavarala and Malik, 2006; Dash, 2016).

Conveniently, both CR and Gender (as a diversity issue) are at the centre of developmental communication. CR is highly recommended as a platform for social cohesion (Mitchell and Lewis, 2018) among diverse cultural groups while at the same time is earmarked by many as a social space to address gender disparities at grassroots level (Deuze, 2006). This chapter reviews literature on Gender and CR particularly, issues regarding coverage and portrayal in news items and programme content. The chapter focuses mainly on objective 1 (identifying gender oriented programmes in community media) and objective 3 (Determining gender-specific features in gender sensitive programmes) as set out in **subsection 1.3** of the introductory chapter. Objective 2 and 3 are met through the collection of data and presented in chapter 4.

- ❖ *Identify gender oriented programmes in community radio*
- ❖ Assess the relevance of CR’s programme production strategies in gender coverage.

- ❖ *Determine gender-specific features that characterise gender sensitive programmes.*
- ❖ Assess knowledge and attitude of CR personnel towards gender mainstreaming in the media.

Through the exploration of the literature the study will contribute immensely to the body of knowledge regarding CR and how issues of gender sensitivity should be dealt with in the programmes. Issues relating to the strategies that CR uses in order to produce and package relevant programmes are also evaluated. Similarly, the attitudes (in terms of perception) and knowledge of the CR personnel is examined. This includes determining programme features that are considered to be gender sensitive.

Effectively, the chapter reviews various concepts about gender in the media and CR, gender mainstreaming as well as CR programming. Furthermore, it covers concepts such as gender roles in the media; gender stereotyping, patriarchy, gender identity and socialisation. This section of the study exhibits previous and current knowledge in the community broadcasting sector in relation to gender. The starting point in this section is understanding Gender and CR.

2.2 UNDERSTANDING GENDER AND SEX

The concept of gender is a determinant of social and power structures across societies and generations. Traditionally, gender could be classified into two categories, (a) Biological gender and (b) Socially constructed gender (Johnson, 2007). For the purpose of this study, category (a) refers to **sex** (which is discussed in full in subsection 2.1.1) and (b) refers to **gender** as the subject matter. The concept of gender has been constantly confused with sex. This could be attestable to the relatedness between these two concepts.

2.2.1 Gender

Globally, the major influence on gender history (Marchbank and Letherby, 2014) has been the work of Joan Scott (1988, 1998) in the studies that pointed out that the history of women and men bears no influence in the construction of sexual norms of traditional history. According to Scott (1998), gender is a dominant element of social

relationships based on the acknowledged differences in sex, and plays a vital role in signifying power relations (Marchbank and Letherby 2014) a concept referred to as gender stratification in this study. Ideally, the understanding of gender is subject to social constructions and notions of perception. According to Scott, it is important to recognise the different sexes, and that there are symbols within different cultural groups that guide social relationships. In a CR context, one considers the people who are already appointed as volunteers to understand the power relations. Additionally, one could also be required to understand the cultural background and the setting for different CRs in that regard.

Strelitz and Prinsloo (2005) highlight that people are considered to be gendered beings (masculine or feminine) through representational and social practices. In that way masculinity or femininity are apprehended to be a meaning of a rational choice. Media content producers such as broadcasters, journalists, editors, owners, technicians, and advertisers are all subject to the predominant social, economic and cultural norms of their personal environment. Their opinion, position and production (as gendered beings) normally result in the reproduction of those norms (Myers, 2009). Media workers (news readers, reporters, TV/radio personalities, writers et *cetera*.) belong to specific communities and that could influence the status of their respective jobs as they may be guided by their societal backgrounds. This notion is also a major premise of the media audience theory (Hall, 1980) that the media audience is subject to and will understand media content through the effect of norms and standards that they are exposed to in the media.

2.2.2 Sex

The distinction between gender and sex has thus far been categorised as inseparable. In this study, sex is a biological construct, the state of being either male or female; where one's genital state remains the major if not only classifier of their sexual being. Sex encapsulates the physiological, genetic, hormonal and anatomical disparities that exist in humans (Johnson and Repta, 2007). In this section, the researcher identifies different categories of biological sex that interrelate with the concept of gender. The below categories of biological sex are based on the discussion by Rowland and Incrocci (2008:48).

❖ **Genotypic sex**

Focuses on the genetic information concerned with the development of one's sex or the other that is chromosomal constitution (karyotype).

❖ **Gonadal sex**

Relates with the kind of gonad (testis, ovary) present in the individual. Also concerned with situations in which patients, formerly known as hermaphrodite are born with both testicular and ovarian tissues.

❖ **Phenotypic sex**

This is determined by the primary and secondary sexual characteristics of individuals. Usually male and female, may be in some instances be ambiguous. However, this type is usually detected at birth, but it is impossible to visually assess if the new-born is a boy or a girl

❖ **Sex of rearing**

Represents cultural characteristics ascribed to individuals. These characteristics do not only include also the physical appearance, but also cultural characteristics such as name and manner of dress.

❖ **Legal sex**

In most societies, this consists of only male and female, despite the theoretically infinite spectrum of gender and sex variations. This category is widely used in public documentation systems such as in restrooms, gymnasiums, and many more public access places.

There are a number of characteristics that are used to distinguish male, female and intersex varieties. These indicators include sex chromosomes, gonads, internal reproductive organs and external genitalia (American Psychological Association, 2006). Biologically, sex is determined by the X and Y chromosomes; XX identifies a female while XY identifies male (Sigelman and Ryder, 2006; Wood and Reich, 2006). Anne Fausto-Sterling (2000:3) reiterates the interrelatedness of sex and gender by stating that,

“Labelling someone a man or a woman is a social decision. We may use scientific knowledge to help us make the decision, but only our beliefs about gender – not science – can define our sex.”

While sex is based on a number of combinations (anatomical, endocrinal, and chromosomal features) the sex features between male, female and intersex are generally based on cultural beliefs and individuals' sense of self; thus resulting in the classification of sex as a result of social interactions (Penelope, and McConnell-Ginet, 2000). Categorically, gender builds on biological sex but expropriates the biological differences present and carries such differences into domains that make it completely irrelevant (Penelope, and McConnell-Ginet, 2000). Socially, one's biological sex remains a key social determinant of social interactions, engagements and associations (Rowland and Incrocci, 2008).

2.2.3 Gender Identity

The media's representation of gender identity has generally classified men and women in traditional roles and attributes assigned to masculinity and femininity even though it may be irreverent (Gauntlett, 2008). Traditionally, men are classified with masculine attributes such as being a provider at home, being strong and emotionally intact (Clare, 2001) while women are regarded as carers, emotionally weak and dependant on men (Gill and Gill, 2007). Mainstream Media have constantly been showing pictures of both contemporary masculinity and femininity, a representation that takes a huge fluctuate in modern culture (Gauntlett, 2008, Clare, 2001, Skeggs, 1997).

The representation and portrayal of gender identity is subject to social relations. The media as it is proclaimed reflects the general society they serve and positively the recent and previous representation of identity are purely based on gender development, societal norms and most importantly social relations. Below the researcher discusses masculinity and femininity and their direct influence in CR programming and gender mainstreaming in modern culture.

2.2.3.1 Masculinity

The concept of masculinity refers to social roles, behaviours, and meanings deemed appropriate to classify men in different societies (International Encyclopaedia of Social Science, 2008). Its emphasis is on gender and the diversity of groups of men in relation to their attributes (Kimmel and Mahler 2003). There are different ways in which one becomes known to the society as a man; and one such way is imbedded

in culture and behaviour (Women and Gender advocacy Centre, 2013). A person's view of the concept of masculinity is influenced by their upbringing, social environment and societal norms (Kimmel and Mahler 2003). Most of the influential factors are race, class, sexual orientation, and gender (Ibid).

There are dominant attributes associated with masculinity in the media and most were historically represented by personalities such as Arnold Schwarzenegger and Clint Eastwood, who both represented the ideas of strength, toughness, cool, attractiveness, heterosexuality and whiteness (O'Shaughnessy and Stadler, 2012). In the recent years and with the rise of popular culture, diverse masculine attributes are seem to be questionable (Clare 2001; Gauntlett, 2008; Skeggs, 1997). Traditional attributes that men were once honoured for are mostly weakened since women are now able to perform most of those roles and are no longer subjected to men's rule (Velija, 2019)

In the work of O'Shaughnessy and Stadler (2008) and Clair (2018), modern masculinity in western and other cultures has given rise to new ideas and perceptions about masculinity. Therefore, the old ideas of masculinity are no longer universally acceptable. In these old ideas, masculine attributes in the media portrayed men as having social power, usually wealthy and powerful over other people especially women and other men. Although the evidence of these attributes are normally visual, radio has had a similar impact through drama and programme production tendencies (Hayes, 2004). The representation of both feminine and masculine characters on radio is also largely influenced by traditional and modern attributes associated with gender identity.

2.2.3.2 Femininity

In order to understand femininity, the researcher presents first, a general background on Feminism as a concept, a lifestyle and also an advocacy system that has had a huge impact on society and how it describes women (O'Shaughnessy and Stadler, 2012). The history of feminism has different stages usually described as first-wave feminism, second wave feminism and third-wave feminism (ibid).

"Feminism is the idea that women should have political, social, sexual, intellectual and economic rights equal to those of men. It

involves various movements, theories, and philosophies, all concerned with the issue of gender difference, that advocates equality for women and the campaign for women's rights and interests. (Feminism, 2009:1)

These waves are characterised by scholarly development and activism on the status of women and acknowledges the improvements in the understanding of the concept feminism. The first-wave for instance, was at its peak between the 1880s and the 1920s, where the focus was on the legal rights, full citizenry and women recognition (O'Shaughnessy and Stadler, 2012; Gordon, 1979). While the first-wave of feminism was mostly concentrated on gaining equality in the public domain, the second-wave acknowledged the oppression of women in the patriarchal systems and extended to the private sphere and personal relationships (McKinnon, 1982). The stage emerged in the late 1960s and greatly influenced the western society. Although all these stages cascaded for women empowerment and recognition, mass media images of women have been represented in a more patriarchal and traditional form. This brings the debate about femininity to the state of being a woman, social attributes associated with women and the societal classification of a woman.

Traditionally, feminine attributes were associated with passivity, submissiveness, vulnerability, compassion, children bearing and care, sex objects, beauty and physical weakness (International Encyclopaedia of Social Science, 2008). In the past cultural systems such as religious beliefs, for example Christianity, Judaism, Islam, Hinduism and the Confucius code of conduct have powerfully channelled women's roles and duties to obedience and passionate mothers. Even though the media have for many years aggravated these feminist attributes through advertising and stereotypical representation in the content, much scholarly readings have been on how these gender norms are constructed, either socially and/or culturally (Howard and Tarrant, 2018).

2.2.4 Patriarchy

Historically, the social, political and economic organisations of different societies such as the Greek, Chinese, Hebrew and Indian embraced patriarchal systems and views (Moghadam, 2004). Communities where these CRs operate are mostly

cultural, religious and academic. The prevalence of patriarchal norms in similar societies could influence the portrayal and representation of gender in the media content. The community media sector with its given challenges in finance and sustenance faces dire challenges in programme production and delivery, thus having to sometime compromise the quality of production.

The perpetual tendencies that could enforce and promote patriarchal system at the CR are financial challenges, lack of resources and skills. For instances, male volunteers could be given preferences to host graveyard slots (programmes broadcast between 00H00 am to 06H00 am) as opposed to female counterparts since stereotypically and parochially women are vulnerable to danger and men are strong and vigilant (Lopez, 2016). Most of these CR's are based in rural areas and volunteers have to walk a few kilometres to access them. Currently, at the three stations under study the above mentioned programmes are hosted by male presenters and it is for the same safety reasons that those programmes are hosted by male presenters.

Although there has not been any extensive study conducted by the researcher on the programme allocation criteria at these CR's (stations under study) or at any CR's in the province, the programme allocation tendency seems to be taking prevalence. At Radio Turf for instance, the programme allocation from 06h00 am to 06h00 pm has the prime time programmes hosted by male presenters with news bulletins and sports insets dominated by female presenters and newsreaders (Radio Turf programming line-up-2012/2013). The discussion on patriarchy becomes intrinsically relevant in this study because as stated above, these stations broadcast from culturally rooted villages where there is a greater rule of tribal authorities. For instance, Radio Turf operates under the following tribal authorities Ga-Kgosi Mamabolo, Ga-Kgosi Dikgale, Ga-Kgosi Mothiba, Ga-Kgosi Maja and Ga-Kgosi Mojapelo (Media connection, 2012).

2.2.5 Gendered agents of socialisation - Institutionalised gender

In sociological research, normal and basic institutions have been engendered in one way or the other, or in different many ways (Kanter, 1997; Cockburn, 1991; Aker 1990; Halford, Savage and Witz, 1997; Hall, 1993a; 1993b). Gender is both

produced and shaped through social interactions. This is normally evident through agents of socialisations or what is referred to as institutionalised gender. Institutions such as the media, religion, educational, politics and many more social systems create a gendered structure that is deeply apprehended without questions and yet largely influential in society. The media for instances, has been critical in shaping societal views on social issues such as marriage, household duties and beauty.

Institutionalised gender refers to the ways in which gender is rooted through the above social systems, this is evident in different individual responses, values, expectations, norms and roles, responsibilities and duties socially attached to individuals or groups according to gender (Johnson and Repta, 2007). The prevalence of these institutional ways are seen in different media departments where men dominate the by-lines of investigative/hard news, the CEO/ editorial positions and women afforded less difficult roles on both radio and TV. Although gender is context-specific and subject to change, social practices assume gender roles and responsibilities rigidly and this results in perpetual stereotype.

In many societies in the world men are given greater power over women in different aspects such as the family, church and the workplace (Johnson and Repta, 2007). Ideally, the socially constructed differences between men and women, gays and lesbians et *cetera*, should not have disparities that influence superiority and/or inferiority. Agents of socialisation are there to help nature social relationships. Gender plays a vital role in the social classification of roles played by both males and females, either by choice or societal preference. Although these are general societal issues, there is no valid excuse on why men and women should be given different preferences in activities that can be gauged by the individual abilities and capabilities.

The process of socialisation takes into account many aspects of life such as cultural beliefs, religious subscriptions, and educational systems (Moser, 2012). In modern societies for instance, the use of Internet and new media is much more prevalent and influential on societal beliefs and norms. Individuals from varying cultural backgrounds now have access to information on other cultures. The new media platforms, especially social media such as twitter, Facebook, Whatsapp, My Space, Instagram, and many more existing and upcoming platforms, have been used daily

to exchange views, pictures, videos and many more informational content on different beliefs and norms (Lau and Yeun, 2013). These platforms have also influenced the programmes and content at CR's because new and interesting information is exchanged daily.

The new information society has also led to the realisation that gender roles are not rigid and people from different cultural backgrounds can learn from one another. In television programming for instance, popular culture and new media have introduced reality programmes such as the *real housewives*, *the bachelor* and *keeping up with the Kardashians* (Hill, 2014). Although this content does not necessarily address gender stereotypes, it gives the audience views on how celebrities live their lives daily unlike stereotypically produced programmes.

The CR sector remains very sensitive to issues of relevance. CR's are supposed to serve specific communities within geographical boundaries and the information disseminated should rigorously be relevant to the community served. For instance, the farming programmes that could be broadcast at CR's should have content specifically beneficial to local farmers. This content includes inviting local farmers to share their views and experiences on local farming, present opportunities for new and upcoming farmers, engage local farming forums or societies and so on. To date the biggest challenge that these CR's are facing is sourcing the relevant local information peculiar to their underserved communities as a result of financial sustainability among other (Da Costa, 2012)

Male dominance in the media institutions has been identified as one of the biggest challenges for women to advance (Gender Links, 2016). While societal norms, role and responsibilities are core to the society, the changing view on gender roles should be documented with caution. At CR's there is lack or insufficient training on dealing with issues of gender (Gender Links, 2016) which could hamper with the notion of mainstreaming gender in the programmes. Even though we learn through agents of socialisation how to behave and conduct ourselves in our different societies (O'Shaughnessy and Stadler, 2016), it is imperative for CR's to encourage women to break out of traditional stereotypical roles and classification and venture into societal empowerment activities such as taking active part in CR's as volunteers.

2.2.6 Gender roles

Studies in gender and the media have over the years made it clear that women are underrepresented and portrayed in stereotypical roles in mass media platforms. These stereotypical roles are enforced in popular soap operas, reality programmes and many other television, radio and print messages. Women and men have been classified differently as target audience for different mass media programmes, such as magazine and current affairs programmes. These classifications are narrow-mindedly guided by stereotypical roles assigned to both men and women in different societies. This section deals with popular gender roles and how the media has been constantly enforcing such roles in their daily programme content irrespective of how stereotypical those roles may be.

Gender roles are social rules or norms that duly dictate the individual's interests, responsibilities, opportunities and limitation of both males and females in a society (Mahalik, 2013, Johnson 2017). Gender roles are the first determinant that shape individuals life and impacts positively or negatively on aspects of daily life, be it clothing or choice of occupation (Johnson, 2017). The media has been vocal in both shaping and promoting gender roles this is seen in tradition soap operas and mostly in normal scheduling of programmes. If we take the traditional CR format/programme line up for instances, one could notice that the programming gives women, children, gays, Lesbian, bisexual and intersex people different broadcast preferences.

Gender roles are learned and internalised at birth. Parental obligation perpetuates gender roles in children throughout the upbringing. The responsibilities parents' nature in both the boy and girl children and the television or radio programmes they allow both the boy and girl child listen to or watch shapes the lives of these children to larger extent. Typically, a mother figure would play a maturing role to children and would be seen as more a carer than a provider, while a father figure would play a protector/provider role. In popular media culture, gender roles are depicted in the five popular agent of socialisation, namely, the family, the church, the peer group, the school as well as mass media.

2.2.7 Gender stereotypes

In order to fully understand gender stereotypes, it is important to first understand the concept of stereotyping. This section briefly defines stereotyping and presents a contrast of the working stereotype as portrayed in the mass media platforms and its influence in CR programming. The forthright and commonly used definition of a stereotype was presented in the work of O'Sullivan et al, (1994) when they referred to a stereotype;

“as the social classification of a particular groups and people as often highly simplified and generalised signs, which implicitly or explicitly represent a set of values, judgements and assumptions concerning their behaviour, characteristics or history”

Stereotypes are either positive or negative and are all mythical in nature. Over the years societies have been classified based on stereotypical beliefs. The same stereotypical tendencies either positively or negatively shape the social classification of societies; or they completely destroy any positive social well-being.

2.2.7.1 Characteristics of stereotypes

This section of the study presents some basic characteristics of working stereotypes as highlight by Fourie (2010: 256). The research however offers a number gender oriented examples based on the identified features below:

❖ ***Stereotypes are normally a basic generalisations and simplifications.***

Some of the basic South Africa context stereotypes are informed by patriarchy as system. For instance, women are essentially presented as inferior to men. This unfounded belief could influence the operations at CR if not corrected and dealt with.

❖ ***Stereotypes may be negative or positive depending on how a person or a group is assed;***

While there has been many cases where stereotypes are negative about certain individuals and groups, they are also positive, especially if they are used in comparison. For example it is considered a negative gender stereotype if one refers to women as “weak” and depended on men, while at the same time it is considered a positive stereotype that men are strong and reliable. In the recent mass media content men has been positively used as experts and women as victims or ordinary citizens in the media programmes (GMMPS, 2010)

❖ ***Stereotypes are fictitious;***

In as much as stereotypes lack foundation (Fourie, 2010) they have a real negative social consequence in the group and the individuals in the stereotyped group. In CR’s for instances the stereotype that women are home based carers may influence many rural women to behave and accept the stereotype unchallenged. This could also be greatly influenced by the programme content packaged by the media workers.

❖ ***Stereotypes create a vicious cycle.***

They are socially perpetuated throughout generations. Different generations of a stereotyped group will be subjected to the same negative or positive stereotype for years or even a lifetime unless corrected. For instance, a group CR presenters who are subjected to a popular stereotype that CR’s are operated unprofessionally would tend to be unprofessional themselves during their stay at that radio station.

2.2.7.2 Stereotypical representation

Much media literature and critics have over the years analysed “stereotypical content” based largely on societal norms and beliefs rather than critical analysis of media messages itself (Fourie, 2010) for example, different cultural groups in the media have produced and packaged media messages based on their cultural norms and beliefs, some of which maybe stereotypical. Such syndication may be negative or positive. Media messages should not be classified as stereotypical without a critical analysis of such media text. Classifying media messages distorted or

unrepresentative in such a manner may possibly overlook the following: (Branston and Stafford, 1999:91)

- ❖ The nature and features of the type of medium in question;
- ❖ The complexity of the message and its special features
- ❖ The relationship between what is real and what is represented;
- ❖ The intention of the messages from the originators perspective;
- ❖ The target group in relation to the setting of the message

2.2.7.3 Changing stereotypes

Applying sensitivity in the mass media content is a highly prescribed way of changing working stereotypes. This is for a fact that stereotypes are mythical and complex nature (Fourie, 2010). The media as a result should then acknowledge the complexity of the concept and the diverse nature of gender. The current media portrayal and representation of gender lacks sensitivity and much of its content is gender biased and blind (GMBS, 2005). There are a number of ways media workers can change stereotypes and a few of those are ways are recommended by Fourie (2010:262); that in general the media should:

“be critical of theirs views; be sensitive towards the feelings of the general audience and; be aware of the possible harm that such views and perceptions could cause to the general public”

Seemingly, the media have a responsibility towards their audience and as such carefully and thoughtful consideration should be put on the nature of content disseminated or broadcast. These include putting in place formal structures and apparatus in dealing with stereotypes. At CR's for example, there could be policies, training, and volunteer induction programmes that specifically address issues of gender. Fourie (2010) further suggest more concrete and formal ways of dealing with stereotypes sensitively in the media by employing the below strategies:

❖ *Employment policies*

The employment policy for instance, could enforce a gender balance quota for both male and female employees. Fourie (Ibid) suggests that mixing staff can probably counterbalance stereotyped interpretations, representations and subjectivity. This

suggestion however, could be in vain considering the study question posed in the beginning of this study, specifically the question on whether CR personnel are trained to probe gender issues underlying stories. The staff balancing strategy may work but this study is of the belief that by simply balancing sex (as is suggested by the scholar) without a clear understanding of gender would not help correct stereotypes in media.

❖ ***Right to reply/ Code of conduct***

The media should encourage a platform for exchange of views and a critical analysis of broadcast or disseminated content. This means that the media owners should be open to corrective criticism from the audience and apply correction accordingly in relation to any stereotypical content that could have been found to be derogative. As gender is a complex issue that needs a clear understanding to deal with (Scott, 1988), it is always important that the media applies different strategies in engaging the listeners. For instance, the media houses could introduce gender specific programmes that conscientise the general public with the concept of gender and gender mainstreaming, a solution that could correct stereotypes. There are regulatory bodies that enforce codes of conducts in the media such as the BCCSA, ICASA and the ombudsman. These bodies could also assist if gender is incorporated in their broadcast policies.

2.3 UNDERSTANDING COMMUNITY MEDIA

The community broadcasting sector in South Africa has a rich history of community participation and empowerment. Talks about the sector's influence started in the early 1990s and advanced greatly during the *Jabulani freedom of the airwaves* conference in 1991. The conference established key principles that led to a successful regulatory system that followed a successful establishment of CR's in the country (Tleane, 2005). The conference among other issues looked at how the community media sector could be guided in terms of processes and procedures in the post-apartheid era. Below are some of the principles that were of importance in the post-apartheid regulation;

- ❖ The establishment of an independent body to regulate broadcasting;
- ❖ A three tier broadcasting system comprising of commercial, public (not state) and community broadcasting; and

- ❖ A definition of community broadcasting based on the principles of community ownership control and participation.

The evolution of community media (CM) in South Africa was influenced by political contexts and pressures (Tleane, 2005; Olarunnisola, 2002). The *Jabulani freedom of the airwaves* conference (1991), identified a number of major features of CR as quotes below:

“CM are fully controlled by a non-profit entity and are operated on non-profitable purposes; serve a particular community; Funded through donations, grants, sponsorships or advertising or membership fees or by any contribution of the above”

The central role of a community media is entirely in the interest in communicating special needs of local communities as raised and pioneered by the community itself (Frazer and Estrada, 2002). By definition community media could mean different things for different communities, it could mean radio for Mankweng community (Radio Turf), it could mean TV for Soweto community (Soweto TV) and could also Newspaper for Venda communities (Ghoho news). This means that the true nature of what a community media is depends entirely on the mode or channel of media utilised.

2.3.1 Major approaches in Community Media

There have been a number of approaches used in order to classify different community media's relevance to specific communities. These approaches are characterised by the dominant role specific community media platforms play towards their specific communities. The following theoretical approaches as relevant in dealing with community media namely; the community media as community communication service, the community media as an alternative to mainstream media, the community media as link to community, civic society and social movement groups and the community media as a community rhizome.

2.3.1.1 Community Communication Service

The primary role of a community media house or outlet is to offer the community a convenient communication service to the community. The sector gives voice to the voiceless and opens up opportunities for disadvantaged groups. In a South African context Community Media (CM) serves as a communication platform between different stakeholders such as traditional councils, government, local experts and many more authorities (Milan, 2009). The distinctive and most crucial role of CM is in its ability to extend media practices to ordinary people. Disadvantaged societal groups which are usually misrepresented, stigmatised and repressed normally benefit from the communication channels opened by the CM (Lie and Servaes, 2013). Disadvantaged and misrepresented groups could refer to rural women, gays, lesbians, bisexual and intersex people.

2.3.1.2 An Alternative to Mainstream Media

The CR sector is third in three-tier broadcasting system comprising of the also of the public services and the commercial services broadcasting services (Olorunnisola, 2002). The two broadcasting services have been classified as mainstream since they do not focus on community based issues but rather nation building (public services) and financial stability (commercial services). This notion then present a community based broadcaster as most relevant to issues peculiar to specifically served communities. In the CM sector, amateur journalists and ordinary people from the community take active part in the running, control and ownership of community media outlets, a luxury that ordinary people may not enjoy at both commercial and public service.

2.3.1.3 Link to Community, Civic Society and Social Movement Groups

Social movement groups, civic societies and community media organisations have a lot in common. They all are focused on community building and are for and of a specific community or purpose. CRs for instance, are normally established as an alternative to mainstream media and focused on specific community issues rather than general issues that may not have any relevance to the society (Frazer and Estrada, 2001). Women organisations, LGBTI communities, clubs and many more social and civic groups are sometimes linked together by the CR through

participatory programming and knowledge sharing activities (Alumuku, 2006). The coexistence of community media, civil society and social movement has a greater impact in the society and present viable platform for empowerment.

2.3.1.4 Community Rhizome

The CM platform serves as link for different social groups to share and deliberate on different issues that impact on their lives. This platform allows for discussions on different issues ranging from nation building to democracy and many more issues that are peculiar to the society. The term rhizome refers to a cultural system that allows for multiplicity, connection and heterogeneity as well as the concept of oneness usually referred to as *Ubuntu* (the spirit of humanity) (Aloyce, 2011).

2.3.2 Forms of Community Media

Community media refers to a range of small scale media platforms such as print; community newspapers and magazines, electronic; TV and Radio broadcasting; and new media; internet, blogging etc. (Jankowski, 2008). Each type of medium is fully characterised by different factors, one of which is the immediate community they serve (Girard, 2007:1). Over the years, community print publications were only accessible to a small audience, the same with a television or a radio signal. This is because the technological trends deemed necessary in expanding circulation and coverage were still rare. The old and new technologies have subsequently converged and information is easily accessible. For instance, all three CR's during the time of writing were accessible world-wide through the use of audio streaming on the internet. This is because they had a listen live link available on their websites (Radio Turf website, 2013; Moutse CRS website, 2013; Mohodi CRS website, 2013).

The technological advancement have also contributed greatly to the understanding of community media, particularly the fact that communities are no longer tied together to one geographical location (Aloyce, 2011), but are also socially constructed. Technology has introduced virtual communities which also have specific media channels that serve that one community. The most appealing role of community media is its ability to communicate directly to a specific community with an aim entertaining, educating and informing (Frazer and Estrada, 2001). CR on the

other hand serves as very important mode of community communication since it has a distinctive nature of immediacy (Crisell, 2006).

2.3.2.1 Community Radio

There are different terms that are commonly used to describe CR and most are characterised by CR's location, nature and/or structure. Tomaselli and De Villiers (2015) identifies these terminologies as most appropriate in referring to CR; CR, rural radio, cooperative radio, participatory radio, free radio, alternative, popular, educational radio. Girard (2007) asserts that CR is a unique communication platform that is wholly characterised by culture, history and the realities of a specific community it serves. Similar sentiments are upheld by Coyer (2006) by classifying CR as a social process where community members design and produce information rich programmes for broadcast.

