

# Gender and the media

Despite the considerable capacity that has been built in the gender and media area, notably through GEMSA, both the Board meeting and the evaluation affirmed that this remains a core competence of GL and one that the organisation cannot afford to become slack on at a critical moment when gains are apparent but still fragile.

The Board emphasised, however, that what is important is to keep working in a catalytic way in which GL's main role is to undertake research and training that enhance ownership and build the capacity of other organisations, especially within the media itself, to take the process forward. GL must also keep assessing its role in this area, constantly repositioning itself to be as relevant as possible.

The 2007-2010 strategy states that GL will continue to build on its existing gender and media research, training, monitoring work as well as programmes designed to give women greater voice and agency, such as the 'Write about Rights' and 'Watching the Watchdogs' projects. During this period, GL will also work with GEMSA in creating the Gender and Media Diversity Centre (GMDC) which is views as a key anchor for generating and disseminating knowledge in this relatively new area of work.



Photo: Trevor Davies

Women make the news and get the news in Tanzania

"Gender Links is the leading force in the discourse on issues around the media and gender in Southern Africa and in that regard the organisation correctly reflects one of the major objectives of the Open Society initiative in the SADC."

Sam Phiri, OSISA

"I think Gender Links is doing great work on raising consciousness on gender and media. As I said in the course on Business Unusual, I think you should do something about gender issues in the music industry. (for example certain songs and musicians use disrespectful lyrics etc)."

Moses Mlangeni  
SABC Radio

## GENDER AND MEDIA PROJECTS AT A GLANCE

GEM RESEARCH AND POLICY	GEM TRAINING	WRITE ABOUT RIGHTS	WRITE ABOUT RIGHTS
1. Audience research	8. Mainstreaming gender in media education	13. GL Opinion and Commentary Service	14. Mirror on the Media
2. HIV/AIDS and Gender Policies	9. Gender, economy and the media		15. Media literacy
3. Glass ceiling	10. VRC		16. GEM Summit and awards
4. GMBS and HIV/AIDS Monitoring	11. GMDC		
5. Launch of Glass Ceiling and GMBS	12. Media Diversity Journal		
6. Gender policies in newsrooms			
7. Regulatory authorities and media NGOs			