



MISA ANNUAL REPORT 2007



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Mission Statement

MISA is a dynamic, member driven regional organization with national chapters coordinated by a professional regional secretariat which seeks – through monitoring, training, capacity building, research and the distribution of information- to foster free, independent and diverse media throughout southern Africa in the service of democracy and development as stated in the Windhoek Declaration and the African Charter on Broadcasting.

Vision Statement

MISA's vision is of a southern African region in which the media enjoys freedom of expression, independent from political, economic and commercial interests, pluralism of views and opinions. Our vision is of a region where members of society, individually or collectively are free to express themselves through any media of their choice without hindrance of any kind. A region too, where access to information must be unhindered and where information is readily available.

The MISA vision is:

- A media that is free, independent, diverse and pluralistic
- Access to the media and information by all sectors of society
- Media workers who are competent, critical, accountable, sensitive to gender issues and are aware of their responsibility to society
- Legislation, regulations and policy environments that support media independence, diversity and pluralism
- Citizens in the SADC region that are empowered to claim information as a basic right.



GLOSSARY

Access to Information and Protection of Privacy Act (AIPPA)
African Commission on Human & People's Right (ACHPR)
Annual General Meeting (AGM)
Association for International Co-operation and Humanitarian AID (ALISEI)
Broadcasting Authority of Zimbabwe (BAZ)
Broadcasting Services Act (BSA)
Electoral Communications Authority (ECA)
Friedrich Ebert Stiftung (FES)
Freedom of Information (FOI)
Gender and Media Southern Africa (GEMSA)
Gender and Media Southern Africa Tanzania (GEMSAT)
Global Forum for Media Development (GFMD)
Independent Broadcasting Authority (IBA)
Institute for Democracy in South Africa (IDASA)
Information Communication Technologies (ICTs)
Legal and Human Rights Centre (L&HRC)
Media Complaints Commission (MCC)
Media Council of Zambia (MECOZ)
Media Information Commission (MIC)
Media Development and Diversity Agency (MDDA)
Media Monitoring Project Zimbabwe (MMPZ)
National Association of Non-Governmental Organisations (NANGO)
National Broadcasting Board (NBB)
Namibia Community Radio Network (NCRN)
Netherlands Institute of Southern Africa (NiZA)
Non-Governmental Organisation (NGO)
Open Society Initiative for Southern Africa (OSISA)
Public Order and Security Act (POSA)
Southern African Development Community (SADC)
Southern African Development Community - Council of Non-Governmental Organisations (SADC-CNGO)
Southern Africa Institute for Media Entrepreneurship and Development (SAIMED)
Southern Africa Media Development Fund (SAMDEF)
Tanzania Media Women's Association (TAMWA)
Tanzania Election Media Monitoring Project (TEMMP)
United Nations Development Programme (UNDP)
United Nations Education Scientific & Culural Organisation (UNESCO)
United Nations Population Fund (UNPF)
Zambia National Broadcasting Corporation (ZNBC)
Zimbabwe Broadcasting Holdings (ZBH)



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MESSAGE FROM THE CHAIRPERSON OF THE MISA TRUST FUND BOARD

During 2006/2007, we faced challenges and recorded victories in the struggle to ensure that southern Africa has a free press and its citizens are able to express themselves freely. The past year has seen a varied state of media freedom in the Southern African Development Community (SADC). There have been some positive trends in countries like Malawi, while Zimbabwe has continued to witness a deepening of repression. Sadly, the year was also marked by the murder of two journalists from Angola. These cases remain unsolved and have had a profound effect on journalists from that country.

Since the turn of the 21st century, Zimbabwe has been a 'media freedom' hot spot and, sadly, this remained the case over the past year. Media Institute of Southern Africa (MISA) saw a glimmer of hope when the author of Zimbabwe's draconian media laws, Jonathan Moyo, left government. We hoped that the incoming minister, Tichaona Jekonya, would be an agent of change but this was not to be. Jekonya changed nothing and at the time of his death had filed an affidavit opposing the registration of the Associated Newspapers of Zimbabwe (ANZ), publishers of the banned *Daily News* and *Daily News on Sunday*.

Zimbabwe's severe media laws, including the Access to Information and Protection of Privacy Act (AIPPA), the Public Order and Security Act (POSA) and the Broadcasting Services Act (BSA), have remained in operation. The Harare government made an already bad situation worse when they tabled the Interception of Communications Bill. This bill allows the Chief of Defence Intelligence, the Director General of the Central Intelligence Organisation, the Commissioner of Police and the Commissioner General of the Zimbabwe Revenue Authority to intercept telephonic and e-mail messages.

Botswana appears to be taking a similar route as the government announced its plans to bring to parliament the Intelligence and Security Services Bill, which has raised concern among free expression activists around the world. In MISA's opinion, these bills are ways to suppress media freedom and freedom of expression in the name of security.

South Africa – a country that in previous years has not had many media freedom violations – registered an increase in violations. This resulted largely from the various high-profile court battles involving the media, most notably the Jacob Zuma trial. A worrying concept of group defamation was introduced when the Johannesburg High court granted an interim interdict against the *Sunday Times* and Independent Newspapers, preventing the publication of controversial cartoons of Prophet Mohammed.

We are seeing new tactics emerge from those intent on violating media freedom and freedom of expression, and we are duty-bound to find new strategies to fight these media-unfriendly laws.



The year under review was not all 'doom and gloom'; however, and there have been some victories for freedom of expression. The Zimbabwe media launched its long-awaited voluntary Media Council of Zimbabwe with the hope of replacing the statutory Media Information Commission. In Malawi, the Media Council was resuscitated after being dormant for more than a decade. These were all efforts to ensure that the media is professional and ethical in executing its duties, as well as making sure that enemies of media freedom do not use ethics and professionalism as reasons to squash media freedom.

Following the evaluation of the first Strategic Partnership Programme (SPP), MISA has embarked upon an organisational development process to strengthen the organisation further, both at operational and governance levels and, therefore, implement its mandate effectively.

I would like to welcome the new members of the Regional Governing Council (RGC) and to thank them for a job well done so far. Let me also take this opportunity to thank all of MISA's staff members in the various national chapters and the Regional Secretariat for continuing to fight for media freedom and freedom of expression in the region.

Aluta continua!

Mandla Seleokane
Chairperson
MISA Trust Fund Board



REPORT FROM THE CHAIRPERSON OF THE REGIONAL GOVERNING COUNCIL

The year under review saw new leadership at MISA. In-house veteran Kaitira Kandjii, former manager of the Freedom of Expression and Right to Know campaigns, took up the reins from Luckson Chipare in April 2006 and five months later new Executive Committee (EC) members were elected. MISA welcomes the new Executive Committee members and wishes them every success in the implementation of their duties as they take the organisation to greater heights.

The following are the new members of the Executive committee:

POSITION	NAME
Regional Chairperson	Thabo Thakalekoala (Lesotho)
Deputy Regional chairperson	Lomcebo Dlamini (Swaziland)
Member	Christof Maletsky (Namibia)
Member	Laona Segatsho (Botswana)
Ex-Officio Member	Salva Rweyemamu (Tanzania)

MISA welcomes back into the fold the Angolan chapter, after a break of four years. The chapter is now functional thanks to the new leadership and the new Secretariat staff. We are glad that the chapter is back with renewed strength and vigor. On a sad note, the organisation had to nullify MISA South Africa's elections due to the non-compliance with certain MISA election guidelines. The chapter was asked to conduct new elections, which it has done.

The year has seen varying states of media freedom in the region. Some countries achieved positive results, while in others the media freedom situation deteriorated. Of note are Zimbabwe and Lesotho where journalists continued to face state harassment. MISA, however, will not relent in the fight for media freedom and freedom of expression in both these countries and the region as whole.

During the year under review two policies were approved for the regional organisation: one for communication and the other focusing on HIV and AIDS. We hope the communication policy will help to improve MISA's communication – an area in which we are weak. The HIV and AIDS policy is designed to help us fight the pandemic within the organisation as well as in the various media houses. MISA intends to recommend this policy to media houses in the region, since media workers are either affected or infected by the disease and very few media houses have such in-house policies.



We are grateful to our basket fund partners for their continued support: they are the Danish International Development Agency (DANIDA), the Norwegian Agency for Development Cooperation (NORAD), the Humanist Institute for Development Cooperation (HIVOS) and the Swedish International Development Cooperation Agency (SIDA). We also thank our other partners – the Open Society Initiative for Southern Africa (OSISA), the Netherlands Institute for Southern Africa (NiZA), the Southern Africa Trust (SAT) and the Friedrich Ebert Stiftung (FES) – for continuing to fill the gaps in our budgets.

Thabo Thakalekoala
Chairperson
Regional Governing Council



MESSAGE FROM THE REGIONAL DIRECTOR

MISA was created over 15 years ago with the mandate to fight for freedom of expression and media rights in the Southern African Development Community (SADC). This mission has not changed. Now in the second year of the Strategic Partnership Programme 2 (SPP2), MISA has made significant progress in each programme towards the attainment of a more plural, diverse and independent media environment.

Over the past year, the call for the right to information took centre stage in MISA at both national and regional levels. The most notable milestone in this campaign was the greater awareness and growing understanding by policymakers of the indispensability of the right to information. This right has become a recurring, or indeed a pending, item on the law reform agenda and the urgency of enacting such legislation cannot simply be wished away.

The right to information permeated policy discussions and legal processes within civil society and government, attested in countries like Botswana, Namibia, South Africa and Tanzania. This is a major positive shift compared to previous years where the call for the right to information was brushed aside under the veneer of national security concerns and in conflict with privacy rights. MISA noted an increase in interest and understanding of access to information as an essential tool for effective governance, particularly for countries battling corruption in public institutions.

However, the biggest drawback in this regard was the sudden and inexplicable reluctance by policymakers to move the process from political rhetoric to concrete tangible actions. This was the case in Zambia, Lesotho, Swaziland and Malawi, where the legislative process stalled. In Zimbabwe, despite MISA's vigorous battle to repeal the draconian Access to Information and Protection of Privacy Act (AIPPA), the situation remained stagnant, if not worse.

MISA intensified its campaign for diversity and liberalisation of the airwaves in southern Africa under the Broadcasting and Information Communication Technologies Programme. The major challenge of state ownership and control of national broadcasters in the region saw the campaign focusing on the transformation of such broadcasters into public service broadcasters. The highlights of this transformation initiative were national conferences, which brought together stakeholders and policymakers and set the tone for lobbying. The campaign was also enriched by research on the state broadcasting sector and news content analysis on some state broadcasters, which provided direction on where to focus the broadcasting reform initiatives.

MISA's campaign efforts registered successes in Botswana and Swaziland. In Botswana the regulatory authority awarded three national broadcasting licenses, ending the monopoly of the state broadcaster. Legislators also sent back a draft Broadcasting Bill, which did not fully guarantee transformation. In Swaziland, the government drafted a very progressive Public Service Broadcasting Bill, indicating an optimistic future for transformation in that country.

MISA also continued to support community media. Highlights of this campaign included the South African chapter drafting a handbook on community television; the Lubombo Community Radio Initiative, which broadcast for



two days on a special license in Swaziland; and two community radio initiatives that were registered as trusts in Zimbabwe.

At policy level, MISA continued to lobby for the drafting of democratic broadcasting legislation and policies, independent regulatory authorities, access to information communication technologies by ordinary members of the public and support for broadcasters in readiness for digital migration from analogue

MISA made some progress towards self-regulation in the region. The Malawi chapter revived the country's media council, which was launched in February 2007 after being dormant for almost 10 years. The Media Alliance of Zimbabwe (MAZ), of which MISA Zimbabwe is a member, launched the Media Council of Zimbabwe at the end of 2006, although with threats from the government.

The fight for freedom of expression is not solely in the political or legal arena. The HIV and AIDS pandemic also affects journalists and media practitioners and impacts on their ability to realise their freedoms and rights. Stigma associated with this disease is still a reality within the media industry in southern Africa. Thus, MISA has designed and begun implementing a regional HIV and AIDS policy and it is being adopted by each of MISA's 11 chapters and will be integrated into the regional body's organisational structures. It will ultimately be recommended to media houses in the region. This will help to ensure that journalists themselves are taken care of if affected or infected by HIV and AIDS. It will also help journalists understand the necessity of increasing coverage on issues related to the pandemic.

With all the above-mentioned initiatives at government and societal levels, MISA needs strong communication, both internal and external, and publicity strategies. The communication and disseminations strategy was strengthened at the end of the reporting period when a communication policy was approved. The policy will further augment the organisation's internal and external communication activities. The website is regularly updated with media alerts on freedom of expression violations across SADC and other information relevant to various stakeholders. Mailing lists have grown and therefore reach a wider group of stakeholders than before. MISA continued to publicise media freedom and freedom of expression issues through the mainstream print and electronic media, and through its various publications, both at national and regional level.

Governance

MISA Botswana conducted a governance workshop to initiate the chapter's new board members who expressed gratitude and appreciation for the event. MISA Zimbabwe's Chairperson Thomas Deve resigned during the course of the year and was replaced by his deputy Loughty Dube. The Zimbabwe National Governing Council had to co-opt a new member in order to fill all the positions. The MISA Zimbabwe membership also created a management committee to deal with administrative and human resource issues.



Human Resources

I was appointed the new Regional Director of MISA effective April 1, 2006, replacing Luckson Chipare whose contract ended on March 31, 2006.

With this appointment my previous position as Programme Specialist for Freedom of Expression and the Right to Know was rendered vacant. At the moment the programme is run by a Programme Officer who was moved from the Broadcasting and ICTs programme.

The organisation experienced a reduction in its human resources capacity as the Regional Deputy Director/ Programmes Manager Titus Moetsabi left the organisation in January 2007. At the end of the financial year Eric Libongani, the Publications Officer, also left MISA after serving the organisation for five years.

MISA Zimbabwe also reduced its staff from nine to eight. This followed the departure of Assistant Programmes Officer Sharon Tapfumaneyi.

MISA Zimbabwe changed its structure to create the position of Senior Programmes Officer. Takura Zhangazha, formerly Advocacy Officer, now occupies this position. This position was created as a programme support and bridge between the Director and Programme Officer. The Senior Programmes Officer acts in the position of Director automatically in the absence of the Director.

Kaitira Kandjii

MISA Regional Director





Picture by Serge Daniel, UNESCO

**“ All information held by public bodies is
public in principle ”**
The Open Society Justice Initiative (OSJI)

FREEDOM OF EXPRESSION & RIGHT TO INFORMATION



The Right to Know in 2006

Inaction and ambiguity would best describe the attitude in 2006 of most southern African governments towards the right to information. Zambia and Malawi are examples where right to information legislation halted after a sudden, unexplained sluggishness from government. This lassitude was also evident in Lesotho, Swaziland and Mozambique. In fact a former Zambian information minister is on record for bragging that Zambia was in no hurry to pass the freedom of information bill when Britain, an ancient democracy, had passed theirs as recently as 2005.

The Tanzanian government introduced an ambiguous Freedom of Information draft bill in December 2006, which was unanimously rejected by civil society and described as “fraudulent and not in the interest of access to information”. If passed into law it will join the ranks of Zimbabwe’s Access to Information and Protection of Privacy Act (AIPPA) in terms of ‘maximum exemption, minimum disclosure’.

On a positive note, in January 2007 the Namibian government drafted a progressive information policy with provisions to amend the Constitution to guarantee the right to information. The information policy recognises the right to information not only as a fundamental right, but also as a means of fighting corruption.

In Botswana the call for right to information legislation is gaining momentum and receiving attention from policymakers.

