

# GENDER AND MEDIA DIVERSITY CENTRE

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The GMDC is a physical and virtual resource centre that aims to disseminate and create knowledge on gender, media and diversity. The centre collects information, connects people with relevant information and promotes collaborative projects between partners who consist of media development NGOs, knowledge and training institutions.



## Objectives

- Promote more analytical, responsive and contextual journalism.
- Develop and share a body of knowledge on gender and diversity.
- Publicise the work of media scholars, students and practitioners.
- Provide resources that make the links between media theory and practice.
- Create a space for participatory discussion and debate on gender and media diversity.
- Develop north-south and institutional partnerships with strategic organisations.
- Become a centre of excellence on new approaches and fresh thinking.

“It’s been great working with such nice and personable people. I look forward to more mutually beneficial collaboration.”

- Eno Akpabio, University of Botswana Media Studies Department and member of the GMDC Advisory Group.

## Activities

### Governance

- Held three advisory group meetings.
- Followed up on partners and friends.

### Physical resources

- In a bid to make the GMDC a one stop shop of information on gender and media, the centre has so far collected 634 books (excluding magazines, reports and training manuals).
- The centre continues to strengthen its links with other organisations by exchanging publications.
- The GMDC maintains an updated mailing list which comprises donors, academic institutions, the media, researchers and NGOs. Publications are regularly exchanged.
- The resource centre is fully operational and will operate as a reference library.

### Seminars

- The GMDC convened Great Debates on gender and leadership in Botswana, Zambia and South Africa as part of gender, elections, media and local government training in which citizens expressed.



Is the personal political? GMDC debate in 2009.

### Gender and Media Diversity Journal

- Five issues have been produced with the latest issue is based on the theme “Critical Citizens, Responsive Media”. The journal

was officially launched by Professor Lizette Rabe (University of Stellenbosch) on the eve of the 5<sup>th</sup> GMDC Advisory Group meeting. A call has been sent out for the submission of articles for issue six of the journal which will be on gender, media and elections. The next journal will be on Gender and the World Soccer Cup 2010.



### Internships

A structured six month internship programme has been put in place and includes GLs satellite offices in Botswana and Mauritius. It includes candidates from the region and abroad.

### Electronic Resources

#### Website

The Gender Links, GMDC and GEMSA websites are being re-developed to operate off one content management system that will have an E GEM Social networking community. The GMDC will retain its url but also be advertised through GL to increase usage.

### Research

In October 2008, the GMDC set up a wiki to collect the opinions, beliefs and insights of women on financing of media ownership for women. The position paper was circulated and uploaded on the GMDC and GL website. The GMDC has a research database which is searchable and comprises theses from academic institutions, research by academics and also articles from the Gender and Media Diversity Journal. Initially research was put in the same database as publications but as from October, the research database statistics stand independent of the publications database statistics. Nearly 300 relevant research pieces have been uploaded. The desk responded to 53 queries in 2008/2009.

### Next steps

- Strengthening relations with academic institutions in Southern Africa and other NGOs.
- Strengthening North-South relations.
- Conduct an audit of gender in media education to strengthen relations with media training institutions.
- Hold a round table with and strengthen relations with librarians.
- Making the GMDC website more interactive.
- Strategise on media monitoring of the 2010 World Cup.
- Hold two advisory group meetings
- Train four interns for the year.
- Acquire over 50 books and subscribe to at least 10 journals.
- Plans are underway to promote the resource centre and also acquire equipment that will allow users to access information in all the formats available. Such equipment includes a photocopier, headphones and a television set.

### What I have learned on the job



Having joined GL in December 2008, I am still to learn many things. What I have learned during this short period is working under pressure to meet deadlines. Although stressful, I have come to appreciate the pace at which people do things in the work environment. I have learned that sharing tasks eases the load and no assignment is too small or too big for anyone. Despite our “titles”, being called in to assist in activities outside one’s job description teaches us humility. These are lessons that mould our conduct outside funded projects - Seanna Chingamuka.