



PLEASE FEEL
FREE TO ADD
YOUR OWN
BACKGROUND

**ADD AN ACTION PHOTOGRAPH
THAT SHOWS AN ASPECT OF THE
GOOD PRACTICE**

**YOUR
LOGO**

***PEOPLE'S CHOICE FM
NTHABISENG MOKAPELA
ELECTRONIC MEDIA***

LESOTHO SADC GENDER PROTOCOL SUMMIT

18-19th March 2013

Maseru, Lesotho

LESOTHO SUN HOTEL

GENDER EQUALITY BY 2015, YES WE MUST!

BRIEF DESCRIPTION OF MEDIA HOUSE

- Location (urban/rural) Urban
- Type: print/radio/television Radio
- Circulation (how many females/males)? 10 Females and 20 Males
- Proportion of women sources 5
- How many employees 30 employees
- How many employees (number of females/males)? 10 females and 20 Males
- Is the media house part of the COE process? If so for how long? No, the media house is not part of the COE process

Your submission

- SYNOPSIS: BRIEF DESCRIPTION OF THE ITEM SUBMITTED AND A MOTIVATION AS TO WHY IT IS A GOOD EXAMPLE OF GENDER IN MEDIA CONTENT? *
- The item submitted is based on HIV and AIDS. During my research, I discovered that HIV and AIDS is a problem in my country, Lesotho. Most people, especially those that live in rural areas, are still not fully informed about issues that surround HIV and AIDS, most of them still believe that when a person acquires HIV, it is because they are bewitched. I therefore concluded that the media should intervene in this regard, so that we (the Media) create awareness among these people, to make them realise that this pandemic is not in anyway associated to being cursed, and that it only affects people who among others, engage in unprotected sex with people who are already infected, sharing needles and getting in contact with blood or any fluid of person infected with HIV. The media does have a huge role to play in educating the nation about the prevention of HIV and AIDS, and how one should live positively upon realisation that she/he is infected with HIV. Radio is a powerful tool in this regard because it reaches almost all parts of the country, therefore this means the message about HIV will reach many people.

HOW DOES YOUR SUBMISSION CONTRIBUTE TOWARDS ACHIEVING THE 28 TARGETS OF THE SADC GENDER PROTOCOL?

PROTOCOL TARGET	COUNCIL ACTIONS
Article 12-13	This article provides for equal representation of women in all areas of decision-making, therefore as the Media we are responsible in educating women that they should not be made to feel inferior and that they need to be heard.
Article 29-31	This article provides for gender to be mainstreamed in all information. Our role here as Radio is to disseminate information regarding this issue.
Article 27	The article covers prevention, treatment, care and support in relation to HIV and AIDS. It is therefore our role to disseminate information about all issues surrounding HIV and AIDS.

Background

- BRIEF BACKGROUND: WHY DID YOU PRODUCE THE STORY? WHAT PROBLEM OR CONTEXT IS IT RESPONDING TO? *
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- I produced the story because I wanted to create awareness about how HIV and AIDS impacts negatively on the lives of the community and how new infections can be prevented. This will help reduce the increasing number of orphans and vulnerable children. Many children are orphans because their parents have died of HIV related illnesses.
- It is responding to the high rate of new infections, and the increasing number of orphans due to their parents dying of HIV related illnesses.

Objectives

- OBJECTIVES: WHAT DID YOU HOPE TO ACHIEVE WITH THIS COVERAGE?
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- Photo
- Disseminate information to the community about all issues surrounding HIV and AIDS.

Targets

- TARGETS: WHO DID YOU HOPE TO REACH? WHAT EVIDENCE DO YOU HAVE TO ILLUSTRATE IMPACT? *
- I hoped to reach the rural community, mostly women of child bearing age, boys and girls.



Process

- PROCESS: HOW DID YOU GATHER THE DATA, HOW MANY SOURCES, FEMALE AND MALE DID YOU CONSULT? *
- Photo
- I consulted 5 Females and 5 Males

Feedback

- Scans, quotes
- PLEASE PROVIDE ANY EXAMPLES OF FEEDBACK THAT YOU RECEIVED FROM THE ARTICLES (FROM WEBSITES, LETTERS, ETC.). ATTACH ALL RELEVANT DOCUMENTATION. *

Follow up

- HOW WOULD YOU CONDUCT FOLLOW UP?
- HAS ANY FOLLOW UP BEEN CONDUCTED
- Yes, I conducted a follow up. I went back to the villages that I went to before and I realised that at least part of the crew I talked to before have a little understanding about HIV, especially on the part of preventing it. Women also showed understanding that they should not feel inferior, and ended up being abused.