There are different types of CR's, the core purpose for each of these stations is solely to serve a specific local community. Fraser and Estrada (2001) and Gerald (2007) identify common features that are peculiar to the CR, for example CR's are community-based; community owned and controlled; independent; not-for-profit; pro-community; and participatory. CR broadcasting is one the cheapest and fastest form of communication established by the community for the community (AMARC: Africa and Panos Southern Africa, 1998) for social development purpose and community building. According to the Open Society Foundation (1999); Jallow (2011); Muswede (2006); Aloyce (2011); Alumuku 2006, and Fairbairn (2000) the below outlined aims are very relevant to most forms of CR's and were identified as relevant to every CR at the AMARC community radio charter in 1994:

- I. The promotion of communities the rights to communicate;
- II. assisting with free flow of information and pinions,
- III. encouraging creative expression and contribute to the democratic process and a pluralist society;
- IV. to provide access to training, production and distribution facilities;
- V. encouraging local creative talent and foster local traditions;

- VI. providing programmes for the benefit, entertainment, education and development of their listeners;
- VII. to seek to have their ownership representative of local geographically recognizable communities or of community of common interest;
- VIII. to be editorially independent of government, commercial, sectarian institutions and political parties in determining their programme policy;
- IX. to ensure that the stations are established as organizations which are not run for profit and ensure their independence by being financed from a variety of sources;
- X. to recognize and respect the contribution of volunteers, recognize the right of paid workers to join trade unions and provide satisfactory working conditions for both;
- XI. to engage in management, programming and employment practices promoting participatory culture and are open and accountable to all supporters, staff and volunteers,
- XII. to foster exchange between community radio broadcasters using communication to develop greater understanding in support of peace, tolerance, democracy and development(Alumuku, 2006, Girard, 2007)

The United Kingdom Community Radio Order (2004) defined CR as a useful starting point in delivering social gains to served communities. The following characteristics highlight CR's most strong points as a community platform (Lewis, 2008:21);

- I. CR has an ability to reach audiences underserved by existing radio especially mainstream;
- II. CR facilitates ongoing dialogue among communities;
- III. CR provides education and training to members of the public and;
- IV. Understanding the particular community and the strengthening of links within it.

As a social platform, CR has been used to strengthen and improve social relations within different communities. This is possible because CR as medium has been able

to deliver, and/or disseminating knowledge about services provided by local authorities or other organisations; promote economic development and of social enterprises; promote non formal employment; the provision of opportunities for gaining work experience; promote social inclusion; nature cultural and linguistic diversity; promote civic participation and volunteering (Lewis, 2008).

2.3.2.1.1 Forms of CR

There are currently two popular forms of CR: stations serving geographical communities and; those that serve communities of interest. In South Africa, the social classification of CR into the above mentioned categories was influenced by cultural and contextual inclinations of different communities as determined by the then regulatory body, the Independent Broadcasting Act (IBA Act of 1993). Theoretically, there are two categories of CR however, the two are not mutually exclusive (Aloyce, 2011), practically a CR refers to one form and that is a community communication platform because it may cater for both categories e.g. Radio Turf (as discussed in Chapter 3, section 2.4). Hereunder follows a discussion on the

2.3.2.1.2 Stations Serving Geographical Communities

This category of stations defines stations that are mostly situated in rural remote areas, previously disadvantaged and underserved by mainstream media and are geographically tied together (Olorunnisola, 2002). The stations serve an audience that shares common interest, values and aspirations (Aloyce, 2011) and construct meaning from common language and cultural symbols (Alumuku,2006) specific to their geographical zone. Many of these stations (for example Moletsi FM; Moutse FM; Mohodi FM; Botlokwa FM; Zebediela FM and many more) are established by civil organisations, activist groups and NGOs for a sole purpose of serving the community.

2.3.2.1.2 Stations Serving Community of Interests

These are stations that are characterised by shared values and religious beliefs (Aloyce, 2011), ethnicity, occupation, religion and or sexual orientation. Community of interest stations are diverse and can be categorised further into three fragments; campus radios, religious radios and cultural/ethnic stations. (For example, Radio Turf

of University of Limpopo and Univen FM of University of Venda) Radio Islam that serves the Islamic community and Radio Pulpit that serves the Muslim community).

2.4 GENDER ORIENTED PROGRAMMES IN CR

The programming of a CR station should be a community-based practice. There are certain elements of radio production that needs to be cautiously dealt with in order to have a quality programming at any media house. A CR programming is defined by a number of factors but the major factors that play a vital role in structuring the programming format are mainly the form of station (either a geographical or community of interest) and how long the station has been broadcasting. According to (Wigston, 2001) stations that services geographic communities tend to adopt a more traditional format that caters for different social, ethnic and religious groups, while stations serving communities of interests opt for a more standardised format. Depending on the amount of time a broadcast service is licenced for, (some stations like broadcast for 18 hours while others broadcast for 24 hours) a diverse broadcasting format could accommodate different groups in one community.

According to Mmusi (2002) and Gauntlett (2008) a CR programming schedule should include the programmes such as social and welfare programmes, programmes targeted at people living with disability, HIV/AIDS programmes, women's programmes, children's programmes, voter education and elections, government and service delivery as well as democracy and equality programmes. Copeland (2018) reiterates similar sentiments by adding that for CR programming to fulfil basic functions and fundamentals of community broadcasting service, the programmes should include news, sport talk, religion, education and health.

A CR programming involves different stages that are completely different from the other two broadcasting systems (public services and commercial service), in that the production and the commissioning of the content is solely the responsibility of the community members who among many issues could have not been formally trained in broadcasting (Frazer and Estrada, 2001). As a result, there are many journalistic issues that need special attention such as ethics and laws. Gender on the other hand plays a vital role in station programming. If the station has a gender blind programming a lot of community issues may be overlooked. A gendered

programming is that which compliments and accepts equal views, opinions and contributions from all community stakeholders (Gender Links, 2010). Both women and men should be given equal opportunities to engage in talk shows, current affairs and news.

2.4.1 Participatory Programming

2.4.1.1 Programme planning

CR programmes should have a heavy emphasis on local content. The programmes should promote community dialogue by engaging local social groups and discussing issues that are of relevance in health, education, business et cetera. In many communities' social groups such as local *LoveLife* clubs, local farmers, sporting clubs take part in the CR programmes and share experiences with other community members (Alumuku, 2007). The programme planning process is a time consuming activity and requires hard work and the availability of resources. As a result, more time and energy should be focused on planning and production because of the interactive nature of radio (Ibid).

As a licence condition (ICASA, 2000) CR's are expected to have committees that work directly on issues of programming and these committee are discussed in section (2.11.2). According to Mahamane, Sidi and Elstraeten (2014:05) CR can address issues of gender better during the programme planning process. Generally CR can:

- *Contribute to resolving gender inequality;*
- *Increase the involvement of women at all levels, from programming to internal decision-making at the radio station;*
- *Ensure that everyone working at the radio is aware of the gender issue and supports an approach based on equity towards the running of the radio station and the production of the programmes it broadcasts;*
- *encourage women voices and concerns in the daily news programme and specific broadcasts;*
- *Ensure that women are active members of society through participatory practices;*
- *Combat the use of stereotypes in the news and programmes;*

- *Support women in acquiring the technical skills and confidence to be better their own communication skills.*

The majority of CR programmes can be produced in collaboration with the local Non-Government Organisations (NGOs) such as home based care organisations, Old Age Homes, Youth Societies and others as these are organisations and groups that could benefit directly from the radio stations. According to the gender and media baseline study (GMBS) by Gender Links (2017) the planning and participation processes in the programmes and news at most media houses overlooked gender parity issues. Instead, there is a huge gender gap in South African mainstream media, an indication that shows the need for programmes content that is gender aware.

2.4.1.2 Interactive Programming

Ownership of the station's programming in CR lies with the community. This means at CR's the producer of the programmes should consult thoroughly with the community for content. To successfully award the community the responsibility to own and control programming, stations are required to establish community listeners' forums, programming committees and caller clubs (Hardland, 2006). Programming ownership and control means that, the stations should broadcast material that is reflective of the communities it serves. This includes involving women and men equally in the programme production committee, listeners' forums and programming clubs. One of the many ways the programming can be interactive is through call in programmes, talk shows, writing letters to the station and sometimes open line sessions. There are different ways in which CR is able to formulate and maintain a participatory programming and one the most popular and effective ways is the establishment of different committees within the stations. Committees such the listeners forum, programming committee, and community listeners clubs are some the committees that are established by community members at CR to ensure that there is maximum participation in the programming (List, 2002). Depending on the stations itself, the number of people who form part of these committees should be between four (4) and (8), and the committee reports directly to the head of programming timeously on issues of content.

At Radio Turf (FM) for instance, there is both a programming committee and a listener's forum. The programming committee is responsible for programme review and all programming related matters especially content. This committee (Programming committee) is made up of stakeholders in various community fields such as the police, teachers, home based careers, youth clubs among others. There is no age restriction in the member's eligibility to be part of the committee. Community members become part of this committee by show of interest or by nomination through an open election process during the programming meeting hosted by the station.

The listener's forum on the other hand, is comprised of different stakeholders normally different from the programming committee. The listener's forum is made up of different people who listen and interact in the CR programmes. It is the responsibility of the station to identify members who normally serve in this committee. The programme presenters are responsible for the identification of loyal and frequent listeners who interact in their programmes and then invite them to form part of this forum. This committee is then able to critically advise the programmes manager about programme timing, presenter allocation and many other issues in the programming (Hardland, 2006).

While there are many ways in which gender can be mainstreamed in CR, the different committees that in the in the stations could be used as the starting point in equally involving different stakeholders. For instances, women, men, youth, gays, lesbians, bisexuals, transgender and intersex people could be introduced in these committee to also advice in terms of programming. The inclusion of all these different groups will help the station broadcast content that relevant and of interest to the community.

2.4.2 Gender in the Programmes

According to the Gender and Media Progress Study (GMPS) conducted by Gender Links (2010) the proportion of women sources in the media increased by a slight 2% from 17% in 2003 to 19% in 2010. This findings highlighted that more men are used as news sources than women in the southern African media. Women on the other hand are only engaged in programmes as ordinary citizens while men are featured

as experts. The study further revealed that most of these women sources are between the ages of 35-49 years. Thus, noting that the elderly women's voices on radio are not heard more often. These facts however, do not depict the situation at CR level.

2.4.2.1 Gender in the Newsroom

The nature and structure of operation at CR newsrooms makes it almost impossible for the stations to consistently run their editorials. The situation is such that it allows anyone with no basic journalism experience to run the newsroom (Bosch, 2011). Anyone in the newsroom can do anything from news reporting to presentation. Gender Links (2010) in the Gender and Media Progress Study noted that newsrooms in the years (2008-2010) were dominated by female presenters not reporters. More women are given the role of news reading while men are reporters who work in the fields to unleash their potential (ibid). The situation now in the Southern African region is that women are used in soft news and work as presenters and programmes co-hosts, while men work as reporters and anchors of programmes (GMBS, 2005; GMMP, 2010).

Research shows that top positions in the media industry are still dominated by men despite evidence that the proportion of women working in the media is constantly increasing globally (GSDRC, 2011). Media positions such as producers, executives, chief editors and publishers are still dominated by men (White, 2009) particularly in the African continent as a result of cultural practices that perpetuate cultural impediments on women, for instance rural women may not be considered relevant for reporting sports and politics and normally are not available for late night assignments etc. (Myers, 2009). While male and female attitudes towards gender do not differ (Hanitzsch and Hanusch, 2012) it is important to address gender disparities with total caution.

2.4.3 Programme sustainability

Producing sound radio programmes can be a very strenuous and time consuming activity. The content of the programme must be well researched, thorough and relevant to the listeners. Apart from issues of human resources and time constraints, there is also a need for technical resources such as field recorders, studio software

and many other tools used for packaging live and pre-recorded programmes. All these activities require hard work and dedication for the programmes to be considered broadcast quality. Sustainability is a complex issue; it goes beyond the finance (Myers, 2011; Muswede, 2009). CR's need financial sustainability and content sustainability to consistently run. The term "sustainability" is always associated with funds, however in this study it also has to do with content. Content has to be sustainable at CR stations.

Sustaining programmes requires a dedicated team of volunteers who will consistently engage the community on different issues affecting the community, either positively or negatively. These include having in-house experts on different topics such HIV/AIDS, Crime, sports *et cetera*. Sustainability is also a critical gender issue. Identifying programme components and nominating experts relies on the concept of participatory programming, and if for certain reasons women and men in the society are not included in these processes, the programmes could be biased. Sustaining content at CR could be a difficult task especially because most of the contributors at CR are not compensated for supplying the stations with content. For instance, if the content construction team is made up of men only, it is possible that issues of women could be overlooked; the same applies if the group is made up of same sex participants.

This plays a vital role in maintaining consistency in the programming line-up. The content of a programme should address relevant issues and that, can be archived if relevant sources are identified and the production is always planned.

2.5 CR'S PROGRAMME PRODUCTION STRATEGIES

CR programmes are designed to address community issues, offer a platform for community groups to engage and also empower citizens (Patel, 2015). As a result, different people would listen to radio for different reasons. Some listen because they love or like the music, some listen because of the views that are being shared and others listen to learn, be informed or entertained in some way. Either way, the quality of the sound, content and delivery of programmes is always the key determinant on whether listeners listen on or they move to other stations. Fourie (2004) points out that the CR programming should focus most on the planning on the news content

that are based on events from the municipality, villages and local organisations. Talk show discussions should address issues of local concern such as service delivery, community meetings and others (Williams and Harte, 2016)

Planning what should be in a programme and how the programmes should be broadcast is the responsibility of team of people usually, the chief producer / programmes manager, programme producers as well as presenters (Lewis, 2008). Some of the basic strategies to in producing gender responsive programmes includes diversifying sources, encouraging female experts to speak, training journalists and reporter to apply sensitivity in their work as well as working with different NGO who are doing work with different groups in the community

List (2002:55) recommends the strategies listed below for CR programming consideration in order to make programmes more engaging and have a vibrant and interactive;

- I. Production of shows/programmes that create two-way communication, between the listeners and the station in a form of talkback or phone-in programmes, musical requests, free classified ads, on-air competitions, games, talent quests, appeals, radio thons, "question and answer" programs, and radio browsing programmes which appeal to various community groups.
- II. Production of shows/programmes that will encourage listeners engage in discussions on different topics such as special programmes, major sports matches, community noticeboards, "vox pop" interviews with ordinary people, controversial presenters and opinions, outside broadcasts, programmes of greeting and commemoration as well as phone-in segments which are appropriate for audience-building.
- III. Production of shows/programmes of co-operation with other local media, creating an exchange of audiences.

2.6 GENDER IN THE MEDIA

The media as an agent of socialisation plays an important role in the society. Over the years, the media reports of current events that mobilises consumers on varying events, provide a framework for interpretation and entertains (Llanos and Nina,

2011). As such, the mass media platforms particularly CR can play a very important role in the promotion of gender equality (GSDRC, 2018). Addressing issues of gender equality in the media can be applied at two most important levels namely the *working environment* and the *representation of men and women*.

❖ ***Working Environment***

The creation of women friendly working conditions and the promotion of women staff at all levels in the organisations. Generally, female employees are subjected to **glass ceilings** practices in the organisations while male counterparts enjoy the privileges of **glass escalators**.

❖ ***Representation of Men and Women.***

According to GMBS (2003), issues relating to representation in the media are still not a priority in the Southern African media houses. There has never been a universal study on gender in South African newsrooms however, there are estimations that women constitute less in terms of media ownership in South Africa (Tomaslli, 2018). One of the studies that make content relevance in this study is the Gender and Media Baseline Study conducted by Gender Links (GMBS) in (2003) which points out the following findings:

❖ ***Quantity of Coverage***

Gender specific stories or stories that directly address gender equality in society constituted only 4% of the overall coverage in the media house. Gender is still not a priority in the newsrooms and this can be corrected if content in the stations is gender balanced.

❖ ***Gender Sources***

In South Africa, women comprised 19% of news sources in 2010, their views were understated in all topical discussions particularly sports, economics and politics. Gender “sources” refers to people who verify, offer expert comments or speak in knowledge about issues that the media report on.

❖ ***Construction of Stories***

There is a high level of blatant gender stereotypes in the media. Women are portrayed as victims, objects of men's and physical pleasure. The finding in the GMBS (2003) suggests a huge gap in gender mainstreaming in the media. Moreover the findings suggest that there is lack of gender understanding in the programme production and construction in most newsrooms.

2.7 COMMUNITY RADIO, WOMEN & GOOD GOVERNANCE ISSUES

The CM sector, particularly CR can serve as a best platform for community engagement, empowerment, development and creating unceasing dialogue among community members. Women for instance, have been previously disadvantaged and misrepresented in the mainstream media platforms, as a result the CR sector has proven not to be the best platform for different groups to engage about relevant issues with their community context (Molefe, 2008). The ground breaking work of women empowerment through CR was presented in the *Best Experiences for Action Research* conducted by the World Association of Community Radio Broadcasters (AMARC) in 2008.

In the years 2006 and 2007 AMARC hosted a number of seminars on women and good governance through CR. During the sessions much awareness was put on emphasising the knowledge sharing in grassroots issues such as poverty reduction, water management and education (AMARC, 2008). On the same note, a workshop was held at the World Social forum in 2007. Women from Africa, Asia and both the Americas deliberated on their personal experiences in working for CR. Among key issues women identified ways in which CR helps empower rural women, below are highlights as noted by Dery (2008:19) that community radio:

“Serves as means of preparing women for political positions; is a learning and training ground for women; it is a change to exercise rights to be heard and participate in governance; and leadership for different groups including women; it is a means that help women articulate women's issues”

Molefe (2008) asserts that CR in South Africa is used to empower previously disadvantaged and margined groups in socially developing societies. The sector is identified as a “perfect tool” for empowering rural women. The following uses of CR are suggested as key in women empowerment (Molefe, 2008:50);

- I. CR should be used to position women in strategic positions to allow them to participate in governing community media organisations. Women’s participation in governance will influence the development of policies and practices favourable to women.
- II. The platform should be used to allow express their views and opinions instead of having men trying to articulate what they think women want. This can be achieved by getting women actively involved in the production and reporting of radio programmes on women’s issues.
- III. CR should also educate and provide information specifically relevant to liberate women from male dominance and abuse, as well as sharing information on women’s success stories that could encourage the majority of women to move away from abusive relations.
- IV. CR should engage labour unions in their programming in discussing issues that affect women in the workplace. Through the CR the women’s voices can be heard by workers unions.
- V. CR should also encourage women in parliament to advocate women related issues and share developmental plans for women in order to encourage gender equality.

Ideally, the above suggestion could assist CR in addressing women’s issues however, they do not adequately address gender as an issue in the media. There are issues on lesbians, gay, bisexual, transgender and intersex (LGBTI) people that are still not adequately addressed. It is encouraging that there is progress in advancing women empowerment however, addressing gender will have to go just beyond women and include people with diverse sexual orientation and gender identities (SOGI), men included. Women empowerment and active participation in the media can be seen as a step forward in gender mainstreaming and in the process of correcting gender stereotypes.

Since 1994, the South African government has increased various opportunities through legislature and policy to support and encourage women to participation in social activities (Molefe, 2008). Policies such the employment equity act make provisions for previously disadvantaged women to have equal access to job opportunities as opposed to traditional and typical low-level positions such domestic, cleaning, and of lately security duties. Molefe (2008) presents an argument on a few issues that are believed to hamper with the rapid empowerment of women listed below:

Location of the majority of women

Most South African women live in remote rural areas with no infrastructure to facilitate development (Source?). Places such as Ga-Molepo in the Turfloop areas, Thokwaneng in Ga - Maja and many others are examples remote areas that disadvantage women's access to a number of opportunities.

Access to employment by women

In the past women were denied opportunities including academic access as such, creating a platform where women are just not subjected to strict employment obligations.

Poverty and lack of financial assistance

Since most women as based in rural remote areas, financial assistance and poverty are some the challenges that hinder with women's advancement in gender issues.

Lack of confidence and support in women by women

In the past women were seen as inferior to men and were mostly marginalised in activities could have empowerment them socially in life. For instance, women were not considered in the army, peace and security (DeGroot, 2004) resulting in women obliged and relegated to family based responsibilities. As a result, most women lack confidence in leadership positions and the process of gender mainstreaming to could assist in this regard (Mitchell, 2004).

2.8 THE SADC PROTOCOL ON GENDER & DEVELOPMENT

The SADC protocol on gender and development is one of the development papers generated by the Southern African Development Community (SADC) and the African Union (AU) aimed at improving gender equality in the region (Manalula, 2013). This protocol was signed by a number of SADC states on August 17, 2008 with a commitment to bridge gender inequalities by the year 2015 (SADC, 2008). The protocol was founded on a rights-based approach, an approach that requires the mainstream of human rights in development processes. Gender inequality is widespread in the SADC region and the entire universe as a result, the protocol notes in the preamble that gender equity and equality are fundamental human rights arising from various international instruments such as the Convention on Elimination of All Forms of Discrimination Against Women, The Protocol to the African Charter on Human and People's Rights on the Rights of Women in Africa (now called the African Women's Protocol) (Manalula, 2000; SADC, 2008).

Through the implementation of gender policies, gender responsive legislation, gender programmes and projects the SADC gender protocol serves as a tool for women's empowerment, the elimination of discrimination and the achievement of gender equality (SADC, 2011). Although the protocol is not legally binding, member states are expected to meet certain targets in eradicating the gender disparities that exist within their countries. Article 29 of the protocol on part 9 on Media, Information and Communications, highlights the following about gender in media content (SADC, 2008:22)

"Countries shall take measures to discourage the media from: promoting pornography and violence against all persons, particularly women and children; portraying women as helpless victims of violence and abuse; degrading or exploiting women, particularly in the entertainment and advertising areas as well undermining their role and position in society and; supporting gender oppression and stereotypes"

The protocol was signed by most SADC states, South Africa included. Among its many provisions as highlighted above, the Protocol calls on member states to

discourage the following tendencies in their programming: the promotion of pornographic content and violence on women and children; the representation of women and children as victims in the media content and; the misuse of women in the media and how they are associated with stereotypes.

Mass media advertising is one the platforms where the misuse of women's pictures and delivery of stereotypical messages take place. The advertising has been such that it demeans the image of women, especially black women to that of an uneducated servant and weak partner who has no say in relationships. The protocol further encourages media houses to allow and give women a platform to produce and pioneer programmes (GMBS, 2010; SADC, 2008). The concerns as outlined in the then (GMBS, 2003) was the missing of female voices in the media. This issue is also outlined as a concern in the protocol, as a result, there are calls for equal representation in coverage for both men and women and training to effectively deal with gender-based violence and gender sensitive reporting (SADC, 2008; GMBS, 2010).

2.9 SUSTAINABLE DEVELOPMENT GOALS

The pre - 2015 agenda for the United Nations (UN) and African Union (AU) was more focused on the millennium development goals (MDGs). The main focus for the MDGs was human development with more emphasis on poverty eradication and equal right for all (Net, 2011). In summary, MDGs sought to:

- ❖ halve income– poverty and hunger;
- ❖ achieving universal primary education and gender equality;
- ❖ reducing infant mortality and maternal mortality;
- ❖ reversing the spread of HIV/AIDS and;
- ❖ increasing service delivery to underserved individuals.

Noticeably, MDGs produced the most effective anti-poverty campaigns in the whole world and created an opportunity for the girl child to access education (Guibou, 2017; Hulme, 2009). The MDGs were to be achieved by the year 2015. While these targets were important to governments, they were also equally important to CM especially CR because it is prevalent in most societies in South Africa (Network, 2008). Essentially, work that was done and promoted in the MDGs is now a part of

the post 2015 agenda which builds on strides and experiences learned from the MDGs with the introduction of the sustainable development goals (SDGs).

The SDGs came to effect in 2016 and will inform the planning and resource distribution in the UN until 2030. There are 17 goals and the basic premise cover areas including democratic governance, peace and peace building, climate change and disaster risk, just to mention a few. These goals are relevant in the study particularly, the role that CR plays in local and rural communities in different countries. CRs are an effective communication tool that ideally addresses pervasive issues at local level (Vatikiotia, 2009, Balan and Norman, 2012).

Conveniently, this positions CR at the centre of innovation and linkages between the community and local governments. Through CR programmes and community engagement initiatives communication about and around SDGs can reach rural remote areas and businesses (Vatikiotia, 2009). CR is championing content construction relevant to local need as a result, local groups could be engaged through CRs to form community projects that would assist government in meeting the SDGs targets agenda. As a developmental tool, the below listed goals feature in the Post 2015 agenda and CR is at the centre of local development drives (communities);

- I. No poverty;
- II. Zero hunger;
- III. Good health and wellbeing;
- IV. Quality education;
- V. Gender equality;
- VI. Clean water and sanitation;
- VII. Affordable and clean energy;
- VIII. Decent work and economic growth;
- IX. Industry, innovation and infrastructure;
- X. Reduced inequalities;
- XI. Sustainable cities and communities;
- XII. Responsible consumption and production;
- XIII. Climate action;
- XIV. Life below water;

- XV. Life on land;
- XVI. Peace, justice and strong institutions;
- XVII. Partnerships for the goals.

2.10 BEIJING PLATFORM OF ACTION

The most urgent and strongest international statement about women rights and empowerment (Reichert, 2000) was made during the fourth United States International Conference on women held in 1995. The statement popularly referred to as the Beijing Platform of Action documents and promotes women empowerment in social, political and economic areas (United States, 1996a). Although the Platform of Action was an activist prompt action, women and girls rights were at the centre stage. Hence, women across the world stood together and called for respect of women's human right. The media and the following were highlighted as concerning areas (United States, 1996a: 36)

- I. The persistent and increasing burden of poverty on women
- II. Inequalities and inadequacies in and unequal access to education and training
- III. Inequalities and inadequacies in and unequal access to health care and related services
- IV. Violence against women
- V. The effects of armed or other kinds of conflict on women, including those living under foreign occupation
- VI. Inequality in economic structures and policies, in all forms of productive activities and in access to resources
- VII. Inequality between men and women in the sharing of power and decision-making at all levels
- VIII. Insufficient mechanisms at all levels to promote the advancement of women
- IX. Lack of respect for and inadequate promotion and protection of the human rights of women
- X. Stereotyping of women and inequality in women's access to and participation in all communication systems, especially in the media
- XI. Gender inequalities in the management of natural resources and in the safeguarding of the environment

2.11 GENDER & COMMUNICATION

The South African Community Radio Directory (NCRF and Open Society Foundation: 2001) show that most CR stations list multiple languages of broadcast. Most of these stations list English and Afrikaans as their official languages. According to the Independent Communications Authority of South Africa (ICASA), Radio Turf has listed both English and Sepedi as its languages of broadcast; Mohodi listed Sepedi and Moutse uses Sepedi, English, Izindebele and Zulu. These languages should be effective in addressing gender issues.

Listing multiple languages in the broadcasting field has normally been a process that is guided by the different target groups the media house serves. At CR for instances, the language is guided by the diverse cultures and language dialects spoken within the areas of reach. Through local language advancement CR is able to cater for different listeners across the villages in the languages they know and understand better. This method has proven to be effective in dealing with the concept of communication for development (Inagaki, 2007) as outlined below CDC

Communication for Development (C4D)

The communication for development approach acknowledges the importance of effective communication in developmental activities. The approach encompass different communication modes such as large-scale media campaigns, social marketing, face- to- face communication and the dissemination of printed material. The approach can be used by CR to enhance the level of communication effectiveness within communities.

2.12 COMMUNITY RADIO POLICY ON GENDER

Organisations whether profit oriented or non-profit have to have a human resources plan. This is a guideline on a number of organisational issues such as the number of staff members required, the kind of people they should be, and how required resources would be sourced. CR stations need to have a human resource plan because they normally make use of volunteers, paid staff, interns and/or trainees (Radio Regen, 2016). A CRs human resource department is the cornerstone of good governance and should timeously consult the external professional experts for the

radio station to operate well. The sections below discuss aspects in the human resources department that should be dealt with in order to maintain consistency at the radio station.

2.12.1 Human resource policies

2.12.1.1 Programming policy

The programming policy of a CR station outlines all the responsibilities of the programming committee, the programmes manager, presenters and producers. This policy should also outline all the terms of reference that guides the processes of programme production and the management of all components of the radio station programming. It covers issues on the programme content - if programmes are live or pre-recorded, musical genre, production sources, guests and listener's interaction methods on the programme. This document helps the programme producers at the stations to better understand the underlying instructions on each and every programme for production.

As a policy document, the human resource department draws this document on advice of the programming committee. See (**Section 2.3.1.2**) for a detailed discussion on the programming committees. This committee would then advise the programmes manager / head of programming periodically on which programmes to change, shift time slots, change delivery etc. This process is called a programming review. In accordance with the community broadcast licence issued by ICASA, every CR station should review the programming line-up and content every six months (ICASA, Licence, 2000). In the presence of a programming policy, stakeholders are able to take part in the programming review process since the document outlines the stations vision in the programmes.

A typical CR programming policy should highlight the below outlined pointers:

- a) The programme preparation process: The policy should define what a well-produced programme is, the components that need to part of that programme and the presentation style or method needed in the execution of that programme.
- b) The station house style: The policy should outline the logic in playing promos, adverts, jingles and stations *SFX*.

- c) The language quote switching processes: If the station listed multiple languages of broadcast, certain steps needs to be taken when switching between languages during a broadcast.

2.12.1.2 News Policy

The news policy of a CR station is not different from the programming policy in terms principles, however, as the name suggest this is a policy that is aimed at guiding CR activities in the news department. Just as the programming policy, the news policy is drawn on advice by the programming committee and could serve as the news editor's handbook. Typically, the policy covers issues of how many stories a journalist should cover a week, contacts lists, diary meetings frequency, news reading and reporting strategies among the others. A news policy is imperative for any media house irrespective of the nature of operations i.e. community, national of commercial.

