

GENDER MAINSTREAMING GUIDELINES AND CHECKLIST FOR COMMUNITY RADIOS

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EXECUTIVE SUMMARY

These gender guidelines for community radio stations are a product of several initiatives, including *Writes Seminar* held in Kampala and supported by UNESCO. Consultations and review of existing documents on similar work also contributed to the completion of the guidelines.

Scope: These guidelines shall apply to community radio stations.... and perhaps the mainstream media, since the principle of fairness, justice and equality are fundamental to the journalism calling.

Purpose of the Guidelines: The gender mainstreaming guidelines and checklist, have been developed to enable community radio managers, practitioners, other media practitioners, trainers; and partners working in community development integrate gender concerns into their work. The guidelines are meant to help managers, owners and practitioners, identify and correct gender gaps thereby facilitating equality, participation, inclusiveness, and development for all, through media.

It is hoped that those conversant with aspects of gender and media will use the guidelines to offer direction to others on the use and application of the document at all levels in the media. Additionally, the guidelines will enable its users understand the basic principles and modalities involving gender mainstreaming in day to day media operations.

However, it is important to point out that the guidelines would be more beneficial to its users if they are kick-started with training on gender mainstreaming, core legal framework and policies as well as an understanding of key terminologies. The training is paramount since it enables an implementer, tailor gender mainstreaming to specific contexts.

1.0 BACKGROUND AND RATIONALE FOR GENDER MAINSTREAMING FOR COMMUNITY RADIOS

Uganda has a strong policy framework for promotion of gender equality, in documents such as the Constitution of Uganda (1995), the Uganda Gender Policy (1997) and the National Development Plan for Women (1999). The Constitution of Uganda specifically provides for affirmative action in favour of women's representation in decision-making bodies, at the national and local government levels. The country is also a signatory to key international instruments promoting women's rights and gender equality such as the Convention for the Elimination of All Forms of Discrimination Against Women (CEDAW) (1979), the Beijing Declaration and Platform for Action (1995), the Millennium Declaration (2000), Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa and the Maputo Declaration.

These and other agreements, oblige the Government of Uganda (GoU) to promote the elimination of negative female stereotypes in the media that perpetuate discrimination against women and undermine gender equality. They also highlight issues regarding the representation and presence of women in the media. The Beijing Declaration and Platform for Action and CEDAW recognize the powerful role the media plays in perpetrating harmful gender stereotyping and therefore specifically call upon state parties to provide "gender-sensitive training for media professionals, to encourage the creation and use of non-stereotyped, balanced and diverse images of women in the media." However, despite the favourable policy environment, gender disparities and challenges in achieving gender equality in several areas still persists.

1.1 Some Facts and Figures

While women comprise about 51% of Uganda's population, and men 49%, women contribute as significantly to the productive sector as men, at the same time taking on the reproduction roles, global and national statistics indicate a glaring absence of women in management positions, ownership and control of resources, in formal and productive sectors; and surprisingly it is the same gender that suffer: high illiteracy rates, harmful cultural practices, and HIV/AIDS, in addition to having less access to social and medical services.

In the Uganda media, for example, women account for the following percentages: Management positions (less than 25%); Media content (less than 21%); Radio news (less than 17%); Television news (22%).

In the same vein, women account for less than 30% Cabinet posts, 35% Parliamentary seats; while they occupy less than 25% Uganda's Governing board; their literacy levels being 50% while that of men is 79%. (*Source: Global Media Monitoring Program, and Uganda Demographic Health Survey, 2012*).

1.2 The Media

The media has traditionally played the cardinal role of informing, educating and entertaining the population and with recent developments in information technology, its role has tremendously increased to include mobilization, agenda setting, providing a

forum for discussion as well as a watchdog for society. The media therefore has considerable power to influence public opinion, beliefs, tastes and outlook on a variety of issues including gender relations in society. To put it the other way, the media including community radio, through their roles of education, agenda setting, watchdog role, social mobilization and information provision, have a cardinal role to facilitate processes aimed at promoting social justice and equality. In Uganda where there are more than 250 radio stations, 55 television stations, 20 newspapers, the power of the media to create consciousness about any issue and the potential to cause change cannot be underestimated.

However, anecdotal evidence suggests that despite many 'diversified' media outlets, there has been an increase in sexualizing and stereotyping of women and men. For example, most humour columns reinforce rather than reduce these stereotypes, portraying women as socially and economically dependent, dominated by their sentiments and with no other status than that of a wife or mother. Constructing definitions of femininity and masculinity creates specific and distorted positions with which audiences may identify with. By so doing, these statements affirm, promote and perpetuate women's subordination.

Studies have equally documented women's exclusion and silence in many media forms. It is not too infrequent to find articles devoid of disaggregated data or women's voices thereby reinforcing women's invisibility in the media and contribution to the public arena.

This could be because conventional journalism training does not equip journalists with skills to produce media products that promote gender equality. Yet the media, which is heavily biased towards re-enforcing gender stereotypes, continues to shape our perception of reality. Developing gender mainstreaming guidelines for the media would go a long way in promoting gender equality across the board because the media reports about all issues in society. And if there is increased appreciation of the benefits of gender equality among citizens, there could be gradual progress to changing people's attitudes and perception towards gender issues.

1.3 Understanding a Community Radio

A community radio is a medium in which the community served, participates as planners, producers, presenters as well as listeners. Additionally, a community radio seeks to promote participatory development and communication as it informs, educates and entertains.