Milestones

Greater awareness

One of the major highlights of the 2006 Right to Information Campaign has been the growing awareness of the right to information by policymakers and civil society. There has been a growing understanding that access to information is indispensable in advancing good governance, fighting corruption and enhancing participatory democracy. This is a critical development compared to 2003 when the concept of access to information was hardly known and perceived as anti-government and in conflict with national security and the rights of individual privacy.

Support from MPs

The right to information received overwhelming support from Members of Parliament from both ruling and opposition parties in Malawi, Tanzania, Zambia, Namibia and Botswana. A prominent Zambian opposition party went as far as promising to enact right to information legislation within 90 days if voted into power during the 2006 elections.

Influencing the Law Drafting Process

The right to information featured prominently on the law reform agenda of several countries. The Namibian government developed a progressive information policy committed to right to information and invited greater input from civil society. The rejection by civil society of the Tanzanian government’s draft Freedom of Information Bill of December 2006 led the government to form a task force to review the draft bill. A critique of Swaziland’s draft Freedom of Information & Protection of Privacy Bill was presented at meetings with stakeholders and government, and a re-draft of the bill is currently underway with technical support from the Commonwealth Secretariat.



International Right to Know Day

For the first time, MISA joined the rest of the world in celebrating International Right to Know Day on September 28. MISA Mozambique and Swaziland used the day to launch a review of the state of the right to information in their respective countries.

Lessons Learnt

Weaknesses

Research was undertaken in 2006 to assess and review lessons learnt during the three-year pilot of MISA's Right to Information Campaign, formerly known as the ASK Campaign. Except for Angola, the remaining 10 countries in which MISA operates were reviewed.

One of the listed major weaknesses of the campaign was the lack of a coherent advocacy strategy, limited resources and inadequate organisational capacity to carry out an effective campaign.

Furthermore, the narrow focus of the campaign on the right to information as a political right could not draw sufficient support from civil society. The right to information is perceived as a concern for the media rather than a socio-economic issue affecting all citizens. (Note: For further information on the findings, a full copy of the review is available from MISA in hard copy.)

Opportunities & Threats

The findings of the study provided MISA with a great opportunity to redesign a new advocacy strategy to include greater public participation by shifting the emphasis on the right to information to a socio-economic right affecting people's access to other rights like health, education and employment. The biggest threat and challenge to the campaign is indifference from policymakers and a deeply ingrained culture of government secrecy. The former points to the lack of belief and reluctance of policymakers to enact right to information legislation, perhaps due to insufficient resources and capacity or, most likely, the fear that such a law will result in their inherent loss of power.

Way forward

The right to information remains one of MISA's highest priorities for 2007/2008. The biggest challenge for the campaign is to build public pressure on the call for the right to information. This will only happen when ordinary people can be convinced that a poor education system, corruption or poor public services, for example, are due to a lack of access to information. Unless the right to access information is legislated, life will remain the same.



" Asking the media to become fully-fledged development partners by the same people who oppress and harass them, is simply, as a matter of ordinary political common sense, asking too much. Unless governments respect the rights of free and independent media, there is little chance of the development agenda taking off in the way that it needs to. "

Jeanette Minnie, at the Global Forum for Media Development conference in Amman, Jordan (October 1-3, 2005).

MEDIA FREEDOM MONITORING



The media in southern Africa emerged battered and bruised from a year of sustained pressure. A new level of vigilance for the protection of media freedoms and fundamental free expression rights was required of the media during 2006, particularly in South Africa where not a single month passed without the media having to go court to defend its right to keep the public informed.

The murders of two Angolan journalists, Augusto Sebastiao Domingos Pedro of the state-owned *Jornal de Angola* and Benicio Wedeinge of Televisão Pública de Angola, remain unsolved. Official investigations are slow and, while authorities are convinced that these are random crimes unrelated to the work of the journalists, the incidents have left an indelible mark on the psyche of Angolan journalists.

The Media Freedom Monitoring programme has developed a sharper programme focus on direct support to media workers and institutions that fall victim to media freedom violations. Whilst the active work of monitoring from a gender perspective, and documenting and exposing media freedom violations will continue, much more emphasis is being placed on pro-active engagement with civil society, governmental and inter-governmental actors to ensure that a more conducive environment is created in which journalists can practice their profession without fear of intimidation.

In so doing, the programme has implemented a two-pronged strategy: raising consciousness on the role of the media, the need for civil society actors to respect and protect media and freedom of expression rights, while also equipping journalists with skills on how to fulfil their role.

A fundamental strategy of MISA's advocacy work in this programme is to monitor violations of media freedom and the right to information, and expose the violations with the aim of galvanising support from national, regional and international organisations that support and fight for media freedom. Over the past 12 years, MISA has monitored and produced publications on media violations.

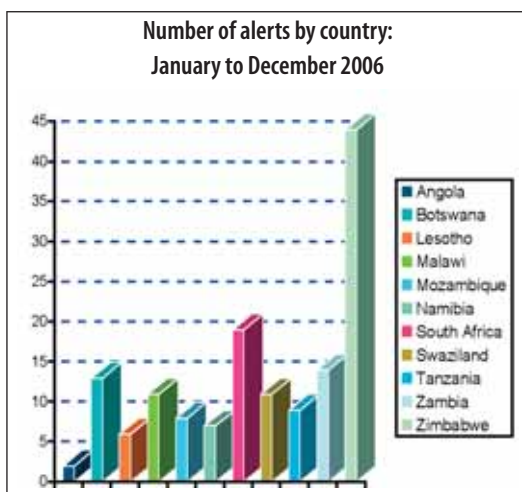
In its efforts to monitor and expose media freedom violations, MISA has developed strong ties with regional and international partner organisations that have provided support, exchange of ideas and solidarity. Many media freedom organisations hail MISA's success in the field and rely on MISA for the action alerts it issues.

Media Freedom Monitoring Statistics

In 2006 the state of media freedom in southern Africa varied: there were positive steps in Malawi, but a gradual deepening of oppression in Zimbabwe. In most of the 11 countries in which MISA is active, a status quo of either a generally free media environment or restricted media was maintained.

Between January and December 2006 MISA recorded a total of 144 media freedom and freedom of expression violations against individual journalists and institutions in the Southern African Development Community (SADC) region. This represented a decrease by 11 (or 7,6 per cent) from the previous year's 155.





Trends in 2006

Since the turn of the 21st century, Zimbabwe has led the pack in terms of the number of violations recorded. The status quo remained intact in 2006 despite an initial optimism following the departure of Jonathan Moyo, the architect of Zimbabwe's harsh media laws. It soon became apparent, however, that Moyo's successor, Tichaona Jokonya, was not an agent for change. In fact at the time of his sudden death in July 2006, he had filed an affidavit opposing the application for registration of the Associated Newspapers of Zimbabwe (ANZ), publishers of the banned *Daily News* and *Daily News on Sunday*.

Unlike previous years, there was a significant increase in violations in South Africa, largely due to a number of high-profile court battles that captured the attention of the region.

The epic Jacob Zuma trial received unprecedented media coverage and commentary, which did not go unnoticed by the presiding Judge Willem van der Merwe, who in his judgement chastised those who had breached the *subjudice* rule.

"I have no problem with fair comment and the media's duty to keep the public informed of important matters," he said. "What is, however, disconcerting, is the fact that some pressure groups, organisations and individuals found the accused guilty ... without knowing what the evidence is and long before all the evidence was presented."

In so doing, Judge Van der Merwe set the tone for what was to follow: a barrage of civil defamation claims by Zuma against a long list of publishers, editors, newspaper titles, reporters and a cartoonist for their coverage and comment on his rape trial.

Free speech or hate speech?

During 2006 cartoons, as a form of social commentary, stirred great controversy throughout the region, especially in South Africa and Mozambique.

In an unfortunate judgement for media freedom, the Johannesburg High Court granted an interim interdict against the *Sunday Times* and Independent Newspapers, prohibiting the publication of controversial Danish cartoons depicting the Prophet Mohammed.

The court ruled that the cartoons should not be published because they would harm the dignity of Muslims and of Mohammed. Analysts warn that by granting relief not to identifiable individuals, but to a group of persons distinguishable only by their religion, the court gave unprecedented and potentially dangerous recognition to a concept of "group defamation" that had not been adopted previously in South African law.

Whilst the issue did not reach the courts in Mozambique, the Supreme Mass Media Council (CSCS), the constitutionally established watchdog body, pronounced that the publication of the cartoons in the *Savana* newspaper was in breach of the Mozambican 1991 Press Law.

The CSCS based its conclusion on Article 4, which states that the media should contribute to national unity, to the defence of national interests and to the promotion of democracy and social justice. It also cited article 28, which calls on journalists to respect the rights and freedoms of citizens, and not to incite, directly or indirectly, hatred, racism, intolerance, crime and violence.

Although *Savana* issued a formal apology for any offence the publication of the cartoons may have caused, Moslem leaders continued to demand the sacking of the paper's director, Kok Nam, and its editor, Fernando Goncalves.

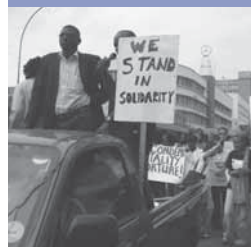
In the final analysis, even many of those outraged by the cartoons unwittingly made a powerful point in favour of free speech by disseminating chain e-mails with the cartoons attached, to illustrate just how offensive the cartoons were. This shows the folly of banning the publication of the cartoons: what better way to highlight the racism of the Danish authors of the cartoons than by allowing the cartoons to be freely disseminated and commented upon?

Legislation

All countries in southern Africa are at some stage of media law reform. Such developments are painfully slow and have not always yielded the envisaged results. In view of this journalists and media freedom activists are compelled to be even more vigilant in promoting and protecting media freedom and free expression rights.

In an already repressive media environment where such laws as the Access to Information and Protection of Privacy Act (AIPPA), Public Order and Security Act (POSA) and Broadcasting Services Act (BSA) remain firmly entrenched in the statutes, Zimbabwean authorities tabled the Interception of Communications Bill 2006 (passed in June 2007). It empowers the Chief of Defence Intelligence, the Director-General of the Central Intelligence Organisation, the Commissioner of Police and the Commissioner General of the Zimbabwe Revenue Authority to intercept telephonic, e-mail and cellular telephone messages.

In a similar move the Botswana government indicated its plans to bring to parliament a bill on intelligence and security services. Free expression advocates have already raised alarm that the draft bill concentrates power in the head of state, which many view as dangerous for the country's democracy.



On February 2, 2006 Angola's National Assembly approved a new press law, which entered into force on May 15. The law regulates the activity of media companies and professionals in television and radio broadcasting and in the written and electronic press.

Given the Angolan government's poor record in protecting freedom of expression, the press law is especially crucial in the current pre-election period to ensure that the press can report freely in the run-up to national elections, tentatively scheduled for 2007.

Notwithstanding this, the new law still contains elements that fall short of international human rights standards. It defines certain conduct as "criminal" in unclear and sweeping terms, and establishes excessive penalties for those crimes, including defamation; it includes provisions that may result in excessive limitations on media freedom; and it provides for the establishment of licensing procedures for private television and radio broadcasters that are largely subject to the discretion of governmental bodies.

In addition, too many key principles and procedures of the law are left for further implementing laws and regulations and no transitional arrangements are defined to address problems that may arise in the application of the law pending adoption of the implementing legislation. The lack of such laws and regulations makes several provisions of the new press law largely inoperable.

The debate around South Africa's Film and Publications Act is set to proceed in 2007. Media freedom watchdogs have warned that print and broadcast media could be the subject of strict censorship if changes to the act proposed by the home affairs department became law.

The Film and Publications Act regulates films and publications by censorship, and currently has a clause that exempts the news media from its provisions, enabling print and broadcast news to operate without interference.

The proposed amendment includes bringing news media under the act, which means both print and broadcast media would be subjected to the dictates of the Film and Publications Board, a censorship body. As such the effect of the amendment would be the subjection of the media to prepublication censorship.

Putting our houses in order

The preoccupation of SADC governments with perceived declining professional media standards – a clear attempt to exert more control over the media – was reported throughout the region. Such threats were most evident in Lesotho, Namibia and Swaziland and, while they should not translate into a frantic rush for the formulation of codes of ethics and establishment of self-regulatory bodies, such mechanisms do ultimately benefit the media and potentially regain deteriorating levels of public confidence in the sector.

In Zimbabwe, despite attempts by the government to impede the launch of a voluntary media council, journalists have expressed their commitment to a process that began in 2005, spearheaded by the Zimbabwean Union of Journalists (ZUJ) under the Media Alliance of Zimbabwe (MAZ). The MAZ alliance unites MISA Zimbabwe, the Media Monitoring Project Zimbabwe, the National Editors' Forum and ZUJ.

In contrast, the prospects for unity over issues like a code of ethics and a media council remain in doubt in Namibia. This despite recurring indications by government that it would consider legal controls if the media did not put its



house in order'. In order to head off further calls for controls on the media, it is imperative for the media to introduce an ethics code and start regulating itself.

MISA firmly believes that there is a link between the social environment in which journalists work and media freedom. This link is recognised by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) which, at its 2005 General Conference, included the right to decent working conditions as part of the enabling environment for media freedom and allocated resources to support work in this area. The Bellagio Statement also recognised the link between living standards-working conditions and media freedom. Attempts in Botswana, Malawi and Swaziland to resuscitate journalist unions should therefore be supported.

The SADC Journalists Under Fire campaign

The SADC Journalists Under Fire campaign is designed to offer immediate and practical support to journalists who fall victim to media freedom violations. It is a rapid-response mechanism, which comprises six elements: information sharing (alerts), direct practical support strategies, research, training, and advocacy and lobby elements.

The following activities were undertaken in 2006 as part of the SADC Journalists Under Fire campaign:

Botswana: MISA Botswana provided legal advice to *Mokgosi* newspaper after the newspaper's editor and reporter were slapped with a P1 million lawsuit. The case was withdrawn.

Namibia: MISA Namibia has joined forces with the country's non-governmental organisation (NGO) umbrella body, the Namibia Non-Governmental Forum (NANGOF) to develop a media and civil society coalition. In so doing MISA Namibia aims to influence and devise co-ordinated and joint activities to link issues of media freedom and freedom of expression to the larger socio-economic development agenda.

Swaziland: MISA Swaziland regularly visited the print media to explain MISA's goals and objections and to train journalists on the importance, function and production process of alerts. As a result, the chapter has seen an increase in proactive portage of media violations.

Zimbabwe: In 2006 the Zimbabwe government intensified its ban on foreign journalists attempting to work or report from Zimbabwe. This resulted in journalists clandestinely entering Zimbabwe and some of them being arrested. As a result MISA has had to intervene expeditiously to develop a programme response to the crisis. In Zimbabwe alone, 15 journalists were assisted with legal support in 2006.

In the case of journalists Tsvangirai Mukwazhi and Tendai Musiyazviriyo, MISA Zimbabwe put pressure on the government to seek the release of the journalists who were arrested while covering an opposition rally. The chapter worked closely with the Zimbabwe Lawyers for Human Rights, which ensured the release of the two journalists from police custody.

In an attempt to understand the challenges faced by the local media, the chapter held three consultative meetings with journalists in Bulawayo, Bindura and Gwanda. This outreach work is aimed at developing an understanding of the needs of the local media and further provides much-needed moral and practical support to the media. During



these meetings media practitioners have drawn up an extensive list of support needs that the chapter endeavours to address.