Traditionally, CRs, national and commercial stations broadcast news bulletins hourly. This tradition is also prevalent at the three selected CR stations. As a licence condition, community broadcasters should broadcast not less than 75 minutes of news daily (ICASA, 2000). The news policy as a result would outline the number of bulletins needed a day; if the station has listed multiple languages of broadcast, the policy would also outline the language split in terms of the languages of broadcast and the frequency of the bulletins. The policy would ideally, give guidance to all the newly appointed staff members or volunteers on how the newsroom operations, rules and regulations. Issues relating to sources, verification of stories, source contact lists, the diary meetings, story angles and many other news values that are considered the cornerstone of the news room.

At most mainstream media houses the news policy include issues on how journalists should deal with free gifts from governments, private companies and individuals, declaration of assignments and source confidentiality. The news policy at CR level is important in a sense that the majority of the news reporters/presenters at most CRs may not have any formal qualification in journalism (Frazer and Estrada, 2001). The policy as a result, would assist as it will serve as a guiding document to volunteers on how to deal with underlying issues. For the purpose of this study, the news policy

is an important document in dealing with issues of gender. The policy would ideally state how to deal with gender biased stories, gender sources identification and classification etc. Typical news policies normally feature issues the cover some of the following:

- a) Special beats (gender, sports, financial etc)
- b) News bulletin Frequency
- c) Language use
- d) Reporter assignments (Male / female)
- e) Experts (Male / Female)
- f) Sound Clippings etc.

2.12.1.3 Gender Policy

A gender policy is a policy that guides the human resource department on how to sensitively deal with issues that affect men and women, gays and lesbians equally. The policy would also give guidelines on the employment strategies used at an organisation; this means the HR department would sensitively employ women, men and the LGBTI based on the guidelines of a gender policy rather than traditional ways of employment. The gender policy serves an important document at any organisation because gender is a priority in this country and the world over (Morna, 2014). The gender policy at CR should address the following issues and give reasonable guidelines on how best gender should be dealt with at the stations:

Gender equality at the board, management and staff

Fourie (2004) recommends that gender stereotypes among different sexes, different social groups and societies can be reversed by appointing opposite sexes at work. The gender policy in this regard could guide CR in appointing equal number of men, women and the LGTBI in order to avoid appointing same sex and encouraging dominance.

Equal workload and distribution of resources among staff

Different organisations allocate different responsibilities to both their male and female workers. While this could be influenced by varying factors, it is important to note that equal treatment at the workplace encourages active

participation and increased productivity (Myers, 2009). The gender policy could in case state how work within the CR should be distributed among all staff. This could include coverage of news, programme production and planning.

Equal opportunities for all

Currently in the three CR's understudy, there is not a single woman in the technical and engineering department. The lack women in this department might be seen as gender issue, but women could benefit in taking part in this department.

2.12.1.4 Language policy

The language policy of every media house outlines how that media house communicates with its target audience. The policy is normally guided by the areas of reach and the age groups covered in the broadcast or circulation destinations. As a policy document the language policy is important in addressing the language segregation in radio, the mode of delivery, the tone and the style in language use. In this study, all three case studies use multiple languages of broadcast. This is reflected in the broadcast licence issued by the broadcasting regulator ICASA. These languages are normally made up of the areas of reach, for example Radio Turf covers Northern Sotho dominated areas as well some parts of English as a result, and their language conditions included only Northern Sotho and English.

Language is a primary means of communications and in radio the use of speech remains the core process of understanding, interpreting and constructing meaning and reality (O'Shaughnessy and Stadler, 2012). In radio, listeners rely only on the ear to engage and be engaged, which means careful attention should be applied in language usage. The language policy thus, becomes a very crucial legislature at any media house especially CM as they make use of volunteers and inexperienced staff (Fraser and Estrada, 2002). Many mass media platforms have previously been accused of using offensive, sexist and improper language in their broadcast content (Gill and Gill, 2007). This could sometimes result from lack of clarity on language use or lack of language policies.

Popularly, radio announcers and presenters use the KiSS (Keep it Short and Simple) strategy when communicating with their listeners. This strategy seems to be compliant with the fast nature of the medium and the fact that there is no pause or rewind modes in live radio broadcasting. The following are common nouns that could be considered in a gender sensitive language policy of a radio stations as recommended by the University of California writing centre.

Gendered noun	Gender-neutral noun
Man	Person, Individual
Mankind	People, Human beings, Humanity
Chairman	Chair, Chairperson, Coordinator
Mailman	Mail carrier, Letter carrier, Postal worker
Policeman	Police officer
Dear Sir:	Dear Sir or Madam:, Dear Editor:, Dear Service Representative:, To Whom it May Concern:

Table 2. 1: Gender sensitive language Source: <http://writingcenter.unc.edu/handouts/gender-sensitive-language/>

Normally, a language policy address features such as language used in advertisement, banning sexist language, promoting local culture through the use of local dialect terms, points of reference for different societal groups such as children, youth, adults and the Lesbians, Gays, Bisexual, Transgender and Intersex (LGBTI) people. The policy serves as a community cornerstone in information sharing and dissemination. Radio Turf and Mohodi FM language policies do not specifically address language in a gendered context but give generally guidance on language segregation since they all have listed multiple languages of broadcast as per the station's broadcast licence.

CM policies need legal perspectives to be approved and used, community members are seen as an important stakeholder in drafting policies of that nature. This is wholly because the programmes and the overall running of the community media house lies in the hands of the community (Mghana, 2014). The use of local talent and expertise is deemed necessary in the processes such as policy drafting as they be could be

costly if done by specialised consultants, as a result, local attorneys, retired radio / TV personalities play a vital role in assisting and offering expert advice. At Radio Turf for instance, policy drafting could be accomplished easily if the university departments such as the law, media and communication studies are consulted since the station is campus based.

2.13 VOLUNTEERISM AT COMMUNITY RADIO

Community media, particularly CR relies on the use of volunteers as core staff (Bosch, 2017 and List, 2012). These are sometimes interested or skilled community members who offer their hard work and service to a community media house for experience purposes. Tacchi (2012) points out that while volunteering usually refers to a voluntary process where people offer services free of charge, it takes different forms at CR. Volunteering at CR can be in a form of full-time permanent staff, part-time and consultants. This will normally depend on how long or less an individual spends working at the organisation.

The Open Society Foundation notes that different individuals volunteer for different reasons however, the most common reason is for praise; recognition of excellence in work done and experience (Butcher and Einolf, 2016). The process of volunteering affords many members in a community the opportunity to be actively involved in the running of the organisation. Women, men, gays, lesbian and intersex people can volunteer at CR for the content at the station to be diverse. Subsequently, the content and programmes will have different role players who might be able to easily mainstream gender.

SECTION B: THEORETICAL FRAMEWORK

2.14 ROLE OF THEORY IN RESEARCH

This study is located in the following theories; the gender stratification theory and the social responsibility theory.

2.14.1 Gender stratification

According to Danaj (2016) stratification refers to unequal distribution of wealth, power, and privilege between two sexes (male and female). Stratification is

multidimensional and depending on different societies the inequality is either moderate or worse. There are varying degrees to which males and females are unequal in aspects such as status, power or influence, access to valued resource, eligibility for social positions and ability to make decisions about their own lives. All of these variations speak to gender stratification and most apply to media practice (Hogeland 2010) in areas such as management, news reading and reporting and decision making processes in the media. In a mass media perspective, the prevalence of stratification is firmly probed in most of the feminist literature (Hogeland, 2010). The feminist theory for instances, questions the unequal distribution of resources and compensation of same work done by both men and women.

The application and effects of stratification are visible in the media fraternity particularly in remuneration and equal pay practices. Over the years, females were paid less for the same work done by male counterparts in the workplace (Byerly and Ross, 2008). These assertions are further substantiated by the GMBS (2017) that women owned only 5% of the media houses in South Africa and constituted only 7 % of media managers. These figures present a worrying trend in terms of diversity especially because women dominate media and journalism schools (ASNE, 2016). The higher number of female students at universities and colleges does not seem to match the number of practising female journalists across the world (Byerly, 2015).

At CR, the process of volunteering is open to all community members. Women, men, gays, lesbians, bisexual, transgender and intersex have equal chances of actively taking part in CR activities. Volunteers take part in activities such as producing and presenting programmes, providing information rich content, analysing and reviewing content as well as offering financial support to the stations (Frazer and Estrada, 2001). The reality according to research, is that men still outnumber women in occupying senior management positions (ASNE,2016; Gender Links, 2017) and in contributing in the programming as experts (GMPS, 2010;2017). While CR's make use of volunteers for their daily business, it is important to note the possibilities of side-lining women based of cultural practices and stereotypes.

There are two major theoretical perspectives on social stratification. In this section the researcher gives a summary of the two perspectives namely the **Structural - Functional analysis** and the **Social - Conflict analysis**.

Structural - Functional analysis

Influenced by the work of Talcott Parsons, gender plays a vital part in societal classifications of roles and responsibilities assigned to both males and females. Parsons (2000) identifies two distinctions in providing roles (instrumental and expressive roles) which are learned in the process of socialisation. In Parsons view, men exhibit instrumental roles such as being bread winners and hard workers whereas women exhibit expressive roles such as childrearing.

Although there are different critics to this view, the prevalence of this division of roles can be seen in the media. Generally women are given less demanding positions in the media while men are given management and decision making positions (Craft and Wanta, 2004).

Social – Conflict analysis

A major argument in this perspective as presented by scholar Friedrich Engels (2017), the division in labour and inequalities are as a result of wealth. Capitalism as discussed, exaggerated male dominance. Technology on the other hand was seen as major player in reversing the status quo. In the CR sector women are supposed to be given equal preference as men. However most tend to take the back seat due stereotypical practices.

2.14.2 Social responsibility theory

The social responsibility theory according to Oosthuizen (1996) suggests that the media should reflect all social groups and be diverse by giving people access to a variety of viewpoints and the right to react to those viewpoints. Different genders, cultures and religions have equal rights to the media. It is a critical role for the same media to protect, educate and inform society on a variety of issues. This mass media theory is relevant in this study for it calls for equality in all genders and other aspects.

In this case, the programming at any CR station must be flexible and allow for community participation. Moreover gender issues should be discussed. Today's

communities are unfairly discriminating against certain sexual identities because of cultural or religious beliefs e.g. Gays and Lesbians, women and Children. The social responsibility theory is based on the following arguments raised by McQuail (1987:116-118)

The media should support democratic and political principles

Although this premise is broadly general about democratic and political principles, it is the researcher's view that democratic principles include fairness in engaging society. Women, men, gays, lesbians and intersex people are part of society and their contributions to the media and society should be treated equally. The society should democratically take part in the media activities as it does in establishing such media houses.

According to GMBS (2010) men politicians are preferred by the media and often used in interviews than female politicians. This disparity suggests an oversight on issues of equality and somehow perpetuates media stereotypes on both men and women. As previously stated, it is the responsibility of media houses to equally engage both the male and female audience, promote diversity in sources and encourage the society to take active part in the media activities.

The media should create a platform for presentation of different viewpoints

The CR sector remains a relevant platform in engaging ordinary citizens in political, social and other aspects of life. The nature of the operations in the sector permits for talent nurturing, social development and also creates opportunities for formal employment in the media and journalism industry. CR sector normally invites local experts to speak on a variety of programmes, this ability allows for a two flow of ideas and provides entry points for mutual engagement between society and the media. By doing this, media and ordinary citizens are able to speak and debate issues that affect them directly rather through mainstream media.

Media independence should be emphasized in relation to their responsibility towards the society

The South African media regulatory system is one the best in the world and most progressive on the African continent. The system is made out of three mechanisms that support and promote media independence namely, state independent regulatory body (ICASA), the self-regulatory mechanism (BCCSA) and the ombudsman.

The media should meet certain standards

In offering a solution to the problem of reconciling freedom with social responsibility, the theory offers the below two solutions:

The establishment of regulatory body's independent from government

South Africa as stated above has this regulatory body called the Independent Communication Authority of South Africa (ICASA) which is responsible for broadcasting and telecommunications regulations; the press ombudsman for press and the Broadcasting Complaints Commission of South Africa (BCCSA) responsible for electronic media. The community media sector forms part of the broadcasting category therefore issues of regulation are dealt with by ICASA. This however, does not suggest that all issues that may arise in terms of content, challenges faced by the listeners or any matter that is not consistent with the broadcasting legislature at CR can only be addressed by ICASA, issues could also be addressed with the BCCSA.

The BCCSA is a complaints authority that allows listeners and viewers to launch in complains and comments about the broadcast industry. This could be in terms of false advertising, sexually explicit content, sexist language, incitement of violence and many more issues. The BCCSA was formed by the National Association of Broadcasters and is recognized by ICASA as an independent disciplinary tribunal. The commission has the power to reprimand or fine broadcasters if found guilty of misconduct. Depending on the seriousness of the offense, the commission can also demand an apology from the broadcaster in the same platform and magnitude the misconduct occurred.

The establishment of Professional bodies for self-regulation

The South African National Editors forum (SANEF) is one example of this solution. Another body could be the National Association of Broadcasters (NAB). These professional bodies play an important role of advancing and nurturing the presentation and delivery of balanced and impartial news (Fourie, 2000). Fourie (2000) asserts that these professional bodies are key in self-regulation. These bodies strive for high professionalism, ethical conduct and adherence to the rules and regulations set out by the regulatory bodies. Professional bodies are normally identified as the *internal* regulations since they are formed by the media and communication industry itself, for the media and communication industry or sector by the practitioners and managers in the sector (Fourie, *Ibid*).

In light of the above, the following basic principles of the theory take premise when dealing with CR.

- a) CR should accept certain responsibilities towards society.
- b) CR should fulfill their responsibilities mainly by subscribing professional standards with regard to the supply of information and the truth, accuracy, objectivity and balance of their reporting.
- c) CR should self-regulate within the framework of the law and established institutions.
- d) CR should avoid broadcasting information that can lead to crime, violence or social disruption, as well as information that can offend ethnic and religious minorities
- e) Society is entitled to expect high professional standards and intervention is justifiable if the media fail to meet these standards.

2.15 SUMMARY OF CHAPTER

This chapter highlighted important perceptions about both gender and CR. To reiterate a position made earlier, there is no fixed definition for these two concepts. The study on gender and the media deals broadly with the operational and theoretical perspectives aligned with both gender and media with no specific application strategies. Generally, CR is described in relation to the setting and use

boundaries (geographic and community of interest) while, gender applies to socialisation strategies (ethnicity and agents of socialisation). The complexities of these concepts do highlight the major challenges in how one should apply the practical and theoretical implications of running gender aware and gender sensitive media houses.

The review of the literature highlighted the need for formal training on gender in the media (Lacey, 2004; Pavarala and Malik, 2006) with more emphasis on women's involvement in decision making positions (Gender Links 2008). The CR sector in South Africa faces a different operational challenge which leaves room to temper with the quality of programming (Olorunnisola, 2002; Manyozo, 2009; Pavarala & Malik, 2006).

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The previous chapter identified study gaps related to the coverage and portrayal of gender on radio and other media platforms. The literature review process highlighted trends that are associated with gender such, for example stereotyping, sexual orientation, roles, sex and misperceptions. The review also identified a number of programming challenges that the community media sector is faced with at both policy making and managerial levels. To explore these challenges further, a more appropriate research approach had to be employed in order to archive the study objectives. As a result, this chapter provides a detailed description and motivation of the choice of the research approach and design. Furthermore, the chapter outlines the research setting; gives a discussion on the choice of population and sampling procedures used; presents the data collection and analysis techniques applied; ethical issues considered as well the limitations to the study.

3.2 RESEARCH APPROACH

This study combined both qualitative and quantitative research approaches in order to fully achieve the objectives of the study. Through mixed approaches the researcher was able to capitalise on the strengths of both research approaches in giving comprehensive answers to the research questions (Creswell and Clarke 2017). According to Morgan (1998) integrated research methods are likely to produce better results in terms of quality and scope. As it was envisaged by the researcher, mixing methods also eliminated challenges associated with relying exclusively in a single method. Gay, Miles and Airasian (2006) argue that mix-methods designs go beyond the limitations and delimitations of a single approach because of the integrated methods system.

The study sought to explore the portrayal of gender in specific programmes and news items in CR. This entailed the quality and depth of the representation. Therefore, the qualitative method of research was deemed appropriate in this instance. Qualitative methods have the ability to produce descriptive and non-numerical information appropriate in the description and analysis of individual and

shared social actions, opinions and perceptions (Miles and Huberman, 2014). The researcher interrogated factors such as gender roles, social norms, socioeconomic status, ethnicity and religion. This is in line with Mark, Woodsong, MacQueen, Guest and Namey (2005) who argue that such phenomena can be better investigated using the qualitative methods. Most importantly, the researcher employed this method in order to evoke responses that are; culturally salient and meaningful to the participants, unsuspected by the researcher and; are rich and exploratory in nature.

Furthermore, the study was concerned with the coverage of gender specific programmes and news items. This was specifically on the frequencies and specifics of who speaks between women and men in the media; who covers the popular and unpopular beats between female and male presenters and forth. This objective needed to quantify data and the quantitative method of research was appropriate in this regard. The advantage of employing this method in the study was in the use of numbers and figures in reporting findings. Table (3.1) below shows features of both qualitative and quantitative research methods.

	Qualitative	Quantitative
General framework	<p>Seek to explore a phenomena</p> <p>Data instruments are flexible</p> <p>Uses semi- structured methods e.g. In-depth interviews, Focus groups and respondents' observation.</p>	<p>Confirming hypothesis about a phenomena</p> <p>Data instruments are rigid</p> <p>Use highly structured methods such as questionnaires, surveys and structured observations</p>
Analytical objectives	<p>To describe variation</p> <p>To describe and explain relationships</p> <p>To describe individual</p>	<p>Quantify variation</p> <p>To predict causal relationships</p> <p>To describe characteristics of a population</p>

	experiences To describe group norms	
Question format	Open - ended	Close - ended
Data format	Textual (obtained from audiotapes, videotapes, and field notes)	Numerical (obtained by assigning numerical values to responses)
Flexibility	The use of focus group interviews allowed for flexible questions and aspects of the research. Participant responses to different questions affected how or which other question the researcher should ask. Questions were constantly adjusted according to what is learned	Study design is stable from beginning to end Participant responses do not influence or determine how and which questions researchers ask next Study design is subject to statistical assumptions and conditions

Table 3. 1Comparison of Qualitative and Quantitative research methods (source: Surbhi S, 2018)

3.3 TRIANGULATION

Olsen (2004) describes triangulation as mixing of data or methods whereas Arksey and Knight (1999) describe triangulation as a strategy that can be used in order to strengthen the confidence of the research findings. In the former, the researcher applied both qualitative and quantitative research methods to gain a better understanding of the phenomena while in the latter, the intention was to strengthen the validity and as well the strength of the study. The main aim in deploying this design apart from the complexity of the objectives was also to enforce objectivity as highlighted by Decrop (1999) and Olsen (2004) that the application of this design

permits for different viewpoints and is effective in eliminating personal and methodological biasness in research.

The rationale in the deployment of this design is that data comes in different forms and the researcher values the different aspects of data validation. The design assisted the researcher to remain consistent, objective and present reliable findings. Methodological triangulation was applied at all levels of the study. Data were merged and as argued by Creswell and Clark (2007), the design assisted the researcher to compare and contrast qualitative findings with quantitative statistical results.

3.4 THE CASE STUDY DESIGN

The case study design was deployed in this study. There are many definitions of a research case study. The terms “case study”, and “case review” are normally used interchangeably in scientific research methods (Zucker, 2009). In this study, the researcher found it empirical to use this strategy because the radio stations possess different challenges and strengths; as such a contrast between all cases was possible through the use of this strategy. Yin (1994) defines a case study as an empirical inquiry into the investigation of a contemporary phenomenon in a natural setting. Bromley (1990: 302) supports Yin’s (1994) sentiments when he defines a case study as;

“A systematic inquiry into an event or a set of related events which aims to describe and explain the phenomenon of interest”

The rationale for the use of a case study is also espoused by Zucker (2009) who attests that when using the case study method, units of analysis differ from individuals to corporations. This was evident in the challenges and coping strategies presenters at all the three radio stations. Data came in large volumes from mostly documents, personal observations, interviews, archival records and physical artefacts (Yin, 1994). Researchers conducting a case study may not even need to visit the organisations under study, instead they could collect data through the use of secondary sources, email or/ telephonic conversations (ibid). Yin (1994:46) further argues that;

“The case study allows an inquiry to retain a holistic and meaningful characteristic of real-life events such as life cycles, organisational and managerial practices, international relations, neighbourhood changes and the maturation of industries”

This study was concerned with the real-life coverage and portrayal of gender-specific issues in the media. This means that areas of study where real radio stations not experimental site. Notwithstanding the strength in the case study method, there are weaknesses associated with this strategy as identified by Yin (2003:16) which include;

- a) Bias due to poor questioning
- b) Biased responses by respondents
- c) Poor recall affecting the accuracy of data
- d) Personal bias arising from researcher asking leading questions.

It is important to note that care was taken in dealing with issues of bias and this is fully discussed in section **(3.3)** on triangulation. It was critical to explore these three stations separately because of their operational characteristics. Radio Turf for example serves two communities, a geographical and community of interest and Moutse community radio serves a geographical community; however, the latter it is faced with multicultural obligations as it is a provincial cross-border station. Mohodi community radio on the other hand serves a geographical community. It was important to study these stations separately as they are faced with different managerial, editorial and production challenges. Section **(3.5)** below briefly provides an overview of the sample stations.

3.5 RESEARCH SETTING & SYNOPSIS OF THE CR STATIONS

The study was conducted on a non – contrived environment. Non–contrived studies are also referred to as field studies that are carried out in a natural environment with no interference from the researcher (Mwape and Mumba, 2012). The study focused on exploring CR coverage and portrayal of gender in programming at three CR stations in the Limpopo province. At the time of writing there were 32 operational CR stations in the province. This study as a result, utilised only three, namely Radio Turf, Mohodi Community Radio and Moutse Community Radio Station (MCRS).

3.5.1 Radio Turf

Radio Turf is a campus based CR station broadcasting from the University of Limpopo in the Limpopo province on the frequency 103.8. Its payoff line or motto is “the station that listens to the people”. Radio Turf has a very rich and broad broadcast history, having been one the first stations to be granted an operational licence in the democratic South Africa. The station was established in 1995 and was granted a one year operational licence, under the then Independent Broadcasting Act (IBA, 1993). Operating within a 100km radius footprint, Radio Turf serves areas such as Mankweng, Segopje, Motholo, Ga Mamabolo, Ga Dikgale, Ga Mothapo, Ga Mothiba, Ga Maja, Polokwane and Seshego which have a predominantly Sepedi speaking audience.

The station has a programme mix of 40% music and 60% talk and has listed two languages of broadcast at a 50% quota, namely Sepedi and English. In addition, the station has a programming format that is comprised of talk, educational and entertainment programmes. As a licence condition, Radio Turf broadcast for 24 hours and has a content compliance officer responsible for content at the now broadcasting regulator, the Independent Communication Authority of South Africa (ICASA). According to South African Advertising Research Foundation (SAARF) Radio Turf at the time of writing had a total listenership of 9 000 listeners (BRC, 2018-2019).

3.5.2 Mohodi Community Radio Station (MCRS)

Mohodi Community Radio Station is based in Mohodi – Ga Manthata between Molemole and Capricorn districts in Limpopo Province. The station motto is Lentšú la Setshaba - translated Voice of the Community. This station was established in (1997) with the aim of communicating, informing and entertaining local communities. Mohodi FM broadcasts on 98.8 MHz frequent at a 150km radius. This station covers areas such as Moletji, Ga Maleboho, Tauyatswala, Ga Hwibi, Ga Matlala, and Dendron among others.

Mohodi FM just like most radio stations has listed multiple languages of broadcast. The station listed a quota 50% Northern Sotho, 5% English and 40% Afrikaans. The programming mix is 60% talk and 40% music. Mohodi FM has a traditional

programming format that is comprised of talk, infotainment and entertainment. According to South African Advertising Research Foundation (SAARF), Mohodi community radio at the time of writing had a total listenership of 36000 listeners (BRC, 2018-2019).

3.5.3 Moutse Community Radio Station (MCRS)

Moutse Community Radio Station (MCRS) broadcasts from Kgobokwane Village between Sekhukhune District Municipality in Limpopo province and Dr JS Moraka Municipality in Mpumalanga Province. The station was founded in 1999 by members of the Rural Women's Movement (RWM), a national organisation in South Africa which lobbies around issues of concern to rural women. The station motto is -your friend to rely on. MCRS is a cross - border station faced with a broader challenge of serving diverse cultural groups. Within the Sekhukhune District in Limpopo, MCRS serves both the Sepedi speaking and the Afrikaans speaking communities; whilst in Mpumalanga Province it serves the predominantly IsiNdebele, Setswana and IsiZulu speaking communities. As a result, of these cultural issues MCRS has listed the following languages of broadcast quotas; Northern Sotho (40%), IsiZulu (25%), IsiNdebele (20%), Setswana (5%), English (5%) and Xitsonga (5%) as their official languages of broadcast.

The station is a member of the National Community Radio Forum (NCRF), a CR sector forum in South Africa. Moutse community radio has a programme mix of 40 % music and 60% talk. A variety of programmes include the daily primetime shows and a mix of both informative and educational programmes ranging from children, sports fans, jazz lovers, cultural music enthusiasts, cooks to drama. At the time of writing, MCRS had 72 000 listeners (SAARF, 2015-2016). MCRS areas of coverage include Groblersdal, Naboomspruit, Dullstroom, Landenberg, Belfast and Witbank.

3.6 POPULATION AND SAMPLING PROCEDURE

3.6.1 Population

The study's target population was derived from the 30 active or On-air CR stations in the Limpopo province. At the time of writing, 32 CR stations were licenced and only 30 were operational. Through the use of the selective or purposive sampling

technique, three stations were selected to form part of this study. Table 3.2 outlines the selected cases and the sampling technique used.

Case study	Sampling Technique
Radio Turf (Turf FM)	Purposive
Mohodi Community Radio (MCRS)	Purposive
Moutse Community Radio (MCRS)	Purposive

Table 3. 2 Case studies and sampling technique used.

3.6.2 Sampling procedure

Purposive sampling technique was deemed relevant in this study on the basis that it is practical and guided by the amount of time the researcher has, the study framework, developing interest, and restrictions placed by the subjects (Coyne, 2006). Abrahams (2010) refers to purposive sampling as the strategies in which the researchers' judgement and knowledge of the subjects is key in deciding who is better suited to provide the study with a wealth of information regarding the phenomena. The selection of stations was based on a number of reasons such as, their classification, the nature of their establishment, their current operational influences as well as their broadcast history.

The researcher's familiarity with the radio stations played a vital role in selecting information rich stations for the study. The stations had to serve either a community of interest, a geographical community or both. In the Limpopo province, there are two campus based stations that serve both a community of interest and specific geographic communities, namely Radio Turf and Univen FM. Radio Turf has been selected to form part of this study based on its operational history and its active participation in gender activities and workshops. The other stations are Mohodi community radio station and Moutse community radio station. See (**section 3.5**) for a full account of the justification of the selection of all these stations in this study.

The sampling process included a broad scope of operational areas. These were necessary in making sure that the data collection process was well thought of and not confusing at a later stage. As a result of the inconsistency in staff quotas at radio

stations, the sample numbers are slightly different per case study. For instance, members of the listener's forum at Radio Turf were only six while Mohodi Community Radio had only four. Such differences also occurred in the management positions and members of the middle management had to be engaged. As such; Table 3.2, 3.3 and 3.4 outline all the key respondents and number of respondents for each sample case.

Department	No. of respondents
Board of directors	2
Executive management	4
Staff/volunteers	6
Programming / Listeners' Committees	4
Total	16

Table 3. 3 Key respondents and number of respondents used in Case study 1: Radio Turf

Department	No. of respondents
Board of directors	2
Executive management	4
Staff/volunteers	6
Programming / Listeners Committees	4
Total	16

Table 3. 4: Key respondents and number of respondents used in Case study 2: Mohodi FM

Department	No. of respondents
Board of directors	2
Executive management	4
Staff/volunteers	6
Programming / Listeners Committees	4
Total	16

Table 3. 5: Key respondents and number of respondents used in Case study 3: Moutse FM

The respondents' in the operational management (the Programmes Manager, News Editor, Human Resource Manager and Technical Manager) were invited to form part of the study across all the three radio stations. It was necessary for the programmes manager and the news editor to form part of this study because the programmes manager is responsible for the programming department, while the news editor is responsible for the news department. Furthermore, radio presenters/announcers and news readers/reporters were also included to form part of the study to provide

information on the knowledge and attitudes of gender. In addition, additional respondents' were recruited from the community listener's forum, listener's fan club and community listeners' committee. The inclusion of these members was necessary because they play a vital role in the review of programme policies, formats and editorial content.

The sample also included members from the board of directors. The directors are responsible for policy making and implementation. As the study was probing issues of policy, the board of directors were relevant in responding to such matters. Furthermore, the researcher had envisaged interviewing an equal number of male and female respondents' across all the data collection strategies. However this was not possible in some stations due to the imbalance of gender in some departments. Although all the presenters had an equal chance to be selected to participate in the study, only those who had been with the station for over three months could be selected. This was because the respondents had to be familiar with the station's programming strategies, news and current affairs policies.

3.7 DATA COLLECTION PROCEDURES

The data collection process for this study was done by the researcher at the three community radio stations on a cross-sectional level. The following types of data collection tools were used; self-administered questionnaires, focus group interviews and archival records. In the initial instance, personal interviews with the senior management staff (Board of directors, station manager, programmes manager and news editor) were used as preliminary steps to the data collection process. The use of this method provided the researcher with valuable insights on the nature of programming and editorial practices at the stations. This led to the subsequent construction of a **Self-administered questionnaire (SAQ)** with relevant and appropriate questions for the study.