There are majorly two types of community radio: (a) community of interest, such as those that serve a specific interest group like women, thus, a women's radio; faith based organizations, the refugees, or a youth community, among others. The other type of community radio, is that one defined by its geographical location. The common thread however among community radios is the development agenda; and the not-for-profit basis.

In fact the intention of community radio stations, is to amplify the communication rights of the majority poor, and the marginalized communities to participate and enjoy the benefits of development programs and other freedoms within the communities.

To develop a gender mainstreaming guideline for community radio therefore, the core of a specific community radio must be understood, that way the gender mainstreaming processes are contextualised. Additionally the various aspects and functions within the management and programming of community radio ought to be taken into consideration.

In Uganda, community radio largely remains an untapped sector the fact that the National Broadcasting Policy, also awaiting approval by parliament is almost trivialized, despite the steady growth of this sector in the country. The Schools of Journalism, Media Institutions and Associations, including practitioners, both in the mainstream and the community sector, are yet to accord it full recognition.

In fact, community broadcasters are rarely invited to national media conferences or other forms of functions, including training on topical issues. The few attempts to mainstream gender in media have not included community radio, despite its closeness to the majority people as compared to the mainstream media.

A quick glance at the community radio stations in Uganda, will shows that despite the “good will” of promoting development within their localities, 95% of such stations lack a deliberate effort (policy) to promote equality even among its staffing and their programming.

This is evident in its participation and representation of women and men in terms of decision making, newsroom management, placement of stories including content and images used. These demonstrate lack of fairness, balance and equity when it comes to the depiction of women and men in the media. In light of this context, gender mainstreaming guidelines for community radios have been developed.

They will focus on three core areas:-

- i. Actions to foster gender equality at the institutional level,
- ii. Actions that target gender portrayal / presentation in media content,
- iii. Actions to promote especially women’s participation and presence in the media.

2.0 GENDER MAINSTREAMING GUIDELINES

2.1 Some Gender Concepts

Gender:	Gender is <u>not</u> women, <u>but</u> rather, the relationship between men and women, and how that relationship is socially determined or perceived, in a given social or cultural setting.
Sex:	Identifies <u>biological</u> differences between men and women.
Gender Roles:	These are roles a given society ascribes either to men or women. The roles of women and men connected to their status, environment and culture. The roles of mother and father, therefore, incorporate the right to care for children and the obligation to provide a living for the family.
Women's Triple Role:	Women perform several roles at the same time, some are productive (generating income for the family), others reproductive (domestic activities), and yet others are community based (provision and allocation of community resources).
Gender Needs:	As men and women have different roles and responsibilities, they also have different needs (gender needs related with the roles they perform), the strategic needs relate with status one holds in society.
Gender Approach:	Is distinct in that it focuses on women and men and <u>not</u> on women in isolation. It highlights different interest of men and women; the conventions and hierarchies, which determine the position of women and men in the family, community and society at large.
Gender Equity:	Means equal and fair enjoyment by men and women of socially valued goods, opportunities, resources and rewards. Gender equity does <u>not</u> mean that women and men <u>become the same, but</u> , that their opportunities and life chances are equal.
Gender Analysis Framework:	Is the process of understanding the roles of women and men in relation to what they do and what resources they have by setting questions to guide the analysis. It is for example, the approach to understand gender roles in water resources development and management (how are men and women using resources and for what purposes); what is the contribution to the development of water resources by men and women; who makes decisions; and who get benefits from water projects.

Gender Justice:	It is the effort made to bring about equal representation, treatment, access, or utilization.... between / for both genders (men and women).
Gender Balanced Story:	It is a story that takes into consideration the concerns and aspirations of both men and women as subjects, in equal measure!
Gender Sensitive Story:	It is a story that goes an extra mile to probe and publish those otherwise hidden issues / concerns / needs of a gender that is usually not heard in society. It is that story that provides deeper analysis of development issues that are usually left untouched by a commercially driven media is usually interested in sales no matter how they come in. It is that story that unpacks the feelings, emotions and aspirations of a subject – that may not be willing to speak out due to the unfortunate upbringing that did not provide him/her that opportunity.

2.2 How do these Gender Concepts relate to the Media?

- Gender is a topic that often gets people on the defensive from the beginning. It is often difficult to move the (often heated) discussions beyond the personal experience and anecdote to applying it to the core principles and values of community radio. Any attempt to mainstream gender in reporting **must acknowledge** that the media is traditionally conservative and as a result, resist change!
- The general impression people have is that gender is synonymous with women, and that when a column or page is created to deal with gender, people expect it to focus on women's issues that will be read only by women, nothing more!
- Because the media in Africa were born out of political experience, their coverage is essentially political; Men who write about gender or women's rights or issues are treated with suspicion and often accused by other men of having "sold out" to the women.
- Focusing on gender is not a threat to reporters or editors. It should be seen as a challenge to better reporting.
- Reporting on Gender, often concerns stereotypes and challenging the current unfair representations.
- Mainstreaming Gender in Editorial coverage must be a management decision that has the full backing of the gatekeepers in the news and production rooms.

3.0 OTHER KEY DEFINITIONS

3.1 **What is a Guideline?** This can be defined as some sort of principles (an arrangement) to achieve certain objectives.

Gender guidelines: These are 'protective measures put in place to cater for the rights of both men and women in a certain context.

Why Gender Guidelines / Policies? These are meant to contribute to addressing / correcting the inequalities / imbalances / injustices in society.

