

## BAM MEDIA; MEDIA COE WORKSHOP REPORT FORM

<b>Country</b>	Lesotho
<b>Name of media house</b>	BAM Media (Informative Newspaper, BAM Marketing, BAM Consulting)
<b>Stage</b>	Three and four
<b>Date</b>	30 August 2012
<b>Venue</b>	BAM Media Offices
<b>Partners</b>	N/A
<b>Programme</b>	Attached at Annex A
<b>Participants</b>	Attached at Annex B
<b>Key points made in the inputs and discussion</b>	<ul style="list-style-type: none"> <li>• Media house is committed to mainstreaming gender institutional practice and content. Management committed</li> <li>• Gender is not just about women, its about affording equal opportunities to women and men and also acknowledging women's worth and contribution in society</li> <li>• BAM publishes Informative Newspaper, Finite and Achiever magazines</li> <li>• Capacity building is a need as journalists constantly need to improve their writing and analytical skills</li> <li>• The media industry is highly pressurised and women often find it difficult to survive</li> <li>• Some journalists come to the media fresh from varsity and they are inexperienced and COE project will help build their capacity</li> <li>• Management will engage staff on draft gender policy drafted in November 2011's workshop</li> </ul>
<b>Outputs</b>	E.g. draft policy
<b>Comments on Knowledge and Attitudes Protocol quiz and discussions</b>	Most of the participants did not know about the SADC gender Protocol, let alone the media provisions thereof. The feeling was that this instrument is targeting women and leaving out the men. Another strong feeling from men in the room is that Lesotho is a patriarchal society and it will take long to change mindsets. Men feel there are defined roles for women and men and the gender movement would likely destabilise this. Women felt that as a previously marginalized group the Protocol will help level the playing field. General attitudes are still entrenched in patriarchy for both groups although women would like to see things change.
<b>Comments on media house scorecards</b>	Media house scores highly on most fronts. Women's potential is highly recognized and they are well represented in decision-making and management. BAM media gives equal opportunities to women and men. As such, the gender policy will help consolidate efforts that are already underway.
<b>List of MandE forms and tools administered and sent to be Gender Links</b>	<ul style="list-style-type: none"> <li>• SADC Protocol quiz</li> <li>• Attitudes survey</li> <li>• Workshop evaluation</li> <li>• GMDC form</li> <li>• Media house score card</li> </ul>

**ANNEX A: PROGRAMME**



**Date: 30 August 2012**  
**Venue: Informative newspaper**

<b>TIME</b>	<b>ACTIVITY</b>	<b>FOCUS</b>	<b>WHO</b>	<b>MATERIALS</b>
<b>30 July 2012</b>				
<b>INTRODUCTION</b>				
11:00– 11:15	Registration and administration of Protocol quiz and media house score card	Test SADC protocol knowledge levels and watch SADC Protocol DVD	SN/ALL	<ul style="list-style-type: none"> <li>• Registration form</li> <li>• Media house score card</li> <li>• SADC protocol quiz</li> <li>• SADC protocol DVD</li> </ul>
11:15-11:30	Welcome and objectives	Objectives of the meeting	SN/MM	Programme
11:30-12:00	SADC Gender Protocol DVD	Media Targets	SN/ALL	SADC Protocol DVD
12:00-13:00	Media COE overview	Introducing the media COEs concept	SN	<ul style="list-style-type: none"> <li>• COE pamphlet</li> <li>• COE handbook</li> </ul>
	Key gender and media issues: Institutional practices ,employment and editorial practices	What previous research says	SN	GMPS and Glass Ceiling reports
<b>13:00-13:30</b>	<b>LUNCH</b>			
13:30-14:00	Gender, Media Diversity and change DVD	Gender and the Media in SADC since GMBS	All	Media DVD
14:00 – 14:45	Monitoring	Gender in our media house	SN/ALL	Informative newspapers
14:45-15:00	Process of drafting a gender policy	Gender policy Action plan	SN	Gender policy template Action plan template Task team

<b>TIME</b>	<b>ACTIVITY</b>	<b>FOCUS</b>	<b>WHO</b>	<b>MATERIALS</b>
<b>30 July 2012</b>				
<b>15.00- 15.10</b>	<b>WRAP UP AND CLOSE</b>		Mme Malisema	

**ANNEX B: PARTICIPANTS LIST**