The SAQ was used to collect valuable information from the stations presenters, management and fan clubs. The perusal of **archival records** provided the researcher with a wealth of information. This was done through the critical analysis of documents such as the operational policies, programming and news policies, gender and sexual harassment policies, minutes of previous meetings, the

constitution and the programme schedule. The data collection process was mainly concerned with the operations at programmes and news level. However, issues relating to volunteer management policies, human resources practices, community participation and social acceptance were also engaged since they interplay in the operations. CR programming is supported by three key departments namely, the human resources, technical department and the marketing departments.

The human resources department is responsible for volunteer relations and training. It was logical to sample this department in the study because volunteer training, capacity building and staff wellness are issues enshrined in the human resource practices. Part of what the study was intended to establish was whether training targeted specific gender fields such media literacy, gender in reporting and many aspects of media and gender practice is sought by station. Additionally, the study also sampled the technical department because the unit deals specifically with sound recording and engineering which is main driver in terms of stations imaging.

3.7.1 Focus-group interviews

Focus group interviews have been central in social science research and are arguably the best method of data collection in exploratory research (Li, 2016). Although there is a wealth of literature on what focus group interviews are, features such as organised discussions, collective activity, social events and interaction are identifiable contributions that focus group interviews have on social research (Kitzinger, 1994, Powell 1996; Goss and Leinbach 1996). Steward, Shambashani and Rock (2006) assert that focus group interviews are mostly useful in the design stages of a research questionnaire since they give an outlook about potential respondents' views of events.

By using this technique the researcher was able to explore challenges that the CR sector is faced with when it comes to coverage and portrayal of gender. This also assisted in determining the kind of questions to include in the interview sessions. As a first step in the data collection process, the focus group discussions looked at issues of community participation in programme production, programme ownership, programme sustainability and development. These three concepts interplay in the

normal operation of a programming department and it was important for the study to explore how these issues are dealt with at the operational level.

The researcher invited six respondents' from each station to take part in the group discussions. Through the use of this technique the researcher was able to notice underlying differences that existed among the three radio stations and this contributed to the discovery of new knowledge as asserted by Morgan (1998:13) that focus group discussions have the capacity of producing "*concentrated data on precisely the question of interest*".

During these interviews, most respondents' were willing to interact among each other. This feature triggered a sense of comfort among respondents' and yielded more reflective responses (Hatch, 2002). A voice recording device was used to capture the discussions during the interviews. This was necessary in enhancing the data analysis process. The recording device was also used as a backup plan to notes taken in case some information was missed in the sessions.

3.7.2 Self-administered questionnaires

The questionnaire remains one of the main primary data collection instruments in social, health and epidemiological research (Bowling, 2005). There are two popular forms of questionnaires (1) Self-administered questionnaire – this is a questionnaire that is distributed to respondents to complete in their own time and (2) structured interviews – this is where the researcher writes down the respondents' answers during a face-to-face interview or telephonic conversation. This study adopted the first form of Self-administered questionnaire (SAQ). A self - administered questionnaire (SAQ) is a data capturing tool designed specifically for the respondent to complete without any interference from the interviewer or researcher in data collection (Wolf, 2008). There are many aspects that characterise a proper questionnaire, and below are a few as pointed out by Brink and Wood (1998:293).

- I. "It saves time compared to personal interviews – participant enters their response on the questionnaire*
- II. It is cheap compared to conducting a personal interview*
- III. Respondents are free to express themselves since they remain anonymous and can express themselves in their words without fear of identification"*

This tool was used in this study to afford respondents the freedom of response. SAQs' were distributed to CR personnel of the three CR stations. A total of fifteen questionnaires per radio station were distributed. Tables **3.6-2**, **3.6-3** and **3.6-4**, are an illustration of the number of questionnaires distributed.

3.7.2.1 Features of the SAQ

The questionnaires consisted of 5 sub-sections.

Section A: Background information

This section covered information about the sex of the respondents, their current position at the radio station, how long they had occupied that position, and their educational background. The question of sex was relevant as it gave the researcher a view on whether it was a male or female personnel who took part in the study. The position one holds at the station was also critical since some aspects of the question were about management while others were about policy. The other equally relevant question was on how long they had worked for the station. This was relevant because someone who has worked for at least three months or more would be better suited to respond to questions on operational issues.

Section B: Human resource policies and practices

This section was strictly for human resource personnel. It features questions on gender policies, sexual harassment policies, news and programming policies, national and international policies on gender, capacity building and human resource practices on appointment of trainees and volunteers. This section was relevant in a sense that issues of policy normally direct the overall running of any entity, they serve as guidelines on how one reports or writes stories in the media and also on who should be invited to comment or not.

Section C: Programming formats, policies and practices

This section covered all the programming matters ranging from presenters, producers to programmes. It featured questions about who the presenters and producers of programmes are, who are the news sources and newsreaders, who are the experts in programming. This section was strictly for the programmes

manager (and/or deputy/chief producer), news editor (and/or deputy) and station manager.

Section D: Knowledge and attitudes

This section was on the knowledge and attitudes of CR personnel on gender. By CR personnel the researcher is referring to programme presenters/hosts. This section was relevant as it gave a view on whether CR presenters and newsreaders understood gender or not.

3.7.3 Archival records

Archival records refer to factual data available in records used in a study for analysis purposes (White and Mcbuney, 2002). Archival data are beneficial in many instances. Data bearing the hypothesis maybe be available and consequently collecting such data again may be an ineffective and pointless exercise. Archival records data maybe in any accessible format, including text on any form of paper or in an electronic format, motion photographs or pictures, videos and/or sound recordings (Kawamura, 2011).

Archival data in the form of production policies, minutes of production meetings, minutes of the newsroom diary meetings and the programming line-up were used to supplement the data collected using the other two data collection tools used in this study, namely **structured questionnaire** and **focus-group interview**. A thorough perusal of the programming and news policies enabled the researcher to establish a wealth of knowledge on the steps followed in both news construction and programme production.

3.8 DATA ANALYSIS

Since this is a mixed method study, the researcher had to deal with two forms of data, **qualitative data** gathered through focus group interviews and archival records; and **quantitative data** gathered through the SAQ and survey. In order to fully analyse the data and make informed interpretations, two data analysis processes had to unfold. Coverage of gender issues, portrayal of gender issues, participatory programming, programme construction, gender specific features in programmes

were some of the major themes emerging from the literature review and the overall aim of the study.

Primarily, qualitative data were analysed using the cyclical method where data were coded and categorised according to meaningful segments. The use of this method assisted the researcher to better understand the phenomenon in question and make informed recommendations (Henn, Weinstein, and Ford, 2016). The cyclical method of analysis is also characterised by memos, data entry and storage and coding; and developing category systems as supported by Miles and Huberman (2014). The researcher used graphical illustrations in the form of tables, graphs and charts to present data.

Consequently, quantitative data were analysed using descriptive statistics. This method is relevant in dealing with quantitative data for it labels the basic features of the data in a study. According to Myers, Well and Lorch (2010), descriptive statistics present quantitative data in a more practicable manner. The research made use of Statistical Package for the Social Sciences (SPSS) software for analysis of data and generation of graphical illustrations. .

In order to harmonise both (quantitative and qualitative) data and give an objective interpretation, the researcher adopted a data transformation model recommended by Creswell and Clark (2003). Through the use of this model the researcher collected and analysed both forms of data then applied the data transformation model in order to make one meaningful interpretation. Table 3.1 below depicts the adopted data transformation model

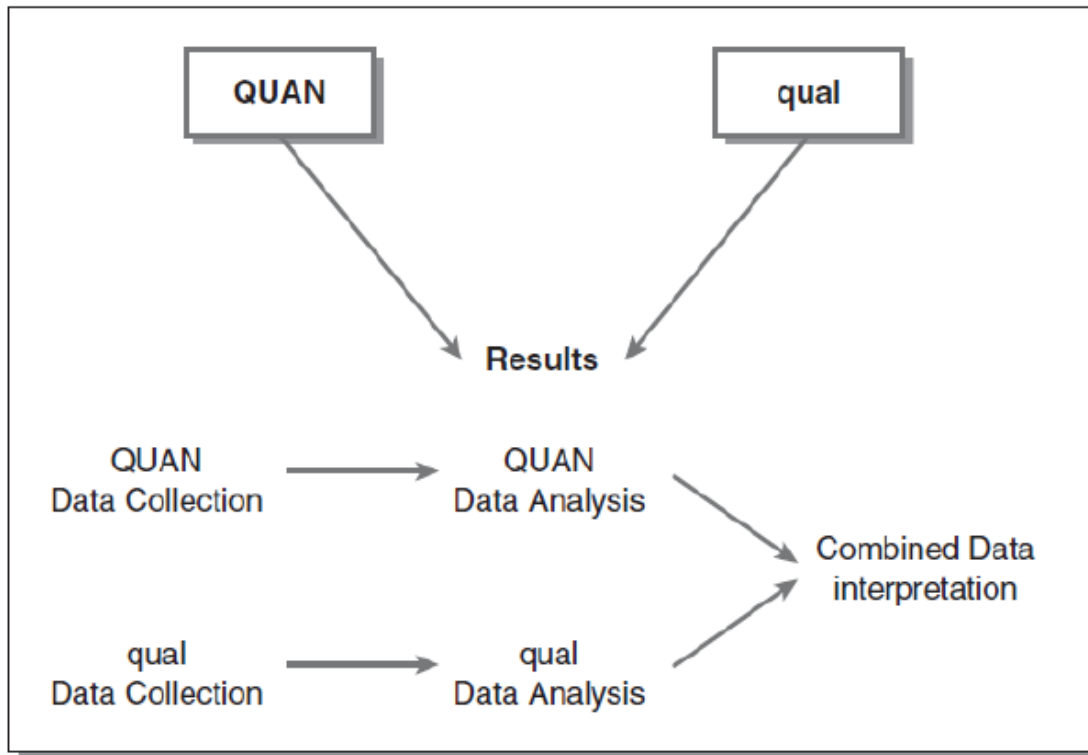


Figure 3. 1 Data transformation model adopted

(Creswell and Clark 2003:63)

Image source: ResearchGate

3.9 RELIABILITY & VALIDITY

To ensure reliability, validity and objectivity in this study, methodological pluralism was deployed. The method is called triangulation. Below is a discussion of how **reliability** and **validity** were maintained in the study.

3.9.1 Reliability

The extent to which research findings can be replicated; if another study uses the same methodology is known as reliability (Richie and Lewis, 2003). The credibility of every research project is in its reliable and valid findings as asserted by Gray (2004:345) that “in terms of reliability, it is fairly obvious that taped conversations will tend to present more reliable evidence than hasty written field notes”. The use of a recording device assisted in making correct and reliable notes. This study, was not an experimental control, thus the data were collected in a natural environment where real-life activities occur and as a result, the obsolete replication of the findings of this study may be difficult to attain because they reflect realities at the time data were collected and situations are likely to change (Marshall and Rossman, 1999; Seale,

1999). Additionally, all focus group interactions and interviews were recorded in order to avoid possible bias by the researcher and any possible omissions or addition of invalid data. Moreover, respondents' participation and a clear breakdown of the personal feelings and beliefs were encouraged. Respondents' taking part in the study were not paid to take part as they took part voluntarily.

3.9.2 Validity

The validity of a research is concerned with the precision and correctness of the research findings (Richie and Lewis, 2003). Winter (2000) points out two issues that are of paramount importance in dealing with validity: (1) whether the instruments used for measurements are accurate and (2) whether they measure what they are supposed to measure. In this study, validity was ensured through the adoption of mixed methods, namely focus groups interviews, self-administered questionnaires (SAQ's) and document analysis. All the data collection tools were designed and structured to strictly address the aim and objectives of the study. Multiple case studies; Radio Turf, Moutse community radio and Mohodi community radio were used in order to enhance the extent to which the study findings could be generalised. However, this does not imply that the findings are generalisable to the whole population of CR stations. The use of secondary data in the form of archival records assisted in cross checking the reliability of any undocumented data supplied through the other methods of analysis.

3.10 ETHICAL CONSIDERATIONS

Ethics are very important in any research project. They should be dealt with expressively as they can jeopardise the outcome of a research project. In this study, the following ethical considerations were cautiously adhered to and considered.

3.10.1 Permission to conduct study

Permission to conduct the study was sought from and granted by all the radio stations selected to take part in the study, namely: Radio Turf, Mohodi community radio and Moutse community radio. Members of the executive management; board of directors, presenters and news staff were notified of the intention to undertake the study and also invited to participate.

3.10.2 Principle of research ethics

Participants/respondents' freedom from harm and exploitation was observed (Polit and Hunger, 1999). There was no physical harm, psychological harm, financial harm and/or social harm that resulted from completing the study questionnaire and participating in the focus group sessions. There was no report of any discomfort with any aspect of the sessions and the questionnaire. The right to self-determination and full disclosure was also observed and applied (Polit and Hunger, 1999). The researcher guaranteed participants' informed consent and insured that respondents' independently decided without any influence if they were willing to take part in the study or not.

3.11. SUMMARY OF CHAPTER

This chapter has detailed with the methodology and design and provided a justification of the methodological choices the researcher made throughout the study. The qualitative research paradigm was used to achieve the overall aim and objectives of this study. This was possible because of the methodology's ability to provide a detailed and deeper account of the phenomena being studied. Using the exploratory descriptive design enabled the research project to accommodate all the invited respondents to contribute fully and freely to the data collection process. This design enabled the researcher to explore a multitude of CR practices from different perspectives by using different methods of data collection such as the perusal of archival records and focus group interviews.

The chapter also outlined the population and sampling procedures, reliability, validity as well as the triangulation method. The use of the purposive sampling procedure enabled the researcher to sample information rich cases that contributed wholly to issues of gender coverage and portrayal in the CR sector. The chapter also outlined the need to apply triangulation strategies, which was beneficial in ensuring validity and reliability of the study. The following chapter focuses on the presentation, analysis and interpretation of data.

CHAPTER 4

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

This chapter gives the full description of data collected and how it was analysed. Data were gathered through a systematic approach using a variety of research procedures (**see section 3.7**). The data were gathered to explore gender sensitivity in community radio (CR) programming content, programme production strategies, news construction and human resource practices. Important data were also collected on CR personnel particularly, issues of staff development, upskilling, knowledge and attitude towards gender as well as participatory programming activities.

This chapter is arranged into two sections. **Section A** presents qualitative data and **Section B** presents quantitative data. Information on the respondents' demographics such as gender, educational background and occupation at CRs were also included in the data in all three CRs, namely Mohodi CR, Radio Turf and Moutse CR. The data were then analysed using the data transformation model and presented in graphical form such as frequency tables, ratios, bar graphs, as well as pie charts. All the graphical tables are presented with a clear description, explanation and points of reference detailing each illustration used in the study.

4.2 SECTION A: PRESENTATION OF QUALITATIVE DATA

This section presents results from the **focus group** interviews conducted at Mohodi community radio, Radio Turf FM and Moutse community radio. The results are presented in different themes identified during the interviews (**see figure 3.1 below**). Sections (4.1.1), (4.1.2), and (4.1.3) below present the results under these identified themes: Programming, News, Challenge, and Training.

4.2.1 Mohodi CR

Programming

All members of the programming committee expressed excitement to be a part of the stations' programming team. The members described the process of programme review as challenging, thought provoking and tiring. The process of working closely with the programming

manager was applauded.

News

Members expressed dissatisfaction with the state of the newsroom. The standard of the newsroom was described as poor and did not have adequate news covering facilities such as working recorders and sound editing computers to support reputable journalism.

Challenges

The belief from the programming team was that the station did not have enough facilities to support the newsroom. Lack of funding, facilities (recorders, adequate telephone services and support in a form training and mentoring was highlighted as one the biggest challenges faced by the radio station. The study found out that journalists in the newsroom do not have working field recorders and transport to attend community gathering and news making events

Training

Members held a view that the local municipality should be engaged to assist with funding to train volunteers. Training on news coverage, radio presentation and radio management was highlighted as a need for volunteers.

4.2.2 Radio Turf CR

Programming

Some members of the programming committee expressed excitement in the process of reviewing programmes and some expressed dissatisfaction with the feedback process.

News

There is lack of facilities in the newsroom. Members expressed satisfaction at the stations' efforts in dealing with staffing issues.

Challenges

There was a confusion with the role of the programming committee. Some members seemed confused with the primary roles of the programming committee. The process of reviewing programmes was

also found to be confusing because there were no guidelines on how to make meaningful inputs.

Training

Members expressed dissatisfaction with the training the station offered. They believed that a lot needed to improve the status of the programming.

4.2.3 Moutse CR

Programming

Members felt that their contributions were not entirely considered in the programming. They also felt that the station did not prioritise the committee.

News

Members said they were impressed with the news team as they covered local stories and attended local gatherings.

Challenges

The general view from the programming team was that the station did not value their feedback and only contacted them for compliance purposes.

Training

Members expressed that there was a bigger need for training. Most member did not know why they were part of the committee.

4.2.4 Common responses

Do you regard yourself as an advisor to the programmes manager?

Participant 1 "Yes, I always communicate my issues directly with him"

Participant 5 "No, we are colleagues"

Participant 2 "Yes, we work together"

Do you think that your contribution in terms of content in the programming format is valued?

Participant 7 "I am not sure I don't see my advice outplay in the programmes"

Participant 4 “Yes, I hear a lot of changes after our meetings”

Participant 2 “Yes, the process is wonderful”

Do you think gender is an issue that deserves the attention of the station?

Participant 1 “Yes it is and we need to do more”

Participant 3 “No, Gender is part of our daily lives”

Participant 8 “Am not sure, but I know women and men are equal”

Do you think gender the station covers content that deals with gender in the programmes?

Participant 1 “Yes even in the drama they cover women abuse and violence”

Participant 6 “I hear a lot of show on gender based violence and 16 days of activism”

Participant 3 “No I do not hear much about gays and lesbians”

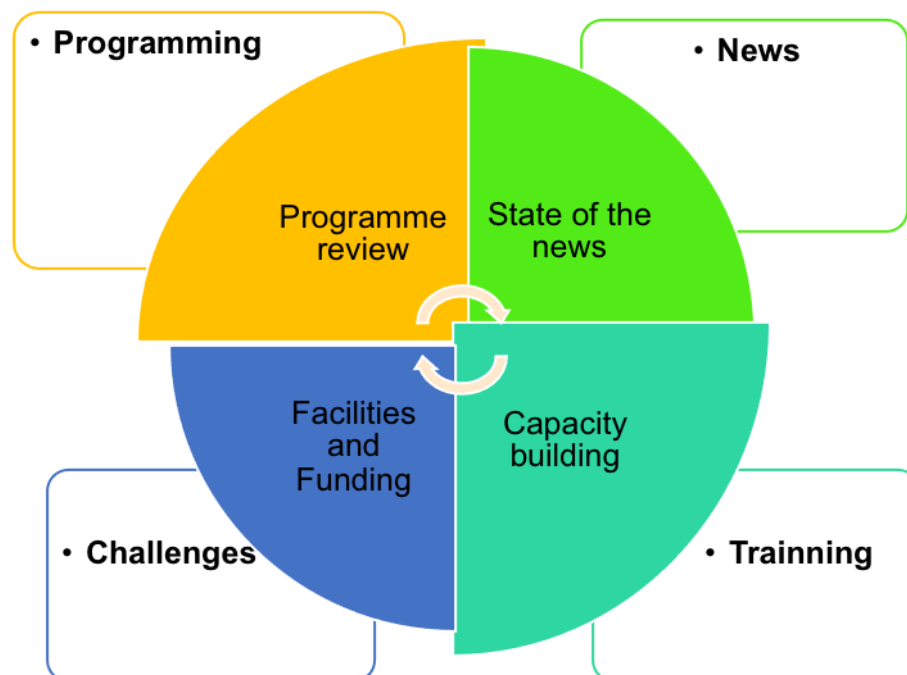


Figure 4. 1: Themes Identified themes by analysing respondents' responses during the focus group interviews

4.3 SECTION B: PRESENTATION OF QUANTITATIVE DATA

This section presents the results from the self-administered questionnaire (SAQs) distributed among different CR personnel at Mohodi community radio, Radio Turf community radio and Moutse community radio station. The questionnaires were distributed at the radio stations and collected later for data analysis. See **section (3.7.2)** for a full account of the features of the questionnaires.

4.3.1 Demographics

Figure (4.2) represents the gender of respondents who took part in this study from all the three CRs. The graph shows an overall average percentage of women and men at the three CRs. Even though the sampling was not stringent on gender, the stations had an almost 50 % of both sexes which serves as an advantage for this study. This means that the data collected were representative of both females and males working at a community stations involved. The gender of respondents was necessary for the study, especially the section for the knowledge and attitudes survey. The researcher sought views from a gender diverse perspective.

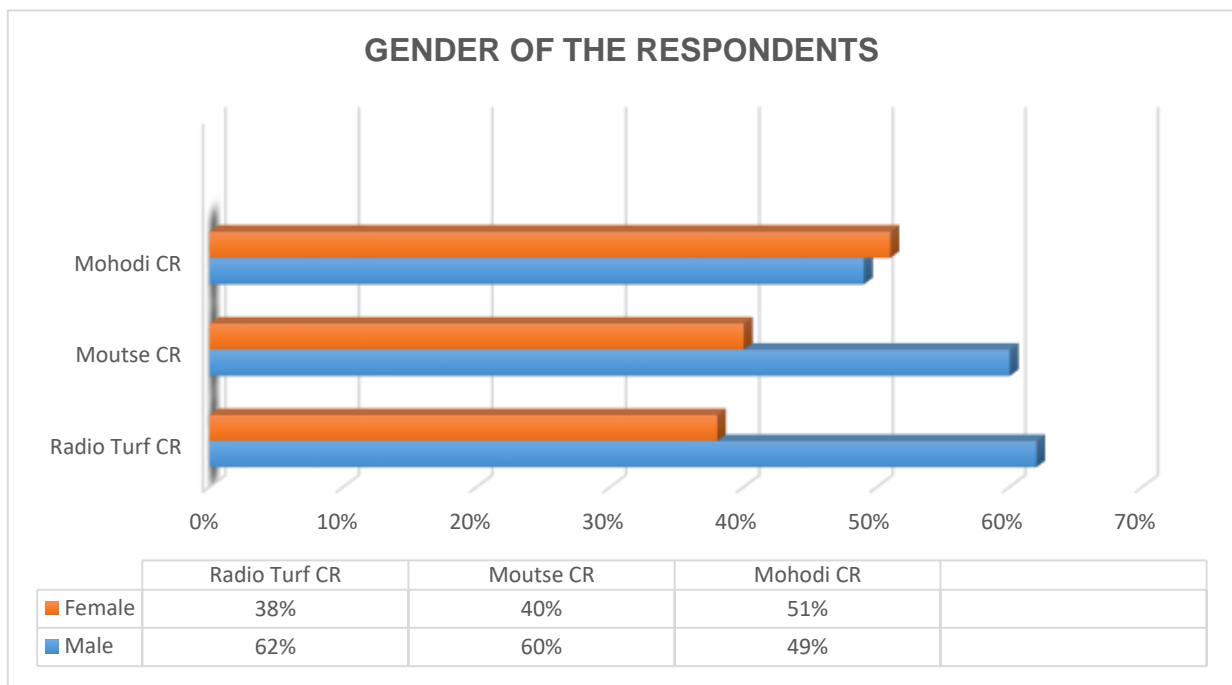


Figure 4. 2: Gender of the respondents

Through the collection of this gender balanced data, the study was able to establish CRs personnel’s knowledge and attitudes on a gender balanced perspective. The

graph above shows that Mohodi FM had 51 % female and 49% male representation, the data also depicts a 40% female and 60% male representation at Moutse CR as well as 38% female and 62% male representation for Radio Turf FM.

Above all, the representation of reasonable gender quotas in this study suggests that there is a positive improvement in recruitment efforts at the radio stations. This also hints that more women could be considered for employment opportunities in CR. As recommended by Krishna et al (2018) the demographics of a CR station usually influence the decisions made in operational and policy levels. These quotas demonstrate a fair attempt by the sector to encourage active participation and the promotion of participatory programming practices (Edwards and Jones, 2019)

4.3.2 Age of respondents

The Table (4.3) below shows the age of all the respondents who participated in this study from the three CRs. The age categories that the respondents were asked to indicate were 14 – 19 years, 20 – 34 years, 35 – 50 and 50 years – above. Although age was not a major determinant for the portrayal and representation of gender, a general indication of the age group that was working/volunteering at CRs was necessary in this study. The researcher was of the view that if the study revealed the age groups that are responsible for the programmes, then it will be able to make informed recommendations based on evidence. As depicted in the graph below, there was only 1% of the staff in the 14 -19 years age category across the CR's. Mohodi FM and Moutse FM had no presenter in this age bracket that participated in this study. There was a higher number of respondents' respondents' in the 20 - 34 years age bracket. This could be due to many school leavers and job seekers who are mainly in their early twenties and thirties. Figure (4.3) below shows that Radio Turf had 56%, 53% at Mohodi community radio and 49% for Moutse community radio. In the 35 -50 years age bracket there was 26 % for Mohodi FM, 20% for Moutse FM and 19% for Radio Turf. In the 50 years– above category, there was just below 10% for all stations with Radio Turf having 6%, Moutse FM 2% and Mohodi FM 3%.

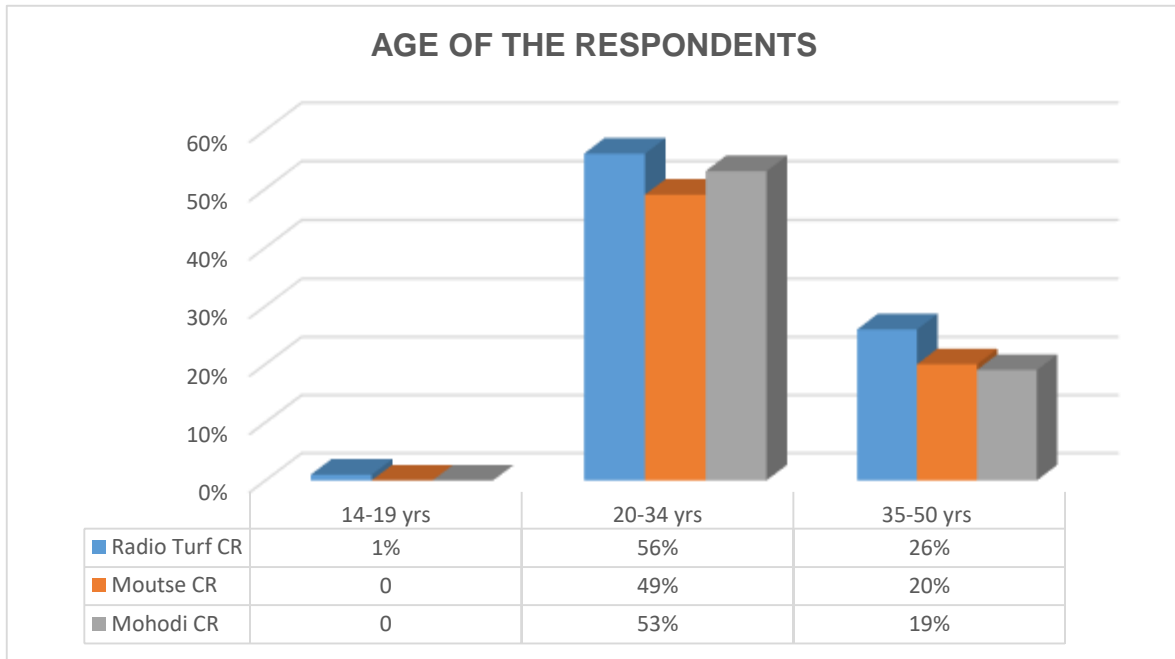


Figure 4. 3: Age of the respondents

The study established that most youth and adults in their late 20s and 40s volunteered at community CRs. These were the main contributors of content and critical in decision making processes within CRs. These findings suggest that there is a representation of different views in terms of age groups at CR.

4.3.3 Educational background of respondents

CRs are usually operated by a team of volunteers from different backgrounds, some are qualified, and some are not. This study needed to establish the educational background of the staff and volunteers at the three CRs under study. The educational background section in the study was necessary to establish the average level of educational entry for CR personnel. As explained, lack of funding in the sector usually limits the stations' ability to employ fulltime qualified staff. As a result, most retired and willing experts are encouraged to volunteer at the media houses and offer their expertise on a number of issues.

Figure (4.4) below, shows that the majority of respondents at the CRs have completed tertiary education. The study also showed that most staff members/volunteers had been through vocational training. At Mohodi FM, 25% of their members/volunteers had a vocational qualification, 40 % had a tertiary qualification, 53% had completed secondary school and only 1% had primary school

education only. At Moutse FM, there was a difference when compared to Mohodi FM. The station recorded 20% of members/volunteers on vocational qualification, 38% has completed tertiary education, 49% has completed high school and 1% had primary schooling as their highest level of formal education. Radio Turf FM had 20% of staff/volunteers, who had a vocational qualification, 50% had attained a tertiary qualification whereas 56% completed secondary school education.