Gender Guidelines for the Media: These then can be defined as protective measures to cater for the rights / concerns of both men and women in and by the media.

Why Gender Guidelines for Media: These are meant to address / correcting inequalities, imbalances / injustices in the media, with the ultimate goal of creating a fair, balanced, and just media.

3.2 **Who will benefit from a Gender balanced / sensitive Media?**

- *Both men and women, girls and boys* will benefit in the sense that their perspectives to issues, concerns, aspirations will be equally addressed, and their voices heard.
- *The media owners:* once the public across the board, feels happy about a medium, they'd start or continue listening in, thereby increasing on its listenership. This also means more and feedback from across the board, later improving programming. To the Economists, high listenership will translate to higher sales!
- *Government:* Once more people utilize a constructive (gender sensitive) media, this would translate into meaningful development at the family, community and national levels.

4.0 ACTIONS AT THE INSTITUTIONAL LEVEL

The Specific Guidelines here below, will impact on the institutional level.

General Guidelines

4.1 Balance and Fairness

Community broadcasters like any other journalist, have a duty to remain balanced and impartial in their day-to-day reporting, and not to discriminate against anybody because of their gender, race, physical, tribe, colour or otherwise. This obligation derives directly from the principle of non-discrimination and the international and domestic legal provisions, already mentioned earlier in this document.

4.2 Accuracy

Community broadcasters, have the responsibility of reporting issues with the exact accuracy. For example, being a community broadcaster, does not take away your responsibility and intelligence to address people with their rightful titles; quoting the true statistics or figures.

4.3 Visible Equality

Community radio stations should provide equal space, treatment or access to both men and women, at all levels of administration, programming and content.

4.4 Policy Framework

Community radio stations should have a policy framework that promotes gender equality in all aspects of its operations starting from recruitment, training, placement, programming, management, and monitoring, among others. Such a policy framework when operationalized, will then become the organizational culture that may become too contagious to other actors in the same sector, to ignore!

4.5 Departmental Guidelines

While it is important for all community radio stations to develop and implement an organizational gender policy, it is critically urgent to have departmental gender guidelines for quick results. Human resource, Programming or any other department, should therefore have their own gender guidelines as long as they are aligned to the organizational and therefore the national gender policy.

4.6 Raise the Status of Women

The media including community radios, should make Ugandan men and women aware of the important role Ugandan women have to, and indeed, play in national development, through disseminating relevant information that has a bearing on their present status. The media should, therefore, reflect women's productive capacity as well as incapacitations and broader social attitudes towards women and women's attitudes

towards themselves. For this reason, the media should increase coverage of women's issues, and design and implement programs that specifically target women. It is only when the media gives due attention to women issues that the public will consider women as an important part of society.

4.7 Changing Gender Roles

The media should emphasize the changing roles of men and women, boys and girls, and of husbands and wives in the present evolving social system. For example, as more and more women break the domestic barrier and join paid employment, the media should objectively encourage men to share domestic responsibilities just as women share in supporting the family. A positive portrayal of women who have successfully incorporated traditional roles with public roles will make other women realize that they too, can put their potentialities to use.

Because socialization of both girl and boy children is rooted at the domestic levels, domestic issues should be mirrored in the media effectively in order for full socio-economic development to be attained. People will then learn, from early childhood, to appreciate the complimentary role of both genders to development.

4.8 Positive Discrimination

The media should strive towards giving more space and airtime, in addition to the existing ones, to cover issues of women's concerns. Special emphasis should be placed on issues that are particularly disadvantageous to women such as customary laws, practices and attitudes, marital relations and physical, psychological and sexual abuse. Of special emphasis also, should be women's contributions to society in politics, the economy, the environment, science and technology, the arts and sports.

4.9 Standardized Corporate behaviour

The media owners and managers ought to establish standardized corporate behaviours and gender sensitive institutional policies that are not only aimed at balancing gender representation in their enterprises, but also that would create a favourable working environment for women and men vertical mobility and self motivation.

Deliberate institutional gender policies should translate into an organizational culture that should facilitate gender equality both in principle and practice.

4.10 Setting up Focal points and persons

Set up gender mainstreaming focal points for each media house for each unit and overseen by staff at a senior level. The elements of policy responsibility should go to senior management; however specific support from each unit to support the incorporation of gender issues in the content production, programming, information dissemination and human resource. The network of staff would ensure elements acquired in the capacity building phase are implemented in practice.

4.11 Baseline Study

Carrying out a country wide detailed baseline study on media and gender landscape for Uganda. Baseline information will provide benchmarks, and in the case of the needs assessment this will justify the interventions. Monitoring progress and impact would then become easy.

4.12 Review of Products

There is need to do frequent reviews of media content using the gender mainstreaming checklist to ensure media products get better in terms of gender sensitivity. This could be done on a daily basis or based on a set frequency to ensure the objective of the strategy is not lost. This process would also include getting rid of gender insensitive language in broadcasts. This will involve deliberately crosschecking language to ensure it is not stereotype knowing now how it might impact on audiences. This is mostly in relation to the kind of commentaries presenters make after a news story on gender based violence like rape etc.

Specific Guidelines as the Institutional level

4.13 Recruitment

To ensure a balanced representation, job advertisements should be devoid of sexist language; and selection should be based on equal opportunity and potential as opposed to being male or female. Interview questions that cause bias like marital status and the number of children candidate / applicant has should be avoided.

