

## MEDIA COE WORKSHOP REPORT FOR ZIMPAPERS

<b>Country</b>	Zimbabwe
<b>Name of media house</b>	Zimbabwe Newspapers (1980) Private Limited (Zimpapers)
<b>Stage</b>	Stage 3 and 4
<b>Date</b>	23-24 February 2012
<b>Venue</b>	Kadoma Hotel and Conference Centre
<b>Partners</b>	Thabani Mpofu and Sikhonzile Ndlovu
<b>Programme</b>	See <b>Annex A.</b>
<b>Participants</b>	See <b>Annex B.</b>
<b>Key points made in the inputs and discussion</b>	<ul style="list-style-type: none"> <li>• Developing gender policies was a milestone in the history of Zimbabwean media and will see change in the content of Zimpapers' various publications.</li> <li>• Readers felt some Zimpapers publications were too harsh on women and not easy to digest but gender policy will address those issues and increase readership.</li> <li>• Gender issues are real issues that need to be given due attention.</li> <li>• Zimpapers committed to become a real centre of excellence that recognizes the various needs of women in the media.</li> <li>• Female journalists were encouraged to stay longer in the newsroom for them to gain experience and be promoted.</li> <li>• Most female journalists leave newsrooms for better paying jobs like public relations, marketing and further studies.</li> <li>• Gender policies should not disadvantage the boy child in its efforts to address gender inequalities.</li> <li>• There is need for transparent procedures for recruitment, remuneration, promotion, work assignments and other factors that affect professional access, employment and advancement.</li> </ul>
<b>Outputs</b>	<ul style="list-style-type: none"> <li>• Action plan for finalising drafting of a gender policy.</li> <li>• Signed MOU for all 10 publications under Zimpapers stable.</li> </ul>
<b>Comments on Knowledge and Attitudes Protocol quiz and discussions</b>	<ul style="list-style-type: none"> <li>• Poor knowledge of the SADC protocol.</li> <li>•</li> </ul>
<b>Comments on media house scorecards</b>	
<b>List of MandE forms and tools administered and sent to be Gender Links</b>	<ul style="list-style-type: none"> <li>• Registration form</li> <li>• SADC protocol quiz</li> <li>• Knowledge and Attitudes Protocol quiz</li> <li>• Gender policy framework</li> <li>• Gender score card for media houses</li> <li>• Workshop evaluation form</li> </ul>

	<ul style="list-style-type: none"><li>• Gender policy template</li><li>• Action plan template</li><li>• Nine point plan for mainstreaming gender</li></ul>
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