African Media Barometer

At the end of 2006 MISA and the Friedrich Ebert Stiftung (FES) completed the first round of African Media Barometer (AMB) surveys in the 11 SADC countries where MISA is active. The AMB is an assessment tool of the national media environments. A collective panel of media and civil society representatives assess their national environments according to 42 defined indicators. The benchmarks used are largely based on the African Commission for Human and People's Rights' Declaration of Principles of Freedom of Expression, adopted in 2002.

Not surprisingly, the Zimbabwe panellists reported on the "fear factor": "The fear factor is always there – and it is increasing, particularly in the public sphere. Government is determined, to the point of obsession, to increasingly control what people say and do . . . If Zimbabweans say something outside the country presumed to be critical of government, the net could be closing in on them and their passport may be seized."

South Africans are expressing themselves freely – or so we assume. The revelation in the South African AMB report that there are powerful pockets of fear regarding freedom of expression was, therefore, quite an eye-opener. It concludes that such fear results in self-censorship for fear of being labelled, isolated or cut off from resources. None of the countries under review have a media landscape that rated as predominantly free and independent. In southern Africa, South Africa came closest to this standard. For the rest, a lack of confidence prevails in the national broadcasters, and their relevance in the promotion of participatory development and democratisation. National and regional campaigns for broadcasting reform should, therefore, be prioritised. All AMB reports are available online at <http://www.misa.org/mediabarometer.html>

Online Media Freedom Monitoring Tool

In 2005 the programme made substantial progress towards standardising the monitoring and reporting mechanisms through designing the Online Media Freedom Monitoring Tool (<http://www.freemedia.misa.org/>). The project, which is being developed in several phases, aims to improve MISA's media freedom monitoring capacity.

In addition to standardised submission, easy retrieval and search of the alerts, the content management system creates a database that will include value-adding resource documents and data that provide necessary evidence for media freedom analysis.

It is foreseen that the final phase of this project will be completed late in 2007 and launched when the organisation unveils its revamped website.

Outreach, networking and coalition building

The International Freedom of Expression Exchange

The International Freedom of Expression Exchange (IFEX) is a network of 87 freedom of expression organisations that monitors the state of free expression and transmits the information it collects to individuals and organisations



around the world. IFEX was born in 1992 when leading freedom of expression organisations came together in Montreal, Canada to discuss how best to further their collective goals.

The IFEX Clearing House is managed by Canadian Journalists for Free Expression (CJFE), and is based in Toronto, Canada. The Clearing House helps co-ordinate the work of IFEX members, by reducing overlap in its activities and making it more effective in terms of shared objectives. IFEX is governed by a Council made up of 13 IFEX members. General membership to IFEX is open to independent, non-governmental organisations working on freedom of expression. MISA served on the IFEX Council in 2006.

IFEX's website (www.ifex.org) plays an extremely important role in the operation and development of the network. All IFEX alerts and the *Communiqué* are posted immediately to the website in English, Spanish and French. In addition, links are created to sources of important free expression research that exists at many groups around the world. Over two million visitors access this information by logging onto the IFEX website. Both the *Communiqué* and the alerts are searchable in English, Spanish and French, making the information much more accessible to those using the site.

Network of African Freedom of Expression Organisations

MISA is part of a pan-African network of free expression groups, which in October 2005 established the Network of African Freedom of Expression Organisations (NAFEO). The network seeks to improve the environment for freedom of expression in Africa over the next decade and has set out an ambitious mandate to tackle a number of the most pressing issues facing African media today, such as working to stop violent attacks and the detention of journalists, putting a stop to the financial pressures exerted on the media and improving the working conditions of media practitioners.

NAFEO will also tackle legal and institutional frameworks, such as repealing criminal defamation laws, and will work towards the enactment of democratic access to information laws in all African countries. Training on professional standards and legal issues, especially with respect to privacy, accuracy and avoiding defamation, will also be a part of the network's mandate.

NAFEO and the Gambia Campaign

With regard to its involvement with NAFEO, in 2006 MISA undertook a consultative workshop with members of The Gambia Press Union (GPU) aimed at devising a programme of support to the GPU and a specific programme of interventions to improve the free expression environment in The Gambia. In May 2007, NAFEO subsequently launched a campaign for an end to the impunity and violent attacks on media freedoms and freedom of expression in The Gambia by the government of President Yahya Jammeh.

The campaign also demands the release of Chief Ebrima Manneh, a journalist arrested without charge or trial by the political police, the National Intelligence Agency (NIA), since July 2006 but of whose whereabouts the government and its security deny knowledge.

Institution and Capacity Building: Organisation des Médias d'Afrique Centrale

MISA participated in the general meeting of the Central African Media Organisation (*Organisation des Médias d'Afrique Centrale, or OMAC*) at the end of 2006. MISA was invited to share its experiences on advocacy and cam-



paigning in the SADC region. More specifically, OMAC members were interested to learn about MISA's governance processes, organisational structure and programme development. MISA is committed to rendering future support to OMAC, which is currently revisiting its operations and structures in order to improve on its mandate delivery.

Media Alliance of Zimbabwe

MISA, at regional and national level, continues its support to and direct participation in the activities of the Media Alliance of Zimbabwe (MAZ), an alliance of Zimbabwean media organisations including the Zimbabwe Union of Journalists (ZUJ), Media Monitoring Project Zimbabwe (MMPZ), MISA Zimbabwe and the Zimbabwe National Editors' Forum.

Alliance members and stakeholders were involved in a strategic planning workshop for MAZ in November 2006, which again reaffirmed its function as a cohesive and united front in the media support sector in Zimbabwe. A programme of activities was also identified.

Media Programme Strategy for Zimbabwe

The Media Programme Strategy for Zimbabwe is the result of a process that was initiated by Zimbabwean media organisations in 2003 during the 'Let the People Speak' workshop in Harare, organised by key media actors in Zimbabwe jointly with the Netherlands Institute for Southern Africa (NiZA). The workshop was attended by major national, regional and international media organisations, which collectively identified the need to launch a collaborative partnership approach to add weight and effectively address challenges facing the media sector in Zimbabwe. MAZ was born out these considerations in 2004.

As part of this process, in 2005 MISA facilitated an international conference on media support strategies to Zimbabwe. The conference played an integral role in identifying priorities for media assistance to Zimbabwe, which have in turn fed directly into defining the objectives and activities described in an overall strategy document. In addition, the conference highlighted the need for continued collaboration and co-ordination among national, African and international actors and donors to avoid duplication and ensure the effective and efficient use of the resources available.

As such, a strategy document developed by International Media Support (IMS) outlines two distinct tracks. The first provides for a broad consultative process establishing a continual feedback and refinement process, thereby ensuring that the strategy is up to date and responsive to change. The second will be to prepare specific project documents and activities for interested donors (initially, Norwegian authorities), thus facilitating the development of immediate and long-term support packages that fall within the broader strategic priorities. In this regard, any interested actor will be able to step in and out of both the consultative process and project implementation tracks, thereby providing for flexible combined engagements based on individual institutional priorities and capacities.

Botswana Civil Society Solidarity Coalition for Zimbabwe

MISA Botswana continued in 2006 to advocate for the resolution of the Zimbabwean crisis to go beyond the 'silent diplomacy' position employed by SADC governments. MISA and other stakeholders, under the umbrella body named the Botswana Civil Society Solidarity Coalition for Zimbabwe (BOCISCOZ), began by commemorating the first year of Operation Murambatsvina through staging various activities in June and July 2006.



This was followed by public outcry after the brutal beatings and arrest of peacefully assembled people for a prayer meeting in March 2007. MISA Botswana individually, as well as BOCISCOZ, issued numerous statements against the Zimbabwean government's brutality on unarmed civilians and challenged SADC to take a sterner stance against human rights abuses in Zimbabwe. In addition, the chapter pressurised the Botswana Parliament to commence engagement with the Zimbabwe government. The Botswana Parliament then issued a very strong statement against the crisis in Zimbabwe and called an emergency meeting on the issue in March 2007. A march organised by MISA was also held in Windhoek, Namibia.

Training and Capacity Building

The greater portion of training and capacity building activities are undertaken in MISA's Media Support Programme. However, the Media Freedom Monitoring Programme continues to facilitate targeted training that ensures a greater appreciation and understanding of media freedom monitoring, human rights monitoring and reporting. In addition, specialised training that advances MISA's advocacy activities is also supported by the programme.

African Governance Media Forum VI

MISA partnered with the United Nations Development Programme (UNDP) and Reuters Foundation to host a regional media forum on the sidelines of the Sixth Africa Governance Forum (AGF VI) in Kigali, Rwanda in May 2006. The forum was aimed at giving African journalists unique access to the national and regional personalities working to advance the African Peer Review Mechanism (APRM) and to information about the successes and challenges faced by individual countries.

The forum brought together African journalists from each of the 25 countries that participated in the AGF VI, as well as regional and foreign reporters based in Africa. It sought to address a key challenge faced by the APRM: ensuring that African journalists understand the significance of the initiative, have access to up-to-date information about its progress and recognise the important role the media can play in educating citizens in the region about the APRM and helping ensure its effective implementation.



Freedom of Expression
is still behind bars in Zimb

Stop the murder! Stop the Tort
Stop the detentions!



Freedom day, May 3

Right: Residents of the Kliptown squatter settlement watch a soccer match on a portable television set, set up by a community worker in Soweto, South Africa.

// Public service broadcasting is a democratic control, a watchdog by citizens for citizens and as such cannot, and must not be ruled by any other executive, legislative or judicial branch of the society //

*Boris Bergant
Deputy Director General, Radio Televizija, Slovenia*

BROADCASTING AND INFORMATION COMMUNICATION TECHNOLOGIES (ICTs)



MISA's Broadcasting and Information Communication Technologies (ICTs) programme continued to lobby for the liberalisation of the airwaves, enactment of laws and policies that enable such liberalisation and diversity, as well as unhindered access and dissemination of information through broadcasting and ICTs.

An overview of the current broadcasting landscape in southern Africa shows that radio remains a powerful and most accessible medium and there has been significant growth in the commercial radio sector. However, this has not been matched by growth in community radio or public broadcasting. Governments continue to maintain a tight grip on the broadcasting landscape with state radio and television dominating in 10 out of the 11 countries in which MISA operates. This continues to be a major challenge in the regional broadcasting sector.

Those who can afford it, however, get an alternative voice from satellite and pay television channels, which have seen some growth. ICTs still remain out of the reach for most people, especially Internet access. Only a few countries in the region have telecommunication centres, which provide Internet, telephone and postal services.

Mobile cellular telephony has, however, seen remarkable growth and provides the greatest opportunity for users to take advantage of converged technologies with some broadcasters beginning to stream their content on cellular phones, although this poses a new problem of regulation.

Broadcasters continued to face harassment from authorities and MISA recorded a number of violations pertaining to the broadcasting sector. However, the situation is not entirely hopeless and progress has been made in certain areas. Opportunities for broadcasting reform in the legal, policy and regulatory frameworks are already in place in some countries. The challenge is to bring them in line with international, continental and regional benchmarks.

REGIONAL ACTIVITIES

Campaign for Transformation of State Broadcasters

In the year under review MISA continued its campaign to transform state broadcasters in the region into public service broadcasters. Conferences to initiate targeted national campaigns on public service broadcasting were held in Botswana and Zambia, bringing together government, state broadcasters, members of parliament, regulators, non-governmental organisations (NGOs), electronic and print media, political parties and academics. Participants made concrete resolutions that will form the basis of the national campaigns on public service broadcasting. The Zambian conference was held in August, a few weeks before the country's general election, placing the issue of broadcasting reform in the national spotlight as a result of media coverage. The Botswana conference, held in March, took place shortly after Parliament sent the draft broadcasting policy back to the drawing board.

Research

MISA conducted studies on the state-broadcasting sector in Botswana, Lesotho, Malawi, Namibia, Swaziland, Tanzania, Zambia and Zimbabwe. Critically, the studies found that there was a lack of knowledge about public service broadcasting, which was mostly taken to be synonymous with state broadcasting. Thus, MISA has a challenge to mount public awareness campaigns.

The studies also confirmed that state broadcasters wield the greatest power in these countries in terms of resources and technical reach, and that they thus have enormous potential to inform or misinform. In this regard, MISA has vigorously campaigned for the transformation of state broadcasters into public service broadcasters.

PUBLIC SERVICE
BROADCASTING



YOU HAVE THE RIGHT
TO BE HEARD

For more information on the campaign for Public Service Broadcasting see your
local MISA Office or visit www.misa.org or write to transformation@misa.org



Regional Partnerships

MISA, the Southern African Broadcasting Association (SABA) and the Friedrich Ebert Stiftung (FES) Southern Africa Media Project continued their regional partnership. The trio have been hosting joint annual workshops since 2002 as part of a regional collaboration on broadcasting reform focusing on issues such as broadcasting legislation, regulation, convergence, regional and continental benchmarks, and public service broadcasting. In the 2006 workshop, which was held in Mozambique, the partners resolved to increase the emphasis on implementation and a task group on Broadcasting Reform was formed. This is a technical committee that will initiate, co-ordinate and support campaigns towards broadcasting reform. The MISA-SABA-FES workshops have expanded to include other partners such as the Southern African Development Community (SADC) Parliamentary Forum and the African Commission on Human and People's Rights (ACHPR).

Broadcast Updates

The Regional Secretariat continued to issue monthly updates on the broadcasting and ICT sector in the region. Twelve updates were issued in the year under review. For the first time the updates also included alerts issued by MISA on media freedom violations concerning the broadcasting sector.

NATIONAL ACTIVITIES

Botswana

MISA Botswana in conjunction with FES held an interactive meeting for Members of Parliament in Gaborone in November 2006. The meeting discussed broadcasting issues, including community radio and the Broadcasting Policy. The MPs heard testimonies on the benefits of community radio from Brian Lingela of MISA Zambia as well as Lumko Mtimde of the Media Development and Diversity Agency.

A workshop was also held in the town of Selebi Phikwe in March as part of efforts to sensitise the public about the three-tier system of broadcasting (community, private and public). Participants were clear in their opposition to community radio, stating that Botswana was not ready for it. MISA Botswana connected this hard-line stance to the alarmist discussion about community broadcasting in Parliament during the draft Broadcasting Policy debate.

In April 2006 MISA Botswana, in collaboration with the United States Embassy, hosted a workshop for local film producers. The aim of the workshop was to interact with the producers and get an understanding of the problems they are facing. During the workshop the Community Broadcasting Association was formed. In June 2006, there was a follow-up workshop where producers shared their grievances about the industry and discussed the Cinematograph Act. The act was found to be oppressive and hindering freedom of expression. The meeting agreed that MISA and the producers should identify a consultant to review the act.

MISA Botswana continued to be concerned by the delay on the passing of a national Broadcasting Policy by the government. Although an effort was made in October 2006, by bringing to Parliament a watered-down draft from the original plan, the draft policy was withdrawn from debate by the minister responsible. This was due to an outcry from MPs regarding the provisions for both public service and community broadcasting. MPs revealed during the debates that they feared community broadcasting would divide the nation along tribal lines. MISA Botswana is, therefore, obliged to mount more vigorous public awareness campaigns on the benefits of community radio.



On a positive note, the country's National Broadcasting Board (NBB) announced its intention to award national broadcasting licenses to three private radio stations. Two of the stations GABZ FM and Yarona FM were already broadcasting in and around Gaborone, while the third is a new station. The move by the NBB was heralded as a milestone in the liberation of the country's airwaves, eliminating the national broadcasting monopoly by two state-owned radio stations. The three stations were subsequently licensed in May 2007.

