

ACKNOWLEDGEMENTS

DRAFT BOTSWANA GENDER POLICY

This Botswana Media Gender Policy is a product of intense work, commitment and contribution from the Botswana media fraternity. It was made possible by (sponsors) in conjunction with Gender Links.

The input of the management of Botswana media houses participating in the initiative, which include Duma Fm, Gabz FM, Mmegi and Monitor, Sunday Standard, The Echo, The Voice and Yarona Fm made this initiative possible.

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Colleen Lowe-Morna

DECLARATION AND COMMITMENT STATEMENT

We, the media practitioners of the following media houses undertake to adhere to what is written in this gender policy:

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Managing Editor - Dikgang Publishing Company _____
(Mmegi and Monitor)

Ms Beata Kasale
Publisher - The Voice Newspaper _____

Mr Outsa Mokone
Managing Editor - Sunday Standard

Mr Spencer Mogapi
The Telegraph

Mr Owen Rampha
Station Manager- Yarona FM _____

Ms Joyce Manase- Ntau
Station Manager - Gabz FM _____

Mr Kealeboga Dihutso
News Editor Duma FM _____

Mr Godfrey Ganetsang
Editor - The Echo _____

DEFINITIONS

Sex and gender: Gender refers to those characteristics of men and women that are socially determined, in contrast sex which refers to those that are biologically determined. This learned behaviour is what makes up gender identity and determines gender roles.

Gender equality involves empowering women to take their rightful role in society, as well as changing the attitudes of men.

Gender mainstreaming: The UNDP defines gender mainstreaming as: *“Taking account of gender equity concerns in all policy, programme, administrative and financial activities, and in organizational procedures, thereby contributing to a profound organizational transformation.”*

Gender mainstreaming involves both **internal transformation** (where women and men are located, and in what roles) as well as the integration of gender considerations into all aspects of **service delivery**- from the inception and design of projects to their implementation, training and capacity building, to monitoring and evaluating the outcomes.

INTRODUCTION

PART ONE

AIM

This policy aims to ensure gender balance and sensitivity in the media house, its editorial content, programming and marketing strategies. The Policy will help to achieve gender equality for both men and women to have equal treatment and opportunities to create a conducive environment in the workplace. It will further promote the full participation and empowerment of both men and women in programmes; confronting the social and ideological barriers; and encouraging initiatives for basic rights to rid any form of discrimination, including sexual harassment.

BACKGROUND

According to the United Nations Development Programme 2005 report, women constitute 11% of parliamentary seats in Botswana, 53% of professional and technical workers and 31% of administrators and managers. Based on such statistics, UNDP has ranked Botswana 49th of about 150 countries in its Gender Empowerment Measure, compared with a ranking of 131st in the Human Development Index and 94th among 103 developing countries in its Human Poverty Index.

Culturally and socially a man is the head of the family and this spills to the country at large as men occupy almost all decision making positions. There are very few women in high positions especially in politics. Social ills like gender based violence, sexual harassment and many more social injustices continue to haunt the womenfolk in the country.

The imbalances in gender are reflected in work place issues and also reflect in editorial content in Botswana media houses. Men dominate content and when women are in the news, they are often presented as victims. The idea that “sex sells” has reduced women to be primarily perceived as sex objects. Ownership of media houses is a male dominated area. Socialization, tradition, organizational culture attribute to sexual harassment instances going unreported. According to the Global Media Monitoring Project (GMMP) carried out in 2005, women constituted 27 percent of sources and 73 percent of men sources covered by female reporters as compared to 13 percent of women sources and 87 percent of men sources covered by male reporters in Botswana.

The Gender and Media Baseline Study (GMBS) conducted in 2003 which broke down the findings per media house showed that women constituted 16% of sources in the country (Botswana Television, The Voice Newspaper, Daily News, Gabz FM, Radio Botswana and Mmegi) as compared to 84% of male sources. Women are often portrayed in a narrow range of roles, most often as fashion models or as victims of violence.

The Gender and Media Audience Study (GMAS) conducted by Gender Links showed that 71% of women and 57% of men would like to see women portrayed in a more diverse range of roles. They said the news would be more interesting if it carried stories of women in a greater diversity of roles. Women and men identified four of the same roles they would like to see women represented in more often: professional roles, business, leadership and public life.

In its findings that again are strikingly similar to the consolidated findings, 45% women and 37% of men said they are uncomfortable with sexual images of women being used in news. Some 42% women and 38% men said they found the use of sexual images of women in the news “insulting”. Only 4% women and 12% men said they found such images “entertaining.”

There is therefore a greater need to devise strategies and systems to ensure that the different concerns, experiences and capacities of women and men fundamentally shape the way media plans, implements and evaluates all its programmes policies.