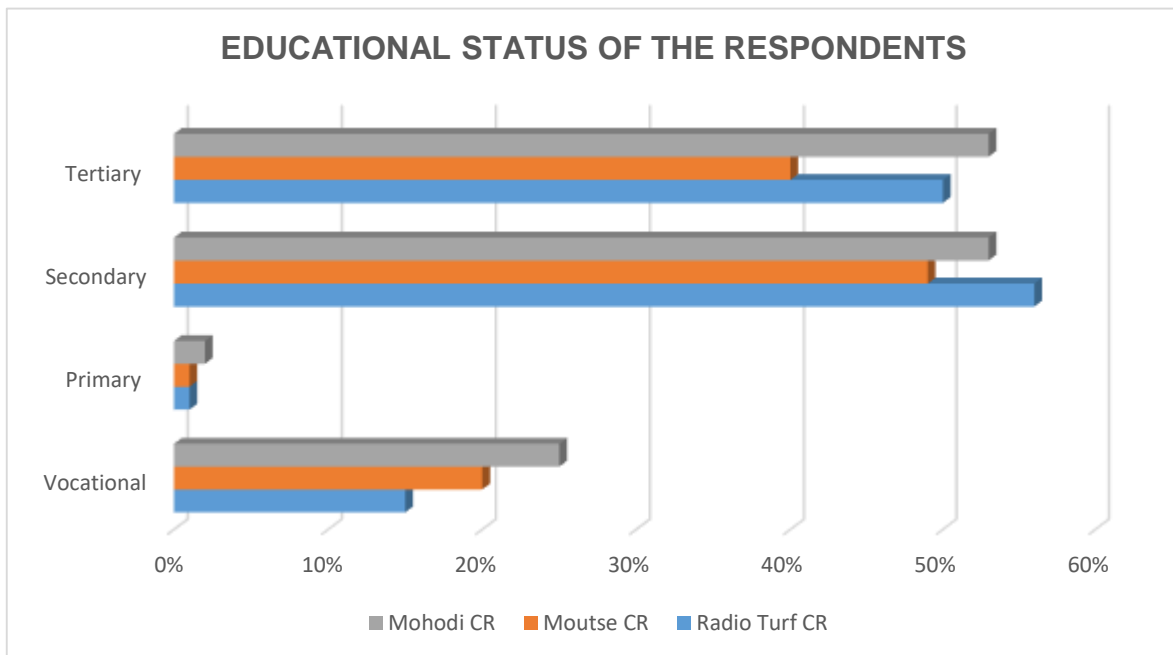


Figure 4. 4: Educational status of the respondents

These result show that there is an assured level of education for the CR personnel, it however, does not suggest that the people at CR have undergone gender specific training or otherwise. Gender specific training is necessary for people engaged in the programming to properly deal with issues of gender in the production of programmes. Ideally, this training could cater for strategies that could include; identifying relevant sources for different topics on gender, working with the LGBTI to produce specific programmes dealing with rural communities and sexuality, women’s programmes, youth programmes *et cetera* (Bustelo, Ferguson, and Forest, 2017).

4.3.4 Occupation of the respondents

Figure 4.5 below shows the participation of programme managers, chief producers, news editors, human resource personnel and programme presenters/producers.

Usually, CRs have one member in each of the above stated positions. The researcher consulted the available person in the position. Overall there was a total 33% of respondents' respondents' who were programmes managers, 20% chief producers, 6% of the respondents' respondents' news editors, 7% human resources managers and 57% were programme producers and producers.

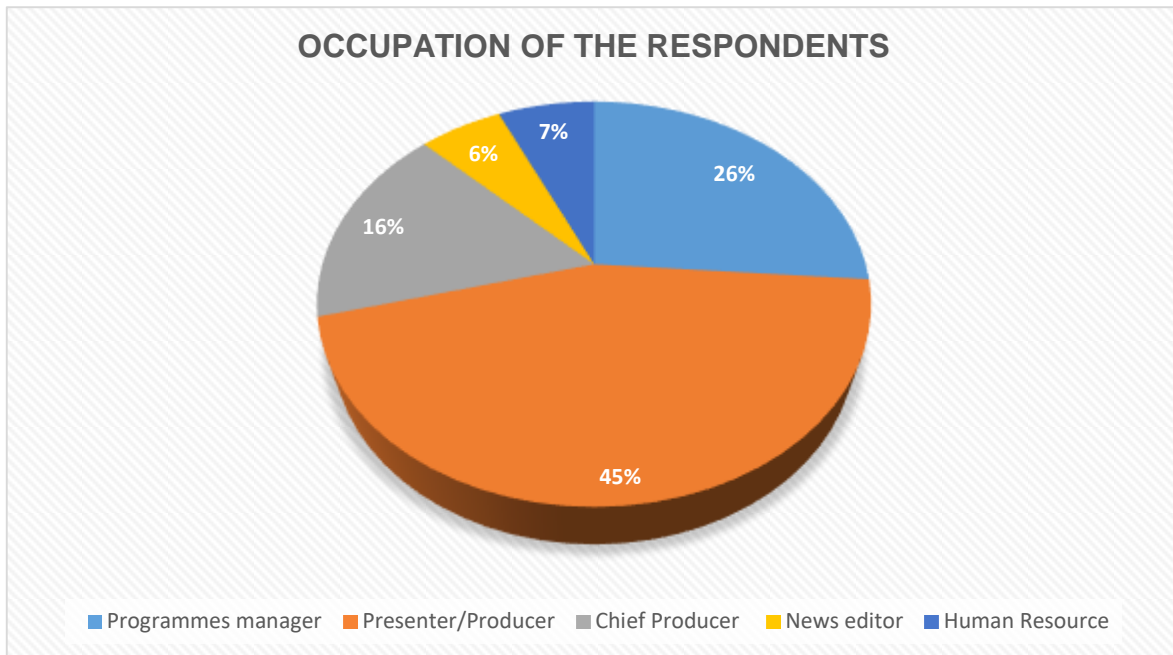


Figure 4. 5: Occupation of the respondents

4.3.5 Human resource issues

HR Knowledge of gender

The HR department of a CR has a big role in every radio station. The department is usually responsible for policy making, staff/volunteers relations as well as general operational issues. In order to have gender aware policies at CR, the HR department has to have some level of awareness and knowledge when it comes to gender.

4.3.5.1 RSA Constitution (1996)

The HR personnel of the three stations understudy were aware and familiar with the state's constitutional guidelines on gender. Ninety six (96%) of the HR staff of Mohodi FM had knowledge of the Bill of Rights, particularly the right to equality. Moutse attained 80 % and Radio Turf attained 100%. Respondents' were asked to also state their knowledge and familiarity with the Convention on the Elimination of

All Forms of Discrimination against Women (CEDAW). Mohodi FM attained 5%, Moutse FM attained 4% and Radio Turf attained 5%. The low scores on the familiarity with CEDAW indicated little or no knowledge on one of the most important elements of gender mainstreaming.

Respondents' were further asked questions with regards to the Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs). The study needed to establish knowledge base for the human resources personnel. The HR personnel had to demonstrated knowledge and familiarity with both the MDGs and SDGs. Mohodi attained 5%, Moutse 5% and Radio Turf attained 6%.

On human rights, respondents' showed good knowledge and familiarity as Mohodi attained 80%, Moutse 50% and Radio Turf 67%. On the Beijing Platform of Action, stations scored relatively less as Mohodi attained 5%, Moutse 6% and Radio Turf 3%. The last was the Southern African Development Community's Gender Protocol.

On the SADC Gender Protocol stations showed less or little knowledge. Mohodi attained 5%, Moutse 2% and Radio Turf 9%. In addition to the general questions on whether or not HR personnel had knowledge of the gender apparatus, they were asked to explain how they would apply the work at their institutions. Below is a summary of responses for all the stations.

4.3.5.2 RSA Constitution (1996)

The RSA constitution was used in the study to determine if human resources personnel were sensitive to issues of equality. This could be in their policies or practices. Figure (4.6) below shows that members at these stations were adequately familiar with Section 9 of the constitution. Respondents' at Mohodi CR explained that issues of equality are key in the selection process. During volunteer interviews people of different sexual, cultural and ethnic backgrounds were treated fairly and equally. Respondents' at Moutse FM explained that the constitution is the supreme law of the country and they applied all its prerequisites in all the sections of the station. Radio Turf FM respondents' expressed similar sentiments as the other two stations adding that for their station, it was important to have educational programmes on the constitution itself.

4.3.5.3 Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)

CEDAW was adopted in 1979 by the UN National Assembly. It is a statute that calls for no discrimination against women in all spheres of governance including the media. Generally, there was little or no knowledge of the CEDAW among all the three radio stations. Some respondents' chose to skip this question while others made it clear that they had no idea about it.

4.3.5.4 Sustainable Development Goals (SDGs)

SDGs were eight international development goals targeted for 2015. These goals aimed at eliminating poverty and empowering women were critical in these study. CR is at the centre of development and women are part of communities. Figure (4.6) below shows that all the three radio stations HR personal has little or no knowledge of MDGs. There no responses on how these target are supported the three radio stations understudy

4.3.5.5 Human rights

On human rights the HR personnel at the three stations showed some knowledge and shared insights on how their departments advanced human rights as stated in the policy. At Mohodi FM respondents' explained confidence in the radio stations' constitution. The respondents' explained that the constitution is inclusive because it addresses human rights issues. Moutse FM respondents' explained that their policies were evidence that the stations had awareness when it comes to human rights. Radio Turf respondents' explained that their policies and HR practices applied sensitivity to issues of Human rights.

4.3.5.6 Beijing Platform of Action

The Beijing Platform of Action is a declaration made in 1995 at the Beijing conference. The declaration advocates for gender equality and is one of the first gender awareness documents made by the United Nations. Figure 4.6 below shows that the HR personnel interviewed at the radio stations had little or no knowledge of the declaration.

4.3.5.7 SADC Gender Protocol

The Gender Protocol is a SADC interstate agreement on the promotion of gender issues and elimination of women and the girl child abuse. There was little or no knowledge of this SADC agreement from the HR personnel across all the stations.

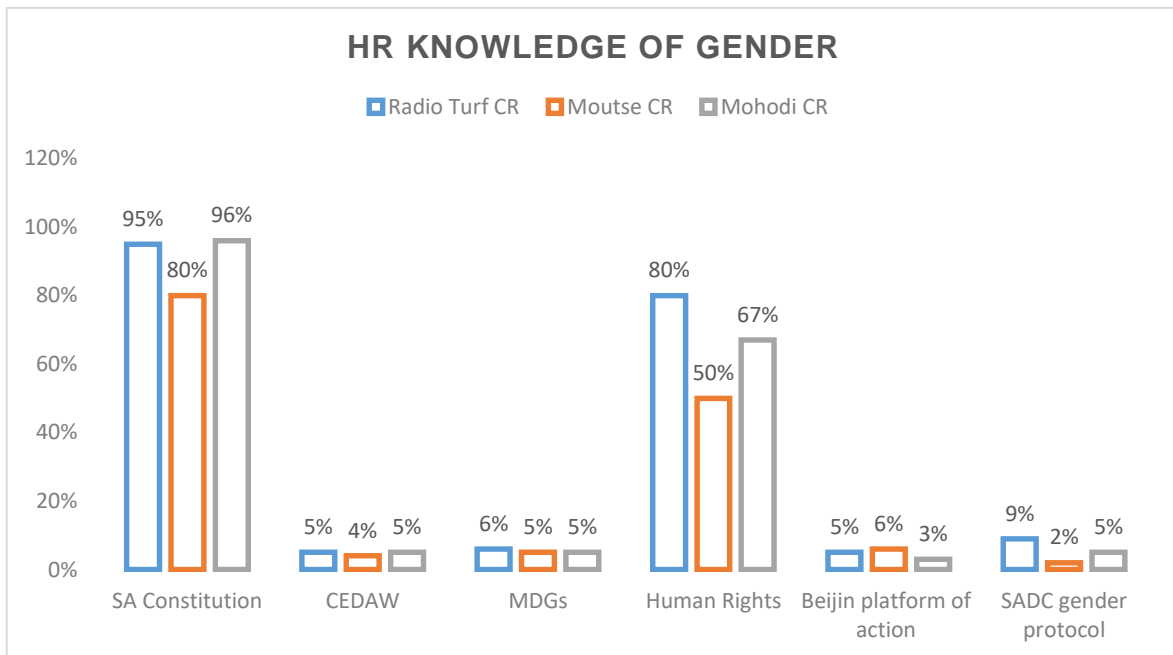


Figure 4. 6: HR Knowledge of gender

4.3.5.8 Summary of responses on Human Resources Policies and procedures

NO	POLICY/PROCEDURE INDICATOR	MOHODI FM	MOUTSE FM	RADIO TURF FM
1.	Gender policy	✓	✓	X
2.	Sexual harassment policy	X	✓	✓
3.	Gender-aware news policy	X	X	X
4.	Gender-aware programming policy	X	X	X

5.	Gender-aware volunteer policy	X	X	X
6.	Gender specific training	✓	✓	X
7.	Gender specific programme/show	X	X	X
8.	Gender focal person / Team	✓	X	X
9.	Gender balanced interview panel	X	X	X
10.	Consistent gender audit	X	X	X

Table 4. 1: Summary of responses on Human Resources Policies and procedures

4.4 COMMUNITY RADIO PROGRAMMING

CR stations like any other broadcaster have a specific programming format to follow. This format guides the management team on the nature of programmes to run with. In many instances the programming management team comprise the programmes manager, the chief producer and the programming committees in the form of a listener's forum and the programmes committee. As a compliance condition, community broadcasters have to establish these committees for the smooth running of the programming department. the below section presents the results of the focus group interviews held at these radio stations with the committee members.

4.4.1. Programming Committees

CR stations make use of the loyal listeners and consistent contributors to improve their programmes. These listeners and contributors are clusters in committees. The committees advise the programmes manager on the programmes. The researcher investigated if the programming at these radio stations (Mohodi FM, Moutse FM and Radio Turf FM) is participatory. Questions sought to determine if the stations engaged both the listeners' forum and the programming committee in the review of the programmes. Also the study was concerned with the effectiveness of these committees in the development of programmes and news. Questions also asked whether men and women equally participated in the programmes.

All the CRs indicated that they had a listeners/programming committee responsible to facilitate participatory programming but had varying challenges. While Mohodi CR and Radio Turf CR had the committees, participants indicated that they did not actively participate. Moutse FM on the other hand had the committee but had never met in six years. Mohodi CR had the members actively participating in the committee between the years 2002-2006, Radio Turf CR had members actively participating between the years 2006-2010 while Moutse CR has had an active committee in the year 2000. Figure (4.7) below shows the member's involvement per radio station.

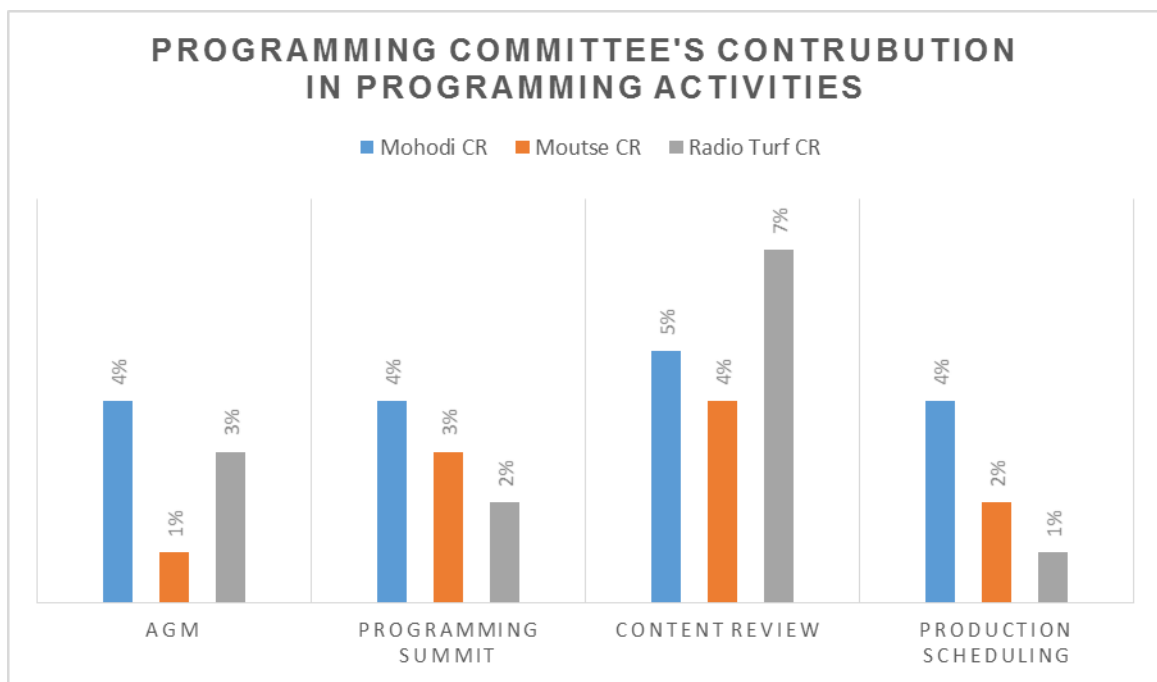


Figure 4. 7: Programming Committee's contribution in programming activities

The programming committees are expected to take active part in the activities that guide the programmes of the station. These activities include among others the Annual General Meetings (AGM), the programming summit, the content review and programming schedule. Figure (4.8) below shows that the overall contribution of these committees at the three radio stations was just at 7%. By contribution the researcher means the actual attendance and participation in either one or all these programming activities. One of the concerns was that there was less or no contribution from committee members due to absenteeism. The graph shows that members of the committee contributed 4% in AGMs at Mohodi CR, 1% at Moutse CR and 3% at Radio Turf CR. In terms of the programming summit, members

contributed another 4% at Mohodi CR, 3% at Moutse CR and 2% at Radio Turf CR. In the content review category members contributed 5% at Mohodi CR, 4% at Moutse CR and 7% at Radio Turf CR, as the highest contribution recorded for this study. Finally, the production scheduling category contributed 4% at Mohodi CR, 3% at Moutse CR and 1% at Radio Turf FM.

The study was also concerned with gender composition of committees. As notated in the Gender and Media Progress Study, women are not fairly represented in the decision making structures in the media (Gender Links, 2017). As a result, the questions sought to determine how many women were represented in these committees. The table below shows gender representation of women in the stated years.

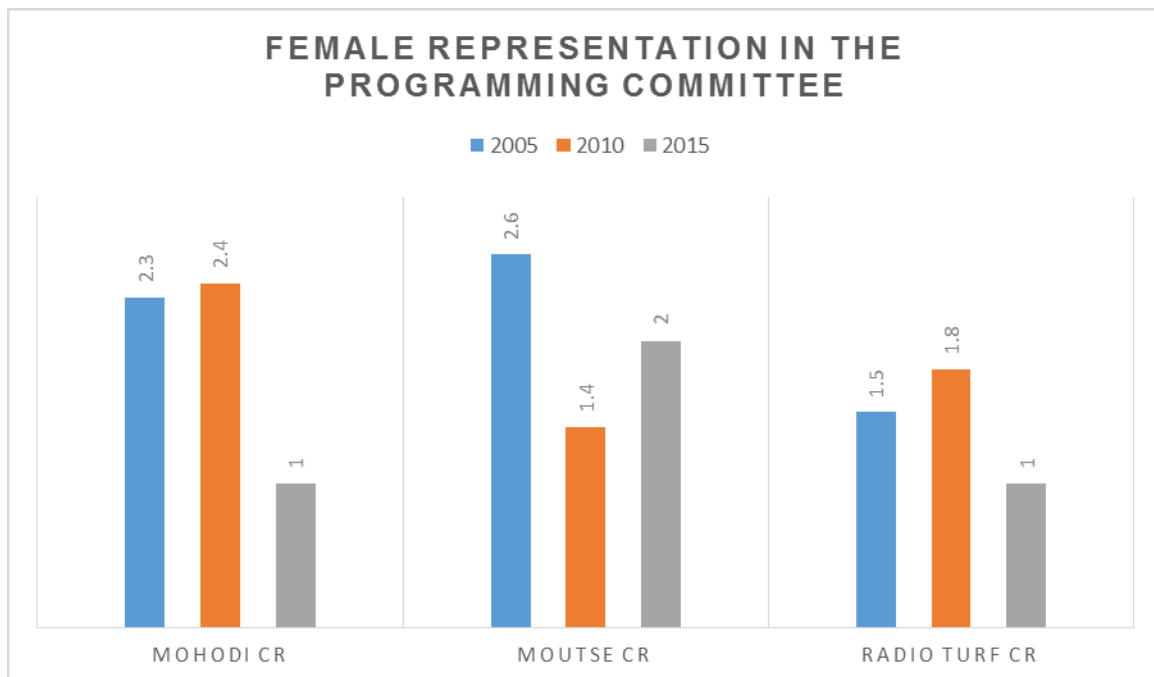


Figure 4. 8: Female representation in the programming committee

Figure (4.8) above shows that for the past 15 years, there has been less than three women in these programming committees at the three radio stations. The graph suggests a worrying trend that males dominated in the media industry as content contributors or constructors. Male domination in the media particularly in decision making processes is prevalent in media institutions (Feagin and Ducey, 2017). The Implications thereof, limits women's roles in the society in the household or domestic space (Rodríguez, 2017).

4.4.2. Gender Specific Programmes

Gender-based-violence, HIV/AIDS, maternal death, teenage pregnancy et cetera, are some of the gender issues that a CR can address in their programmes. The researcher investigated whether or not CRs had programmes that specifically addressed gender issues such. According to Cammaerts (2016) CR is credited for been relevant to local needs and the ability to engage different cultural groups within their respective communities. Therefore, the study sought to find out if the programmes that are produced in CR indeed, fully reflect elements and features of content that is gender specific. There are different topics and themes, therefore it was important for this study to establish if these programmes were aired consistently or otherwise. In order to achieve this, respondents' were asked whether their programming department had a consistent gender specific programme. The results on the question above are illustrated on Figure (4.9).

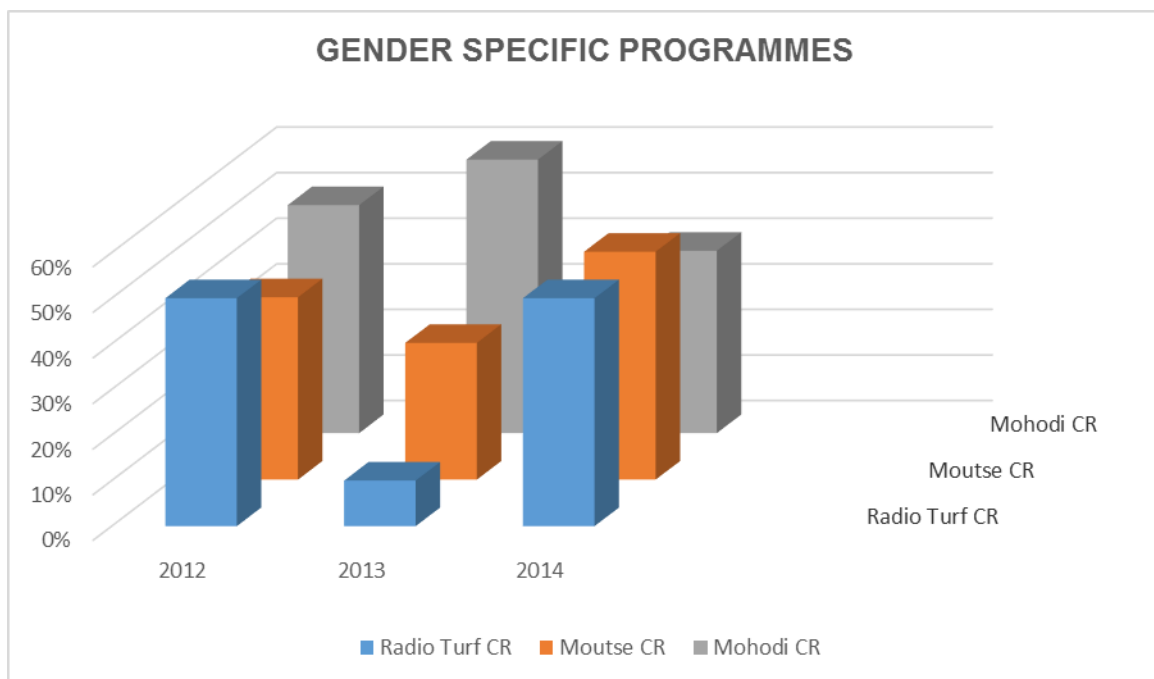


Figure 4. 9: Consistency on Gender specific programmes

The graph above shows that over a period of three years, the three CRs had been able to feature programmes that specifically addressed gender. Gender specific programmes refers to any radio programme that deals with gender and/or, programmes that are related to gender such as gender based violence, LGBTI, HIV/AIDS, climate change et cetera. These programmes would be specific about the

roles and responsibilities of females, males and intersex people in the community, either as listeners or contributors. Mohodi FM Showed a 10% increase from 2012 to 2013 with a gradually drop in 2014 by 20%. Moutse attained 40% in 2012, dropped 10% in 2013 from 40% to 30% and then improved drastically in 2014 by 20% from 30% to 50%. Radio Turf attained 50% in 2014, 10% in 2013 and 50% in 2015.

4.4.3. Gender Specific Training

Producing and presenting programmes on radio is a big task that needs a lot of time and planning. Therefore, it is important for the producers and presenters of programmes to be trained timeously on different aspects of producing and presenting. The most important aspects are the themes or topics that are broadcast. This study investigated whether programme producers and presenters were trained consistently on gender. The training is necessary because gender is a broad area. Figure (4.10) below shows the results on the consistency of training offered by the station or stakeholders from the years 2012 to 2014. The chart shows fluctuating lines among all the stations.

Mohodi FM trained 10% of their presenters and producers in 2012, 11% in 2013 and 10% in 2014. The training was offered by both the radio station and other stakeholders. Moutse FM showed little progress in terms of training. In 2012 they trained only 3% of the producers/presenters, no producer/ presenter was trained in 2013 and only 2% were trained in 2014. In 2012 Radio Turf trained 11%, 5% in 2013 and improved to the high of 13% in 2014. The stations cited lack of funding as the main cause for lack of training.

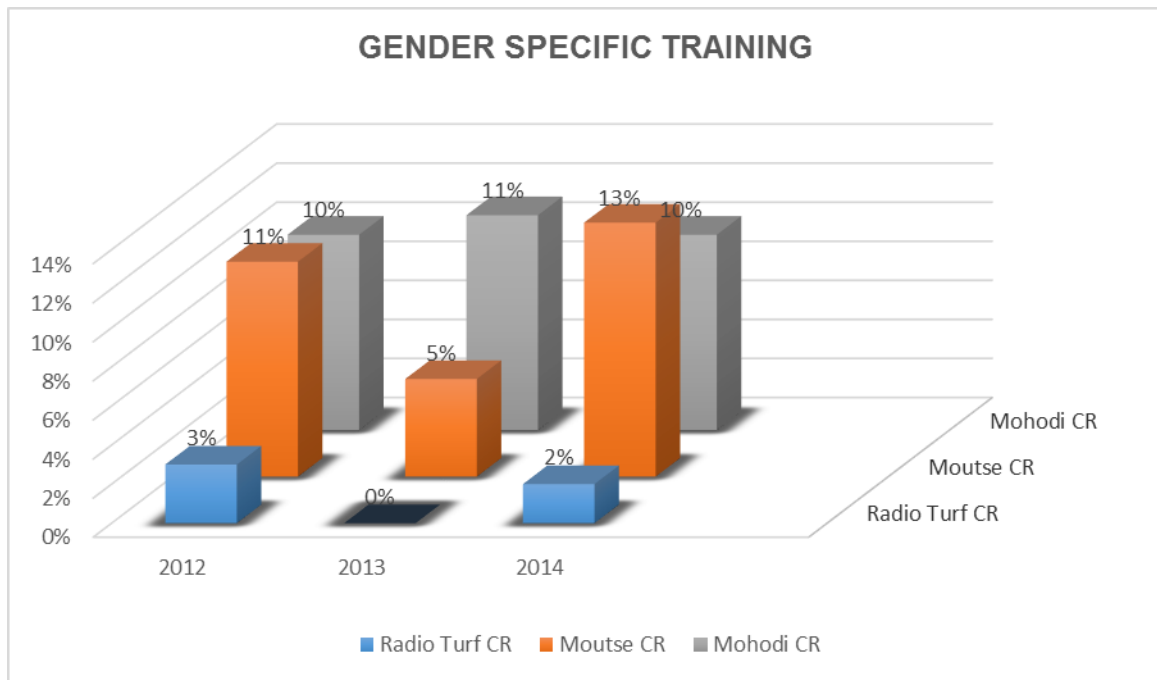


Figure 4. 10: Gender specific training

4.4.4. Programme Allocation

Programmes at a CR are allocated a presenter and a producer. The presenters are normally responsible for the production of the allocated programmes. This study investigated the programme allocation strategies and established that while it is important to have presenters and producers in every programme; a careful consideration is necessary when it comes to gender (O'Brien, 2015). A presenter/producer who is responsible for presenting/producing a programme on issues of gender should at least have a basic understanding of the concept of gender (North, 2016). This was not the case at the three CR's understudy. The study established as well that there were no clear or explained procedures on how stations allocate programmes to different presenters/producers.

4.4.4.1. Programme Allocation (Female presenters)

In Figure (4.11) below, the stations attained lower numbers of women presenters/producers in the drive time/primetime radio slots. Women dominated the mid-morning/magazine programmes which are generally regarded as women's programmes. The study revealed that women were not considered in the graveyard/late-night programmes. Women featured in the drive time/primetime radio programmes such as news readers and support presenters.