MISA Botswana received a boost from the Botswana Telecommunications Authority, which donated broadcasting equipment to the value of P20 000 (about US\$3 300). The equipment included a multi-media projector and lamp, a video camera and stand, a digital camera and a flip chart stand.

Lesotho

Working with other stakeholders, MISA Lesotho has so far been able to pressure the Ministry of Communications not to proceed with the Lesotho Broadcasting Corporation Bill 2004 in its present form. As a result, the then Minister of Communications, Science and Technology indefinitely suspended the proposed draft bill, which did not espouse any ideals of the internationally acknowledged principles of public service broadcasting. At every available forum, the national chapter talks about public broadcasting. This includes radio and TV slots, and public forums where MISA has been invited to address participants. Campaign materials in the form of posters, flyers and T-shirts in Sesotho and English have been produced to create awareness on the transformation of state broadcasters into public service entities. The principle of public service broadcasting is also encompassed in the draft media policy.

Mozambique

In May 2006, MISA Mozambique and the Danish Centre for Culture and Development trained 13 media practitioners in the techniques of video production, camera, sound and writing. MISA Mozambique also co-organised a regional broadcasting workshop with PANOS Southern Africa in October 2006. The workshop was aimed at stimulating debate at a regional level on emerging issues and challenges facing the broadcasting industry in southern Africa. It looked at issues facing the region, including broadcasting regulation, broadcasting technology, community broadcasting, public service broadcasting and independent broadcasting. Participants formulated recommendations to inform decisions and broadcasting debates at country level.

Namibia

MISA Namibia made submissions on the proposed Communications Authority Act to ensure that Namibia has an independent regulatory authority. It also made submissions on community radio and public service broadcasting. MISA Namibia voiced concern about the exclusion of the Namibian Broadcasting Corporation (NBC) from the act, saying transformation cannot be realised without democratic broadcasting legislation.

MISA Namibia met with the Director General of the NBC and the General Manager for Radio to discuss the need to transform the state broadcaster. The Director General agreed to look at the submitted documents, including the Africa Media Barometer (AMB) for Namibia.

The chapter continued to support the Namibian Community Radio Network (NCRN) in its mandate to build the capacity of local community media to transform information and knowledge into ingredients of empowerment and equitable development. MISA Namibia organised community radio training sponsored by the Democracy and



Human Rights Fund (DHRF) of the United States Embassy. In addition, MISA also trained members of Omaheke Community Radio and Erongo Community Radio in their campaign for community mobilisation.

Access to the Internet and content that is relevant to Namibians was given a boost with the establishment of a community radio website supported by the Namibia Democracy Support Centre. The American Cultural Centre and the DHRF provided capacity building for the use of the Internet. The NCRN secured funding to ensure regular updates of audio material uploaded on the website.

South Africa

With support from the Media Development and Diversity Agency (MDDA), MISA South Africa worked on a community television handbook with the anticipated date of completion being May 2007. Some delays included problems regarding computer servicing, problems with data capturing and lack of transcriptions, accessing software for the digital voice recorder, transcribing tapes from observation participants and incorporating new information.

Swaziland

With the support of the Netherlands Institute of Southern Africa (NIZA), MISA Swaziland conducted a critical analysis of the existing broadcasting laws and engaged with government on the broadcasting law review process. In early 2007, the government of Swaziland drafted two bills: the Broadcasting Bill and the Public Broadcasting Corporation Bill. The first bill seeks to open the airwaves by establishing the three-tier system of broadcasting. The latter seeks to transform the existing state broadcasters into public broadcasters; however, the bill focuses on television and not radio. MISA Swaziland provided input on the two bills during the consultation process and was assured that this input will be incorporated.

The chapter continued to support community radio initiatives. With financial support from MISA, Lubombo Community Radio (LCR) was able to broadcast for two days in April after being awarded a special license. LCR is one of the three facilities of the Lubombo Community Multimedia Centre. The radio station was established by a group of young people from Siteki and surrounding areas in February 1999 to enable the community to discuss issues affecting them.

Tanzania

MISA Tanzania continued to raise awareness about the importance of community radio. During various seminars and workshops organised by the chapter, participants were asked to mobilise communities and establish community radio stations. The issue of sustainability, which continued to hinder their establishment, was addressed in May 2006 at a meeting sponsored by the United Nations Educational, Scientific and Cultural Organisation (UNESCO). The issue also came to the fore during a workshop organised by the World Intellectual Property Organisation (WIPO) in Dar es Salaam in December 2006.

Another challenge is that the concept of community media is still not widely understood. There is, therefore, a need to create awareness on what constitutes community radio according to the African Charter on Broadcasting. The chapter also continued to lobby government to support community media initiatives.

Another activity implemented by the chapter in support of community media was the training of journalists in filming for cultural journalism. A one-week training exercise took place in May 2006 in Dar-es-Salaam, and there has been a noted improvement in video reporting skills as a result.



Many stakeholders have questioned the government's emphasis on the use of Kiswahili in community broadcasting instead of local languages. The government's stance is that Kiswahili promotes national unity. This is a challenge that MISA Tanzania continuously addresses, as community radios should be broadcast in local languages.

During the reporting period, the government sought to support rural and under-served communities to access information through the Universal Communications Access Fund that was established in 2006. The fund would be used to support initiatives for the establishment of Internet and telecommunication centres, and subsidise telephone service providers. It is anticipated that the fund will eventually support the establishment of community media. There has also been an increase in the media coverage on ICT issues. The chapter participated in various forums where provisions of the African Charter on Broadcasting were addressed. One such forum was the annual stakeholders' consultative meeting organised by the Tanzania Communications Regulatory Authority in December 2006 at Bagamoyo. Participants emphasised the issue of media diversity and pluralism, and noted that media cross-ownership hindered the diversity of media in the country. An emerging trend involves ordinary investors transferring media ownership to politicians and is yet another threat to media pluralism and diversity.

The government, the majority owner and regulator of both electronic and print media, is another major threat to diversity. In February 2007, MISA Tanzania organised a workshop on transforming state-owned media into public service broadcasters. Following this initiative the Tanzania Communications Regulatory Authority developed a draft charter for the operations of the Tanzania Broadcasting Services.

Zambia

From April 2006, the major activity for MISA Zambia involved monitoring the broadcast media environment as the country drew closer to the September general elections.

Most other activities planned for under the programme could not be undertaken since they all hinged on the disposal of the case between the media and the Minister of Information and Broadcasting Services and the Attorney General. This hearing was scheduled for September 19, 2006 in view of contempt possibilities. However, on March 15, 2007 this long awaited case came to an end when the Supreme Court finally upset an earlier ruling by the Lusaka High Court that quashed the decision of the Minister of Information and Broadcasting Services to veto the names of board members nominated to sit of both the Zambia National Broadcasting Corporation (ZNBC) and Independent Broadcasting Authority (IBA) boards. In view of this, a stakeholders' seminar was held on March 24, 2007 with five other media associations to determine the way forward.

In July 2006, MISA Zambia commissioned a needs survey on the transformation of ZNBC into a public service broadcaster. The study involved an analysis of past and current national campaigns by the Zambian chapter on transforming state broadcasting to public broadcasting – including an assessment on the degree to which campaign material had succeeded or not, as well as an investigation into knowledge about public versus state broadcasting. The idea was to prepare baseline information for future campaigns. The study used in-depth interviews and content analysis. In relation to the above, MISA Zambia held a national stakeholders' conference in August 2006 to explore the possibility of transforming the ZNBC into a public service broadcaster, especially within the context of the general elections.



Between July and October 2006, MISA Zambia monitored the content of ZNBC radio and television news to ascertain the organisation's level of fairness, objectivity and impartiality in coverage in the run up to the tri-partite elections in September 2006. Results from a detailed content analysis of both ZNBC radio's midday and evening news broadcasts revealed systematic bias in favour of the ruling Movement for Multiparty Democracy (MMD), compared to the opposition parties.

The study also found that during the post-election period, ZNBC continued to show bias towards the MMD. In this regard, more stories overall covered the MMD government leadership, while there were a greater number of stories critical of opposition parties than critical of the ruling party/government. On the eve of the 2006 general elections, MISA Zambia held a press conference in Lusaka to announce the preliminary findings of the study.

The national chapter also participated in a round-table national preparedness discussion on the Eastern African Cable Submarine System (EASSY) project organised by One World Africa in May 2006.

Zimbabwe

Zimbabwe Broadcasting Holdings (ZBH) remains the sole broadcaster in the country despite the enactment of the Broadcasting Services Act five years ago. The act allows for private players to be licensed but nothing has happened in this regard despite parliamentary calls for new players to enter the arena, especially community broadcasters. MISA Zimbabwe is working on a campaign to transform the state broadcaster into a true and democratic public broadcaster.

The national chapter also supported eight Community Radio Initiatives (CRIs), working to establish community radio stations. MISA Zimbabwe held 12 CRIs meetings, which comprised training and advocacy. As a result, Harare Community Radio and Masvingo Community Radio became independent trusts. Kwekwe Community Radio is now finalising this process. MISA Zimbabwe is also working with Radio Dialogue, which is based in Bulawayo and registered as a trust. MISA Zimbabwe supported this process with meetings with MPs as well as publicity materials that included posters and T-shirts.

The Open the Airwaves Campaign is one of MISA Zimbabwe's major programme areas that has received support from sources beyond the Strategic Partnership Programme (SPP) funding. As a result of the support to CRIs, communities are becoming involved in the fight for the liberalisation of the broadcasting industry. The meetings held, including those with legislative bodies, as well as the publicity materials produced by the national chapter, have resulted in parliamentary reports and debates that have focused on the need to reform the broadcasting law as well as license new players in the industry. This might take time, but MISA Zimbabwe believes that pressure has to be maintained to realise an independent broadcasting industry. As part of this campaign, MISA Zimbabwe, working with the Uhuru Youth Network Trust, held a community theatre festival at Zimbabwe Hall in Highfield in March 2006. Over a hundred youths from Highfield, Glen View and Glen Norah attended the event. During the same month, a Community Media Football match was held in Mutare.

MISA Zimbabwe held five meetings with CRIs, civil society as well as human rights lawyers and media workers where a draft Broadcasting and Telecommunications Bill was discussed. The draft bill takes into account the convergence of the telecommunications and broadcasting sectors and the need to reform broadcasting laws. It is now



ready to be used as a lobbying tool by CRIs and other players seeking the reform of the current broadcasting law. Meetings to discuss the draft law were held in Mutare, Masvingo, Bulawayo, Harare and Gweru in February 2007.

MISA Zimbabwe made submissions to the government on the need for a democratic and progressive ICTs policy. The national chapter, the Media Alliance of Zimbabwe, and the Parliamentary Portfolio Committee on Transport and Communications later discussed these submissions. MISA Zimbabwe's submissions were also sent to the Broadcasting Authority of Zimbabwe and the Post and Telecommunications Regulatory Authority of Zimbabwe.





“ Journalism studies in South Africa are still largely based on the Western world view, with its focus on individualism, cause and effect, and measurable and observable evidence. This paradigm does not allow for the innate spirituality of Africa’s various cultures and ethics. ”

*‘Revisiting South African Journalism Education in the Post-apartheid Era’
by Nicolene Botha and Arnold S de Beer,
Stellenbosch University, South Africa*

MEDIA SUPPORT



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Professionalism and Accountability

MISA continued the fight for self-regulation in the region. At the regional level, a draft code of ethics was developed during the year under review and it is waiting to be circulated for further input. The production of a MISA code of ethics was recommended at a 2005 conference on 'Ethics in the Media' that was held during the MISA AGM. The publication of the conference report has, however, been pushed to the next financial year due to financial constraints.

Several strides have been made in the fight for self-regulation in the chapters, with the revival of the Media Council in Malawi in early 2007. The Media Council's constitution was adopted and candidates for the post of national director have been short-listed. The council's secretariat is at present being housed by MISA Malawi. This is a positive step towards boosting the credibility of the media in the eyes of the general public.

Botswana has an operational Media Council and the MISA chapter continued to support its activities. However, this council has financial problems and has approached MISA for assistance. This is a matter of concern since MISA was instrumental in establishing the council and not providing assistance might signal its collapse and delay the process of self-regulation in the region.

MISA Namibia continued to promote the need for a self-regulatory mechanism in the country in order to get buy-in from all stakeholders. In this vein, MISA Namibia was instrumental in establishing the Namibia Editors' Forum, which is essential in the process to establish a self-regulatory mechanism.

In Swaziland, MISA continued to work closely with stakeholders to facilitate the delayed launch of the Media Complaints Commission (MCC). The delay was mainly caused by uncertainty around the MCC's sustainability. Media owners, who are supposed to fund the commission, are yet to decide on the funding mechanism. The delayed launch saw the government draft a Media Commission Bill to introduce a statutory regulatory mechanism. To fight the new bill, MISA Swaziland facilitated a series of meetings with stakeholders and newsrooms to advocate against the bill and promote the importance of media self-regulation. All stakeholders are once again agreed on self-regulation and the plan is to launch the MCC early in the next financial year to pre-empt the government's introduction of the statutory mechanism.

MISA Zimbabwe continued to work with media houses and organisations to set up a Voluntary Media Council and to publicise the Code of Conduct as an alternative to the settlement of disputes the media might have with any individual or groups. The Code of Conduct and Voluntary Media Council project is now one of MISA Zimbabwe's biggest projects as the government indicated that if the media established a media council then it would revise the statutory Access to Information and Protection of Privacy Act (AIPPA) and the Media and Information Commission (MIC).

On January 26, 2007 MISA Zimbabwe, working with the Zimbabwe Union of Journalists (ZUJ), the Zimbabwe National Editor's Forum, the Media Monitoring Project of Zimbabwe (MMPZ) and the Zimbabwe Association of Editors, launched the Media Council of Zimbabwe (MCZ) in Harare. The launch was accompanied by direct threats from the Ministry of Information and Publicity as well as the Chairman of the Portfolio Committee on Transport and Communications, Leo Mugabe. The structure of the MCZ was set for completion in May 2007. A draft code of conduct



and a constitution were presented and subjected to scrutiny and further input during more than 40 meetings held throughout the country to ensure ownership of the two documents by stakeholders.

The Harare government has, however, been non-committal about amending or revisiting AIPPA whenever the issue is brought up at the Africa Commission for Human and People's Rights' (ACHPR) sessions in Banjul, The Gambia. Only as recently as November 2006 Margaret Chiduku, Director of Policy and Legal Research in the Ministry of Justice, advised the commission that government had consented to a self-regulatory mechanism for media practitioners in Zimbabwe and that the launch of the MCZ would go a long way to addressing concerns around the repressive media environment epitomised by AIPPA and the Public Order and Security Act (POSA).

The government supported the process up until the MCZ was about to be launched and Leo Mugabe and the Acting Minister of Information declined to attend the ceremonies. This is indicative of serious policy inconsistency and hypocrisy on the part of the government *vis-à-vis* its commitments to the ACHPR.

More than anything else, the project has proven that Zimbabwean journalists are more than prepared to reclaim the credibility and integrity of the profession through a publicly acknowledged and accountable mechanism. This was evidenced by the favourable coverage of the project by the state-controlled Zimbabwe Broadcasting Corporation (ZBC) in the run-up to the convention.