GENDER POLICY FRAMEWORK

This Policy has partly been informed by the results of the 2009 Glass Ceiling in Southern African Media and the 2010 Gender and Media Progress Study (GMPS) which showed an apparent lack of movement or improvement in gender within media content. The Glass Ceiling Study showed that whilst women are underrepresented in media in general, they are glaringly absent from decision making positions.

Media provisions in the Southern African Development Community (SADC) Protocol on Gender and Development encourage the media and media-related bodies to mainstream gender in their codes of conduct, policies and procedures, and adopt and implement gender-aware ethical principles, codes of practice and policies in accordance with the Protocol on Culture, Information and Sport. It further encourages the media to give equal voice to women and men in all areas of coverage, including increasing the number of programmes for, by and about women on gender-specific topics that challenge gender stereotypes. Media therefore is expected to take appropriate measures to play a constructive role in the eradication of gender-based violence by adopting guidelines which ensure gender-sensitive coverage.

Locally, the Beijing Conference of 1995 served to bring gender issues to the fore in Botswana, leading to the establishment of a National Policy on Women in Development. The Botswana’s Constitution (1966), guarantees the equality of all persons irrespective of their sex. This equality is reconfirmed by Vision 2016, which also states that by 2016 “*Botswana will have eradicated negative social attitudes towards the status and role of women, among others and will be free from all forms of sexual harassment*”.

Through Women's Affairs Department (WAD), under the Ministry of Labour and Home Affairs exists to enhance the status and role of women in decision-making and leadership at all levels; promote access to and control of factors of production and to remove all forms of legal and socio-cultural constraints to women's participation across all sectors of development; and create awareness of gender issues at all levels.

Gender is intrinsic to all the core ethical principles of journalism that include:

Seek truth and report it as fully as possible

- Inform yourself continuously
- Be honest, fair and courageous
- Give voice to the voiceless
- Hold the powerful accountable

Act independently

- Guard the role of a free press in an open society
- Seek out and disseminate competing perspectives
- Refrain from associations and activities that may compromise your integrity/damage your credibility
- Individual responsibility/collaborative effort

Minimise harm

- Compassion for those affected by your actions
- Treat sources, subjects and colleagues as human beings deserving of respect
- Balance harm and discomfort with alternatives that maximize the goal of truth telling.

PART TWO

WORK PLACE ISSUES

The media house will promote gender balance and sensitivity in its staff composition, institutional culture and practices to ensure a conducive working culture in the organization aimed at empowering both men and women where discriminatory attitudes and practices are non-existent.

Specifically:

Board and staff composition

The media house sets the following targets for board and staff composition

- 30 % women in all areas and at all levels of decision-making positions by 2015
- 50 % women at all areas and in all areas and at all levels of by 2015, in compliance with the position taken by SADC heads of state at their summit in 2005.

Affirmative action and staff development

The above targets will be supported by a detailed plan that includes:

- Selection and recruitment procedures to encourage women to apply for posts in which they are under-represented and vice versa.
- Career pathing and equal access to career development opportunities for both male and female staff members. There should be equal proportion in trainings for various department and employees should be encouraged to attend courses for advancement
- Gender-sensitive recruitment practices
- Fast tracing and staff development.
- Transparency in the recruitment section and mobility in the company
- Proper structure in place to handle grievances

Conditions of service

- While there is no direct discrimination against women, the predominance of women in contract and freelance work has the effect of denying them benefits, especially maternity leave and medical aid. The media house will therefore remove this indirect discrimination by ensuring gender balance among permanent employees.
- The company will continue to uphold maternity leave and introduce or provide for paternity leave as well.
- The media house will establish clear lines of accountability for achieving effective gender mainstreaming and impact on gender equality
- The company should have an employment quota system and keep regular reviews of gender balance in staff composition

Family friendly practices and environment

- The company will seek to enhance a family friendly work environment by considering an establishment of a subsidized child- care facility in the vicinity of the company.
- The company will show strong leadership and role modeling on gender mainstreaming through its management
- The media house will uphold a policy on breast- feeding
- The Company will uphold collaboration/communication with external groups working on gender, especially women's groups to keep abreast of gender related developments in the country.
- The media house will review its policy on flexi time in light of the new possibilities created by information technology with a view to being more sensitive towards the parental responsibilities of its employees, consistent with the needs of the organization and in a way that does not compromise quality and or productivity.