But recognizing the current gender gap in the community radio stations, the following should be taken into consideration:-

- The job advert should encourage women to apply.
- The job specifications should be as detailed as possible.
- The short-listing team or panel should be as gender sensitive as possible. Each case should be handled on its own, instead of offering a blanket conclusion on a gender. Outburst like “*after all, women are like that....., they cannot manage....*” should be avoided.
- The short-listing, and the interview panels should have equal numbers of men and women, in addition to being gender sensitive.
- The sitting arrangement of the panellists should be as gender sensitive as possible to avoid situations that may appear intimidating to the interviewee.
- The tone used by any of the panellists should **not** sound sexually suggestive, belittling or pitying a candidate for the job. The candidate should not be made to feel favoured for the job.

- The media should increase the participation and involvement of both sexes in broadcasting as producers or decision makers in the industry. Men and women should have equal responsibilities in broadcasting industry. Broadcasters should ensure both sexes equal access to all areas.
- Broadcasting organizations should adopt an equality policy and a structure for employment of both sexes in key sector and managerial level.

4.14 Orientation

Orientation is an important stage for both the organization and the new staff / volunteers. It does not only provide an opportunity to either party to interact with the other, but this is a time for the organization to “initiate” the new employee into the organization’s aspirations and culture.

We should therefore move away from the current situation where many community radio stations, either through ignorance or by design, they do not orient their staff / volunteers into the organization’s policies. The best many stations do, is to have a session for the new employees on the dos and don’ts at the workplace.

The orientation phase should therefore be long enough to cover the following:-

- Explain and discuss with the new staff / volunteers the vision, mission and goal of the organization.
- Explain, train the new staff / volunteers into the organization’s policies.
- In particular expose, and train the new staff / volunteers into the Rights Based Approach, with specific focus on gender equality and women empowerment.

Important

- All new staff / volunteers should actively participate in this exercise regardless of their positions / ranks or their gender.
- As part of the orientation, the old staff should be given an opportunity to share their journeys with the new staff. Likewise, the new staff should be given an opportunity to express their fears and expectations.
- The person to facilitate the orientation exercise should be gender sensitive. And if it is a team, both genders should be equally represented.
- The orientation exercise should be as participatory as possible, with the facilitator(s) drawing case studies or utilizing personal experiences to drive the rights based approach home.

4.15 Placement / Task Allocation / Field Reporting

The socialization process has undoubtedly allocated roles to either gender, with the male assigned what are mostly considered “hard”, influential; whereas the females are

relegated to the soft, and out of public roles. This trend has been replicated in the media too, where the females get away with soft assignments leaving the “hard” topics, themes or most challenging thematic areas like politics, the economy, breaking a story at night or interpreting statistics, to the male colleagues. To break the cycle, therefore, the following should be considered:-

- Both women and men should be given **equal** exposure to, non or “challenging” assignments. Allocating tasks should really be based on ability, experience and skills other than being male or female. Additionally, the same value should be attached to all areas of news coverage or programming.
- If we are to break the circle, male reporters / producers / presenters, should for example, be assigned the so-called soft thematic areas like children’s or women’s rights; while their counterparts, the female reporters / producers are charged with stories on the economy, politics or international relations.
- But the media houses need to be conscious of the gender risks, a reporter might get exposed to in a given environment. A woman reporter, for example, should be made aware of and prepared to cover a riot or a conflict situation. Dressing in a skirt or a dress should, for example, be discouraged. Likewise, female reporters need to be made aware of possibilities of sexual violence from news sources; what to avoid, and do where such arises!

4.16 Training and Development

Organizations should:

- develop and implement a training policy that consider the needs of both men and women and where possible, a gender quota should be considered;
- there should be equal opportunities of training for both men and women in presence and participation and access should also cover the out of station or abroad training;
- initiate and encourage specialized training in media and leadership related themes, among others. Both female and male media practitioners should be enrolled, but special efforts should be made to bring women on board. Refresher courses to re-orient employees to new job demands and fresh technological innovations should be part of this package;
- organize short-term courses, seminars and workshops as platforms for gender sensitization;
- encourage guidance and counselling to enable women prioritize career development paths;
- ensure that the facilitator(s) of the training are gender sensitive so that the attendance and participation of both men and women is done.

4.17 Appraisal

- This should be undertaken in a balanced and fair way devoid of sexist perspectives.
- Performance appraisal teams should be gender balanced and sensitive, meaning that cases that need special consideration should be given due attention.
- The exercise should be periodic, regular, standardized and known to all employees.
- Appraisal teams should appreciate women's domestic and other social obligations that impact on performance. Again, each case should be seen in its own perspective instead of throwing a blanket condemnation on a certain gender.
- *Rewarding good performing staff:* support staff such as cleaners, receptionists, should also be rewarded, other than selectively rewarding production or management staff only.

4.18 Reward Systems, Motivation Mechanisms and Employment Terms

- Emoluments should be based on established and known pay structures.
- Pay structures should reflect input, experience, and level of education.
- The principle of equal pay for equal work at all levels should apply.
- The employment terms should clearly state the benefits of different staff.
- Organizations should provide appropriate paid maternity and paternity leave.
- Appropriate compassionate leave for women with child care responsibilities should be introduced.
- Day-care child centres should be established to offset problems faced by working mothers.