MISA continues to support journalists' unions and press clubs in the region. MISA Lesotho is negotiating with the United Nations Children's Fund (UNICEF) for the funding of the country's press clubs. MISA Malawi ensured that the Journalists' Union of Malawi (JUMA) held its national consultative workshop where an interim committee was elected. JUMA's constitution has been drafted through a consultative process and is awaiting adoption by a general assembly. MISA Zimbabwe also continued to support the various press clubs in that country

Southern Africa Media Development Consultative Forum

A major activity that MISA held during the year that was not in the workplan was the Southern Africa Media Development Consultative Forum. This conference was a follow-up to the Global Media Development Conference where delegates from southern Africa decided that there was a need for wider consultation on media development issues within the region. The forum was held in conjunction with United Nations Economic Forum for Africa (UNECA), which has been conducting similar consultative forums all over Africa to devise a strategy on how to strengthen the continent's media to submit to the United Kingdom's Department for International Development (DFID). As a result of this process, MISA is on the steering committee of the Strengthening Africa's Media Initiative, which seeks to establish a continental media development fund.

Media Awards

As a way of recognising excellence in journalism in the region, MISA continued to award those who had excelled in the field. The 2006 MISA Press Freedom award was presented to veteran Malawian journalist and long-time freedom of expression activist Al Osman of Capital Radio. MISA recognised Osman for his pioneering spirit, as he was involved in the crafting of the 1991 Windhoek Declaration. Osman is the current publicity secretary of the Malawi



Editors' Forum and he is challenging the Malawi government on the Protected Names, Emblems, Flags and Places Act, which makes it unlawful to undertake any act that may bring the presidency in disrepute. Although a decision is still being awaited on the case, a victory will be a victory for all media freedom and freedom of expression activists. For the first time MISA increased the award from US\$1 000 to US\$2 500 with support from the Southern Africa Trust (SAT).

Another award that MISA presented during 2006 was the John Manyarara Investigative Journalism Award, which was given jointly to Sam Sole, Stefaans Brummer, and Wisani wa Ngobeni for their work on the 'Oilgate' series that was published in the South African *Mail and Guardian* newspaper and to Mabvuto Banda for his work on "Mwawa Uses Government Funds for Wedding" series which was published in the *Nation* newspaper in Malawi. As part of the John Manyarara Investigative Journalism Awards Project, MISA sponsored the attendance of six journalists at a Power Reporting workshop for investigative journalism.

MISA chapters continued to award excellence in their various countries. Award ceremonies were held in Botswana, Malawi, Mozambique, Namibia, Tanzania, and Zambia. Some of the chapters, notably, Botswana and Tanzania, reported an improvement in the quality and quantity of entries that were received, which is a positive reflection on the impact of MISA's efforts. In Namibia, the awards were re-introduced after a year of absence. Other chapters, like Swaziland and Lesotho, are still in the process of establishing the awards in their countries.

Community Newspapers

MISA also continued to support the establishment of community newspapers in the region. There is still a need to run a campaign for community newspapers in Botswana as people have lamented the absence of in-depth information on their districts. The national government *Daily News* manages to cover only some rural areas. A community newspaper circulated at a cost, and carrying community issues would be ideal. Some leading newspapers in the country have opened hubs in smaller towns to try and bring news to the people and a lot is still to be done. The planned national sensitisation workshop did not materialise because of the many activities that the officer in charge had to deal with in the Strategic Partnership Programme (SPP).

MISA South Africa was involved in the finalisation of the Johannesburg community newspaper evaluation during the period under review.

In early March 2007, MISA Swaziland partnered with the Institute for the Advancement of Journalism (IAJ) in South Africa to commission a study into the possibility of establishing an indigenous-language community newspaper in Swaziland. Free Voice is funding the project and, if the study is favourable, the newspaper will be launched shortly.

Membership Drive

The chapters continued to register more members with Botswana registering at least 56 individual members and five institutional members in the past financial year; Tanzania's membership increased from 150 in 2002 to 273 and the number of institutional members has remained at 14. MISA Namibia has reintroduced membership cards and Botswana has continued to issue membership cards.



Training

MISA continued to provide journalists with training to improve their skills and the quality of journalism in the region. The Botswana Development Corporation (BDC), in conjunction with MISA Botswana and the Southern Africa Institute for Media Entrepreneurship and Development (SAIMED), ran a workshop in Gaborone for both the electronic and print media on business journalism with an emphasis on budget reporting and simplifying business jargon. Already in the 2007 budget coverage there was a noted improvement in financial reporting in both the print and electronic media.

MISA, in conjunction with the Public Section Department of the United States Embassy in Gaborone, ran a workshop on photography with the help of American photographer Professor Keith Kenney. Kenney shared with participants how they could sell their works internationally and challenged them to change perceptions on the way they took pictures.

In October 2006, MISA Lesotho conducted a UNICEF-sponsored media training on how to report on issues affecting children. This was partly necessitated by a public outcry about the inadequate portrayal of minors in the media, particularly the print media.

In May 2006, 30 media practitioners from across Mozambique attended a course on economic journalism, in partnership with the National Union of Journalists (SNJ), the Mozambique Science and Technology College (ISCTEM) and the Mercantile Bank. Towards the end of the year, MISA Mozambique, in partnership with the London-based PANOS Institute, hosted a training seminar on interview methodologies focusing on poverty. The training course brought together a number of journalists and NGOs involved in poverty alleviation in Mozambique.

MISA Swaziland held three training workshops for journalists. In August 2006 the chapter, in partnership with the Institute for the Advancement of Journalism (IAJ), facilitated two workshops for 15 Swazi journalists in South Africa. The journalists, representing all the media houses in the country, received economic reporting and newsroom training. These were followed by another workshop focussing on reporting on issues of children. More than 25 journalists attended this workshop, which was funded by UNICEF. In July 2006 MISA Swaziland and the IAJ launched the Centre for Journalism Excellence, which will compliment the work done by the University of Swaziland by working with schools and in-service practitioners to ensure that there is holistic education and training of media personnel. The establishment of the school followed a series of consultative meetings with stakeholders who tasked MISA Swaziland to co-ordinate the centre.

In Tanzania, MISA trained 80 journalists at national and district levels in investigative reporting, and in-depth and long-term research reporting using public and private information sources, including financial information and the national budget. The journalists have started submitting their investigative reporting proposals for financial support under the Investigative Journalism Training on Corruption and Good Governance project implemented by MISA and PACT-Tanzania. PACT facilitates leadership and organisational development for both nascent and established NGOs, networks and intermediary organisations around the world. Some of the Tanzanian journalists who were trained have started exposing corruption scandals at local government level, which has led to the resignation of a number of leaders.



*Right: Members of the royal family (with red feathers in their hair) pose for photographers at the annual Swazi reed dance ceremony. Approximately 10 000 maidens attend the ceremony where the Swazi king is entitled to choose a new wife. So far, King Mswati III has 11 wives.
Photo: Henner Frankenfeld/PictureNET Africa)*

“ It is good practice (and good business) to reflect women as equal readers and viewers. For many this means a women’s page, but best practice is to seamlessly integrate women into coverage: as journalists, as sub-editors, as expert voices, in photographs and in columns. ”

*Ferial Haffajee,
Editor, Mail & Guardian*

GENDER, MEDIA, AND HIV AND AIDS



The 2006 AIDS Epidemic Update from UNAIDS states that HIV infection is growing, as is the number of deaths due to AIDS. A total of 39.5 million people worldwide were living with HIV in 2006 – 2.6 million more than in 2004. Sub-Saharan Africa continues to bear the brunt of the pandemic, with two-thirds (or 63 per cent) of the world's adults and children with HIV living in the region. One-third (32 per cent) of all people with HIV globally live in southern Africa and 34 per cent of all deaths due to AIDS in 2006 occurred there. Gender inequality is a key factor fuelling the pandemic, with women and girls being the worst affected and infected. These statistics reveal that southern Africa has a crisis that needs to be addressed and put on the media agenda once more. Media coverage of HIV and AIDS and its gender dimensions, however, gives one the impression that there is no serious cause for alarm.

What the statistics tell us

The media's coverage of the pandemic is perceived to be low and superficial as evidenced by research conducted in 2005 under the Media Action Plan (MAP), which is coordinated by the Southern African Editors' Forum (SAEF). Media analysis company Media Tenor also conducted research from January to December 2006 that looked at the coverage of AIDS in South Africa and Namibia. The conclusions drawn from these two pieces of research agree that the media is largely ignoring HIV and AIDS and that the gender dimensions and other major drivers of the pandemic were insufficiently reported.

In the MAP study, a total of 118 media houses were monitored in 11 SADC countries that saw 37 001 news items monitored over one month in 2005. Out of these news items, only three per cent focused on or mentioned the pandemic. The study further revealed how the SADC media covers the pandemic and its gender dimensions. People living with HIV and AIDS (PLWHIV) constituted a mere four per cent of sources for all news items, compared to 42 per cent of government officials and officials representing international organisations. PLHIV were most often used as sources in Swaziland (10 per cent), Tanzania (seven per cent) and South Africa (six per cent). In Malawi no PLHIV were used as sources in the period under review. Despite the disproportionate burden of the pandemic borne by women, who constitute the highest proportion of those living with HIV as well as provide most of the care, they constituted only 39 per cent of sources overall. Men's voices dominated in all topic categories, except for care. The bulk of the coverage (40 per cent) centred on prevention but issues such as sexual power relations, mother-to-child transmission, intergenerational sex, gender-based violence and cultural practices as sub-topics of prevention received limited coverage.

Care and support received a mere 16 per cent of total coverage. Within this topic category, orphans and vulnerable children received the greatest attention, with home-based care (often a euphemism for unpaid women's work) receiving only minimal mention.

In the area of treatment, the media focused on anti-retrovirals (32 per cent) and the medical aspects of AIDS (27 per cent), while positive living, the role of nutrition and where to go for help received only marginal mention. The impact of the epidemic received a mere five per cent of coverage, suggesting that the media still views HIV and AIDS as a health rather than a developmental matter.



The challenge of ethical reporting

The media has a responsibility to promote a human rights approach to editorial coverage that gives a voice to women and men, people living with HIV and all interest groups, and challenges stereotypes around HIV and AIDS and its gender dimensions. This is what ethical and diverse reporting means. As opinion shapers, the media has tremendous influence in society. People rely on the news and information presented in the media, and what becomes newsworthy often forms part of the public agenda. The media may not entirely change public behaviour, but through sustained reporting of the pandemic, it can create the necessary impact in terms of awareness and behavioural change. It can play a critical role in reducing stigma and discrimination, and create a greater understanding of the wide range of socio-economic and gender factors that fuel the spread of the virus.

The lack of enthusiasm and ownership from the public in the fight against the pandemic can be blamed partly on the media's inconsistent and superficial coverage that gives the impression that the problem is foreign and 'out there'. In order to redress this, the media needs to change its attitude on the coverage of HIV and AIDS and engage more with people living with HIV and AIDS. It needs to shift from its dependence on government and NGO pronouncements and make an effort to give the statistics a human face. Through this kind of interaction, perhaps society will take the impact of the pandemic more seriously.

Why the media must take action

There is an urgent need for the media to deal with the pandemic both in-house and externally. While coverage is very important, there is also a need to ensure that media workers are able to deal with HIV and AIDS in their own lives first.

Internally, it is essential for media houses to have policies on HIV and AIDS and gender that will help to create a conducive working environment for employees. The media cannot report positively on the pandemic nor give a voice to those living with HIV if journalists themselves have never been tested for the virus and are ignorant of their own status. In-house policies will assist media workers to be proactive and bring about more openness and support. The researcher conducting an audit of existing policies in media houses for the MAP HIV and AIDS and Gender Baseline Study noted that some staff members were reluctant to provide such information because they considered it to be private. The media cannot claim impartiality, neutrality nor remain aloof in the reporting of something as fundamental as HIV and AIDS and gender. Everyone, including media workers, is affected in some way. There is still a lot of stigma attached to the disease and without any in-house support it is very difficult for media workers to be open about their status.

At a MISA conference in Tanzania in 2004, which addressed the media's coverage of HIV and AIDS in the region, two journalists living with HIV spoke of how their colleagues failed to give them the necessary support due to their own ignorance and the stigma attached to the disease. Three years later little has changed, as only a handful of media workers are open about their status. The intolerance shown by the media to their own colleagues seems to be the same attitude that is being fuelled through the coverage of HIV and AIDS as evidenced by the studies.

It was therefore hardly surprising to learn from the MAP audit that less than 10 per cent of media houses in the SADC region have policies in place to address HIV and AIDS and gender. The creation of a gender-sensitive HIV and AIDS



editorial policy is the first step in minimising harm in the dissemination of information and creating a platform for dialogue and discussion on HIV and AIDS and gender within newsrooms. The policies will not only guide the media in its reporting, but will ensure that prominence is given through sustained coverage.

Extract from key data from the findings of the MAP HIV and AIDS and Gender Baseline study in SADC, 2005

QUANTITY OF COVERAGE	% REGION	
	Female	Male
HIV coverage compared to total	3	
HIV mentioned	36	
HIV central focus	64	
WHO SPEAKS		
Women and men – all topics	39	61
Person affected by HIV	4	
Women and men affected by HIV	59	41
People with HIV	4	
Women and men with HIV	44	56
Traditional & religious groups	5	
Women and men traditional and religious groups	18	82
Civil society, NGOs, INGOs	28	
Women and men in civil society, NGOs and INGOs	47	53
Experts	12	
Women and men experts	36	64
Officials/UN agencies	42	
Women and men/UN agencies	31	69
Other	5	
Women and men other	40	60
WHO TELLS THE STORIES		
Original story	77	
Guest writer	5	
Agency	18	
WHO REPORTS ON HIV and AIDS		
Overall	45	55
WHO REPORTS ON WHAT?		
Prevention	39	61
Treatment	56	44
Care	57	43
General	39	61
Impact	39	61
Other	50	50



Gender Activities

The Gender and Media Monitoring Project (GMMP) was officially launched in March 2006. MISA was the lead co-ordinator in the monitoring that took place in southern Africa and through this ensured that for the first time all the countries in the Southern African Development Community (SADC) were included. The 2006 GMMP report found that globally women constitute 21 per cent of news sources (19 per cent in southern Africa), illustrating that women's voices are still significantly under-represented in the news compared to those of men. The GMMP showed an increase in women's voices in nine SADC countries, namely Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe. Angola, Botswana, Lesotho and the Seychelles experienced a decline in women's voices in the news.

South Africa had the highest proportion of female sources in the news in SADC at 26 per cent. This figure is very telling in that it merely confirms that 74 per cent of news sources are still men and in other countries the figures were even worse. The imbalance in the statistics still challenges the principles of democracy and free speech as it implies that only a small segment of the population is given a voice. This is a challenge that MISA and its partners have to tackle in a more focused and strategic manner. Advocacy efforts have focused specifically on the gender deficiencies in the media but MISA and its partners need to situate these within the broader debates on human rights, media diversity, ethics and professionalism in the media, and media sustainability. MISA further contributed to the GMMP by sponsoring the publication of the various country reports that were launched at events throughout the region in 2006.

MISA, in collaboration with the Gender and Media Southern Africa Network (GEMSA) and Gender Links, convened the second Gender and Media Summit that was held in Johannesburg in September 2006. The two-day summit brought together 224 participants made up of media practitioners, editors, media marketing executives and gender activists. The programme also featured 81 exam-

HOW DOES MAP WORK?

The Southern African Editors' Forum (SAEF), which comprises representatives from the national editors' forums of countries in the SADC region, is the overall coordinator of MAP. The HIV & AIDS and Gender Mainstreaming Committee of SAEF works in partnership with organisations in the region that promote freedom of expression and media professionalism in the implementation of MAP.

Lead agencies coordinate the work of the different sub-sectors, including raising funds for, and managing activities. The sub sectors and lead agencies are:

- Newsroom policies: Gender Links and MISA through GEMSA;
- Ethics: AED;
- Training: PANOS;
- Research and monitoring: MMP;
- Information and Resources: SAFAIDS.

