

**Memorandum of Understanding  
between Gender Links (GL) and Sunday Standard**

**CENTRE OF EXCELLENCE FOR GENDER MAINSTREAMING IN THE MEDIA**



**1. Purpose**

This MOU concerns collaboration between Gender Links (GL) and Sunday Standard to create a Centre of Excellence for Gender Mainstreaming in the Media. The SADC Protocol on Gender and Development has set targets for the achievement of gender equality in and through the media by 2015 (See **Annex A**). GL will work with Sunday Standard between 2011 and 2014 to ensure that there are at least 30% women sources in news content and equal representation of women and men in the media house including in decision making positions. This collaboration is part of the Media Centres of Excellence (COE) in gender mainstreaming project (see **Annex C** for concept paper).

**2. Background**

The Gender and Media Progress Study (GMPS) 2010 showed that on average women constitute 19% of news sources in the Southern African media, up from 17% in the 2003 Gender and Media Baseline Study (GMBS). The GMPS showed that women make up 20% of sources in Botswana.

The Glass Ceilings Study in Media Houses study (2009) showed that women constitute 41% of media employees across the region (42% in Botswana) and less than a quarter of top and senior media managers (30% in top and 39% in senior management in Botswana).

**3. Mutual interests**

GL and Sunday Standard have a shared interest in promoting a gender responsive media in accordance with provisions of the SADC Gender Protocol media targets (**Annex B**) and in the interests of enhancing and deepening democracy.

**4. Responsibilities**

The table in **Annex A** outlines the specific responsibilities of the two institutions at different stages of the COE process.

## **5. Agreed arrangements**

To ensure smooth and mutually beneficial operations, the organisations agree to the following in respect to the strategy development and roll out of the media COEs.

### **A. Resource arrangements**

**GL** shall cover the costs of:

- A GL facilitator to conduct training and coordination of process.
- Materials and tools.
- Catering costs where necessary and applicable.
- Special projects that give journalists on-the-job training opportunities; travel to summits and awards where warranted.
- The final certification.

Sunday Standard shall:

- Provide leadership and political support to the process.
- As far as possible and as mutually agreed provide in-house venues
- Conduct in-house monitoring every six months making use of the media houses own staff.
- Cover costs of printing its policy and action plan according to prevailing institutional practice.

### **B. Administrative and management arrangements**

**GL** shall

- Provide a facilitator and training material for all the workshops.
- Send the invitation for the workshop to the media house for them to disburse

Sunday Standard shall

- Ensure the participation of all relevant employees and stakeholders at each workshop including media managers.
- Invite key leaders within the media house to participate in policy implementation.
- Publicise the Centres of Excellence project in its publications.

### **C. Programme facilitation and reporting**

**GL** shall co-facilitate the workshops with the support of the Sunday Standard task team.

### **D. Communication, stakeholder coordination and visibility**

- Review meetings shall take place every six months on progress in the COE processes.
- Sunday Standard shall, along with other COE's, be featured on the GL website.
- Sunday Standard shall feature the COE logo on its website and in other communication as a sign of its commitment to the process.
- Both GL and Sunday Standard shall use public forums as an opportunity to canvass the COE process, and share

**E. Monitoring and evaluation**

- GL and Sunday Standard shall collaborate in administering the monitoring and evaluation tools in this process; sharing results; and documenting change.

**6. Dispute resolution**

Every effort shall be made to resolve any disputes arising in the course of this agreement through mediation. In the event of the parties being unable to do so, the parties agree to refer the dispute to an independent mediator.


**7. Variation clause**

The parties agree that this constitutes the entire agreement between the parties and no variation will be permitted except as agreed to in writing by the parties.

Signed on 08-08-2011



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On behalf of Gender Links  
Colleen Lowe Morna



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