The study found out that a small portion of women were allocated programmes that ran between 00:00 am and 03:00 am. The three stations collectively had less than 10% of women who either presented or produced these programmes that are normally referred to as graveyard shifts. Mohodi FM attained 12% of women presenting/producing programmes broadcast between 00:00 am and 03:00 am; Moutse FM had no woman in this category while Radio Turf attained only 5%. In programmes that broadcasted between 03:00am and 06:00 am Mohodi FM saw a difference of 2% as compared to the latter category. Mohodi attained 15% of women representation, Moutse attained 1% and Radio Turf attained 6%.

Women were featured in large numbers in the morning drive programmes in all the stations. The programme at the CRs broadcasts between 06:00 am and 09:00 am. Mohodi FM attained 30%, Moutse attained 50% and Radio Turf attained 60% female representation. Women featured mostly as newsreaders and co-hosts in the mentioned programme slots. The programmes that broadcast between 09:00 am and 12:00 am were all produced and hosted by women at these CRs. Figure 4.4 shows that all the stations attained 100% women representation.

The stations listed tradition and popular practice as reasons for male presenter exclusion in this category. Only Moutse FM had no women representation in the programmes that broadcast between 12:00 pm and 15:00 pm. Mohodi attained 60% and Radio Turf attained 50%. More women featured as news readers and feature reporters as well as co-hosts in the afternoon drive shows. Mohodi FM attained 43% of women representation in the afternoon drive programmes aired between 15:00 pm and 18:00 pm. Moutse attained 30% while Radio Turf attained 60%.

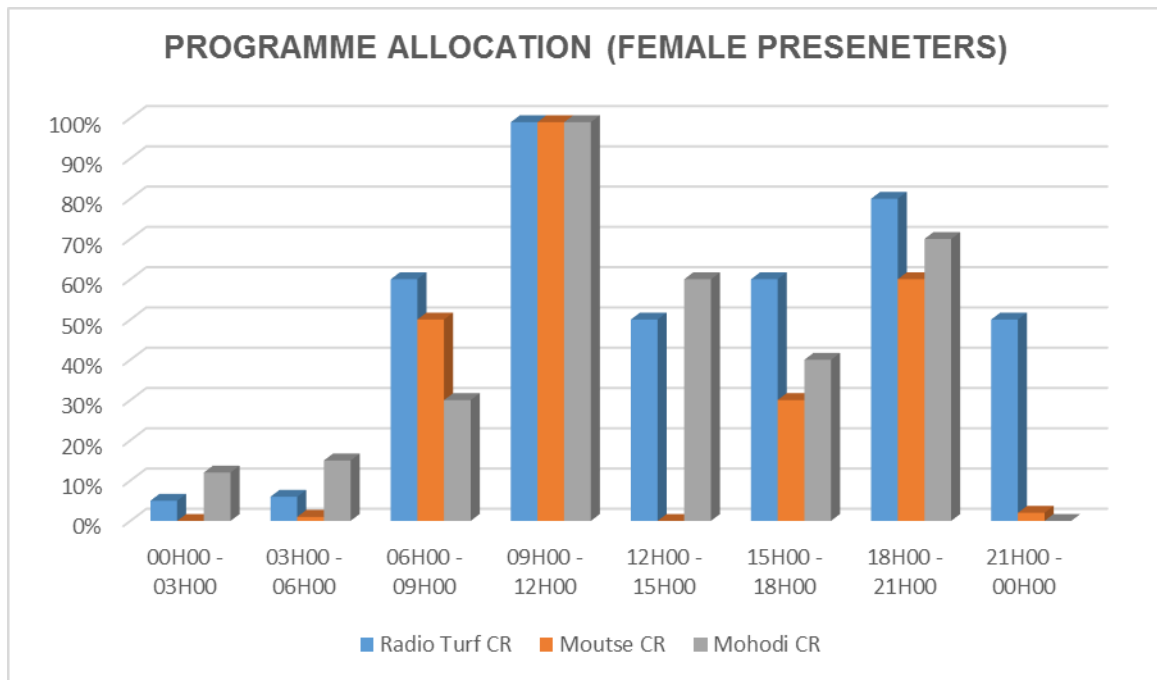


Figure 4. 11: Programme allocation (Female presenters)

4.4.4.2. Programme Allocation (Male presenters)

According to Figure (4.12), male presenters dominated the prime time slot at all the stations understudy. Typically, programmes such as the morning drive (06H00 – 09H00) midday shows (12H00 – 15H00) and the afternoon drive are all allocated to male presenters. However, female presenters in the same programmes contributed as news readers, sports presenters and co-hosts. The male presenters’ dominance in this study suggests a lot about the stations’ production procedures. In many instances, male presenters are allocated parochially in programmes because it is normal practice, while some stations would cite issues of male presenter’s availability as a cause.

Table (4.12) below shows that Mohodi FM attained 88% of male presenters hosting the graveyard programmes particularly, the shows broadcast between 00H00 to 03H00. There were no female presenters at Moutse FM hosting the programmes as the station attained a 100 % male presenter’s representation. Radio Turf attained 95% of male representation in the programmes. By male representation the researcher refers to the people who either produced or presented the above mentioned programmes. In the programmes broadcast from 03H00 to 06H00,

Mohodi FM attained 85%, Moutse attained 99 % whereas Radio Turf FM attained 94%.

These numbers suggest that there is a lack of women in the stated programmes. Stations alluded this discrepancy to issues of personal safety and popular practice. CR's seem to have adopted a popular form of programmes allocation in the programmes that broadcast from 06H00 to 09H00 as well as in the 15H00 to 18H00 respectively. Traditionally, these programmes are referred to as prime time slots and advertisers prefer these programmes better as compared to other programmes in the stations. Mohodi FM attained 70% and 60% respectively for both the time slots; Moutse FM attained 100% and 70%; while Radio Turf FM attained 50% and 40% respectively. Male presenters dominated these programmes as hosts.

Seemingly, all the stations had no male representation in the 09H00 am to 12H00 pm programme slots. The programme is considered to be a women's programme. Although the midday programmes (12H00-15H00) are not considered a priority programme by many stations young women and men dominate this slot. This study revealed a 40% male representation in this slot at Mohodi FM, 100% male representation at Moutse and a 50% male representation at Radio Turf. These percentages suggest that the programme slot is not necessarily restricted to a specific gender.

While placing women and men equally in radio programmes serves as a strategy to reverse the imbalance, it is important to also encourage and evoke interest for both parties to be active in the production. The last two categories are also flexible for most radio stations and have been dominated by men in sports and women in current affairs. In the 18H00 – 21H00 programme slots stations featured programmes in areas such as news (current affairs), educational programmes and sport. Typically, more women reporters would feature in current affairs whereas men would feature in the sport and talk programmes.

The study found out that the percentage of male presenters and producers who contributed in the programme at Mohodi FM was at 40%, 70% of the male presenters were represented at Moutse whereas Radio Turf attained 43%. The 21H00 pm - 00H00 am time slot is normally considered a no go area for female

presenters. Stations had for many years opted for male presenters for safety reasons. Mohodi attained a 100% male representation, Moutse attained 98% and Radio Turf attained 50%.

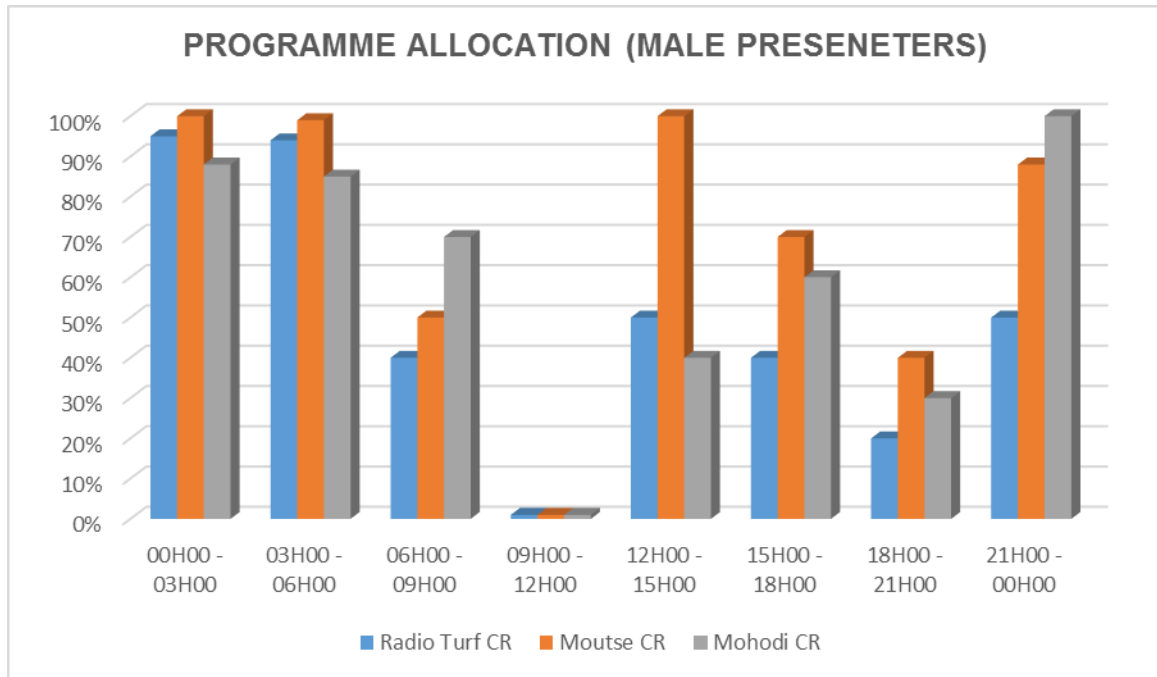


Figure 4. 12: Programme allocation (Male presenters)

4.5. COMMUNITY RADIO NEWS

News departments at broadcasting and publishing institutions prioritise news beats and timeously allocate different reporters to them. The community broadcasting sector has also adopted this strategy. Different male and female reporters are assigned specific beats and are also expected to report on news items on a daily basis. Figures (4.13) and (4.14) below illustrate different news and reporter allocations from the three CRs under study.

4.5.1. News beats allocation (female reporters/presenters)

Agriculture

Mohodi FM attained 65% of female reporters/presenters who were assigned to cover and report on agricultural issues, Moutse attained 60% and Radio Turf attained a high of 70% on the same beat.

Celebrity Gossip

Mohodi recorded 85% female representation of female reporters/presenters allocated on the celebrity gossip beat. Moutse attained a record 99% while Radio Turf attained 94%.

Crime/Court Reporting

The crime/court beat at Mohodi FM was allocated to 45% female reporters/presenters, 51% female reporters/presenters at Moutse FM and 43% for Radio Turf FM.

Currency/Financial Reporting

Mohodi FM attained 50% female representation on the Currency/financial beat, Moutse 53% and Radio Turf FM 52% female representation on the same beat.

Education/Research Reporting

The Education/Research beat at Mohodi FM was allocated to 60% female presenters/reporters, 55% at Moutse FM and Radio Turf FM attained 61% representation.

Gender/Gender Equality Reporting

The beat - Gender/Gender Equality attained an average 78% percentage points across the three radio stations. Mohodi attained 80% female allocation and Moutse FM attained a 70% while Radio Turf FM attained a record breaking 85%.

General News Reporting

In general all the newsroom staff should be able to cover and report news items daily – assigned or unassigned. This beat attained 60% female allocation at Mohodi FM, 56% at Moutse FM and a 58% at Radio Turf FM.

Health and Lifestyles Reporting

The Health and Lifestyle beat recorded 92% female allocation at Mohodi FM, 98% female allocation at Moutse FM and 95% female allocation at Radio Turf FM.

Investigative / in-Depth Reporting

The investigative/in Depth beat attained a 23% at Mohodi FM, 15% at Moutse FM and 7% at Radio Turf FM.

Parliamentary Reporting

Mohodi FM attained 50% female allocation in the Parliamentary beat Moutse attained 53% while Radio Turf FM attained 56%.

Religious reporting

The Religious beat recorded 59% for Mohodi FM, 36% for Moutse and 63% for Radio Turf FM.

Science and Technology reporting

The Science and Technology beat showed 30% female allocation for Mohodi FM, 23% female allocation for Moutse FM and 13% female allocation for Radio Turf FM.

Sports Reporting

Figure (4.13) below shows that Mohodi FM attained 12% female allocation, 9% female allocation for Moutse FM and 16% female allocation for Radio Turf FM.

War and Crime Reporting

In the war and Crime beat Mohodi FM attained 53% female allocation, Moutse FM attained 25% and Radio FM attained 45% female allocation.

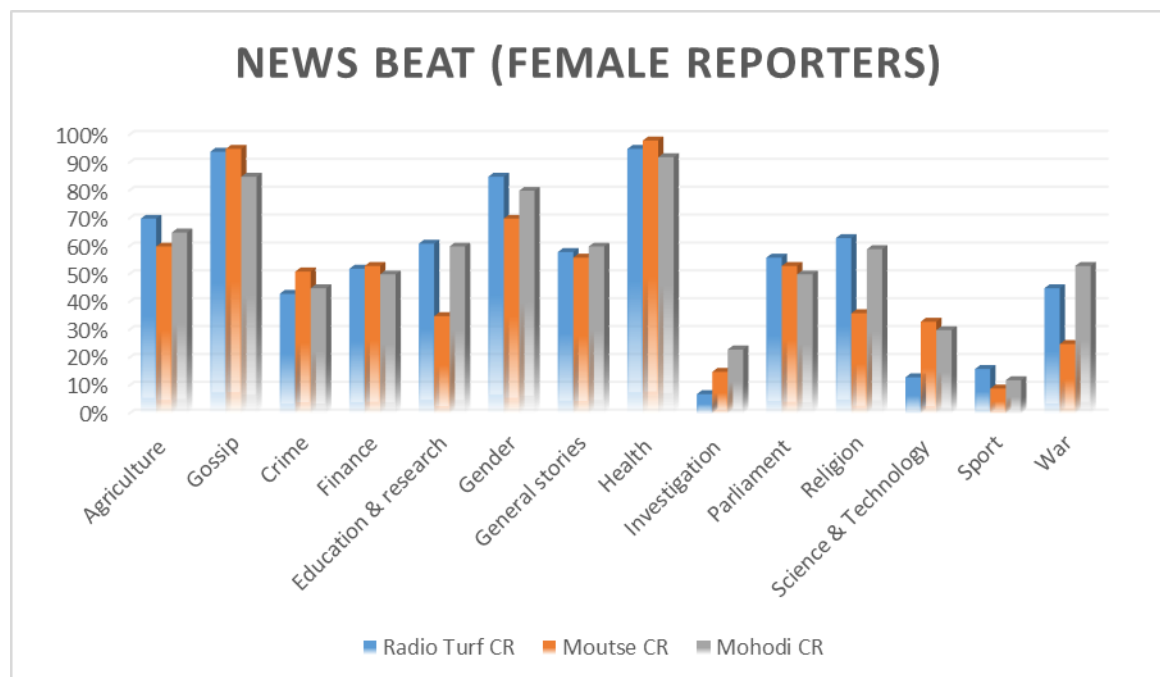


Figure 4. 13: News Beat (Female reporters)

4.5.2. News Beats Allocation (male reporters/presenters)

Figure (4.14) below presents the allocation for different news beats assigned to male personnel in CR newsrooms. The discussion highlights that more soft beats were allocated to female reporters.

Agriculture

Male reporters/presenters accounted for 35% in terms of allocation at Mohodi FM, 40% at Moutse FM and 30% at Radio Turf FM.

Celebrity Gossip

In the celebrity/gossip reports Mohodi FM attained 15% male allocation, Moutse FM attained 1% while Radio Turf FM attained 6%.

Crime/Court Reporting

The crime/court beat attained 65% male allocation at Mohodi FM, 49% at Moutse and 57% at Radio Turf FM.

Currency/Financial Reporting

Mohodi FM attained 50% male allocation, Moutse attained 47% and Radio Turf FM attained 48%.

Education/Research Reporting

In the Educational/Research beat Mohodi FM attained 40% male allocation, Moutse attained 45% while Radio Turf attained 39%.

Gender/Gender Equality Reporting

The Gender/Gender Equality beat recorded 20% for Mohodi FM, 30% for Moutse FM and 15% for Radio Turf FM.

General News Reporting

In the General News beat Mohodi attained 40% male allocation, Moutse attained 44% and Radio Turf FM attained 42% as shown in Figure (4.6.2) below.

Health and Lifestyles Reporting

The Health and Lifestyles beat recorded 8% at Mohodi FM, a mere 2% at Moutse FM and 5% for Radio Turf FM.

Investigative / In-Depth Reporting

In the Investigative / In-Depth beat Mohodi FM attained 77% male allocation, Moutse FM attained 85% while Radio Turf FM attained 93%.

Parliamentary Reporting

The Parliamentary beat recorded 50% male allocation for Mohodi FM, 47% for Moutse FM and 44% for Radio Turf FM.

Religious reporting

Mohodi FM attained 50% male allocation in the religious beat, Moutse attained 64% while Radio Turf FM attained 37%.

Science and Technology reporting

In the Science and Technology beat Mohodi FM attained 70% male allocation, Moutse attained 77% and Radio Turf attained 87%.

Sports reporting

The Sports beat recorded 88% for Mohodi FM, 94% for Moutse FM and 84% for Radio Turf FM.

War and Crime Reporting

The War and Crime beat recorded 47% for Mohodi FM, 75% for Moutse and 45% for Radio Turf FM.

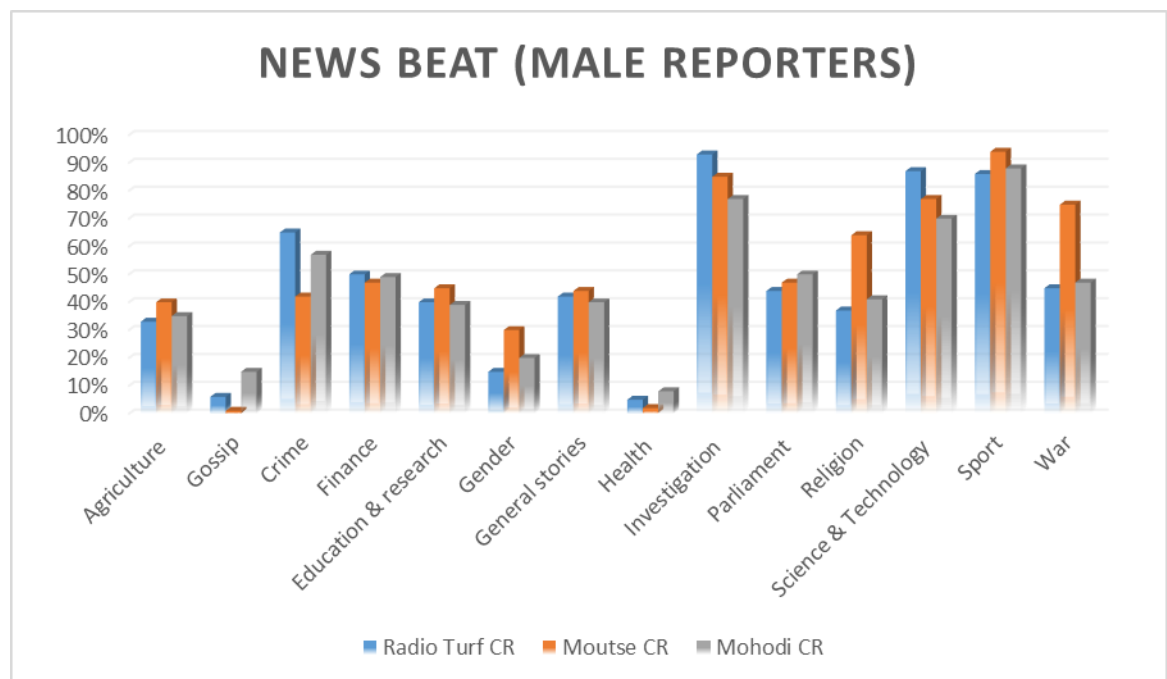


Figure 4. 14: News Beat (Male reporters)

4.5.3. News Sources / Expert Views

Radio stations use members of the society to offer expert views on news and current affairs programmes. These members are normally professionals who are either active in their field of expertise or retired. In this section, the researcher was

concerned with the gender of these experts used at the three CRs concerned. Table (4.2) below shows the beat and gender of the experts used.

News Beat	Mohodi FM	Moutse FM	Radio Turf
	Male(M)/Female(F)	Male(M)/Female(F)	Male(M)/Female(F)
Agriculture	M	M	F
Crime/Court	M	M	M
Financial markets	M	M	M
Education	F	M	F
Gender	M	M	M
Health	F	F	F
Sport	M	M	M
Parliamentary	M	M	M
Science and Technology	M	M	M
Research	M	M	F
War and crisis	M	M	M

Table 4. 2: Experts (gender) used in the news room

Table (4.2) above shows a superior use of male experts than female experts. Only 4 of 10 experts at Mohodi FM were female, Moutse has only 1 female expert out of 10 and Radio Turf FM had 4 female experts.

4.6. KNOWLEDGE AND ATTITUDES SURVEY

This study was concerned with the knowledge and attitudes of CR personnel on gender. It was important to establish this knowledge base as it informs the delivery of the gender specific programmes and news. As a result, presenters and producers of programmes were asked twelve questions that would reflect their knowledge base and attitude towards gender. This section presents results of each question answered across the three radio stations

4.6.1. A News Editor Must Always Be A Man, Men Are Born Leaders

There is a stereotype that men are born leaders and that they are better leaders when compared to women (Saint-Michel, 2018). The researcher then sought to test if

volunteers at CRs shared the similar sentiments or not. Figure (4.15) below shows that at Mohodi CR 70% of the volunteers strongly disagreed that news editors should be men, 5% just agreed, 10% were not sure while 15% agreed. At Moutse CR 65% strongly disagreed with the statement, 7% agreed, 3% were not sure and 25% agreed. At Radio Turf CR 67% of the volunteers strongly disagreed that men are born leaders, 3% just agreed, 25% were unsure and 5% agreed.

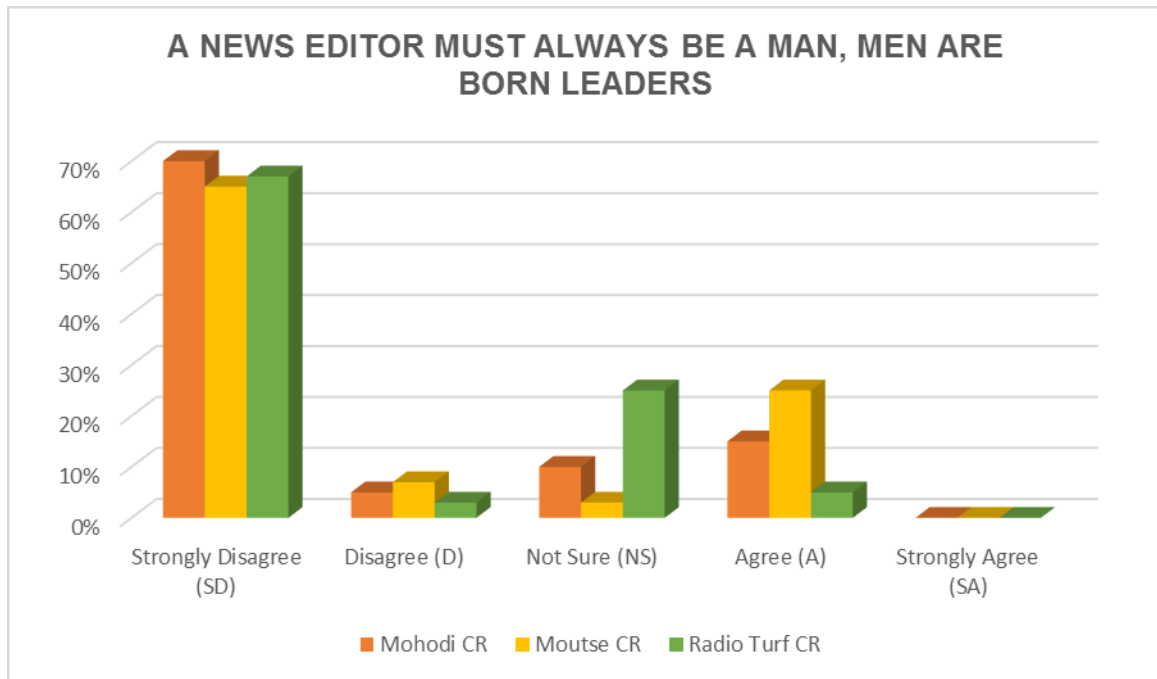


Figure 4. 15: A news editor must always be a man, men are born leaders

4.6.2. Women’s Programmes Are Meant for Female Presenters Because They Are Too Soft to Deal with Investigative Programmes

During the data collection period, it was noted that women presented and produced magazine shows at these three CRs under study. This is according to the programme schedules perused for the study. Allocating female presenters on magazine shows is considered a normal practice. However, the researcher found it to be a stereotype. As part of determining if volunteers considered programmes to be either of male or female counterparts; respondents’ were asked to rate their attitude towards female presenters hosting women’s programmes. Figure (4.16) below shows that 95% of volunteers at Mohodi CR strongly disagreed and the remaining 5% agreed. At Moutse CR 90% of the volunteers strongly disagreed, 5% disagreed while the remaining 5% were unsure. At Radio Turf 98% of the volunteers disagreed and the remaining 2% agreed.

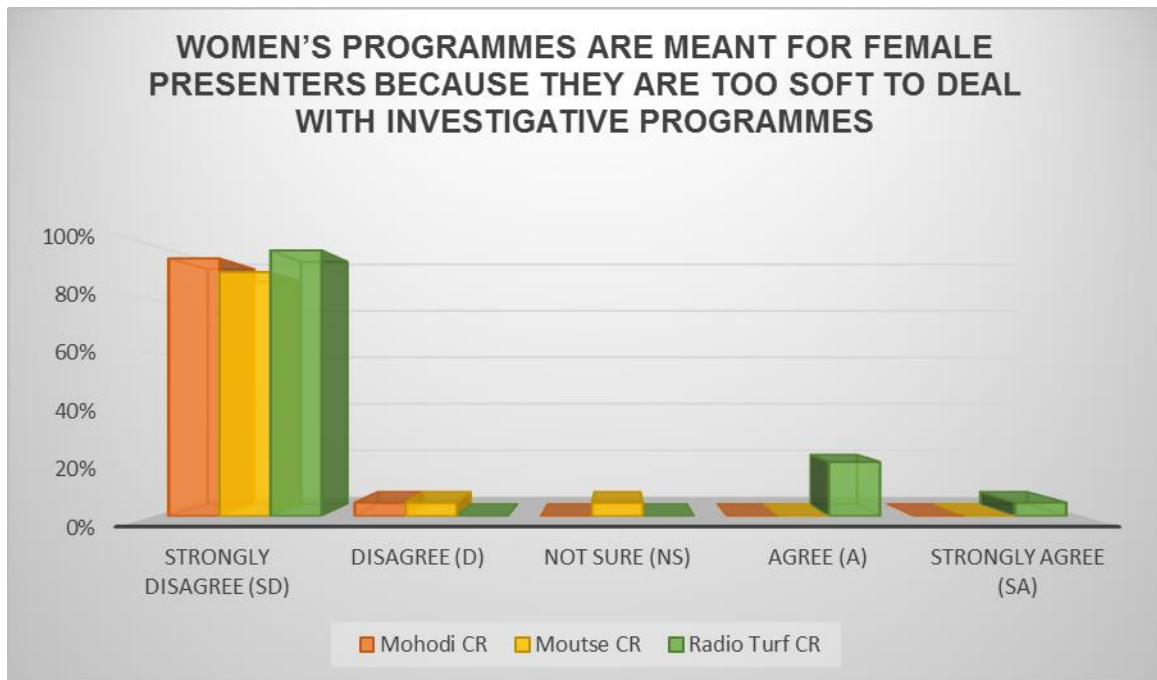


Figure 4. 16: Women's programmes are meant for female presenters because they are too soft to deal with investigative programmes

4.6.3. Female News Readers Read News Because They Have Very Nice Radio Voices

Community Radio stations normally hire women in the news department as newsreaders and not as reporters. The study sought to determine if volunteers believed that the female voice determines whether they are considered for news reading or reporting. Figure (4.17) below shows that volunteers across the radio stations strongly disagreed that female news readers were hired because of their voices. At Mohodi CR, 98% of the volunteers strongly disagreed while the remaining 2% agreed. At Moutse CR all the volunteers who participated in this study (100%) strongly disagreed while at Radio Turf CR 99% strongly disagreed and the remaining one agreed.