The lead agencies convene reference groups comprising the various partner organisations. These include: the Media Institute of Southern Africa (MISA), UNAIDS Regional Support Team for Eastern and Southern Africa, Gender Links, Gender and Media Southern Africa Network (GEMSA), Institute for the Advancement of Journalism (IAJ), Inter Press Service (IPS), Media Monitoring Project (MMP), SADC NGO Consortium, SAFAIDS, Wits School of Journalism, Zambian Institute of Mass Communication (ZAMCOM), Rhodes University, NSJ. SAEF will annually convene the Media Partners Consultation where feedback will be provided on progress made in achieving the objectives of the Media Action Plan (MAP).



ples of good practice in diversifying sources, markets and ownership of the media. In her keynote address, Ammu Joseph, a media and gender activist from India, underscored the extent to which globalisation has concentrated media ownership and the dissemination of news in a few hands, and exacerbated the tendency to portray women as sex objects rather than as holistic beings. The summit highlighted a number of ways in which the media was failing to give a voice to the voiceless. The summit ended with a call for greater media diversity in all areas – ownership, content and audiences. MISA sponsored the gender and media awards held during the summit's gala dinner. A total of 187 entries in 12 categories were received, and the winning articles dealt with a range of subjects: from the challenges faced in accessing credit to a beauty queen who finds out she is HIV positive.

MISA continued to participate in the ongoing campaign of the draft Protocol on Gender and Development that will hopefully be presented at the Heads of State Summit in Lusaka in 2007. Several meetings took place where MISA was represented and made submissions.

MISA Policy on HIV and AIDS

The MISA Regional Secretariat was tasked by the AGM to put in place an internal HIV and AIDS policy that would be developed for the organisation as a whole. The draft policy developed by the staff would serve as a model for national chapters to follow when developing their own policies. The next step would be to roll out the policy to MISA's institutional members: the media houses.

In order to carry out this task, it was felt that Regional Secretariat staff must first internalise the process before going out to the membership. It was also very important that MISA took the decision to work very closely with HIV-positive people as they have first-hand information of the disease and are better able to advise on how to deal with HIV and AIDS in the workplace. In June 2006, the Regional Secretariat and MISA Namibia staff took part in a three-day 'AIDS and Me' workshop designed to enable staff to address HIV and AIDS in their own lives, and to use this personalisation process to determine the ingredients for an HIV and AIDS policy for the Secretariat. Through this process, the staff felt that HIV and AIDS should not be addressed in a vacuum and that the organisation's productivity was closely linked with the health and well-being of all staff, and not just those living with and directly affected by HIV and AIDS. The staff therefore agreed to develop an overall Wellness Policy – a major component of which would focus on mitigating the impact of HIV and AIDS within the MISA family.

The policy that was finally drafted forms part of the wellness policy that aims to promote productivity within the organisation through the creation of a supportive environment that encourages staff to live healthy and productive lives, both within and outside the workplace. More particularly, the policy recognises the impacts of HIV and AIDS in southern Africa, and MISA seeks to minimise the medical, social, economic and developmental consequences of the epidemic on MISA projects and its staff. MISA is committed to addressing HIV and AIDS in a positive, supportive and non-discriminatory manner, with the informed support and co-operation of all employees.

The impact of the internalisation process has led to MISA staff making the effort to learn more about the disease and how to protect themselves better. The staff have had meetings focusing on the medical aid schemes that are available in the region with a view to MISA offering a common medical aid package to all employees throughout the region, as well as member institutions if the need arises.



Chapter Activities

The MISA Botswana chapter continued to engage with the findings of the national Gender and Media Baseline Study (GMBS) to raise awareness, stimulate debate and help develop a national movement to promote gender equality in and through the media. The GMBS is still very relevant to the chapter in seminars and workshops as a reference tool for gender representation in the media. Following a successful visit to the north-eastern town of Selibe Phikwe for a gender workshop, a request has been made for more copies of the report. The chapter also took part in the March 2006 launch of the HIV and AIDS and Gender Baseline & Media Action Plan in Gaborone.

MISA Lesotho continued to partner with other civil society organisations in the areas of HIV and AIDS, anti-corruption, media development, training, gender issues and public/private partnerships. These organisations include Women and Law in Southern Africa (WLSA), the United Nations Development Programme (UNDP), the Electoral Institute of Southern Africa (EISA), Lesotho Independent Electoral Commission (IEC) Media Monitoring panel for the 2007 general elections, Lesotho Girl Guides' Association, GEMSA Lesotho, Lesotho Council of Non-Governmental Organisations, UNICEF, the National AIDS Commission and Global Fund Lesotho.

Towards the end of 2006, MISA Lesotho partnered with the Southern African Media and Gender Institute (SAMGI), an NGO based in Cape Town, South Africa. SAMGI promotes human rights by increasing the range of voices heard in southern Africa through participatory education, advocacy, lobbying and media production to improve the status of women. The collaboration led to the hosting of a course that offered community based organisations, NGOs and community activists the analytical and media production skills to interact with the mainstream media to lobby for social transformation in Lesotho.

The Lesotho Medical Association presented an award for outstanding service to MISA Lesotho on behalf of all media practitioners in the country. The award was in recognition of Lesotho emerging with the highest overall proportion of HIV and AIDS coverage in the region, following the administration of the HIV and AIDS and Gender Baseline Study by, among others, MISA and GEMSA. The implication of this is that the local media puts specific focus on HIV and AIDS issues as a globally devastating pandemic.

MISA Lesotho also took part in a number of other events and activities, including being invited by the government to help adjudicate competitions held as part of Public Service Day 2006. The aim of the celebration was to recognise the efforts of public servants in Lesotho and the world over, and to seek a better understanding between the public and civil servants. This year the competition among government ministries focussed on service delivery, combating corruption and tackling HIV and AIDS.

During the 16 Days of Gender Activism, MISA Lesotho partnered with, among others, WLSA, government departments, the National AIDS Commission, the media and civil society, and the celebrations stretched across eight districts of the country.

MISA Namibia continued to place more emphasis on pro-active engagement with civil society, governmental and inter-governmental actors to ensure that a more conducive environment was created. The participation of the organisation in the 16 Days of Activism led to the organisation into taking a proactive approach in tracking the coverage of media issues from a gender perspective. The chapter also coordinated the development of a web clip for



raising awareness on the 16 Days of Activism. MISA Namibia further supported the 16 Days of Activism by facilitating a breakfast meeting with the media and civil society players. The Namibian chapter worked with GEMSA, the Namibia Editors' Forum, and the Polytechnic of Namibia to arrange a programme for the launch of the HIV and AIDS and Gender Baseline Study.

The second part of the Media Action Plan (MAP) project in Namibia involved conducting an inception workshop in May 2007, which targeted local editors. The meeting agreed that there was a need to ensure that HIV-positive media workers and others living with the virus are involved in the policy development process and that another attempt be made to find ways of effectively engaging with editors.

MISA Swaziland continued to collaborate with many NGOs and United Nations' agencies on HIV and AIDS issues. In May 2006 the chapter was nominated to co-ordinate HIV and AIDS interventions in the media sector as part of the National Emergency Response to Combat HIV-AIDS (NERCHA).

Between October and December 2006 MISA Swaziland conducted two capacity building workshops for journalists on HIV and AIDS reporting and reporting on children's issues. The UNICEF country office funded both workshops that involved training 60 journalists. The second workshop on reporting on children's issues was a follow-up to one held previously to develop guidelines on reporting on children. Impact has been noted with improved standards of reporting in this area, and it appears that the media is adhering increasingly to standards of reporting issues of children.

Having won the confidence of the media sector and been nominated to lead the HIV and AIDS interventions in the media, MISA Swaziland partnered with NERCHA to launch the programme. Consultants were commissioned to develop a coordination strategy for MISA Swaziland and the project should be up-and-running at the beginning of the next financial year. The chapter's aim was to ensure that the HIV-AIDS, Gender and Media Action Plan is implemented at the chapter level in collaboration with other stakeholders.

At MISA Tanzania, the major activity for this reporting period was the launch of the HIV-AIDS & Gender and Media report. The report was launched one day before May 3, as a part of the World Press Freedom Day celebrations. More than 30 local and international journalists participated in the launch and media coverage was wide. This showed how media houses were becoming attentive to the importance of representing the views of both men and women in the media and mainstreaming HIV and AIDS in their daily coverage. The event was also publicised on the GEMSA network website. The Tanzania Commission for AIDS (TACAIDS) also used this opportunity to encourage journalists to mainstream HIV and AIDS and gender in their daily coverage and undergo voluntary HIV testing before writing about the status of others.

MISA Tanzania has started rolling out HIV and AIDS and gender policies to media houses. The project aims to make 80 per cent of the country's media houses adopt these policies. The project started with the public media – the Tanzania Broadcasting Service (TBS) and the Tanzania Standard Newspaper (TSN) – resulting in TSN developing a gender policy, while TBS has developed an HIV-AIDS policy. Management meetings have so far been held with *The Guardian*, the African Media Group, Radio Tumaini, *Business Times*, *The Citizen*, *Uhuru* and *Mzalendo*.

Gender Links, in collaboration with MISA Tanzania, conducted a one-week training session on business reporting for 20 journalists, focusing on the findings of the Gender and Media Audience Survey 2005.



Right: A lawyer from Zimbabwe Lawyers for Human Rights addressing a crowd in front of the Zimbabwe Embassy in Windhoek Namibia during a MISA-led march in solidarity with the people of Zimbabwe following unlawful arrests and beatings of journalists, civil society and opposition leaders in March 2007.

**“ I disapprove of what you say, but I will defend to the
death your right to say it ”**
- Voltaire

MEDIA LAW AND POLICY



Media Law and Policy

MISA's legal fight for media rights and freedom of expression is two-pronged. Firstly, MISA actively defends or financially supports media practitioners in civil and criminal cases. Secondly, the organisation targets and attempts to reform repressive media and freedom of expression laws.

Throughout the year, MISA's national chapters have done the majority of this programme's work. The Regional Secretariat has assisted the chapters financially and with training. However, without a media law and policy programme officer, the Secretariat's actions in litigation and casework are limited.

In Botswana, MISA dealt with four legal cases against the media. One such case proceeded to court, but was subsequently withdrawn by the complainant.

MISA Lesotho has focused more on legislative reform and staff members have continued to lobby for the adoption and revision of the Access and Receipt of Information Bill (2000). Although government officials have not provided feedback, MISA is optimistic. The bill has recently received Cabinet approval and is on its way to Parliament. Media houses, such as *The Public Eye* and *The Mirror*, have been overwhelmed by civil defamation suits. Litigation and court judgements could cripple these publications financially. Thus, MISA Lesotho has commissioned a consulting company to draft a defamation bill. This initiative is aimed at reducing the increase of frivolous civil suits to muzzle media and freedom of expression rights.

In Malawi, MISA represented six media practitioners in litigation and provided legal advice to other journalists. Insult laws were raised and prioritised as a burning issue, but more work will be done in this regard later. The chapter's Media Legal Aid Fund Committee has reached its full span and is currently renewing its mandate to increase legal aid to media workers.

MISA Mozambique staff have conducted research and lobbied the National Assembly on progressive right to information legislation. A draft bill was forwarded to the government in November 2005. Since then, MISA has held numerous meetings with political stakeholders in both the governing and opposition parties. Due to a lack of funds, the chapter has been unable to aid journalists financially in litigation. However, staff members have issued official communiqués to raise public awareness of government intimidation of media practitioners. A recent communiqué denounced the unlawful arrest of three journalists in the Barué District.

MISA Namibia has supported journalists in litigation. A journalist working for the state media was fired for writing a story critical of the former president. MISA paid for all his legal costs. In a separate case, a freelance journalist exposed confidential information on government corruption. Leading politicians launched a civil lawsuit against the journalist and MISA funded half of his legal costs.

Like many of its counterparts across the Southern African Development Community (SADC), MISA Swaziland has also been involved in access to information law reform. Since October 2006, MISA has consulted with government officials. Officials have drafted a Freedom of Information and Protection Bill. MISA, with the aid of the Commonwealth Human Rights Initiative, has analysed the policy and concluded that the bill is flawed. Government officials have failed to address the need for maximum disclosure. To strengthen its lobbying power, MISA has held meetings



to sensitise civil society. Due to a lack of funding and a structured Legal Defence Fund committee, MISA Swaziland has not been able to aid journalists in litigation. However, MISA has issued alerts and official press releases to sensitise the public on rights violations.

MISA South Africa has gone through internal staff reformation and many programmes, including the legal initiative, are in their infancy. With the aid of the Regional Secretariat and the National Governing Council (NGC), the South African chapter has begun advocacy work on the abuse of media rights.

In Tanzania, MISA compiled a detailed report on the country's repressive media laws, which helped to increase public awareness. Additionally, the chapter raised over US\$5 000 for its Media Legal Defence Fund to aid media practitioners facing litigation. With this money, MISA was able to fund the medical costs of two journalists beaten by prison guards.

In Zambia, the court case on the Zambia National Broadcasting Corporation (ZNBC) and Independent Broadcasting Authority (IBA) boards continued to take centre stage. Thankfully, although not in MISA's favour, the case was finally disposed of in the Supreme Court in March 2007. A week later a meeting to look at the way forward was held in Lusaka for all media practitioners. The meeting, among others, called on the minister to decide quickly on the names that will be forwarded by the adhoc committees.

MISA Zambia supported three media institutions during the 2006/2007 year, namely:

- Radio Chikuni, in a case where three reporters were arrested for announcing a meeting of villages to look into a boy's mysterious death. After MISA Zambia's lawyer, chairperson and national director visited the police station, the case appears to have died a natural death.
- Radio Maria in Chipata was provided with a lawyer to defend the station in a case in which it was sued for defamation by a clinical officer. The clinical officer allegedly refused to help a woman in labour because he had no gloves, and consequently she was forced to give birth outside the hospital.
- A Zambia Air Force commander sued *The Guardian Weekly* for defamation over a case in which he is alleged to have been sexually abusing female officers. The Air Force Commander has since been relieved of his duties by the Republican President.

A new committee that decides on the awarding of legal aid was chosen after the mandate of the first one expired. After looking at the criteria that was used to award legal aid, the new committee decided to revisit the current criteria with a view to strengthening it. The committee is still submitting its input and a final agreement will be reached in the next financial year.

MISA Zimbabwe's legal programme has been active in defending journalists and bringing freedom of expression cases to the attention of the African Court of Human and People's Rights (ACHPR). By the end of 2006, MISA had assisted 13 journalists and media houses with legal representation and financial support. MISA, in collaboration with Zimbabwe Lawyers for Human Rights, has challenged the Access to Information and Protection of Privacy Act (AIPPA) at the ACHPR in Banjul, The Gambia. MISA argued that AIPPA unconstitutionally violates media and freedom of expression rights. In its advocacy, the Zimbabwe chapter managed to draw concessions from the government that current media laws are undemocratic. At the November 2006 ACHPR session, the government conceded that



its laws needed reform. Government officials further promised to work with organisations like MISA Zimbabwe on legislative and substantive change. MISA doubts the actualisation of these lofty guarantees. However, promises were made before the ACHPR, which potentially has clout against the Zimbabwe government if it reneges on its undertakings.

During the same year, MISA Zimbabwe drafted a model Access to Information law. It will be used to challenge AIPPA and the Public Order and Security Act (POSA). The draft Access to Information law was created through a consultative process that included media and human rights lawyers, journalists and civil society representatives. The legal department at MISA Zimbabwe continues to participate in activities that create awareness on the current media laws at media studies schools and media houses.