4.19 In-built Control Mechanisms

Community radio stations should:-

- incorporate gender equity policies into their overall corporate strategies;
- widely disseminate and uniformly apply formulated policies;
- **by policy**, discourage sexual harassment and when it occurs, treat it as an illegal act demanding legal redress;
- make known the implications of sexual harassment for both the victims and violators to all employees and management;

- establish independent platforms to which deviationists and perpetrators can be reported in confidentiality;
- provide suggestion boxes to enable staff forward their grievances without fear. A committee to deal with those grievances should be well facilitated;
- introduce gender officers to serve as a means of creating gender awareness, solving inter-personal conflicts, and harmonizing intra-corporate expectations with personological gender conflicts.

5.0 GENDER PORTRAYAL / PRESENTATION: THE EDITORIAL: CONTENT PRODUCTION, STORY ANGLES, BREADTH AND DEPTH, LANGUAGE, STEREOTYPE AND IMAGES

Guidelines to Impact on Content

To the extent that women's voices are heard in the mainstream media, or that it covers "gender issues" such coverage tends to be problematic on three counts: the *breadth* or spectrum of coverage; *depth* of coverage including sources and context; as well as the *angle* or approach to covering gender issues. The way in which images of women and men are presented also demonstrate gender imbalance especially in advertising and in tabloids. The language used demonstrates stereotype and trivialisation of women related issues; while roles allocated to women in the media especially in advertising relegate them to roles such as; sex objects, mothers, victims and care takers. The following guidelines are therefore recommended:-

5.1 News Collection and Packaging

News is probably the most listened to item on radio, and therefore the most important. This implies that the news bulletin and the processes that leads to that package should be as thorough as possible, but most importantly, as inclusive and representative as possible of both genders. The following therefore, need to be considered:-

- Men and women can interchangeably manage the news team, while the team should comprise equal number of reporters (men and women).
- The news team should conduct as many brainstorming sessions on what and how to carry / cover. The bulletin is not a one person business, neither is it an event! Everybody's voice counts in a newsroom.
- Even before deployment, the different story angles, and sources, representation of both genders and other categories of people should already, have been agreed upon during the brainstorming sessions.
- The best story would be that one, where two reporters a man and woman are assigned, to really bring out the different perspectives.

At the time of content collection (field or research)

- Questions that are specific should be posed to both men and women, but diverse questions to cover the hidden areas / angles are crucial, too!
- Reporters should collect sound bytes of both men and men, in equal measure, but also the questions asked should carry the same value, instead of having women asked on the usual 'feminine' or not so important topics or perspectives.
- Even when it is the man or woman who has made news, comments from the other gender, across the age generation, on how that will impact on them, or the different perspectives, should be sought, and become part of the news bulletin.

- To avoid the usual condemnation of women that they are media shy, the reporter should go an extra mile to get their voices even if it means recording them from their houses or workplaces. A gender sensitive reporter would already appreciate that women's upbringing in Uganda, does not facilitate them to speak in public!

At the time of packaging / editing, the following should be considered:-

- The usual *inverted pyramid* style may apply, but as long as the story stays punchy, and inclusive of the different genders, ensuring that the language used is gender sensitive.
- A mix of the stories of the so-called important people, and the less privileged, while packing the bulletin may keep the listeners glued to the station, as each one of them sees something for themselves. This is away from the usual top-down style that tend to speak to one group of people, representative of the privileged or middle class.
- Like in any other media production process, the safety and security of staff should be paramount, and if it is a conflict / riotous situation, all reporters must be taken care of, but female reporters need to be advised against wearing a skirt or dress or even exposing any part of their bodies.
- A policy on equal access and utilization of the facilities e.g., computers, recorders or the consult should be developed, and practiced.
- Should ensure that the bulletin is not gender skewed. Rather **both** men and women's voices / concerns / perspectives are **strategically** placed within the bulletin.

On Air

Important to note that a well packaged bulletin or speech for that matter, may not achieve the intended purpose if not well packaged. It is therefore important to maintain the good package, by ensuring that:-

- At least two voices, of a man and woman present the content.
- The tone used should not in any way belittle any of the genders or elevate the other at the expense of the other.

5.2 Program Title and Choosing News Headline

What is in a name? Many people would ask especially when they are selecting a title of a book they are about to publish. Many believe that the content is what matters, than the heading!! Really?! Well, especially now that we are talking about a community radio whose audience is rather sensitive to the product that comes out of their own station, the way we title our programs matters a lot, lest we may lose the audience or rather be fired by the owners of the station (the community)! So what is a safe title? This may include the following but not limited to the following:-

- A catchy, and punchy title.

- A bit telling of the expected content!
- Inclusive, and not discriminatory of any category of people. A good title should not ridicule, or stigmatize anybody.

