



Seipone

Statement Commitment

Seipone

Centre of Excellence for gender in the media

We ***Balaodi Publishers cc (Seipone)*** are committed to contributing towards achieving the targets of the Southern Africa Development Community (SADC) Protocol on Gender and Development through:

- Completing all ten stages of the media COE process
- Setting up a gender task team to drive the COE process
- Promoting gender balance and sensitivity in its staff composition, institutional culture and practices
- Promoting gender balance and sensitivity in the representation and portrayal of women and men in all news, feature programmes and advertising
- Challenging gender stereotypes in its programming
- Ensuring balance in news sources with women constituting at least 30% of news sources
- Ensuring that women in the media house actively participate in all decision-making processes
- Integrating gender into the planning, monitoring and evaluation systems of the media house including a self-monitoring exercise every six months
- Building the gender analysis and reporting skills of newsroom staff.
- Establishing a sustainable Gender Management System, including human and financial resources for this purpose
- Making in-kind contributions and resources for promoting gender equality where possible
- Administering the Gender and Media scorecard at least once a year to benchmark progress.
- Documenting in multi-media formats the difference that gender awareness makes to the work of the media house
- Conduct audience survey to demonstrate the impact of mainstreaming gender in content
- Sharing good practices at the Gender and Media (GEM) summit

Signed on
12.06.2013

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Gender Links Media Facilitator

Diphete Bopape

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On behalf of **MEDIA HOUSE**

Annex A

Media provisions in the SADC Protocol on Gender and Development

Ensure gender is mainstreamed in all information, communication and media policies, programmes, laws and training in accordance with the Protocol on Culture, Information and Sport.

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.

Take measures to promote the equal representation of women in the ownership of, and decision-making structures of the media, in accordance with Article 12.1 that provides for equal representation of women in decision-making positions by 2015.

Take measures to discourage the media from:

- Promoting pornography and violence against all persons, especially women and children;
- Depicting women as helpless victims of violence and abuse;
- Degrading or exploiting women, especially in the area of entertainment and advertising, and undermining their role and position in society; and
- Reinforcing gender oppression and stereotypes.

Encourage 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.

Take appropriate measures to encourage the media to play a constructive role in the eradication of gender-based violence by adopting guidelines which ensure gender-sensitive coverage.