KANZURU
TANETA
KUBIRIRWA



**“ 90 per cent of what you communicate has nothing
to do with words ”**

Mediawise

COMMUNICATION AND DISSEMINATION



MISA's communications and dissemination strategy is aimed at supporting the work of the various programme areas; strengthening the brand of MISA as the leading organisation in media freedom and freedom of expression in the Southern African Development Community (SADC); ensuring that MISA produces and disseminates materials and resources meaningful to stakeholders; and galvanising public support on media freedom and freedom of expression issues.

Communication Policy

The communication policy, developed in the previous financial year, was approved at the end of the year under review. This will ensure there is a policy to strengthen the strategy that was approved in the previous financial year but could not be properly implemented due to policy gaps. Consequently, in the next financial year the proper implementation of this policy will begin and training will be conducted to improve communication within MISA. Compilation of the MISA Style Manual has begun but will only be finalised once the design of all corporate materials is completed. The style manual will form part of the organisation's training manual.

Information Technology

The website was continually updated and backed up over the year to ensure that stakeholders received up-to-date information on media freedom and freedom of expression within SADC. A web-monitoring tool was installed towards the end of the year and registered more than 15 000 hits between January and March 2007, and the number of hits continues to increase. However, the tool also showed that most people do not spend a lot of time on the website and, in an effort to ensure that it is more user-friendly and that information stored there is more accessible, MISA embarked on a website revamp which is set to be completed in the next financial year.

MISA mailing lists were maintained and updated as membership increased. During the course of the year the web server crashed and had to be replaced. It was replaced with one that has the capacity to host other sites and in future will host various national chapter sites, as well as the website for the Network of African Freedom of Expression Organisations (NAFEO).

Chapters in Mozambique, Namibia, Zambia, and Zimbabwe continued to update their websites. MISA South Africa has embarked on a website redesign and it is set to be published on the MISA server during the next financial year. All chapters maintained their mailing lists and updated them accordingly. The MISAnet news exchange was still running during 2006/2007. The organisation is exploring ways of expanding MISAnet into a news pool organisation, as it benefits MISA's members directly.

Publicity

As part of MISA's efforts to establish a corporate identity, several branded materials were produced, which helped to improve the organisation's visibility. Another MISA banner is still being produced and it will be the principal banner used at MISA functions. MISA folders were produced for use at regional and national functions, while business cards were redesigned to incorporate the organisation's colours and corporate identity. All these efforts have begun to provide MISA with a consistent image that will be further enhanced by compliment slips, redesigned letterheads, brochures and fax sheets, which will be developed in the next financial year.



MISA also took the time this year to package its mission and vision statement into a poster that is currently displayed in all the chapters. This was done to give the public a clear image of MISA and what it stands for, as well as to remind MISA staff of the organisation's mandate in an effort to improve internal public relations.

MISA continued to issue press statements on various issues that arose during the year, and these received coverage in the region's electronic and print media.

MISA Lesotho reported an increase in the coverage of its events and the issues the chapter raises as a result of growing support from various stakeholders, including the media. Of note was the broad publicity given to the World Press Freedom Day celebrations. This was done through issuing press releases to the local media and obtaining slots on two radio stations. The first slot was provided by state-owned Radio Lesotho on the popular phone in programme, *Seboping*. The second slot was on the Catholic Radio talk-show, *Tsa Kajeno*. Both programmes sought to heighten the public's awareness of issues pertaining to media freedom and freedom of expression with regard to the theme 'Media, Development and Poverty Eradication'.

In Malawi, MISA conducted one television and two radio panel discussions on the need for an access to information act. The discussions generated a good response from the public. The calendar on access to information that MISA Malawi produced helped to raise awareness on the need for access to information as a social economic right.

MISA Namibia's national director and members of the chapter's National Governing Council (NGC) visited media houses to encourage them to raise concerns that they may have with the institution. The institutions visited were the state-owned Namibian Broadcasting Corporation, the commercial One Africa Television station, as well as the following newspapers: *The Namibian*, *New Era*, *Republikein*, *Allgemeine Zeitung*, *Economist* and the *Windhoek Observer*. Plans are underway in the new financial year to visit commercial radio stations and community media enterprises. MISA Namibia took part in a national television discussion on issues of media freedom and freedom of expression to mark World Press Freedom Day 2006.

MISA Swaziland maintained regular contact with the media and visited the print media to explain the organisation's goals and to train journalists on action alerts. The visits have yielded fruit as the chapter has seen proactive reportage of media violations. MISA continues to interact with journalists almost on a daily basis to sustain its working relationship with the media houses and to keep them connected to MISA and its activities. MISA also held two breakfast meetings with non-governmental organisations (NGOs) on regional issues affecting media freedom. The meetings were aimed at sensitising NGOs, civil society and the business community on issues affecting the media.

In Tanzania, two events were notable for recording the highest publicity during the reporting period. World Press Freedom Day recorded about 25 articles (comprising news, comments and features) in the mainstream print media. Print media alone saved the chapter an estimated US\$28 000 in advertising costs. The second high-profile activity was the campaign for a Freedom of Information Act. This campaign has triggered public debate in both the print and electronic media. Throughout the year, MISA Tanzania's events received coverage on Radio Tanzania Dar es Salaam, Radio One, Independent Television (ITV) and Channel Ten.

In Zambia, MISA continued to sponsor the *Face the Media* programmes on 14 community radio stations. These programmes have been flagships for most Zambian radio stations: whenever these programmes have been broadcast, the participation from listeners has been overwhelming. Additionally, and perhaps more importantly, these



programmes have resulted in many major changes in communities and provided people with a platform to express themselves freely. Issues that have been covered on these programmes have subsequently been covered in the print media. Because of the interactive nature of these programmes – through telephones, SMSs and faxes – ordinary people have been assisted in communicating with those in positions of authority. The programmes have reached an estimated 13 million people in the country through Radio Phoenix, Radio 5FM, Radio Martha, Radio Chikune, Radio Lyambai, Radio Mkushi and Breeze FM. In conjunction with the *Face the Media* programmes, MISA Zambia also sponsored the community radio stations to run *Good Governance* programmes which have had a profound impact on the community and MISA. Both radio programmes have been made possible by funding outside the basket funding.

Apart from the ongoing issuing of communiqués, MISA Zimbabwe organised a meeting between the African Commission on Human and People's Rights (ACHPR) Special Rapporteur on Freedom of Expression, Pansy Tlakula and Tsvangirai Mukwazhi – a journalist who was arrested while covering an opposition rally. He was severely beaten and the Zimbabwe police destroyed his camera. Tlakula, who was in Harare shortly after Mukwazhi's release, witnessed his intensive injuries and thereafter wrote a letter of protest to President Robert Mugabe, which was printed in the South African *Mail and Guardian* newspaper. The commissioner has promised to take these issues further at the next African Commission session in Ghana. MISA Zimbabwe has publicised serious media violations through the monthly alerts digest and these have been widely covered in the private media.

Publications

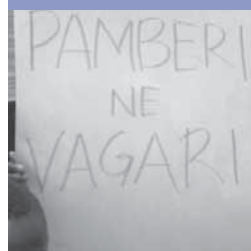
The *MISA Annual Report 2006* was produced and handed out during the second Gender and Media Summit in September 2006, as well as to the chapters which distributed it further. As a result of a printing delay, the printed annual report could not be distributed at the MISA AGM that preceded the summit. However, bound copies were available for delegates.

So This is Democracy? State of the Media in Southern Africa 2005 was published during the year under review. It was launched during World Press Freedom Day celebrations across the region, with the exception of Angola. The launches received a lot of publicity and doubled as distribution points for other MISA publications.

The *Southern African Media Directory 2006/7* was published during the year under review as it could not be published before the end of the previous financial year due to the fact that the communications manager took over the job late in that year. Both the Regional Secretariat and the chapters distributed it, and by the end of that year copies had run out at the regional office.

Outside the Ballot Box: Preconditions for Elections in Southern Africa 2005/6, a collection of papers on the state of democratisation in southern Africa, was also published during the year.

MISA Diaries were published during this year and circulated to MISA staff. The demand for these diaries has become so high that the print run was increased from 100 to 500 to include all NGC members as well as various partners in the region. The diaries are a means to further cement the MISA family and improve public relations both internally and externally.



The chapters continued to publish various publications during the year. MISA Botswana's *The Forum* newsletter has become the chapter's advocacy tool for members and stakeholders, informing them of activities undertaken and upcoming events in which they can participate. MISA Lesotho continued to publish its newsletter, *Moqolosti*. MISA South Africa began circulating bi-weekly media briefs to its members, updating them on pertinent media issues. It is, however, limited by patchy newspaper delivery, lack of access to news wires and the absence of a national network of media freedom monitors and reporters. MISA Swaziland continued to produce its quarterly publication, *Khulumani*, as part of advocacy efforts to promote its activities.

MISA Tanzania produced a Kiswahili World Press Freedom Day supplement, which was widely circulated in the *Mwananchi* newspaper to increase awareness on the role of the media in society, and to increase publicity of World Press Freedom Day and the media awards. The Tanzanian chapter also translated into Kiswahili the 'Have you Heard Me?' booklet and designed Kiswahili posters of '10 principles on reporting HIV-AIDS and gender' under the Media Action Programme (MAP). The chapter produced 2 000 copies each of the booklet and the poster, which were distributed to journalists and media workers to boost their HIV and AIDS reporting skills.

MISA Zambia continued to publish its newsletter *MISA News*. The chapter also published a book entitled *Struggle for Media Law Reforms in Zambia*, authored by lawyer, media advocate and academic, Patrick Matibini. The book documents how media organisations, especially MISA Zambia, carried forward media law reforms, especially with regard to the establishment of the Independent Broadcasting Authority (IBA), the Amendment of the Zambia National Broadcasting Corporation (ZNBC) Act and the enactment of the Freedom of Information Bill.

In an effort to create public awareness on the impact of media laws and build pressure for its reform, MISA Zimbabwe printed 500 facts sheets each on the AIPPA and the POSA, and 250 each on the Broadcasting Services Act and Constitutional Amendment Number 17. The fact sheets are proving to be handy reference tools for civil society, researchers, and students in media studies as well as members of the diplomatic community, especially in light of the spate of arrests, beatings, and banning of meetings and any forms of gathering perceived as oppositional.

All of MISA's publications were distributed throughout the region, as well as to the Library of Congress in the United States of America, which has since requested additional copies.

Resource Centres

As part of the service provided to MISA's members, the national chapters continued to run increasingly popular resources centres. MISA Botswana received no less than five clients daily. While the resource centre at MISA Namibia remains dormant due to a shortage of human resources, the chapter provides free Internet access to many local freelance journalists and students. MISA South Africa continued to update its resource centre and conduct the daily monitoring of newspapers and websites. Information gathered from monitoring is archived for research and general reference purposes. In April 2006, MISA Swaziland launched its resource centre, which is equipped with books and three computers. MISA Zambia has also registered an increase in the use of its resource centre with an average of eight users daily with some frequenting the centre on a weekly basis. MISA Tanzania had planned to fundraise to buy equipment for its resource centre. No funds were obtained during this reporting period although the United Nations Information Centre (UNIC) had shown an interest in working with the chapter to raise funds for this purpose. However, MISA Tanzania has continued to acquire titles for its resource centre and disseminate information to stakeholders.



Challenges

The main challenge to the communication and dissemination strategy is the lack of funds. The strategy requires more funding both at regional and chapter level in order to have solid publicity plans and these funds need to be raised both at regional and chapter level.

The other challenge at present is the lack of human resources, as information and research officers are already overwhelmed with communication tasks. At the Regional Secretariat, there is a need for an information technology (IT) officer to consolidate MISA's IT needs, which are essential to the running of the organisation, and the communication and dissemination strategy.



GOOD GOVERNANCE In Zambia



“ ...empowered media at individual and institutional level is the driving force for media law reform and is vanguard against media violations. ”

Kellys Kaunda, Former MISA Regional Deputy Chairperson

SAIMED REPORT



For the Southern Africa Institute for Media Entrepreneurship and Development (SAIMED), 2006/2007 was another challenging year. Since SAIMED's formation in 2002, the organisation had concentrated on media outreach programmes. During the year under review, it became clear that SAIMED, MISA'S media development arm, also needed to look inwardly to preserve itself. What had SAIMED achieved in the past four years? What impact had it made and what challenges lay ahead? How relevant were SAIMED's mission and vision? How formidable were the private and community media that had participated in SAIMED entrepreneurial interventions? What should SAIMED be focusing on as it moved forward?

SAIMED began tackling these issues with a view to attaining a more harmonious course between entrepreneurial outreach and organisational sustainability.

The institute's existence is based on the belief that the private and community media it serves contribute not only to the quicker democratisation of southern Africa, but also anchor its tenets for the good of all. Compared to mainstream media, particularly those with Western influences, community and private media are well placed for SAIMED: while they operate in a regulated environment, they exist where and when they want, for whom they want, on whatever scale of operation they want – by radio, internet, localised newspaper, video distribution or television transmissions. On these grounds, SAIMED continued to provide entrepreneurial training and consultancy during 2006, and thus contribute towards the region's media development, despite the challenges it faced as an organisation.

Financial Performance

During the year under review, SAIMED continued to record a modest financial position. At the time of writing, the audited report had yet to be released.

While the organisation solicited new donor support, three donor partners – The Open Society Institute of Southern Africa (OSISA), Free Voice and Netherlands Institute of Southern Africa (NiZA) – continued to be the main supporters for SAIMED's entrepreneurial training programmes and to a large extent administration costs, although a few private media enterprises solicited SAIMED's services and training and met their costs. To this effect, SAIMED had a number of training projects in its portfolio that included the following:

Donor	Duration	Amount Programmes	Type of Projects /Countries provided for	Amount towards institutional support SAIMED	Total Received
OSISA	One year ending June 30 2007	US\$80 472	Private media mentorship – Zimbabwe, Zambia, Lesotho, Malawi, Botswana, Swaziland Private media in-house training in Lesotho, Malawi, Mozambique and Botswana	US\$44 772 New offices and training resource room preparation and rent to SAMDEF.	US\$125 244





NiZA	One-year ending March 15, 2007	Euro 53 157	Business and financial management workshops for community media in Mozambique Production of SAIMED training materials and translation into Portuguese	Euro 12 256 Networking and staff development	Euro 65 413
NiZA	Signed in January 2007	Euro 84 751	Mozambique: in-house training for community media in Maputo and extension to Nampula Region Swaziland: Entrepreneurial clinic for pre-starts: (those wanting to open new media outlets) Angola: Facts monitoring	Euro 8 268 Networking	Euro 93 019
Free Voice	One two-year contract of Euro 181 106 ending October 2007	Euro 45 500 towards mentorship in five SADC countries	Community media Mentorship framework standardisation and provision to five countries: Zimbabwe, Zambia, Lesotho, Malawi, Botswana, Swaziland	Euro 33 600 Administration	Euro 79 730

Sustainability and Evaluation

The following financial evaluation provides an indication of the operational sustainability of SAIMED for the period under review (SAIMED obtained this analysis from a Free Voice 2006 evaluation). Almost all of SAIMED resources are still in the form of project funding. SAIMED has taken measures to implement its cost recovery philosophy through soliciting media entrepreneurs' scholarship support, the collection of participation fees, consultancy fees and renting out its conference facilities.