5.3 Talk Shows / Magazine Programs

Below are some of the ways we can engender programs apart from first ensuring that we have done adequate research on the topic:

Human Rights Abuse, for example Domestic violence:

The following are important:

- The safety and security of the survivor(s) are paramount! The media is obliged to protect the survivor(s) from *further* harm of any form whether ridicule, emotional or physical. The Reporter or Editor should ensure that the story on Gender Based Violence (GBV) or Domestic Violence (DV) should protect the dignity and confidentiality of the survivor. For example: Judgmental language should be avoided: Eg: The woman who was raped.... was wearing a skimpy dress” or “Her husband or relative – had actually warned her against moving at night.....”. “A woman *who alleges to have been raped.....*”, etc.
- Like any other story, a GBV related story must carry reliable statistics and a comment from the authorities, including a human rights activist group.
- The report should as much as possible avoid other people to speaking on behalf of the DV survivor. Rather, much effort should be put on getting first hand information from the survivor him/herself. A comment from the suspect should also be sought.
- A secure and private setting for the interview is paramount, and the DV survivor should be treated with respect and empathy.
- The DV survivor has a right to refuse or to answer any of the questions of the interview.
- The Reporter / Editor should not lie the survivor on anything, for purposes of getting the story!
- Unless the DV survivor agrees to her picture or name being shown or mentioned, the media house should never publish it.
- Avoid statements like: *The pupil whose father is Mugenyi Joseph* and lives in Old Kampala was defiled by her teacher John Mutebi. This as you can see gives away the identification of the victim / survivor.
- While on television or in the print, the survivor’s face should be hidden; on the radio, her voice should be disguised.
- The DV survivor(s) has a right to know when and where the story will be published.

- The reporter / presenter must have adequate knowledge on national and international frameworks.
- The sensitivity of the Reporter / Editor, is even more implored when dealing with survivors of GBV who fall in the following categories for obvious reasons; they are more vulnerable than any other category of people!
 - The Elderly
 - Persons with physical or mental disabilities
 - Refugees
 - Children
- Reporting on GBV requires yet another skill: Providing information to the survivor on services for reprieve, and generally giving her/him a message of hope.
- Reporters should avoid overprotecting or pitying the survivor! Rather should be given space to think and take the next step.
- Because GBV related cases are on the increase; and survivors may have drawn trust in you, but also that you may need to do a follow up story, or counsel on something, it is important to get and store the contact of the former.

Magazine Program on Market establishment or improvement:

- Get expert knowledge as well as comments from both men and women on how the facility has or will affect him/her and the family.
- Get comments / experiences from the expected beneficiaries of the facility (men and women).
- Get comments from the authorities on how the facility is going to be governed. For example, who gets what and in which portion? Get back to the so-called beneficiaries for their comments. For example, who will get allocated the outer stalls? What about the hygiene and sanitary conditions and facilities? Will women get their own toilets or not, and how will this affect them?
- Get a comment from the higher authority on the way forward, and get response from the communities.

A Magazine Program on Motor Accidents:

- The producer / presenter shall minimize on the stereotypic thinking that the reporters ignore the pain of victims of the accident who are men. It is therefore important that voices / experiences of both men and women, girls and boys when in pain, are sought for.
- Seek out the voices of the care takers, nurses, lower cadre people, whether men or women.

- Seek out the comment from the authority (police), but both a male and female office should be sought.
- The description of the scene of the accident, should be elaborative but within a gender sensitive parameter.

5.4 Program on Women's Rights or Gender Equality

Often such a program is mistaken to target and benefit women only, and most often it is allocated time at very awkward times, and seldom produced or presented by men! And the resource persons or sources in such a program? Are usually women!

A recent listenership survey of such programs however showed that 50% of the listeners are men. So the truth is that women's rights or gender equality radio programs are meant for the overall development of a nation; if only a few things like the following can be done to improve on their programming, content and presentation:

- Choice of topic for discussion should be brainstormed on and agreed upon in the programs committee, but which should be representative of both men and women, responding to the needs of the audience.
- The presenter has to be aware of the prejudices listeners have on women's rights or empowerment.
- The presenter should be well knowledgeable of the women's rights, and well versed with the different perspectives on the topic.
- The presenter should be gender sensitive in terms of selecting the resource persons / choice of words, and the tone.
- Participation in the program should not depend on gender but the issue under discussion, although representation of both genders is crucial.
- Choice of the resource person should not be female restricted, but rather the person who has the knowledge and experiences, should be sought for.
- The timing of the program should be appropriate for especially the targeted category of people. If the topic is how to empower women – both men and women should be potentially targeted, and an appropriate listening time should be found! Such a program should not be aired at awkward time, like it usually is!
- Invite experts on the topic, ensuring that men too, are strategically targeted and involved during content development, presentation and feedback time.

5.5 Program on Women With Disability (WWDs)

You can say that women living with disabilities live a double or triple type of marginalization. They are therefore one of the biggest constituency of a community radio station, since these profess to uplift the well being of vulnerable or persons living

disadvantaged lives. It is, therefore, important to note the following once you are doing a program on WWDs:-

- Do not present WWDs as more vulnerable. Rather they should be treated in their own right as individuals airing out their concerns; or giving a perspective on a topic of the day.
- Should pay extra attention to the language or words used, to avoid stigmatizing them or derailing them their confidence negative.
- Consciously invite both men and women to enlist their experiences which will provide a better understanding of the situation.
- Ensure that the station has disability friendly facilities / services such as a ramp, a wide corridor to ease movement, special chairs / tables, and a toilet! A sign language person shall also be provided for.
- In the event that the project or radio program is sponsored, the station shall have budget for the transport or any other form of facilitation for two people (the WWD and her helper)!