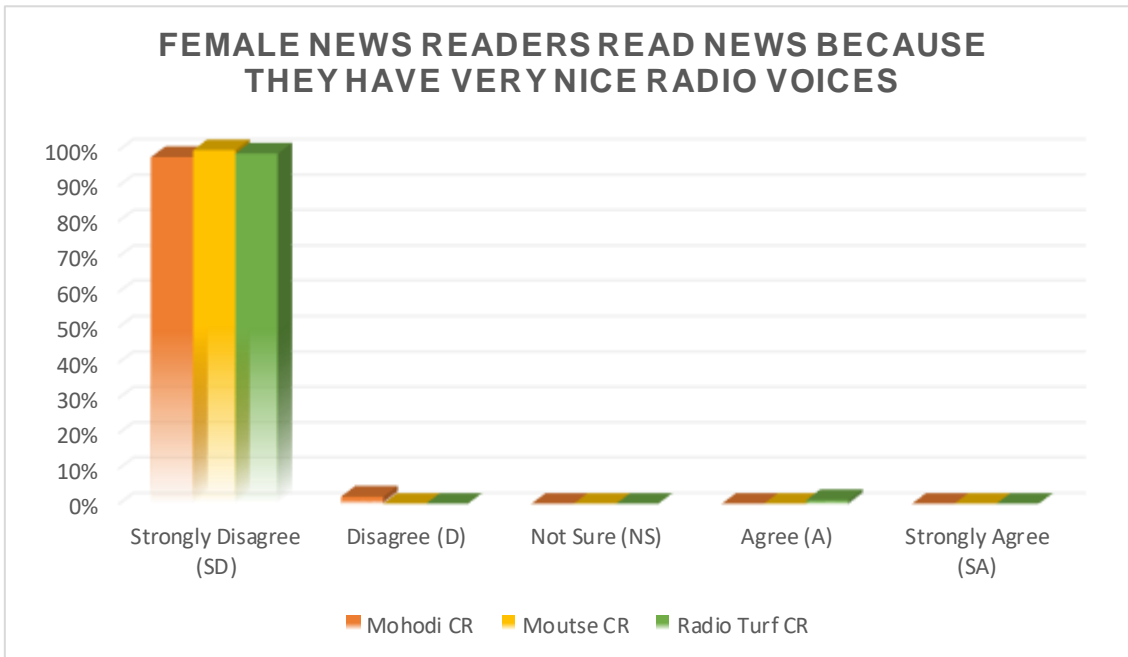


Figure 4. 17: Female news readers read news because they have very nice radio voices

4.6.4. When Covering A Story Or Producing A Programme You Must Interview Only Men, Men Are Brave And Can Tell The Story Better.

The GMPS (Gender Links, 2017) found out that the voices of women, especially the elderly was fading away from commentary on radio. The researcher sought to find out if volunteers at CR felt that women can be interviewed or not. Figure (4.18) below shows that 70% of the volunteers at Mohodi CR strongly disagreed, 20% agreed, 5% were not sure and the remaining 5% agreed. At Moutse CR 80% strongly disagreed, 15% agreed, 2% were unsure and the remaining 3% agreed. At Radio Turf CR, 78% strongly disagreed, 12% agreed, 5% were not sure and the remaining 5% agreed.

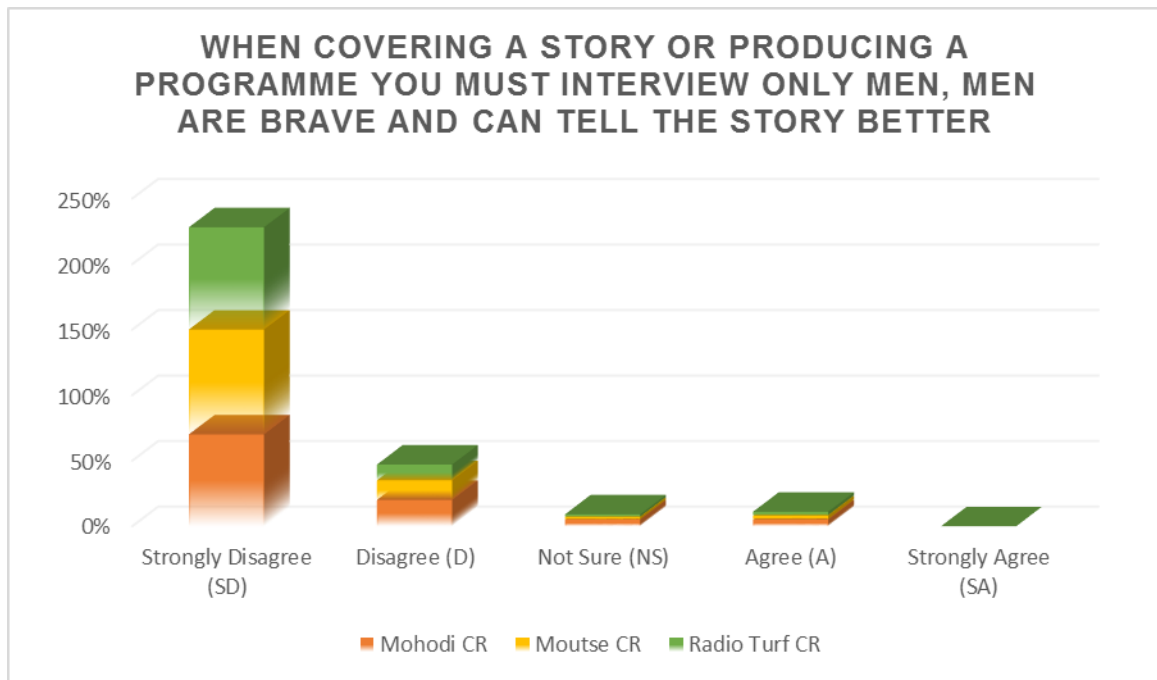


Figure 4. 18: When covering a story or producing a programme you must interview only men, men are brave and can tell the story better

4.6.5. Inviting Gays And Lesbian To Speak On A Radio Programme Or In The News Is A Taboo.

Community media is known for its distinct ability to engage local issues and local people in the content. However, most rural communities subscribe to patriarchal practices and gender sensitivity may not be entirely considered at these CRs. The researcher in this case sought to establish if community volunteers would invite people of diverse sexual orientation and gender identities (SOGI) to participate in their programmes. Figure (4.19) below shows that at Mohodi CR 90% of the volunteers strongly disagreed that inviting comments from the lesbian, gay, bisexual, transgender and intersex (LGBTI) people was a taboo, 5% just disagreed and the remaining 5% was not sure. Moutse CR had similar results as Mohodi FM, 90% strongly disagreed, 5% just disagreed and 5% were undecided. At Radio Turf FM, 97% strongly disagreed, 1% was not sure and 2% strongly agreed.

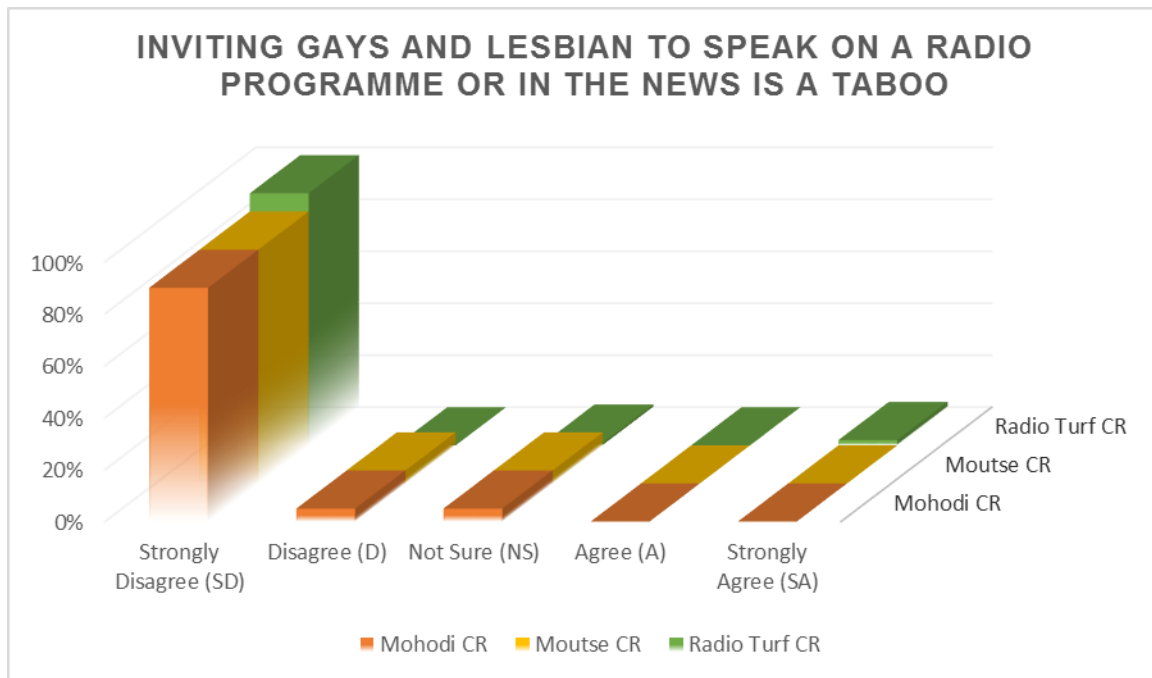


Figure 4. 19: Inviting gays and lesbian to speak on a radio programme or in the news is a taboo.

4.6.6. Lesbians, Gays, Bisexual And Transgender, Intersex And Queer (LGBTIQ) People Do Not Exist, It Is A Trend.

In most rural communities lesbians, gays, bisexual, transgender and intersex (LGBTI) people are normally not openly spoken about. In some instances people in the LGBTIQ community would be stigmatised (Mavhandu-Mudzusi, 2017). This section was to establish if CR volunteers knew something about the LGBTI. Figure (4.20) shows that 99% of volunteers at Mohodi CR strongly disagreed that the LGBTI people did not exist, and the remaining 1% agreed that they do. At Moutse FM 98% strongly disagreed that LGBTI is just a trend, 1% just disagreed while the remaining 1% were undecided. At Radio Turf FM, an enormous 99% strongly disagreed that the LGBTI did not exist and the remaining 1% strongly agreed that they didn't exist and that they are a trend.

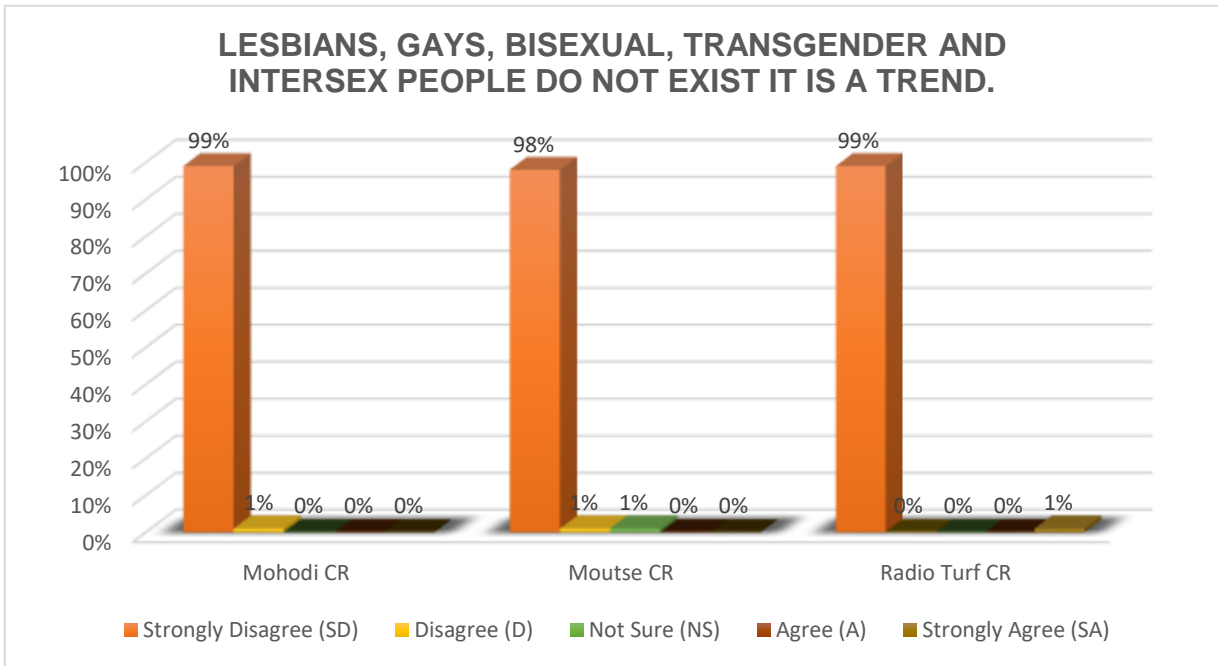


Figure 4. 20: Lesbians, gays, bisexual and transgender people don't exist it is a trend.

4.6.7. Gender Based Violence Is All About Women

Most media reports on Gender Based Violence (GBV) have covered mainly women and children. This tendency or story angle has given a perception that GBV only applies to women victims and not men. The researcher wanted to test if volunteers at CR understood GBV. The results as presented in Figure (4.21) show that the majority of the respondents' agreed that GBV was all about women which the researcher views as misinformation. The graph shows that only 1% at Mohodi CR strongly disagreed with this statement, another 1% disagreed and a further 1% could not decide while the remaining 97% strongly agreed that GBV is a women issue. At Moutse CR 10% of the volunteers strongly disagreed, 2% agreed, 5% were unsure, 3% agreed and the remaining 80% strongly agreed with the statement. Finally, at Radio Turf CR 3% of the volunteers strongly disagreed with the statement, 5% disagreed, another 3% was not sure while the remaining 87% strongly agreed that GBV is all about women.

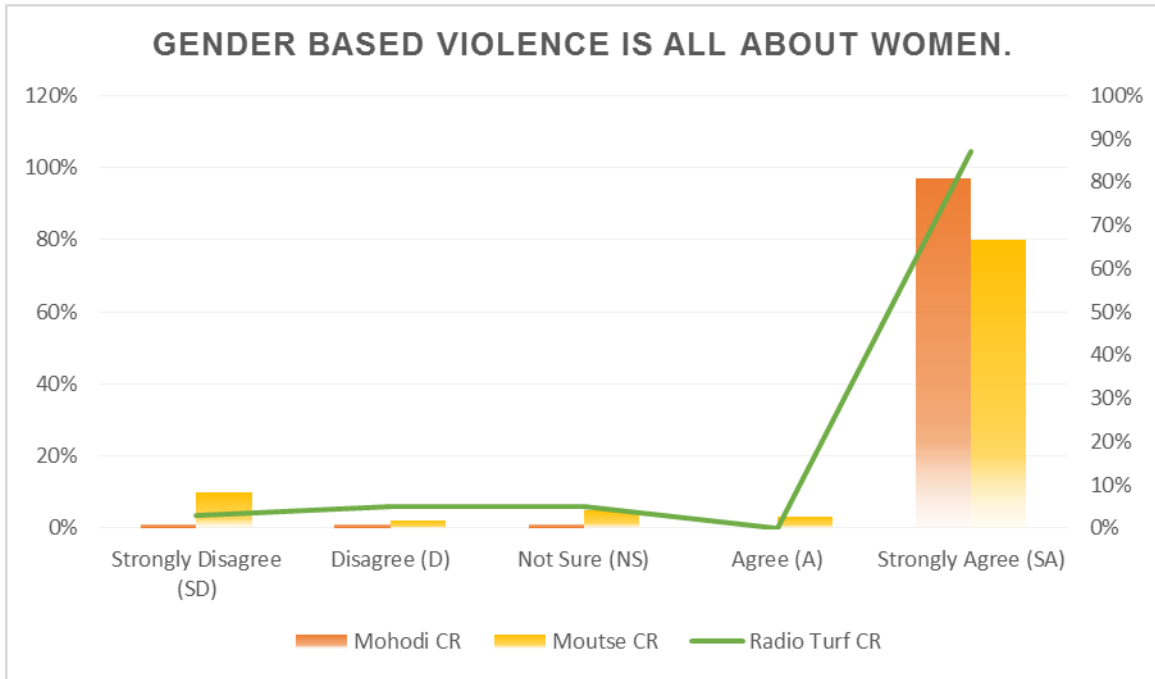


Figure 4. 21: Gender based violence is all about women.

4.6.8. Prime Time Slots On Radio Are Meant For Male Presenters, They Are Bold And Very Good.

The Gender and Media Progress Study (GMPS) noted that male presenters dominated primetime radio slots in the media (Gender Links, 2009). This trend is popular also in the national radio stations. The researcher as such, sought to test whether volunteers felt that prime time slot were for men. Figure (4.22) below shows that most of the volunteers agreed that male presenters are good for such radio programmes. At Mohodi CR 40% of the volunteers disagreed, 10% were not sure and 60% agreed. Moutse CR presented almost similar results, as 10% of the volunteers strongly disagreed, 35% disagreed, 5% were not sure, 48% agreed and the remaining 2% strongly agreed. At Radio Turf CR 13% strongly disagreed, 40% disagreed, 20% were undecided and 27% agreed that primetime radio shows were for men.

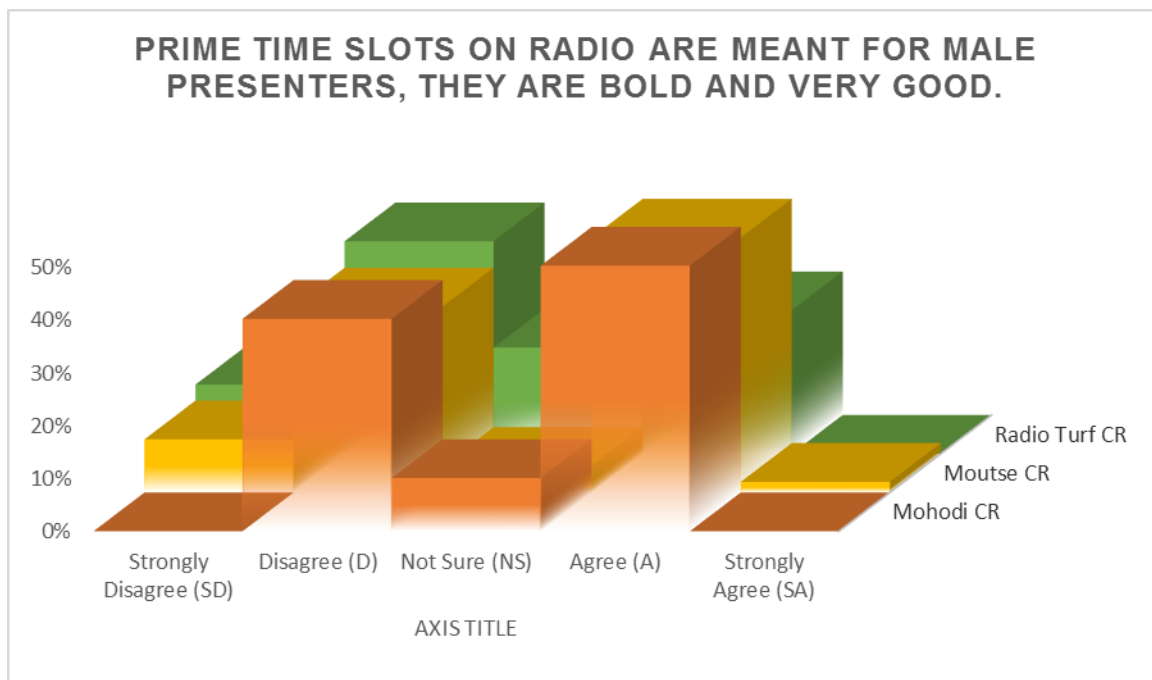


Figure 4. 22: Prime time slots on radio are meant for male presenters, they are bold and very good.

4.6.9. A Female Programmes Manager Needs A Man to Effectively Run The Programming Department

Research shows that there are fewer women in the managerial positions in the media (Chiloane-Tsoka, 2010). This could be because women are subjected to household roles than professional roles. The researcher in this case, wanted to find out if volunteers believed that women should be guided by men when operating in managerial positions. The results of the survey are presented in Figure (4.23) below. The results show that 90% of volunteers at Mohodi CR strongly disagreed that women need to be mentored by men when in managerial positions, 5% disagreed and the remaining 5% were not sure. At Moutse FM 91% strongly disagreed, 4% just disagreed while the remaining 5% were not sure. At Radio Turf 99% of the volunteers strongly disagreed while the remaining 1% agreed with the statement.

These findings show that there is appreciation for diversity in media management and that women are not judged based on character or sex (Powell, 2018). Historically, women would be considered for less demanding roles in the media (Hakim, 2016), these finding suggest that there is a change of attitude in the CR sector. This change could also influence decision making processes.

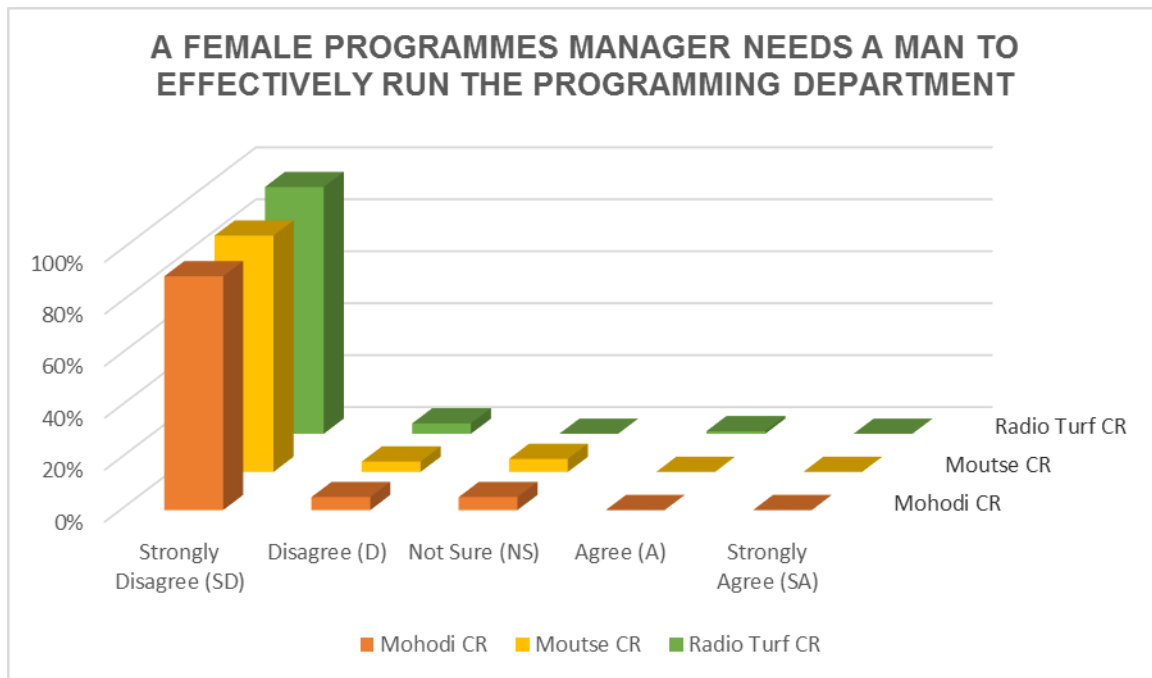


Figure 4. 23: A female programmes manager needs a man to effectively run the programming department

4.6.10. Women Must Be Paid Less than Men Even Though They Have The Same Responsibilities

Lips (2013) notes that historically, women and men have been subjected to different compensation rates for the same work done – also known as gender pay gap. This practice alienated women to getting a lower salary when compared to men. The researcher sought to establish if CR personnel felt that they should be compensated differently. Figure (4.24) below shows that the majority of volunteers strongly disagreed that women should be paid less. Eighty (80%) of the volunteers at Mohodi CR strongly disagreed, 15% disagreed while the remaining 5% were not sure to whether to agree or disagree. At Moutse CR there was a 90% of volunteers who strongly disagreed that women should be paid less whereas the remaining 10% disagreed. At Radio Turf CR 98% of the volunteers strongly disagreed and only 2% agreed.

Unexpectedly, CR personnel disapprove of the gender pay gap system. Although the practice could be irrelevant for CR due to its voluntary employment nature, the findings suggest that there is awareness in terms of equity as noted also by Powell (2018) that women are being recognised in male dominated media roles.

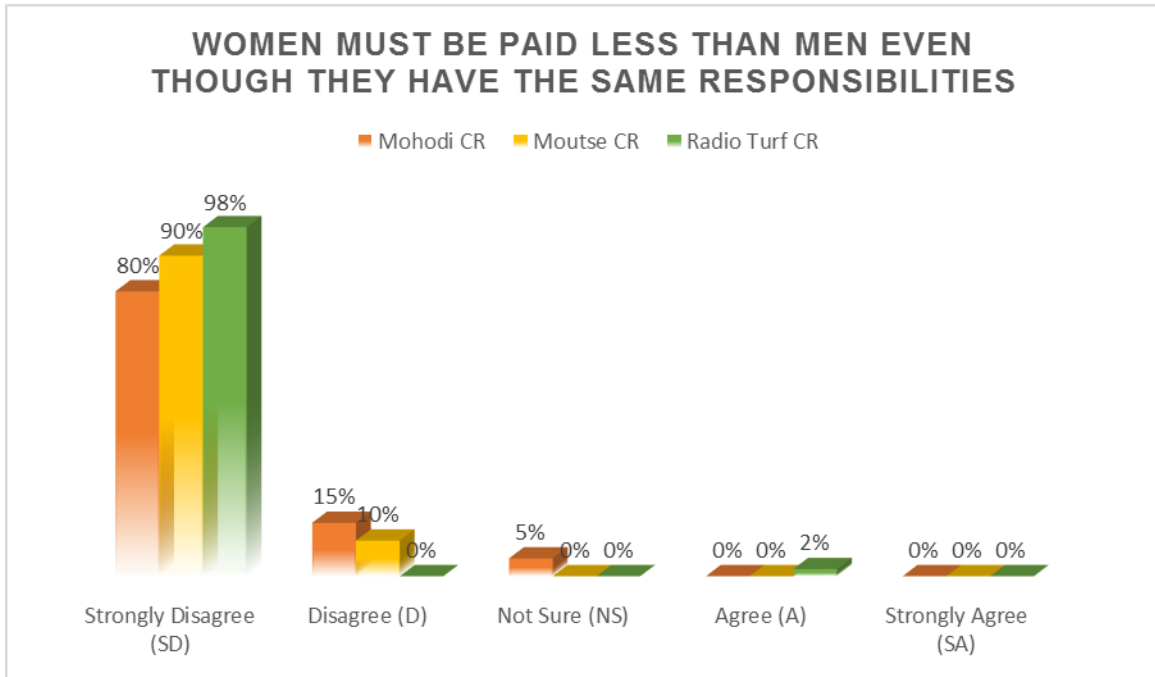


Figure 4. 24: Women must be paid less than men even though they have the same responsibilities

4.6.11. Women and Men Cannot Be Treated Equally, Men Are Superior in The Workplace

Over the years women and men have been treated differently at the workplace. This study sought to determine if CR personnel felt that women and men should be treated as such. Figure (4.25) below shows that members at these CR stations strongly disagreed that women and men be treated differently. 90% of respondents' at Mohodi CR strongly disagreed with this practice, 9% disagreed and 1% was not sure whether to agree or disagree. At Moutse CR 91% strongly disagreed, 2% disagreed, 3% were not sure and at Radio Turf FM 93% strongly disagreed, 4% disagreed, 1% was not sure while 2% agreed that they should be treated differently.

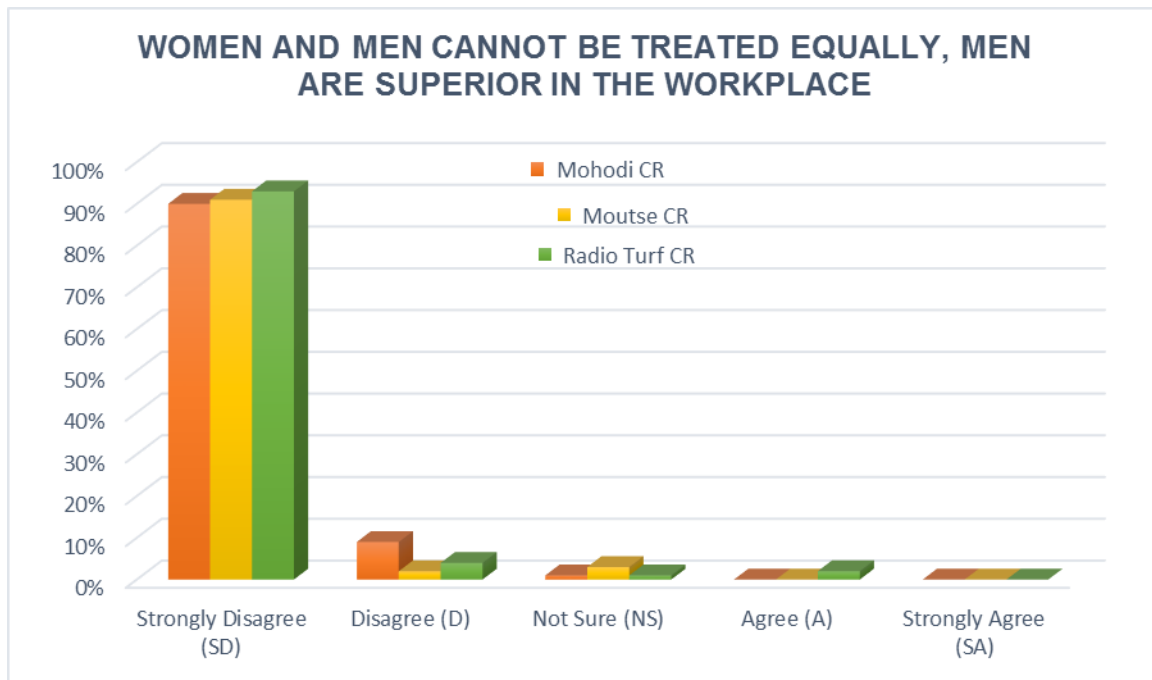


Figure 4. 25: Women and men cannot be treated equally, men are superior in the workplace

Unfair treated of women in the media (as either content contributors or workers) is an international trend. These perception results show that CR personnel do not fully support unjust treatment of female employees/workers in their respective media houses. These revelations are in agreement that (Ibrahim, 2018) that women contribute immensely in the media work power and that their contribution is highly appreciated by colleagues. According to Hakim (2016) institutional attitude towards women influences women's' participation in such organisations. The findings in this study suggest that women do not regard themselves as less than any other employee.

