Inspiring Media Houses to Adopt Gender Equality as a Priority

26-28 October 2016
Gender Links Cottages
Johannesburg
Why a Gender Policy - Aim

To ensure gender balance and sensitivity in the media house in its editorial content, programming and marketing strategies.

To strive for and achieve gender equality for both men and women in the media house.

To have equal treatment and opportunities to create a conducive environment in the workplace.

To promote the full participation and empowerment of both men and women in programmes; confronting the social and ideological barriers; and encouraging initiatives for basic rights to rid any form of discrimination, including sexual harassment.
Botswana media houses joined over 100 SADC media houses to mainstream gender in content and institutional practice through Gender Links Media programme.

The media houses had to address:
- institutional issues
- human resources practice
- sexual harassment,
- advertising and marketing and
- editorial content.

Aims and Buy In

Media houses committed to place deliberate strategies to level the playing field such as developing gender policies to guide their operations.

What is unique is that media managers and editors gave a buy-in to the process.

Seven media houses (COEs) signed MOUs with Gender Links giving commitment to the process.
Seven media houses, (COEs) The Voice, The Echo, Mmegi, Sunday Standard, Yarona FM, Gabz FM and Duma FM developed and signed to commit to the gender policy after many explanations.
It was essential to get the media houses to sign Memorandums of Understanding with Gender Links - Not an easy task!
Inhouse workshop

Include all departments of the media house for the training. Publishers, Editors, administration etc.
Media houses discuss the need for a Gender Policy.

Task force members are chosen from the media houses.

They discuss the crafting of a policy.

Interactive forums. Everyone should participate.
Gender Policy templates

Task Force members crafted the final policy using templates from inhouse workshops

OBJECTIVES

• To discuss the final Botswana Media Gender Policy
• To adopt the policy
• To sign the Statement of Commitment

A MEETING was convened for editors and media owners to discuss the final Botswana Media Gender policy. A presentation on Newsroom Management and Leadership was made, which was interactive and editors all participated. They expressed that the breakfast meeting was long overdue and a good forum for editors to meet and discuss issues.

They shared that since their media houses signed the Memorandum of Understanding with Gender Links they have been sensitized about gender issues. They shared that media personnel really migrated. For instance, some of the task force members that initially crafted the policy had moved somewhere else. However, whoever took part in the policy was given credit.

She shared: “This policy was done by media houses, and when I read it I felt proud of all of you. The Gender Policy is something that we all did together; we had a Memorandum of Understanding signed with seven Centre of Excellency being; Echo, Mmegi/Monitor, The Voice, Duma FM, Ya Rona FM, Gabz FM and Sunday Standard/Telegraph.

This was a very long journey and I am proud to say that the Task Force members came up with a very good policy and apparently I am told Gender Links Head Office love it. It has now come to a finale and from all the meetings we have had we have come up with a final product that the Printing and Publishing Company of Botswana has volunteered to print.

I hope that we are going to put this Policy into effect. It should be incorporated in our Company Rules and Regulations and new staff members should be orientated about it. Most of the participating media houses have an HIV Policy which most people do not know about.

Breakfast meeting for Editors to discuss the booklet.

Editors always ‘busy’ so the meetings were short. From 07h30 to 11h00
Task Force members change jobs and have to be replaced at the media houses. Important to have a contact person.

Task Force members met frequently during the process.
Time to commit

We have all these policies, we know they are there, but have we always forgotten about them after putting in so much time and effort to crafting them.

The HIV&AIDS Workplace Policy and Code of Conduct will soon be coming out of the drawers as the Department of Labour and Home Affairs is visiting companies asking about HIV&AIDS workplace policies for employees.

Gender is also taking centre stage, because most countries are saying that it is high time gender is mainstreamed into institutions, governance and politics. When we talk about gender, we do not refer to women, but because there is a disparity in the newsrooms regarding women, we shall always lean towards them, not that we are saying that women should hold positions of power simply because they are women.

The Voice has women in management positions, but this just happened and was never deliberately planned that way. But these women proved themselves to be in those positions.

I have heard people complaining about women and motherhood—taking care of children, taking them to see a doctor, having to stay at home when the Helper is absent, and the point is, we take it for granted that when a child is sick, the woman should provide care for it. Where are the men?

On the other hand, women should also find ways that enable them to cover stories at remote parts of the country without presenting a fragile personality. They should also strive to cover other beats like politics, business and sports.

OBJECTIVES

• To discuss the ethical requirements for gender-fair newsroom management
• To gain an understanding of the gender perspectives of omission and leadership

Leadership

• Leadership – “guiding from the front”
• Providing the vision and example that others to follow
• Leadership involves some management skill

NEWSROOM
AND
LEADERSHIP

Editors adopt the Botswana Gender Media Policy

By Kelly Kasale
August 13, 2013
Cresta Hotel
Gaborone, Botswana

REPORT

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Newsroom Management and Leadership

Leadership

• Leadership – “guiding from the front”
• Providing the vision and example that others to follow
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REPORT

Crucial for the publishers to sign the statement of commitment to ensure there is implementation
The Gender Policy was finally launched by the then Speaker of Parliament, Dr Margaret Nasha.