5.6 Advertising and Music on Community Radio Stations

Perhaps music forms the biggest percentage on any radio station, accounting to about 40%. And together with adverts, it is likely that a station's content may be made up of more than 50% vis a vis talk time! What this means is that management and the practitioners ought to ensure that the music and adverts desist from becoming gender insensitive. Below are worthy noting:-

- Stations should consider assigning a gender sensitive person but also with a passion for music of the Music Department.
- Regular review and categorization of the station's music, should be carried out to ensure that content remains gender sensitivity.
- The station should consider playing music of, and for both genders (artists and audience).
- Stations should not play music that reinforces stereotypes, or demean any gender in any way. Rather, empowering music should become part of the station's collection.
- Stations may have a "very good reason" to play music that tend to reinforce harmful gender stereotypes. Such circumstances may imply that the presenter made that choice for purposes of discussions or the audience to pick a lesson.
- Likewise, stations should develop and apply a policy on advertising that may include the following:-

- Content expected to air should not demean any person (sexually, dignity, etc. And no harmful / negative stereotypes should be part of the content.
- The tone should not be sexually suggestive.
- Content that promote switch in gender roles or challenge the current negative women position should be encouraged e.g. men advertising Omo, and women advertising expensive stuff.
- Content that depict women as survivors, active participants , shall be given priority.
- All adverts run by the station should not be sexist in nature.
- Language and tone used in the advert(s) should not be demeaning to either gender.
- Adverts that promote negative cultural practices against women or men, shall not run on the station.
- Adverts that shall run on the station shall be in conformity to the organization's gender policy.

5.7 Language

Sexist language that favours one while discrediting the other gender should be eliminated from the media. This is because language is not only a medium of communication but in many real ways it both reflects and creates culture. This is more so because it directly influences cognition and attitudes.

It therefore becomes imperative that community radio managers and practitioners ensure that the language used on air, respects the principle of equality between men and women. To this end, it is proposed that the media:

- uses generic terms for both men and women, for example, engineer rather than woman engineer. Similarly, the use of he alone for example at the time of advertising for jobs should be stopped forthwith. Instead, both persons he and she must be used. If not, the advert should read: *Company A is looking for a person....;*
- avoids stereotypic or derogatory words or language to any of the genders;
- presenters or reporters should choose words they use very carefully to avoid belittling anybody;
- the tone at the time of moderating a program or presenting news should not favour or discredit anybody;
- eliminate negative sex portrayal – which associates particular roles, types of behaviour and characteristics to people on the basis of gender without considering the characteristics of an individual;
- puts women and men on an equal footing when referring to them socially and/or professionally. For example, Rand Onen and Rose Nalumu, or Mr. Onen and Mrs /Miss Nalumu rather than Mr. Onen and just simply Rose Nalumu;

- describes women in their own right rather than as appendages to men. For example, “Cynthia Nalumu who is a reporter” rather than “Cynthia Nalumu who is married to the Chief of Personnel and a mother of six.....”;
- avoids patronizing terms, for example, wife or spouse “iron” lady, better half, the militant Woman MP, or the most beautiful MP, the former humble headmistress, the senior spinster, our sisters..... the good looking MP of
- uses plural forms or neutral words to avoid assumptions about a person’s sex. For example, “Doctors bill their patients” rather than “a doctor bills his paritnet”.
- reflects in a realistic manner the place women and men have in contemporary Ugandan society and recognize their intellectual and emotional equality;
- presents women and men of different ages, of different appearances, of different opinions and interests, in a variety of tasks and roles, including non-traditional ones;
- bans unjustifiable and uncalled for stereotypes. Stereotypes are generalizations, the attribution to a whole social group of characteristics presumably observed in some individuals of that group;
- portrays women as well as men as persons who have professions, expertise, authority and skills in a range of circumstances, activities, and settings;
- portrays women and men as equal partners in sharing tasks and responsibilities, and as equal beneficiaries of products and services;
- seeks women’s opinions, as well as men’s on the full range of public issues;
- especially program producers strive to reach a balance in the use of women’s and men’s voices in voice overs or sound bytes;
- uses gender neutral words. The most common of these are illustrated in the *Appendix 2*.

5.8 Promotion and Marketing

Because first impression matters, the following are suggested:-

- The station shall have a gender sensitive brand in form of gender representation; language, and visuals as well.
- At any point, the station shall have at least one third of its marketers, women.

6.0 ACTIONS TO PROMOTE ESPECIALLY WOMEN'S PARTICIPATION AND PRESENCE IN THE MEDIA

To create gender images in the media that reflect positively on women, demands a multifaceted approach involving different actors, including the media itself, that work in concert. The following are then recommended:-

6.1 Individual Women Community Broadcasters

- show their colleagues and bosses that they are capable of performing excellently beyond the domains of their homes by beating deadlines and presenting well researched articles and documentaries;
- should realize that their lack of confidence and self assertion, continues to deny them opportunities to excel. They should therefore aggressively and constructively demand and seek for challenging assignments which they should excellently accomplish and deliver on time;
- instead of looking at treating men antagonistically, should now start looking at them as partners to achieve equity in the media.

6.2 The Government

The pattern of women's situation in the media is occasioned by the overall pattern of women's low status in society. Therefore, the government is called upon to do the following but not limited to:

- Uplift the social status of women by providing clean and safe water, adequate health care and education, ensure a safe environment and access women to communication resources.
- Uplift women's economic status by giving them access to and control over valued productive resources such as land, capital and credit, and raising the value and productivity of women's labour.
- Institute constitutional reforms that bar sexual discrimination; repeal discriminatory laws; prohibit practices that subjugate and dehumanize women; and impose heavy penalties for offenders.
- Establish political equity by accessing women to political decision making resources.
- Regularly issue official statement that reflect and back its gender policies.
- Formulate and implement well designed programs aimed at creating gender awareness in Uganda society. Follow ups are a must!
- Sensitize media practitioners and managers to increase coverage of women's issues. This can be done through workshops, seminars, talks and rewards.