	Financial year (figures in Botswana Pula)				
	03 - 04	04 - 05	05 - 06	06 - 07	07 - 08
Consultancy and training fees	157 600	199 680	12 931	253 580	346 101
Expenditure less costs programme & consultancy	1 282 347	1 337 049	1 048 671	935 675	2 024 132
Operational self sufficiency	12%	15%	1%	27%	17%

NOTE: The above figures illustrate audited statements for the 2004, 2005 and 2006 financial years, the management accounts for the period February 2006 to December 2006 and the projections for 2007



The 2006 consultancy and training fees illustrated above are 36 per cent lower than the year 2007 in that the projected operational (administrative) expenditure increased by 116 per cent. This is due to the institute's new staff component as it addresses a number of serious challenges. It is expected that the real benefits of the new staff will only materialise once they have started participating in the expansion of the business activities.

Principal Activities

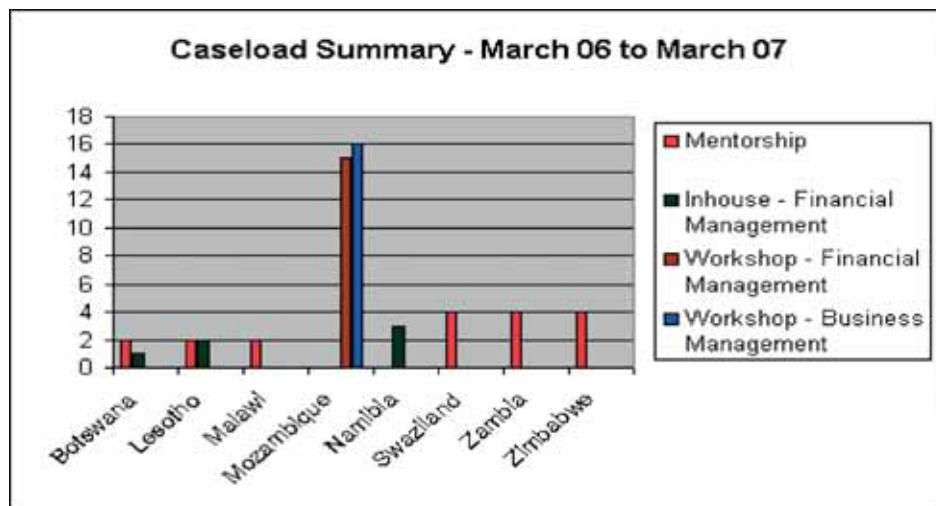
SAIMED undertakes to develop a critical mass of effective managers in the media through entrepreneurial training in business management, financial management, and sales and marketing. In addition, the organisation conducts research into areas of concern to media management, and provides consulting services to all sections of the media. During 2006/2007, these services and products in the reporting year were provided through two main units – emerging media (normally donor-supported) and market-driven commercial media. These units often worked closely together to provide syndicated programmes as follows:

Emerging media (donor-supported)

SAIMED recorded three key milestones during the year under review:

- A SAIMED mentorship workbook and toolkit was developed and tested with a selected number of regional mentors in February 2006, and subsequently put into operation. The workbook is comprehensive, well-structured and has established a firm foundation for the SAIMED mentoring programme.
- SAIMED came full circle in terms of bi-lingual training (English and Portuguese) through the development and subsequent translation of some training materials into Portuguese. These were also put into operation.
- A total of 13 SAIMED regional consultants convened for the first time to discuss how best the organisation could improve its training delivery and services.

SAIMED's programmes caseload analysis March 2006 – March 2007 shows that only eight countries (Botswana, Lesotho, Malawi, Mozambique, Namibia, Swaziland, Zambia and Zimbabwe) benefited from either training or mentorship compared to 11 in 2005. This was as a result of a shortfall of resources as well as the fact that most of SAIMED's trainees had progressed to the mentorship stage by 2005 and 2006.



Courses Offered	RESULTS OBTAINED BY COUNTRY								
	Botswana	Lesotho	Malawi	Moz.	Namibia	S/land	Zambia	Zim.	Total courses
Mentorship	2	2	2	0	0	4	4	4	18
In-house - Financial Management	2	2	0	0	3	0	0	0	7
Workshop - Financial Management	0	0	0	15	0	0	0	0	15
Workshop - Business Management	0	0	0	16	0	0	0	0	16
Total enterprises trained	4	4	2	31	3	4	4	4	56

The SAIMED methodological framework linearly progresses trainees from phase one (foundational level), to phase two (in-house) and thereafter phase three (mentorship). Based on this framework, the following organisations had the opportunity to participate:

Country and Enterprise		Programme Attended
Botswana: Sunday Tribune Clarsons Studios The Voice Page Communications		Mentorship and Monitoring Mentorship and Monitoring Financial Management - In-house Financial Management - In-house
Lesotho: MO Africa FM Public Eye Harvest FM PC FM		Financial Management - In-house Financial Management - In-house Mentorship and Monitoring Mentorship and Monitoring
Malawi: Transworld Radio Nkhotakota Radio		Mentorship and Monitoring Mentorship and Monitoring
Mozambique: Radio Xai-Xai Radio Muthyana Radio Moamba Radio Maria Radio Terra Verde Radio Mabalane Radio Vembe Radio Voz Coop	Radio Feba Radio Namaacha Radio Manhica Radio Progresso Radio de Save Radio ARCO Radio Vilanculo Radio Voz Jovem	Business Management and Financial Management – in separate tracks of two workshops
Namibia: Adforce Multimedia The Big Issue Radio Energy		In-house Financial Management

Swaziland: Youth Connexion Transworld Radio Libombo Community radio Miles Communications	Mentorship and Monitoring
Zambia: QFM Mirror & Digest Mazabuka Radio Petauke Explorers	Mentorship and Monitoring
Zimbabwe: Network Guardian News Midlands News Midlands Observer Business Connect	Mentorship and Monitoring

Commercial media (not supported by donors)

The strategy of running market-driven activities side-by-side with developmental activities (donor sponsored) was reinforced in 2006. Its contribution to SAIMED's financial status is still small. The low response in obtaining requests on commercially driven activities confirms that SAIMED must improve its marketing strategy. There is a need also for the creation of more value-adding entrepreneurial programmes. The external forces — instability in oil prices, unwavering competition from state-owned and foreign media in southern Africa and continued poor access to affordable printing presses — necessitates that SAIMED regroup and find the best possible interventions.

Despite these challenges, SAIMED continued to provide this platform for training and media development services to all media enterprises in southern Africa that are not catered for under donor-supported funds. Details of the training and services provided can be obtained from SAIMED's offices or via the website: www.saimed.org

Way Forward

The core of SAIMED's entrepreneurial training programmes will continue to include business management, financial management, and sales and marketing. However, for SAIMED to continue its activities, a number of key factors require rigorous and dedicated attention. These are:

- Strong relationship with stakeholders and donors to ensure visibility and market development;
- Securing a stronger internal pool of staff with at least four experts. This will lead to a middle-way outsourcing model;
- Accreditation of programmes offered for market acceptability;
- Sustained commercialisation of some activities to contribute towards organisational sustainability and growth;
- Networking in order to gain value from other similar organisations; and
- Improvement of the marketing function by means of competitive products and services.

SAIMED was incorporated in the republic of Botswana in 2002 as a non-profit making company limited by guarantee. During 2006 processes had begun to transform SAIMED into a trust.

The Swazi

OBSERVER

3 OF 4

HIV+ IN

RANDOM

TEST

“ For the capacity of people to express their opinion
freely, the media is very important ”
Thabo Mbeki, President of the Republic of South Africa

MEDIA INSTITUTE OF SOUTHERN AFRICA
FINANCIAL REPORT



INTRODUCTION

This Financial Report covers the second year of the second Strategic Partnership Plan (SPP2) – April 1, 2005 to March 31, 2010.

The report is presented to the Basket Fund Donors under the SPP2 agreement, namely:

- The Royal Danish Embassy – Lusaka,
- Hivos – Southern Africa Regional Office,
- The Royal Norwegian Embassy – Pretoria
- The Royal Swedish Embassy – Lusaka.

OVERVIEW

Total grants received under the basket funding agreement were N\$ 18.63 million (USD 2.63 million).

Grants from other sources amounted to N\$ 3.17 million (USD 0.45 million).

Total income for the year was therefore N\$21.91 million (USD 3.11 million) – 15% above the previous year (USD 2.70).

Grants received under the basket funding agreement constituted 85% of the total income.

Total expenditure for the year was N\$ 18.99 million (USD 2.69 million) – down by 5% from the previous year.

There was an overall annual surplus this year of N\$ 2.97m (USD 0.41m).

30 June 2007

INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF:

MEDIA INSTITUTE OF SOUTHERN AFRICA

Report on the Financial Statements

We have audited the annual financial statements of The Media Institute of Southern Africa, which comprise the balance sheet as at 31 March 2007, and the income statement, statement of changes in equity and cash flow statement for the year then ended, and a summary of significant accounting policies and other explanatory notes, as set out on pages 3 to 9.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with International Financial Reporting Standards. This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

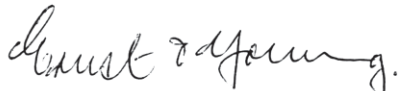
Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with International Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Trust at 31 March 2007 and the results of its operations and its cash flows for the year then ended in accordance with International Financial Reporting Standards.



**REGISTERED ACCOUNTANTS AND AUDITORS
CHARTERED ACCOUNTANTS (NAMIBIA)
WINDHOEK**

D G Fourie; F C Kotzé; W E H McTeer; R P Niddrie; P K Tjipueja
A full list of partners names may be obtained from this office

**MEDIA INSTITUTE OF SOUTHERN AFRICA
INCOME STATEMENT
FOR THE YEAR ENDED 31 MARCH 2007**

	Note	2007 N\$	2006 N\$
INCOME	3	<u>21 914 792</u>	<u>17 292 863</u>
OPERATING SURPLUS/(DEFICIT)		<u>2 974 884</u>	<u>(1 398 502)</u>
SURPLUS/(DEFICIT)/ for the year		<u>2 974 884</u>	<u>(1 398 502)</u>

STATEMENT OF CHANGES IN EQUITY

Accumulated fund

Balance at beginning of year	(589 894)	808 608
Net surplus for the year	<u>2 974 884</u>	<u>(1 398 502)</u>
Balance at end of year	<u>2 384 990</u>	<u>(589 894)</u>

Capital reserves

Balance at end of year	<u>635 871</u>	<u>635 871</u>
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doey.

**MEDIA INSTITUTE OF SOUTHERN AFRICA
BALANCE SHEET AT 31 MARCH 2007**

	Note	2007 N\$	2006 N\$
ASSETS			
Non-current assets			
Property, plant and equipment	4	<u>1 278 478</u>	<u>857 806</u>
Current assets			
Accounts receivable		137 399	39 336
Cash and cash equivalents		<u>4 086 981</u>	<u>748 262</u>
		<u>4 224 380</u>	<u>787 598</u>
Total assets		<u>5 502 858</u>	<u>1 645 404</u>
EQUITY AND LIABILITIES			
Funds and reserves			
Accumulated surplus/(deficit)		2 384 990	(589 894)
Capital reserves	5	<u>635 871</u>	<u>635 871</u>
		<u>3 020 861</u>	<u>45 977</u>
Current liabilities			
Accounts payable		<u>2 481 997</u>	<u>1 599 427</u>
Total equity and liabilities		<u>5 502 858</u>	<u>1 645 404</u>

dfy

**MEDIA INSTITUTE OF SOUTHERN AFRICA
DETAILED INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED 31 MARCH 2007**

	2007 Actual N\$	2007 Actual US\$	2006 Actual N\$	2006 Actual US\$
INCOME				
GRANTS RECEIVED				
<i>BASKET FUNDING</i>				
Royal Danish Embassy	3 043 044	431 754	3 338 821	520 877
Royal Norwegian Embassy (NORAD)	8 056 421	1 143 063	2 987 329	466 042
Royal Swedish Embassy (SIDA)	5 000 853	709 532	5 133 226	800 815
HIVOS – Regional Office - SA	2 526 908	358 523	1 991 250	310 647
TOTAL BASKET FUNDS RECEIVED	18 627 226	2 642 872	13 450 626	2 098 381
BASKET FUNDS CARRIED FORWARD	-	-	-	-
NET BASKET FUNDS	18 627 226	2 642 872	13 450 626	2 098 381
<i>OTHER GRANTS</i>				
European Union - EU	298 969	42 418	1 880 404	293 355
Friedrich Ebert Stiftung - FES	-	-	26 858	4 190
Netherlands Institute of Southern Africa - NIZA	1 948 535	276 462	1 107 526	172 781
International Media Support	-	-	224 910	35 087
IJJ/INWENT	-	-	116 776	18 218
Open Society Initiative for South Africa	1 160 596	164 668	-	-
UNECA	187 650	26 624	-	-
Southern Africa Trust – SAT	370 007	52 497	-	-
Other Grant carried forward	(793 736)	(112 617)	-	-
TOTAL OTHER GRANTS	3 172 022	450 052	3 356 474	523 631
TOTAL GRANTS	21 799 247	3 092 924	16 807 100	2 622 012
OTHER INCOME				
Interest received	65 323	9 268	485 052	75 671
Sale of publications	-	-	-	-
Sundry revenue	50 222	7 126	710	111
TOTAL OTHER INCOME	115 545	16 394	485 762	75 782
TOTAL INCOME	21 914 792	3 109 318	17 292 862	2 697 794

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MEDIA INSTITUTE OF SOUTHERN AFRICA

SUMMARY INCOME & EXPENDITURE STATEMENT FOR THE YEAR ENDED MARCH 31,

	2007 Actual N\$	2007 Actual USD	2006 Actual N\$	2006 Actual USD
INCOME				
GRANTS RECEIVED				
<i>BASKET FUNDING</i>				
TOTAL BASKET FUNDS RECEIVED	18,627,226	2,642,872	13,450,626	2,098,382
BASKET FUNDS CARRIED FORWARD	-	-	-	-
<i>NET BASKET FUNDS</i>	18,627,226	2,642,872	13,450,626	2,098,382
TOTAL OTHER GRANTS RECEIVED	3,965,758	562,670	3,356,474	523,631
OTHER GRANTS CARRIED FORWARD	(793,736)	(112,617)	-	-
<i>NET OTHER GRANTS</i>	3,172,022	450,053	3,356,474	523,631
TOTAL GRANTS	21,799,247	3,092,925	16,807,100	2,622,012
OTHER INCOME	115,545	16,394	485,763	75,782
TOTAL INCOME	21,914,792	3,109,319	17,292,863	2,697,795
EXPENDITURE				
PROG A - FREEDOM OF EXPRESSION CAMPAIGN	3,223,591	457,370	3,002,348	468,385
PROG B - MEDIA FREEDOM MONITORING	3,881,537	550,721	4,030,495	628,438
PROG C - CAMPAIGN FOR BROADCASTING DIVERSITY	2,776,240	393,899	2,550,206	397,848
PROG D - MEDIA SUPPORT ACTIVITIES	3,970,373	563,325	4,587,044	715,604
PROG E - LEGAL SUPPORT	470,816	66,800	810,552	126,451
IMPLEMENTATION & MONITORING COSTS	4,666,222	662,054	3,710,720	579,239
TOTAL EXPENDITURE	18,988,779	2,694,170	18,691,365	2,915,965
SURPLUS (DEFICIT)	2,926,013	415,149	(1,398,502)	(218,171)
Forex Gain on Conversion	48,871	(8,222)	-	(4,777)
NET SURPLUS (DEFICIT) FOR THE YEAR	2,974,884	406,927	(1,398,502)	(222,948)

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Unless otherwise stated pictures are by UNESCO and MISA

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(As at August 8, 2007)

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