What happens to the newly launched Policy?
<table>
<thead>
<tr>
<th>Strategic Objective</th>
<th>Actions</th>
<th>Who</th>
<th>Time Frame</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targets for achieving gender parity by 2015</td>
<td>Disseminate the policy &amp; get management on board on gender mainstreaming through workshops</td>
<td>Gender Links &amp; Sunday Standard Management</td>
<td>2 years</td>
<td>Attain the set targets</td>
</tr>
<tr>
<td>Selection and recruitment</td>
<td>Develop a transparent, gender sensitive policy</td>
<td>H.R &amp; Management Management &amp; legal advisor</td>
<td>2 years</td>
<td>Stop the use of offensive language</td>
</tr>
<tr>
<td>Language</td>
<td>Develop a guide for the use of language in the workplace</td>
<td>Management HR</td>
<td>1 year</td>
<td>Gender mainstreamed into policies</td>
</tr>
<tr>
<td>Gender is mainstreamed into all Policies</td>
<td>Review existing policies/ rules &amp; regulations to ensure gender sensitivity and mainstreaming</td>
<td>Company legal advisor Management and HR</td>
<td>2 years</td>
<td>Have staff aware of policy and ensure they utilise it.</td>
</tr>
<tr>
<td>Updated sexual harassment policy</td>
<td>Develop a sexual harassment policy</td>
<td>Section heads and Editors</td>
<td>2 years</td>
<td></td>
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**EDITORIAL**

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<tr>
<th>Increase coverage of gender specific issues</th>
<th>Have gender specific stories in all sections</th>
<th>Assignment Editor</th>
<th>Immediate</th>
<th>Have a specific number of gender specific stories.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure balance of sources</td>
<td>Have a balanced pool of sources</td>
<td>Management &amp; Assignment Editor</td>
<td>1 year</td>
<td>Gender balanced sources</td>
</tr>
<tr>
<td>Assign specific beats on rotational basis</td>
<td>Engage management in the rotation of reporters across the beats.</td>
<td>Management &amp; Assignment Editor</td>
<td>Immediate</td>
<td>More versatile workforce</td>
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<tr>
<td>Build up data base of sources</td>
<td>Establish gender data base. Encourage reporters to add as many sources as possible to gender data base.</td>
<td>Management/Editor and Genderlinks resource</td>
<td>1 year</td>
<td>Develop new angles and approaches</td>
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The media houses drafted action plans with timelines. However these have to be reviewed for post 2015 Gender mainstreaming.

“Actions speak louder than words.” But Botswana media houses now have Gender as a part of their mandate.
Botswana Media unite to mainstream gender in content and in top management positions

Last Thursday was a milestone for media in Botswana as a Gender Policy was launched to be used by practitioners in their studios and newsrooms as well as the boardrooms.

An initiative of Gender Links (GL) funded by UKAID, the Botswana Media Gender Policy is a product of seven media houses.

The participating electronic and media practitioners signed Memorandums of Understanding with GL to become Centres of Excellence (COEs).

Participating media houses who crafted and adopted the Policy were Duma FM, YaRona FM, Gabz FM, Mmegi/Monitor, The Voice, Echo and Sunday Standard/The Telegraph.

Among the 100 guests who turned up to support the occasion was the Speaker of the National Assembly, Dr Margaret Nansha who was the Guest speaker, as well as UNFPA Country Representative, Aisha Camara Drammeh, Kelebogile Kgabi from the Ministry of Labour and Home Affairs, the Attorney General, Dr Atthalia Mokalake, renowned lawyer and Gender Links Volunteer Rahim Khan, Bala representative Rre Manthe and Rre Roy Sesana.

Welcoming guests, GL Botswana Country Manager, Keabonye Ntsabana commended the media houses for taking the first step to recognize the importance of mainstreaming Gender not only in content but also in institutional practices.

The Gender Policy Project Consultant and Facilitator, Beata Kasale-Kabango clarified the fact that the Policy was not only concerned about women, but men as well.

However, she pointed out that women were missing in positions of leadership and that the Policy sought to address this gap.

Way Forward - Nine Steps

Way Forward - Nine Steps to a successful mainstreaming of Gender in the media house

ONE: Set goals or targets for the achievement of gender balance among media personnel

TWO: Establish policies and transparent procedures for recruitment, remuneration, promotion, etc etc

THREE: In view of the growing evidence that many women are dropping out of media professions conduct research to find out why

FOUR: Recognise the existence of negative gender-based attitudes and behaviours, including sexual harassment in the workplace, and create a gender-friendly work environment

FIVE: Establish more flexible work schedules, not as a special concession to women

SIX: Provide management, negotiation and leadership training for women to help them succeed in media companies

SEVEN: Ensure diversity among media personnel through recruitment and training that addresses the specific needs of women

EIGHT: Foster gender awareness among women and men in the media by conducting workshops and training

NINE: Establish mentoring systems and other supportive strategies to enhance women’s capabilities and potential for advancement in the media

Leadership involves management skills.

Management and leadership are two different issues even though they are also one, it is a bit confusing just like gender because management is more like taking charge or control and you have to be leader in order to be a manager.

A woman in leadership should show others so as to have a gender dimension especially at the top because new managers replicate the leaders they find, you can transform the faces but that does not mean that everything is going to change.
Set goals or targets for the achievement of gender balance among media personnel

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In view of the growing evidence that many women are dropping out of media professions, conduct research to find out why

Establish more flexible work schedules, not as a special concession to women

Recognise the existence of negative gender-based attitudes and behaviours, including sexual harassment in the workplace, and create a gender-friendly work environment.

WAY FORWARD
The Nine Steps to a successful mainstreaming of Gender in the media house
6. Provide management, negotiation and leadership training for women to help them succeed in media companies.

7. Ensure diversity among media personnel through recruitment and training that addresses the specific needs of women.

8. Foster gender-awareness among women and men in the media by conducting workshops and training.

9. Establish mentoring systems and other supportive strategies to enhance women’s capabilities and potential for advancement in the media.

Media managers were advised through a Gender Links News Management and Leadership training that Leadership is guiding from the front providing vision and that Leadership involves management skills.
A woman with a voice is, by definition, a strong woman.

MELINDA GATES