

**STAGE THREE: IN-HOUSE WORKSHOP
LIMPOPO CENTRES OF EXCELLENCE**

**VENUE: AT INDIVIDUAL MEDIA HOUSES IN SEPTEMBER, 2012 AND
AT JACARANDA LODGE, POLOKWANE PLUS
DATE TUESDAY 6TH NOVEMBER 2012**

**COMPILED BY:
*SHEILA MMUSI***

A. SYNOPSIS

During the September visits to the individual media houses, the above workshop was held with media managers and journalists. The attendance was mainly station managers, programme managers, and technical managers. Journalists and presenters were absent in most cases. The concept was introduced along with Stage Two (Situational Analysis). The Gender Score Card for Media House and the SADC Protocol Quiz have already been sent to GL. The media houses involved were the following:

- a. Greater Tzaneen Community Radio Station (5 September, 2012)
- b. Nthavhela News (5 September, 2012)
- c. Mokopane Community Radio (7 September, 2012)
- d. Botlokwa Community Radio (12 September, 2012)
- e. UNIVEN Community Radio (12 September, 2012)
- f. Greater Lebowakgomo Community Radio (13 and 15 September, 2012)
- g. Zebediela Community Radio (15 September, 2012)
- h. Radio Turf (17 September, 2012)
- i. Mohodi Community Radio (19 September, 2012)
- j. Tubatse FM (20 September, 2012)
- k. Sekhukhune FM (21 September, 2012)
- l. Moutse Community Radio (25 September, 2012)
- m. Moletsi Community Radio Station (26 September, 2012)

As a follow-up to the in-house workshops held at the media institutions during September 2012, the COE Facilitator, Sheila Mmusi, provided a background for the three-day workshop through a power-point presentation as attached due to the fact that the in-house workshops were attended by the media managers only. The intention was to introduce the media managers and journalists to the key gender concepts and how they applied to the media institutional, employment and editorial practices and the dire need for the development of a gender policy in their media houses.

B. THE WORKSHOP CONTENT

The Knowledge Attitudes Survey was distributed to the participants to complete. This was followed by a discussion of the definition of the key concept on gender, including issues on gender equality, gender stereotypes, gender mainstreaming for the media, and gender based violence in general. The nature of the workshop was designed to elicit information from the participants that enabled them to identify their own attitudes and stereotypes. The following background information was covered in more detail for the participants to understand the concept of the establishment of the Centres of Excellence for gender in the media and why the process has moved from the SIX stages to TEN stages. The following discussion was combined with information from information from Stage Two (Situational Analysis), making discussions very lively and interesting. The topics included:

- ❑ Results from Research, Advocacy, Training, and Policy work done by GL in Southern Africa since 2001
- ❑ Between 2011 and 2014 GL will work with 100 newsrooms in SADC to achieve the ff.
 - At least 30% women sources in news content by 2014
 - Equal proportions of women and men at all levels of the media

They were also informed that the new approach is informed by a lack of improvement in gender in and through the media as the following research studies showed:

- 2009 Glass Ceiling in Southern African Media, and
- 2010 Gender and Media Progress Study (GMPS)

DISCUSSION OF RESEARCH STUDIES

- The Gender in Media Progress Study (2010) showed an increase of 2% from 17% in the 2003 Gender and Media Baseline Study (GMBS) to 19%.
- Glass Ceiling Study showed the absence of women in decision making positions, namely, 28% in boards and senior management and 23% in top management
- GL used the above studies to develop strategies to address the gender gaps identified
- GL piloted the Centres of Excellence concept with local government in Southern Africa
- And its work with Journalism and Media institutions of higher learning
- As well as experience in working with media houses in developing gender policies and gender action plans using the SIX stage process

DISCUSSION OF THE TEN-STAGE PROCESS

- ❑ **Stage 1:** Buy-in (identifying and working with 100 media houses in developing gender policies). Participating media houses sign an MOU to show commitment to the COE process
- ❑ **Stage 2:** Obtaining baseline data that is media specific. It will be based on the 2010 GMPS findings
- ❑ **Stage 3:** In-house workshop for representatives from different departments (skills to mainstream gender in the institution)
- ❑ **Stage 4:** Drafting the policy (a team at the workshop)
- ❑ **Stage 5:** Adopting the policy at a formal event

- ❑ **Stage 6:** Familiarisation of media houses with the GL Opinion and Commentary Service
- ❑ **Stage 7:** On the job training and capacity building on key thematic areas e.g. Governance, political participation, HIV/AIDS, gender-based violence and implementation
- ❑ **Stages 8 and 9:** Monitoring and Evaluation: Administration of media house score cards, knowledge and attitudes surveys, situational analysis forms, to measure change in the immediate, medium, and long term. A new devised self-monitoring tool. Measuring change up to the GEM summit in 2013.
- ❑ **Stage Ten:** Affirming good practice, knowledge creation and distribution of gender aware articles and training materials. GL Virtual Resource Centre

DISCUSSION OF THE ENVISAGED OUTCOMES

- ❑ 100 media houses with gender policies by 2014
- ❑ Baseline data for all media COEs
- ❑ Gender and media monitoring reports on impact of strategies used by GL
- ❑ Self-monitoring tools piloted with media houses
- ❑ Media houses trained on Gender-based violence, HIV/AIDS, 16 Days of Activism campaign, and World Aids Day content
- ❑ Entries in the Gender and Media Awards

C. OUTPUTS FROM THE WORKSHOP

- Copies of the draft gender policy from GL were distributed for perusal and comments
- Media houses agreed to adapt them according to their needs
- Copies of draft MOU's were distributed and perused

D. OUTCOMES

- This discussion culminated in the participants scrutinising their own institutions to identify gaps.
- Most media houses realised the absence of a gender policy in their institutions as well as the need to develop one.
- Others already had a draft gender policy and indicated the need to review it.
- Media houses agreed to submit their MOU's and those with draft gender policies agreed to hand them in
- The following media houses have since submitted their MOU's: Radio Turf, Botlokwa CR, UNIVEN CR, Moutse CR, Mohodi CR, Zebediela CR
- Others submitted their logos for us to assist them with pasting them on the MOU, then dispatch them to their media houses for signing

E. ANNEXURES

- Attendance lists, Monitoring and Evaluation forms, Pictures