- Incorporate gender studies in the training curricular of the journalism institutes.
- Provide funds for the training of women in information, film and video making.
- Introduce mass communication in schools' career and guidance programs to enable girls appreciate the field as a potential career.
- Undertake studies on the impact of media content on society.
- Introduce media monitoring units that ensure positive coverage of women in the media, and hold the media accountable whenever it propagates stereotypes or exploitation of women and girls.

6.3 Media Organizations, Associations and Women NGOs

- Media organizations should establish a partnership with the public through concise public relations policies.
- Because most media personnel lack basic consciousness, awareness and understanding of the relevance of women's daily contribution to national development, NGOs have a duty of sensitizing media practitioners, especially editors and advertisers, on women's contribution and to show that women's issues can feature positively on their media's agenda.
- The NGOs should also strive to establish qualified public relations personnel so that through their association and regular interactive networking, they can initiate or re-orient new packaging to the media.
- Advertising agencies and commercial divisions of the media and Media Owners Associations should be sensitized about engendered portrayal to enable them monitor the use of female stereotypes and exploitation of women. This will inevitably assist in evolving a more balanced and positive image of women in advertising.

6.4 International NGOs / Agencies / UN

- Should have a concerted effort in eliminating or minimizing discriminatory tendencies or harmful gender stereotypes in the media. They should for example, have a program to do this, and support existing efforts by organizations, working in this area.

6.5 Society

- Should view women as significant actors in the development process.
- Should accord women journalists the respect they deserve and stop treating them as misfits.

- Should boycott products whose adverts demean women.
- Mass communication institutes should include female trainers from outside the Media profession, and who interact with rural women. This will increase awareness about and coverage of rural women's concerns and remove urban media biases.

Gender Mainstreaming Checklist

Checklist for Radio / Media Programming

	Women (Statistics or comment)	Men (Statistics or comment)
Beneficiaries		
Breadth of coverage <ul style="list-style-type: none"> Does our coverage reflect a holistic view of women & men Is gender awareness and sensitivity built into our stories & radio programs? 		
Depth of Coverage <ul style="list-style-type: none"> Has our coverage given fair and equal broadcast time to women & men's voices Have we probed the gender issues that may under lie our stories Are a variety of sources, representing a broad spectrum of views consulted? 		
Story angles <ul style="list-style-type: none"> Is the story analytical? Does it go beyond the event to raise underlying gender issues (inequalities / concerns). Are male and female subjects treated equally? Does our coverage apportion blame on the subject (because they are women or men? If there is any blame this should be contextualized. Does the story challenge or reinforce gender stereotype? The best story should not reinforce but challenge stereotypes. Are stories approached from a human rights perspective? Are the experiences and concerns of women and/or men been trivialized in anyway? Is the story fair, accurate and balanced? 		
Language <ul style="list-style-type: none"> Is the language used inclusive of both women and men? Is it constructive of derogatory to a man or woman? Are gender neutral terms used or it is assumed that masculine terms are inclusive of women too?! Is the physical description of women or men relevant to the story? Is it done equally to both women and men? 		

Content <ul style="list-style-type: none"> • Relevance of content: Does it benefit women and men in equal measure? • What financial benefit? Is it to women or men? • Is data disaggregation by gender? 		
Visuals <ul style="list-style-type: none"> • Are women and men equally represented? • Is there a gender bias in how the event is portrayed? • For professional women, does the image show a professional role, as opposed to emphasizing the physicality of women? • Are women portrayed as <u>survivors</u> or <u>victims</u>? The best story is that one which challenges the negative stereotypes. • Are women portrayed as active or passive? • Does the image degrade the dignity of men or women? None should be degraded! • If you substitute man for woman does the story still make sense? The best story is that one which treats both men and women, in the same light. 		

Checklist for Radio Stations

	Women (Statistics or comment)	Men (Statistics or comment)
Staff		
Number of people in management		
Participation in policy making processes		
Are staff offered equal training and promotion opportunities		
Safety & security		
Gender specific facilities & benefits e.g. maternity leave, sanitary facilities		
Similarity in job terms and conditions		
Discrimination based on sex		
Appropriateness of departure from work place		

**A CHECKLIST OF WORDS TO AVOID AND PREFERRED
GENDER NEUTRAL WORDS**

Masculine or Feminine	Gender Neutral
Businessman/woman	Business person/executive
Business men	Business community/people in business
Cameraman	Camera operator
Cleaning lady/woman	Cleaner/housekeeper
Chairman	Chairperson, Chair
Delivery boy	Messenger
Draftsman	Drafting technician/drafter
Female/Woman Doctor	Doctor
Female Engineer/Journalist	Engineer/Journalist
Fireman	Fire fighter
Headmaster	Headteacher
Housewife	Housemaker
Mankind	Humanity
Man's achievements	Human Achievements
Maid	House worker/keeper
Manmade	Synthetic/artificial material
Mailman	Mail/letter carrier
Man hours	Labour/person/work hours
Manpower	Workforce
Male Nurse	Nurse
Policeman	Police Officer
Spokesman	Representative/spokes person/speaker/PRO
Stewardess	Flight Attendant/Member of Cabin Crew
Waitress	Server
Watchman	Security Guard
Workman's compensation	Workers' compensation

However, where a woman prefers not to be known as the Chairperson but as the Chairman, her preference should prevail.