PART THREE

EDITORIAL CONTENT

The media house will seek to achieve gender balance and sensitivity in the representation and portrayal of women and men in all news and feature programmes, through:

- Balancing both sexes represented in the story
- Ensuring that the views and voices of women are equally heard by developing a data base of resource person issues that are not only related to women but also main stream issues such as politics and sports.
- Avoiding language with lingo that will promote gender stereotype and develop special capacity building sessions, for example on gender neutral language, will be held from time to time.
- Increasing the voices of women as sources in news content.
- Giving a gender perspective to news content.
- Images: Women should not just be shown as models and beauty queens (e.g. in bikinis), but also as people of substance who make contributions in boardrooms and politics.
- Have pictures of women in the papers, or choose alternative pictures to “men in suits.”
- Beats should not be allocated on gender basis.
- Ensuring that all reporters, producers and editors receive gender sensitivity training and take gender into account in their work, and that this training is provided in a way that fosters team work.
- Developing a directory of women contacts.
- Working with civil society on covering specific gender-related events such as the Sixteen Days of Activism on Gender Violence.
- Building gender into long term and short term planning. Anticipating events of a gender-related nature in the calendar and planning effectively for these.
- Exploring gender story ideas in greater depth.
- Regular feedback sessions with civil society
- Building gender standards into the ethical standards and editorial guidelines of the company.

PROGRAMMES

The media house will seek to ensure gender balance and sensitivity, and challenge gender stereotypes in its programming through:

- Reporting gender issues as and when they happen and engaging professionals in handling, clarifying, and backing such issues.
- Regularly reviewing editorial and programming content to ensure fair balance of gender issues. Further ensuring programming that includes entertainment programmes that challenge gender stereotypes and diminish the number of programmes that are demeaning of women.

- Striving for balanced composition of air presenters and taking gender factors into account in the scheduling of programmes.
- Focusing on programs featuring a diverse of women who are role models and the challenges that women face in life and society.
- Showing commitment to influence programmes that discuss gender based issues by working with civil society on innovative ways to raise public discussion and debate on sensitive issues such as abortion, sex work, sex education in schools and many more.
- Commitment of sufficient resources (human and financial) to developing gender sensitive local programmes.
- Give greater prominence to, and promote local productions that are gender balanced, challenge gender stereotypes, help to promote debate, dialogue and a better understanding of gender issues.

SALES AND MARKETING

The media company will show greater sensitivity and responsiveness to its clients by:

- Developing gender aware criteria for assessing adverts and live reads not to be sexist in nature (censor sexualized advert)
- Avoid objectifying gender in advertising campaigns
- Ensuring that the approach to advertising and sales concurs with the editorial standards and guidelines
- Conducting specific research on the wants and needs of the male and female clients of the media company.
- Building gender criteria into all future market related research.

PART FOUR

CODE OF GOOD PRACTISE ON SEXUAL HARASSMENT

This Code is to encourage and promote the development and implementation of policies and procedures that will lead to the creation of Botswana media workplaces that are free of sexual harassment where employers and employees respect one another's integrity, dignity, privacy and their right to equity in the workplace.

I. POLICY GUIDELINES

Defining Sexual Harassment

Sexual harassment in the working environment is a form of unfair discrimination and is prohibited on the grounds of sex and/or gender and/or sexual orientation.

II. EXAMPLES OF SEXUAL HARASSMENT

a. Physical conduct

- Touching
- Fondling
- Groping/grabbing of private parts
- Brushing against someone's body
- Kissing
- Strip search by or in the presence of the opposite/same sex
- Sexual assault
- Rape

b. Verbal Conduct

- Innuendos
- Suggestions
- Hints
- Comments with sexual overtones
- Sex-related jokes or insults
- Graphic comments about a person's body made in their presence or to them
- Inappropriate enquiries about the person's sex life
- Whistling of a sexual nature
- Sending by electronic means or otherwise of sexually explicit text

c. Non-verbal conduct

- Unwelcome gestures
- Indecent exposure
- Display or sending by electronic means or otherwise of sexually explicit pictures or objects

d. Victimization

- Victimization occurs where an employee is victimized or intimidated for failing to submit to sexual advances

e. *Quid pro quo/coercive harassment*

This occurs where a person, an employer, owner, management (all levels of management) or co-employee influences or attempts to influence an employee's employment circumstances such as engagement, promotion, training, discipline, dismissal, salary increments or other benefits by coercing or attempting to coerce an employee to surrender to sexual advances through the application of sexual favouritism.

f. *Sexual favouritism*

Sexual favouritism occurs where a person of authority rewards only those who respond to his or her sexual advances. A single incident of unwelcome sexual conduct may constitute sexual harassment

III. PROCEDURES ON SEXUAL HARRASSMENT

The following procedures should enable the resolution of problems in a sensitive, efficient and effective way.

a. *Reporting Sexual Harassment*

The Incident of sexual harassment must be reported as soon as is reasonably possible, without undue delay taking into consideration the power dynamics between the harasser and the victim, and the trauma that is involved in sexual harassment cases.