4.7. SUMMARY OF CHAPTER

This chapter presented the data analysis and interpretation process as applied by the researcher in this study. The chapter focused on thematic presentation and analysis of data collected on various aspects of gender coverage and portrayal at CR level. The presentation and analysis were informed by the specific objectives for this study (**see section 1.4**). The data were presented in graphical, narrative and illustrative forms. The main themes covered in this study addressed areas such as the news, the programming schedules and participatory programming, human resource practices as well the attitudes and knowledge of CR personnel. This

chapter observed that there is a need for the CR sector to invest in formal training in journalism and diversity issues. Underlying issues include volunteer attitudes towards gender, and lack of facilities. Chapter five (5) presents the Conclusion and Recommendations of this study.

CHAPTER 5

SUMMARY OF FINDINGS, CONCLUSION & RECOMMENDATIONS

5.1 INTRODUCTION

The study aimed to explore the coverage and representation of gender specific issues in CR programming. The objectives of the study were to:

- I. Identify gender oriented programmes in CR;
- II. Assess the relevance of CR's programme production strategies in gender coverage.
- III. Determine gender-specific features that characterise gender sensitive programmes.
- IV. Assess knowledge and attitudes of CR personnel towards gender mainstreaming in the media.

This chapter presents a summary of major findings, conclusion and recommendations.

5.2. SUMMARY OF FINDINGS

5.2.1 Gender Oriented Programming

The literature review identified a number of important issues that highlight the need for CR and broadcasters in general to apply some level of sensitivity in their work. These include international commitments such the Gender Protocol, Beijing Platform of Action and many other gender awareness apparatus. Yet, the facts as identified in the literature showed that CR faces different operational challenges that may hamper with progress in the programming. As observed by the researcher CR management or programming teams are not informed about where gender should feature in the news and programmes. It is still not clear to the decision makers at CR level on whether gender is a source of the news or a preoccupation of the news.

The observation from this study is that CR programming does not feature stand-alone gender oriented programmes. Typical programmes were identified in **section (2.3)**. These are themed programmes which can be used to address varying gender issues such as Gender based Violence (GBV), HIV/AIDS education and awareness

et *cetera*. While it was important to gain a better understanding of the management team's view and understanding of gender, it was also equally important to observe if an element of what is considered gender (in their view) was featured as a programme or not. As a result, this study observed that the CRs under study do not feature any stand-alone programmes that were gender oriented in their programming schedule. However, the stations had programme features and related programme segment that discussed aspects of health, community services and other domestics' issues which, in the view of the programming management teams were considered as gender issues. Programmes such as magazine shows aired between 09H00 am - 12H00 pm featured such content and much of it was attestable to gender based violence, health and social welfare, and had different expert views from both male and female contributors.

5.2.2 Programme Production Strategies

As to whether the programme production strategies were relevant when it comes to covering gender oriented stories, the findings are different across the three radio stations. Firstly, the literature review in **section (2.4)** identified different strategies such as diversifying sources in broadcasts, encouraging female experts to speak, training journalists and reporters to be sensitive in their work as well as working with different NGOs who are doing work with different groups in the community. Some of the above strategies would encourage active participation from different groups of people and therefore, encourage participatory programming for the radio. Secondly, the study made findings above (**in section 5.1.1**) that CR stations do not feature programmes specific on gender. As a result, the findings made in this section are not directly about gender, but observations made on issues dealing with strategies for broadcasting news and programmes on GBV, HIV/AIDS and other women empowerment issues.

The study found out that stations did not have a standardised or formal plan on engaging sources but had guidelines on fair coverage in their editorial policies. The stations had a dedicated list of sources that would comment on issues of gender mostly from civil society and community groups. Notwithstanding, Moutse community radio was found to have no applicable or known strategy used in the coverage of gender as neither a news beat, programme or programme feature was noted. The

study concludes that the programming management teams across the radio stations are aware of the need to promote equality but were unable to fully comply.

5.2.3 Gender Specific Programmes

Furthermore, the study found out that in all the programmes that featured gender as a topic or gender related issue as an element of discussion, women were assigned to present such programmes. The three radio stations had the following programmes which featured gender topics:

Radio Turf FM: Are ikageng - aired between 09H00am to 12H00pm

Moutse FM: Siyapheka Siyathulula- aired between 09H00am to 12H00pm

Mohodi FM: Are yeng basadi - aired between - 09H00am to 12H00pm

There were no distinct features that the CRs adopted to ensure gender sensitivity except using a female presenter for the programme. The study further revealed (**in section 4.2.6.3**) that more male experts were used to express views on topical issues than female experts across all the radio stations.

5.2.4 Knowledge & Attitudes Towards Gender

The study attempted to establish what knowledge and attitudes the community media practitioners had in terms of gender. This aspect was key in the study. To this end, the study revealed that there was little knowledge across the three radio stations on gender and gender issues in the media. Most of the programme producers and presenters only understood gender as legal sex, meaning either male or female. The findings uncovered a lot of discrepancies relating to the ability of the producers to compile sound and relevant content and the ability to broadcast gender sensitive programmes. Furthermore, the study found out that some presenters and producers have received gender specific training and believed that the training was not sufficient to address gender disparities in the stations.

Moreover, the study discovered that most of the programme producers and presenters had a negative attitude toward gender and gender mainstreaming as a concept. The attitude survey showed that most male producers and presenters

considered their female counterparts as more appreciative of the soft roles. The survey also revealed that female producers and presenters did not engage in technical production and would also not host midnight programmes for security reasons. Contrary to popular belief that male reporters are only associated with masculine traits, the survey further revealed that male producers and presenters did not have a problem reporting on issues of diversity such as HIV and AIDS or gender related issues.

5.3 THEORETICAL IMPLICATIONS

5.3.1 Gender Stratification Theory

The structural – functional analysis premise of the theory helped the researcher to understand the programming role taking and allocation tendencies at the CR level. As suggested by Wanta and Alkazemi (2018), communities are socialised differently and the dominance of role taking among community members tend to be adopted and accepted as general practice. Generally, men tend to be given preference on roles in decision making processes. The data collected showed that the majority of managers in these CRs were male and had been in the centre of the production, coverage and commissioning of the programmes.

According to Richie (2017), males and females are subjected to either instrumental or expressive roles through the process of socialisation, as a result the expression of interest in the broadcast industry is informed by such exposure. For instance, women preferred the 09H00 am – 12H00 pm magazine shows in CR. At a personal level, some could feel that they were free and expressive in the space. However, socially, women are stereotyped to belong to that programme time slot across different broadcast streams (Starkey, 2017).

Seemingly, the pressures that come with physical differences between male and female personnel at CR dominate resource distribution processes. For instance, the study observed that women did not contribute to hard labour and technical editing in the technical department. This is because the field has been glorified to belong to male personnel who stereotypically are imminent technical experts in the industry (Copeland, 2018). This notion is upheld by the Social – Conflict analysis premise that

maintains that power and wealth promote unfair distribution resources (Angels, 2018).

5.3.2 Social Responsibility Theory

This study adopted the Social Responsibility theory where the media are seen to have certain responsibilities towards the people they serve (Nerone, 2018). The promotion of participatory practices in the programming as well the ownership and control patterns at CRs upheld the researcher's notion that the survival and promotion of CR is in the hands of the community it services. The affirmation of the theory that the media should promote the interest of minority groups and previously disadvantaged communities is upheld and practised through the establishment of the listeners' committees and the community listeners' forum. However, diversity in terms of content contribution is still a major issue of concern. Looking at the finding in terms of the diversity of sources in both the programmes and news, it is apparent that the lesbian, gay, bisexual, transgender and intersex (LGBTI) community issues were not fully comprehended. There is still more that needs to be done across the board to deal with issues of sexual orientation and gender identities (SOGI) in communities through CR programming content.

Women's voices are still not heard in the media platforms (GMPS, 2017). The observations suggest that there is lack of engagement in terms of source diversity in the content broadcasted by the CRs understudy. The media as a result, should be in a position to outline the nature of platforms they operate in and try and engage the society equally. Gender issues are not only about women and men; they also include the LGBTI. The availability of a platform for the presentation of different viewpoints should also include people from these different sexual orientations.

5.4 CONCLUSION

In this study the researcher has tried to explore how CR represents and portray gender and gender issues in their programmes. To this end, the researcher examined a number of features on participatory programming and engaged stakeholders (CR producers, managers and content contributors) on issues relating to their knowledge and attitudes towards gender as well as their commitment to serve their audiences as media practitioners. The CR sector is one of the intrinsic

elements of the global media. The sector is also viewed mainly by media commentators as a training environment for media practitioners. This nature of CR makes it a distinct alternative for citizens as there is a growing ownership trend in both the public and commercial sector.

Going by the study findings, CRs do not have gender specific programmes that fully probe gender issues albeit training efforts by government and civil society on gender in the media. Gender is a sensitive issue and the media are a powerful agent of socialisation with a huge influence on society. Lack of, or unavailability of programmes that engage the community listeners on gender opens up the radio station to vulnerability and could perpetuate gender stereotypes. In essence, there is a need for formal training for both the programme producers and presenters/announcers designing radio programmes on how to properly address issues relevant to communities.

Notwithstanding the rigorous community engagement processes available for interactive programming, the study has highlighted varying challenges in the way CR engages the listeners. At the CR level, content contribution remains the only way communities engage the radio station. Challenges such as lack of training on probing gender issues suggest that those who are tasked with the responsibility of engaging communities do not have the knowledge of what gender programming is. As such, there is need for formal training for CR personnel on gender and journalism in order to improve the quality of the content and to encourage objective views in the programmes.

Additionally, the study revealed worrying challenges in terms of the attitude and knowledge of CR personnel on both gender and the concept of gender mainstreaming. These challenges have dire consequences on both the social and cultural aspects of communities and if not addressed they could harm the relationship between CRs and the community. The knowledge and attitude survey suggests that CR personnel knew little about gender and that their attitude towards gender mainstreaming was negative. Summarily, the study has successfully achieved the following:

Objective (1): *Identify gender oriented programmes in community radio*

The study through the review of literature identified the programmes listed below for consideration when producing gender oriented content;

- a) Magazine programmes
- b) Drama
- c) Talk programmes
- d) Documentaries
- e) Women's programmes
- f) Community dialogue programmes

Objective (2): *Assess the relevance of community radio's programme production strategies in gender coverage*

The data collection process established that CRs do not have standard procedures for the production of gender oriented programmes. There are no guidelines followed when probing gender issues. As a result, the researcher nullifies objective (2) as non-applicable for the study for data relevance purposes. CR has generic programme production strategies for all the programmes regardless of the genre. The reviewed data makes no connection to relevance issues. The researcher is unable to measure the relevance in the absence of the application of a standardised procedure.

Objective (3): *Determine gender-specific features that characterise gender sensitive programmes.*

The following features were identified in the review of literature as gender – specific;

- a) Sourcing women experts;
- b) Involving women and men equally in programmes;
- c) Diversifying sources in the stories to include all community members;
- d) Encouraging the LGBTI community to contribute in the programmes;
- e) Using gender-neutral language;

CR personnel do not fully comprehend these features, as a result the study concluded that more need to be done to effect sensitivity in programmes.

Objective (4): *Assess knowledge and attitudes of CR personnel towards gender mainstreaming in the media.*

The study successfully established that there is a knowledge gap in CR on gender. The knowledge and attitude survey that comprised 20 questions revealed that little is known about gender and the media. Also, CR personnel were not skilled to probe gender specific issues sensitively as a result of the attitude barriers. In radio broadcasting, masculine personalities are attached to the primetime radio slots and influential talk shows leaving women in magazine and news, as well as sports insets during programmes. This tendency could have been influenced by the mainstream media programming format.

5.5 RECOMMENDATIONS

5.5.1 Community Radio Programming

CR programmes are the heartbeat of the community. They are a token of women empowerment, community building and a platform for ongoing community engagement. The stations should invest in quality participatory programming focused on gender and diversity programmes, women empowerment, democratic programmes and other community related topics. Furthermore, the stations should engage in ongoing dialogue with community civil society groups in order to stay relevant and in touch with the communities. Additionally, stations could also initiate programmes that directly deal with gender and also train producers on how to effectively produce such programmes.

5.5.2 Community Radio News

The CR news department is the first determinant of the radio station's credibility and trustworthiness. Community stations should source training on local radio journalism (offered by the Wits Radio Academy) or Community radio sustainability (offered by the University of Limpopo) in order to stay up to date and relevant. Additionally, institutions such the Institute for the Advancement of Journalism (IAJ), National Electronic Institute of South Africa (NEMISA) and Gender Links (GL) could be approached for training on journalism and gender. The study also found out that the state of the newsrooms was not satisfactory to some of the newsreaders and reporters at the radio stations. As a result, it would be beneficial for the newsroom

leaders to consider approaching agencies such the Media Development and Diversity Agency (MDDA) and the Open Society Foundation (OSP) for donations and funding for equipment.

5.5.3 Human Resource Practices

In order for the human resources department to fully operate at a satisfactory level, more should be done to capacitate the individuals involved to deal soundly and decisively with community broadcasting systems. The HR department should be central to the work of the volunteers, training for broadcast, and gender specific policies for the betterment of the sector. This can be achieved if the HR practitioners are regularly trained for competence. Additionally, CR human resources should be equipped with the necessary training on developing and implementing volunteer policies, gender policies, production policies, sexual harassment policies and other relevant policies needed for the running of the radio station.

5.6 LIMITATIONS OF THE STUDY

This study was based on three CRs in the Limpopo province. Although the CR sector has different challenges and a broad scope of operations, this study was only concerned with the following; operational issues in terms of programming, human resource practices and policy. In operational issues the study explored the coverage and presentation tendencies at CR stations, knowledge and attitudes of the CR personnel, as well as, human resources capacity building. The study investigated if there were policies in place that give guidance on how gender issues are handled as well as the implementation of related policies.

The study would have gathered and explored rich information had the researcher at least managed four site visits and two focus group discussions per radio station. However, due to financial resources the study only managed two site visits and one focus group discussion at all the radio stations. As such, findings of this study may not be generalised to the whole CR sector in the province. This is due to the fact that although the sector has varying challenges that range from socio-economic to geographical settings, the individual stations have their different coping strategies.

Additionally, there were issues about financial sustainability, licencing and compliance, volunteers/volunteerism, and terms of office which were highlighted in the study. These issues were not directly related to the study, as such, the researcher did not fully consider investigating such challenges. Therefore, the study does not claim to provide fundamental views on challenges with regard to finances and sustainability of the stations.

5.7 FURTHER RESEARCH

In the light of the findings and recommendations of this research project, the researcher recommends that further research be conducted in this area at a comprehensive level. Respondents in this study shared a number of similarities in terms of their knowledge and perceptions regarding gender. However, it would be helpful to also study the effects of knowledge and attitudes on the presentation and production of programmes in CR. Furthermore, a more inclusive study that could feature a number of CRs may establish the extent to which community broadcasting promotes democratic and social cohesion in their specific communities. Gender is a diversity issue therefore, women, men, youth and children should be a part of the broadcasting landscape at the grassroots' levels.

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APPENDICES

Appendix A – Self-Administered Questionnaire

Please answer the following questions by ticking the relevant and / or writing your answer in the provided space.

Example

Are you happy or sad?

Happy	<input type="checkbox"/>	Sad		Not sure	
-------	--------------------------	-----	--	----------	--

SECTION A: BACKGROUND INFORMATION

1. Sex

Male		Female	
------	--	--------	--

2. How long have you worked at the station (in years)

.....

3. Current position at the station

Station manager	
Programmes manager	
News editor	
Hr officer	
Other (please specify)	

4. What is your highest qualification?

Grade 11 (standard 9) or lower	
Grade 12 (matric, standard 10)	
Baccalaureate degrees	
Post graduate degree	
Other (please specify)	

SECTION D: HUMAN RESOURCES POLICIES AND PRACTICES

5. Are you aware of the following national, regional and international commitments to gender?

If yes tick all relevant, if no proceed to 7.

The South African Constitution	
Equality Act	
CEDAW	
The Southern African Development Community declaration on Gender and Development	
Other (please specify	

6. Please state in short how the above ticked relates to your work

7. Does your station have a gender policy?

If no kindly proceed to 10

Yes	
No	

8. Does the policy cover following?

Tick all relevant and applicable

Ethical considerations	
Internal human resource issues	
Other (Please specify)	

9. What kind of a policy is it?

Stand-alone policy	
--------------------	--

Integrated into existing policies policy	
Both	
Other (please specify)	

10. Do you have a sexual harassment policy?

Yes		No	
-----	--	----	--

11. Do you advertise using different communication platforms to ensure men and women are equally reached?

Yes (kindly state on the dotted lines below how)		No (kindly state on the dotted lines below why)	
--	--	---	--

12. Do you encourage woman to apply in your job openings?

Yes (kindly state on the dotted lines below how)		No (kindly state on the dotted lines below why)	
--	--	---	--

13. Are your selection panels during interviews always gender balanced?

Yes		No		Not sure	
-----	--	----	--	----------	--

14. Do you ensure minimal quota for women and men during the shortlisting process?

Yes (kindly state on the dotted lines below how)		No (kindly state on the dotted lines below why)	
--	--	---	--

15. Does your organisation encourage women to take up careers in different department such as technical department and sound engineering?

Yes (kindly state on the dotted lines below how)		No(kindly state on the dotted lines below why)	
--	--	--	--

SECTION C: PROGRAMMING FORMATS, POLICIES AND PRACTICES PROGRAMMES

N.B: This section is to be completed by the programmes manager/chief producer/head of programming

16. Does the station have a programming policy?

Yes		No	
-----	--	----	--

17. Is the policy gender balanced?

Yes		No		Not sure	
-----	--	----	--	----------	--

18. Do you have special programmes in your programming that target gender issues?

Yes		No		Not sure	
-----	--	----	--	----------	--

*If **yes** kindly state the features that according to your station qualifies this/these programme(s) as targeting gender: If **no** kindly go to question 19*

19. Do you have programme features that are gender specific in your programmes?

Yes		No		Not sure	
-----	--	----	--	----------	--

20. Is/Are the host(s) male or female?

Male (kindly state on the dotted lines below how)		Female (kindly state on the dotted lines below how)		Both (kindly state on the dotted lines below how)	
--	--	--	--	--	--

21. Does the coverage give equal time to women and men?

Yes (kindly state on the dotted lines below how)		No (kindly state on the dotted lines below why)	
--	--	---	--

22. Are your producers and presenters trained to probe the gender issues in the topics?

Yes (kindly state on the dotted lines below how)		No (kindly state on the dotted lines below why)	
--	--	---	--

23. Is sexist language well-defined or prohibited in your programmes?

Defined		Forbidden		Not sure	
---------	--	-----------	--	----------	--

NEWS

N.B: This section is to be completed by the News editor/chief Editor/head of news

24. Does the station have a news policy?

Yes		No	
-----	--	----	--

25. Is the policy gender balanced?

Yes		No	
-----	--	----	--

26. In covering news are male and female topics treated equally?

Yes		No	
-----	--	----	--

27. Do your stories challenge or reinforce gender stereotypes?

Challenge (kindly explain why and how in the place provide below)		Reinforce (kindly explain why and how in the place provide below)	
---	--	---	--

28. Are both your male and female reporters given equal workload?

Yes		No	
-----	--	----	--

29. How often do you invite female experts?

Seldom		Always	
--------	--	--------	--

30. Between your male and female reporters to whom are the following beat(s) allocated to? Please indicate your answer by ticking either:

- Male (M)
- Female (F)
- Both (B)

	M	F	B
1. Agricultural			
2. Celebrity gossip			
3. Court/Crime reporting			
4. General reports			

5. Gender reporting/Gender equality			
6. Health and Lifestyle reporting			
7. Religious reporting			
8. Sports reporting			
9. Science and Technology			
10. Parliamentary reporting			
11. Political reporting			
12. War and crisis reporting			
13. Currency/financial reporting			
14. Education and research reporting			
15. Investigative/in-depth reports			

Thank you very much for completing this questionnaire!

Appendix B – Survey

KNOWLEDGE AND ATTITUDES TOWARDS GENDER SURVEY

To what extent do you agree with the following statements? Please indicate your answer by using the following 5 point scale where:

Strongly disagree (SD)

Disagree (D)

Not sure (NS)

Agree (A)

Strongly Agree (SA)

	SD	D	NS	A	SA
A news editor must always be a man, men are born leaders					
Women's programmes are meant for female presenters because they are too soft to deal with investigative programmes					
Female news readers read because they have very nice radio voices					
When covering a story or producing a programme you must interview only men, men are brave and can tell the story better					
Children and women shows are meant for women presenters					
Inviting gays and lesbian to speak on a radio programme or news is a taboo.					
Lesbians, gays, bisexual and transgender people don't exist it is a trend.					
Gender based violence is all about women.					
Prime time slots on radio are meant for male presenters, they are bold and very good.					
A female programmes manager needs a man to effectively run the programming department					
Women must be paid less than men even though they have the same responsibilities					

Women and men cannot be treated equally, men are superior in the workplace					

Appendix C – Interview Guide

Focus group session questions

1. What is the role of the programming committee?
2. How often do you meet as the committee to discuss programming issues?
3. Do you regard yourselves as advisors to the programmes manager?
4. Do you think that your contribution in terms content in the programing format is valued?
5. Do you think gender is an issue that deserves the attention of the station?
6. Do you as a programming committee feel issues of gender are adequately covered in the station?

Appendix D – Permission to Conduct Research
GENDER ISSUES IN THE MEDIA: AN EXPLORATORY STUDY OF THE
COVERAGE AND PORTRAYAL OF GENDER IN COMMUNITY RADIO
PROGRAMMING

PERMISSION TO CONDUCT RESEARCH

To: Radio Turf FM

Mohodi community radio

Moutse community radio

Dear station manager,

This is to formally invite members of your radio station to participate in the above mentioned study. I am currently enrolled in the programme of media studies at the University of Limpopo and am in the process of writing my master's thesis on gender in the media.

The purpose of the research is to explore the coverage and portrayal of gender specific issues in the community radio programming. I believe your radio station is relevant for this study because of your involvement with your community.

Your participation in this study is completely voluntary. You may decide not to participate, or leave unanswered any questions you don't wish to answer. There are no known risks to participation beyond those encountered in everyday life. Your responses will remain confidential and anonymous. Data from this research is for academic purposes only and will not be shared with any party. No one other than the researchers will know your individual answers to this questionnaire.

If you agree to participate in this project, please encourage your staff members in the management and programming to answer the questions on the questionnaire. The questionnaire takes approximately 10 minutes to complete.

If you have any questions about this project, feel free to contact the researcher, Mr Madikana Matjila at matjilamadikana@gmail.com/ 082 7035626. Alternatively visit the following University of Limpopo's research website

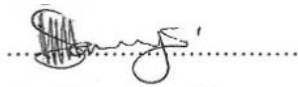
<https://www.ul.ac.za/research/index.php?Entity=Research%20Support> for rules, regulations and ethics concerning research.

Thank you for your assistance in this important endeavour.

Sincerely yours,

Madikana Matjila

200629059

A handwritten signature in black ink, appearing to read 'Madikana Matjila', is written over a horizontal dotted line.

Appendix E – Informed Consent

GENDER ISSUES IN THE MEDIA: AN EXPLORATORY STUDY OF THE COVERAGE AND PORTRAYAL OF GENDER IN COMMUNITY RADIO PROGRAMMING INFORMED CONSENT

Dear Participant,

This is to formally invite you to participate in the above mentioned study. I am currently enrolled in the programme of media studies at the University of Limpopo and am in the process of writing my master's thesis on gender in the media.

The purpose of the research is to explore the coverage and portrayal of gender specific issues in the community radio programming. I believe you are relevant for this study because of your involvement with your community radio.

Your participation in this study is completely voluntary. You may decide not to participate, or leave unanswered any questions you don't wish to answer. There are no known risks to participation beyond those encountered in everyday life. Your responses will remain confidential and anonymous. Data from this research is for academic purposes only and will not be shared with any party. No one other than the researchers will know your individual answers to this questionnaire.

If you agree to participate in this project, please answer the questions on the questionnaire to the best of your ability. This questionnaire takes approximately 10 minutes to complete.

If you have any questions about this project, feel free to contact the researcher, Mr Madikana Matjila at [matjilamadikana@gmail.com/](mailto:matjilamadikana@gmail.com) 082 7035626. Alternatively visit the following University of Limpopo's research website (<https://www.ul.ac.za/research/index.php?Entity=Research%20Support>) for rules, regulations and ethics concerning research.

Thank you for your assistance in this important endeavour.

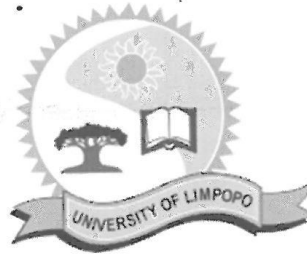
Sincerely yours,

Madikana Matjila

200629059

A handwritten signature in black ink, appearing to be 'Madikana Matjila', written over a horizontal dotted line.

Appendix F – Faculty Approval of Proposal



University of Limpopo
Faculty of Humanities
Executive Dean

Private Bag X1106, Sovenga, 0727, South Africa
 Tel: (015) 268 4895, Fax: (015) 268 3425, Email: richard.madadzhe@ul.ac.za

DATE: 3 May 2017

NAME OF STUDENT: MATJILA, MP
STUDENT NUMBER: [200629059]
DEPARTMENT: MA – Media Studies
SCHOOL: LANGCOM

Dear Student

FACULTY APPROVAL OF PROPOSAL (PROPOSAL NO. FHDC2016/2363)

I have pleasure in informing you that your MA proposal served at the Faculty Higher Degrees Meeting on 24 August 2016 and your title was approved as follows:

TITLE: Gender issues in the media: An exploratory study of the coverage and portrayal of gender in Community Radio Programming

Note the following:

Ethical Clearance	Tick One
Requires no ethical clearance Proceed with the study	
Requires ethical clearance (Human) (TREC) (apply online) Proceed with the study only after receipt of ethical clearance certificate	√
Requires ethical clearance (Animal) (AREC) Proceed with the study only after receipt of ethical clearance certificate	

Yours faithfully

Prof RS Maoto,
Executive Dean: Faculty of Humanities
Director: Dr JR Rammala
Supervisor: Prof SO Mmusi

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Appendix G – Ethical Clearance Certificate



University of Limpopo
Department of Research Administration and Development
Private Bag X1106, Sovenga, 0727, South Africa
Tel: (015) 268 2212, Fax: (015) 268 2306, Email:noko.monene@ul.ac.za

TURFLOOP RESEARCH ETHICS COMMITTEE CLEARANCE CERTIFICATE

MEETING: 02 November 2017

PROJECT NUMBER: TREC/299/2017: PG

PROJECT:

Title: Gender issues in the media: An exploratory study of the coverage and portrayal of gender in Community Radio Programming
Researcher: MP Matjila
Supervisor: Prof SO Mmusi
Co-Supervisor: N/A
School: Languages and Communication Studies
Degree: Masters in Media Studies


PROF TAB MASHEGO
CHAIRPERSON: TURFLOOP RESEARCH ETHICS COMMITTEE

The Turfloop Research Ethics Committee (TREC) is registered with the National Health Research Ethics Council, Registration Number: REC-0310111-031

Note:

- i) Should any departure be contemplated from the research procedure as approved, the researcher(s) must re-submit the protocol to the committee.
- ii) The budget for the research will be considered separately from the protocol.
PLEASE QUOTE THE PROTOCOL NUMBER IN ALL ENQUIRIES.

Appendix H: Letter from the Editor

Darlington Tshuma
Independent Consultant
337 Willow Crest, Midrand, South Africa
C: +27 (0) 61 774 6841
E: darlingtontshuma3@gmail.com

Thesis Title: **GENDER ISSUES IN THE MEDIA: AN EXPLORATORY STUDY OF THE COVERAGE AND PORTRAYAL OF GENDER IN COMMUNITY RADIO PROGRAMMING**

To: Whom It May Concern

From: Darlington Tshuma

Date Issued: 15 March 2020

Subject: **MATJILA MADIKANE PIET**

I **Darlington Tshuma** hereby declare that the above mentioned MA thesis has been professionally edited and proofread.

The editing process involved refining the work at five distinct levels:

- I. Editing for structure to help reader follow the logic of the writer's arguments
- II. Editing for language to ensure good use of grammar, coherence and consistency in tense
- III. Editing for writing styles and consistency in technical representations (i.e font sizes, color, alignment, paragraphing and other technicalities) such that the reader will be able to concentrate on the content
- IV. Proofreading to eliminate repetition, spelling errors, punctuation errors, redundant statements, inconsistent formatting and other exasperating distractions
- V. Editing to fix citation errors and to ensure that all sources acknowledged in the text are enlisted in the bibliography. This level of editing ensured that all citations and bibliographic formats are correct and consistent with the method of referencing applied herein

In this regard, I am therefore confident that the document is reader-friendly and proficient enough to evaluate.

Sincerely



Date: 15/03/2020

Tshuma Darlington
Independent Consultant

Services Offered: Research, Writing, Editing & Proofreading, Social Media & Communications
For inquiries contact: +27 (0) 61 774 6841

