



PLEASE FEEL  
FREE TO ADD  
YOUR OWN  
BACKGROUND



**YOUR  
LOGO**

***NAME OF GOOD PRACTICE***  
***PRESENTERS NAME: MWANAJUMA MMANGA***  
***CATEGORY: MEDIA COE ZANZIBAR LEO***

**COUNTRY SADC GENDER PROTOCOL SUMMIT**

**DATE**

**VENUE**

**GENDER EQUALITY BY 2015, YES WE MUST!**

# BRIEF DESCRIPTION OF **MEDIA HOUSE**

- Location Rahaleo urban District.  
Type: print/radio/television  
Print Zanzibar leo news paper
- Circulation 5000 , 3000 males and 2000 females.
- Proportion of women sources
- To buy own and share among them.
- How many employees , 43 (number of 20 females and 23 males).
- yes Is the media house part of the COE process from 2011 until now.



# 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 ARTICLE HAS PUBLISHED DURING THE 16 DAYS OF CAMPAIGN AGAIST BGV AIMED TO INFLUENCE THE AUDIENCE ON FIGHTING AGAINST THE BGV.**

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

PROTOCOL TARGET	COUNCIL ACTIONS
<p>THIS ARTICLE THAT PUBLISHED ON 16 DAYS OF CAMPAIGN AGAIST GBV, INFLUENCE A LOT THE AUDIENCE ON WAY OF FIGHTING THE GBV.</p>	<p>ZANZIBAR LEO</p>
<p>GENERALLY, ONE AMONG THE ROLES OF MEDIA IS TO RAISE AWARENESS TO THE PUBLIC, SO THE PUBLICATION WHICH WAS PRINTED OUT WAS TO RAISE AWARENESS ON GBV ISSUES OCCURS IN ZANZIBAR.</p>	<p>ZANZIBAR LEO</p>
<p>THE IMPORTANT THING TO BE CONSIDERED IS HANDLING OF THE TO THE CHILDREN WHO ARE BELOW 12 YEARS OF AGE. TO THIS CREATE AN IMPRESSION THAT THE CHILDRED SUFFER FROM GBV ISSUES SUCH AS RAPE, DEFILEMENT, CHILD ABUSE AND TRAFFICKING AND SO ON.</p>	<p>ZANZIBAR LEO</p>

# Background

- BRIEF BACKGROUND:  
WHY DID YOU  
PRODUCE THE STORY?  
WHAT PROBLEM OR  
CONTEXT IS IT  
RESPONDING TO? \*
- THE REASON BEHIND IS TO EDUCATE  
SOCIETY ON THE STATUS OF A  
WOMEN AND CHILDREN THOSE  
WHO LIVE ON THE DIFFICULT  
ENVIRONMENTS ON A SOCIETY.
- THIS IS BECAUSE THE LARGE PART OF  
THE SOCIETY STILL DISCRIMINATE  
CHILDREN AS WELL AS WOMEN.
- ALSO TO BUILD SOCIETY  
AWARENESS ON THE PROBLEMS  
ENCOUNTER WOMEN IN THE SOCIETY.

# Objectives

- **OBJECTIVES: WHAT DID YOU HOPE TO ACHIEVE WITH THIS COVERAGE?**
- **THE COVERAGE EXPECT TO EDUCATE, STRENGTH AND SENSITISE THE PUBLIC ON GBV AND I HOPE PEOPLE WILL DO THEIR PARTS ACCORDING TO THEIR RESPONSIBILITIES.**



# Targets

- TARGETS: WHO DID YOU HOPE TO REACH?
- WHAT EVIDENCE DO YOU HAVE TO ILLUSTRATE IMPACT? \*
- SINCE THE ARTICLE WAS PUBLISHED IN THE NEWSPAPER, IT REACHED A WIDE COVERAGE AND MANY PEOPLE IN URBAN AND RURAL AREAS WITHIN THE ISLES AS WELL AS TANZANIA MAINLAND.



# Process

- PROCESS: HOW DID YOU GATHER THE DATA, HOW MANY SOURCES, FEMALE AND MALE DID YOU CONSULT? \*
- I USE BOTH INTERVIEW OF SOME ACTIVISTS, GOVERNMENT OFFICIALS **ie ZAFELA, ONE STOP CENTER, WOMEN DESK of POLICE etc** AND READING THE SECONDARY SOURCES SUCH AS OFFICIAL REPORTS, PAST ARTICLES.
- ALSO IT INVOLVE



# Feedback

- Scans, quotes

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

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- **I GOT ONLY ORAL FEEDBACK FOR THE ARTICLE FROM MINISTRY OF SOCIAL WELFARE AND POLICE.**

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# Follow up

- HOW WOULD YOU CONDUCT FOLLOW UP?
- HAS ANY FOLLOW UP BEEN CONDUCTED

- **Examples**
- NORMALLY I USED TO MAKE FOLLOW UP WITH GBV ISSUES ONCE IN EVERY WEEK TO THE INSTITUTIONS DEAL WITH GBV CASES.