b. *Sexual harassment may be reported to the employer by the following people:*

- By the complainant
- By any other person aware of the sexual harassment: a friend, colleague, Human Resource official acting on the request of the complainant - where the complainant has indicated that she/ he wishes the employer to be made aware of the conduct.
- Where the sexual harassment is of a particularly serious nature, the complainant should be encouraged to inform the employer.

c. *Obligations of the Employer*

Where the sexual harassment has been brought to the attention of the employer, the following steps must be taken:

- Consult all relevant parties
- Take the necessary steps to address the complainant in accordance with this Code and the employer's policy
- Take the necessary steps to eliminate sexual harassment

d. *Disciplinary Sanctions*

The sanctions must be appropriate to the seriousness of the sexual harassment in question. The employer may consider the following disciplinary sanctions:

- Warning (and/or counselling) may be issued for minor instances of sexual harassment.

- Dismissal may ensue for continued minor instances of sexual harassment after warnings, as well as serious instances of sexual harassment.
- Upon being found guilty of sexual harassment, a perpetrator may be transferred to another position in the workplace.
- Transferring the perpetrator to another position in the workplace.

e. Confidentiality

Cases of sexual harassment must be handled in a manner that ensures that identities of the persons involved in the case are kept confidential - how?

- By ensuring that only appropriate members of management, aggrieved person (victim), representatives, accused, witnesses and interpreter (if required) should be present in the disciplinary inquiry.
- Only appropriate members of management as well as the grievant, representatives, accused, witnesses and interpreter (if required) should be present in the disciplinary inquiry.
- Employers are required to disclose to the complainant, accused and/or their representatives, such information as may be reasonably necessary to enable the parties to prepare for the proceedings in terms of the Code.

f. Information and Education on goals

The media company is committed to eliminating and preventing sexual harassment of its entire staff to fostering an environment of respect for all individuals. The Company through its Human Resource office will meet the following goals:

- Informing all staff about their rights through training and dissemination of the sexual harassment policy.
- Including the sexual harassment policy in orientation materials for new staff
- Notifying persons of prohibited conduct.
- Informing all staff of the appropriate procedures and reporting mechanisms for addressing concerns of sexual harassment.

g. Retaliation

The Policy prohibits retaliation against an individual for reporting sexual harassment, or for participating in an investigation. The media company will not tolerate retaliation in any form against any staff, which files an allegation, serves as a witness, assists an allegor, or participates in an investigation of sexual harassment.

h. Counselling and Support

The media company will provide support and counseling to affected staff who may be seeking for it.

(Refer to Sexual harassment policy document for more details on application of the code; test for sexual harassment; factors as a test for sexual harassment; guiding principles; steps to be taken when advising the complainant and different procedures among others)

MANAGEMENT SYSTEM

The board, director general and heads of department take ultimate responsibility for the implementation of this policy.

Day to day co-ordination and management is vested in a Gender Steering Committee (GSC) or Task force supervised by Human Resource Management:

- Chaired by the Human Resource Manager, who reports to the Managing Editor/Station Manager and works with all departments.
- Consists of Gender Steering Committee members or champions in each department.

These responsibilities will be written into the job descriptions and performance agreements of responsible officials and form part of their performance appraisal as these systems are put into place.

Process

- The GSC will be appointed immediately and develop a draft action plan.
- The draft policy and a one- year action plan will be put to the board and adopted by the New Year.
- The policy and action plan will be launched at an event involving all staff early in the New Year.
- The GSC will meet at least once a month.
- The GSC will have workshops and retreats constantly
- The GSC will orient and avail the Policy document to all staff members.

Monitoring and evaluation

- Each department will keep gender disaggregated data that will be used for benchmarking the policy.
- There will be a quarterly review of the implementation of the policy to include the GSC (with a designated person) to take charge of the policy through getting feedback from staff to assess whether the policy and implementation thereof is realistic using a self-monitoring tool obtained from Gender Links
- Getting feedback from consumers/clients through surveys.
- Soliciting external partners such as Gender Links or Botswana Telecommunication Authority (BTA) and or Women Affairs Department (WAD) to offer feedback on news and programmes.
- There will be an annual review of the policy at the end of each year.

Information and Education

- Where feasible, the organisation should endeavour to ensure that copies of this code are accessible and available in the official languages
- Employers, and where applicable, employer organizations should include the issue of sexual harassment in their orientation, education and training programmes

RESOURCES

- Ditshwanelo website <http://www.ditshwanelo.org.bw/gender.html>
- Gender and Media Audience Study (GMAS)
- Gender and Media Baseline Study (GMBS) 2003
- Gender and Media Progress Study 2010
- Gender Links website <http://www.genderlinks.org.za/>
- Gender Media Monitoring Project (GMMP)2005
- Glass Ceiling Study 2009