

UGANDA MEDIA WOMEN'S ASSOCIATION



GENDER POLICY

Working Towards a Just Society

2017

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TABLE OF CONTENTS

TABLE OF CONTENTS.....	i
ACKNOWLEDGEMENTS.....	ii
GLOSSARY.....	iii
1.0 INTRODUCTION.....	1
2.0 BACKGROUND AND CONTEXT.....	2
2.1 Status of Gender Equality and Situation of Women in Uganda.....	2
2.2 Gender Equality Status in UMWA.....	2
3.0 UMWA GENDER POLICY.....	7
3.1 Main Policy Target Levels.....	7
3.2 Monitoring and Evaluation.....	9
3.3 Program Level.....	10

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The contribution of a great number of groups, individuals and institutions to the process of developing and concluding UMWA's Gender Policy must be acknowledged. In particular, the process of developing UMWA Gender Policy has benefited greatly from the views and inputs of the various people consulted including but not limited to partner organizations, UMWA Secretariat and board members, as well as individual members who participated in a series of meetings.

Developing this gender policy arose from a need to respond to the current and future demands of UMWA's beneficiaries and members to effectively address the existing inequalities in society, and in the organization. The policy aims at strengthening the gender mainstreaming process already underway in UMWA. This development has benefited from a range of consultations, internal reflections and advice from many individuals and organizations to whom we extend our heartfelt gratitude.

To the organizations whose gender policies we consulted, thank you because your documents helped to lay a foundation. In this respect, we extend our gratitude to the Ministry of Gender, Labour and Social Development, Ministry of Education and Sports. We also obtained important information and learnt useful lessons from organizations and individuals that it is not possible to name.

In a special way, UMWA wishes to appreciate Babirekere Clothilda, who led this process, the team at the UMWA Secretariat, and Board of Directors, who worked tirelessly to bring forth this policy.



Margaret B. Sentamu

Executive Director

Uganda Media Women's Association, UMWA

GLOSSARY

Volunteer: a person who out of her/his own will seek to provide a service to Uganda Media Women Association (UMWA).

Gender stereotypes: occur when men and women are regarded according to rigid thinking about the social and cultural expectations of their gender - rather than a more flexible consideration of their individual capacities and potentials.

An Intern: Refers to a person seeking replacement at UMWA to practice the knowledge acquired at school.

Affirmative Action: refers to preferential treatment measures for redressing inequalities or imbalances in accessing resources, power or opportunities. It is a commitment, but of temporary nature.

Gender: is the social and cultural construct of roles, responsibilities, attributes, opportunities, privileges, status, access to and control over resources and benefits between women and men, boys and girls in a given society.

Sex: refers to biological characteristics that make an individual male or female. Sex differences are God given, universal and unchangeable.

Gender roles: are the socially constructed and defined responsibilities for example, child rearing are a female gender role rather than a female sex role as it can be done equally by men or women. Unlike sex roles, gender roles are not universal and differ in different places and from time to time. They are also changeable and interchangeable.

Gender relations: refers to those dimensions of social relations that create differences in the positioning of women and men in social processes. Through gender relations, men are often given greater capacity than women to mobilize a variety of resources and cultural roles. Gender relations consist of social distribution of space, the norms governing the space, and the social, political and economic rights. Hence, gender relations entail the ways in which a culture or society defines entitlements, responsibilities and identities of men and women in relation to one another.

Gender based discrimination: is a distinction made on the basis of sex, race, religion, disability, etc. This leads to exclusion of groups' people and individuals and/or preference being given to others.

Gender responsive: is the ability of an individual or agency, to take into account the social relations of women and men as well as differences in their needs in any undertaking or decision.

Gender sensitivity: is being conscious of the different situations and needs of women and men, throughout the decision-making process. It entails the ability to recognize the differences in perception and interests between males and females arising from their different social position and different gender roles.

Empowerment is the process through which women and men are mobilized to identify, understand and overcome the structural and underlying causes of under-development - and thereby achieve equality of welfare, and equal access to and control over resources.

Women's Empowerment: is the process of enhancing women's capacity to take charge of their own development, the process involves enabling women to make their choices, have a say in decisions that affect them, ability to initiate actions for development, change in attitudes, and increased consciousness of equal access to and control of resources and services in order to take charge of their opportunities. Women's Empowerment, is the process of enhancing women's capacity to take charge of

their own development, the process involves enabling women to make their choices, have a say in decisions that affect them, ability to initiate actions for development, change in attitudes, and increased consciousness of equal access to and control of resources and services in order to take charge of their opportunities.

If development programs do not take gender issues into account, they become **gender insensitive** or **gender blind** in as much as they fail to recognize the different needs of either women or men. If, on the other hand, a program takes gender issues into account, it becomes **gender responsive**.

Gender analysis recognizes that gender is a critical variable in the development process. The gender analysis of a development program involves identifying the gender issues in a problem or situation and in the obstacles to its progress - so that those issues can be addressed in the project objectives, the choice of intervention strategy, and the methods of program implementation.

Gender mainstreaming is understood as a strategy for making the concerns and experiences of women and men an integral part of the entire policy, program and project design, implementation, monitoring and evaluation processes within the overall aim of achieving gender equality, without excluding specific empowerment programs for women and girls when necessary.

Gender awareness refers to the knowledge and appreciation of the social and cultural differences between women and men, and how these result in differences in roles, power relations, privileges, responsibilities, needs, and access to and control over resources and benefits.

Gender equity means ensuring that development policies and programs leave women no worse off, either economically or in terms of their social responsibility. Equity is measured through the human cost of various activities - for example, the provision of fuel and water. As well as a fair share of benefits and responsibilities, equity aims to give women equal treatment under the law, equal access to education, and equal remuneration for work.

Gender equality means that there is no discrimination on the grounds of a person's sex in the allocation of resources or benefits - or in their access to services. Gender equality can be measured in terms of equality of opportunity or equality of benefits.

1.0 INTRODUCTION

Uganda Media Women's Association (UMWA) was founded in 1983 by a group of female journalists who attended the Third World Media Order meeting held in Kampala. UMWA's aim then was to promote female journalists and the positive articulation and increased coverage of women issues in the media. UMWA started with a membership of 48 female journalists in 1983, by 2004, numbers grew to two hundred and one (201) members. UMWA assumed NGO legal status in 1997.

UMWA works with likeminded organizations in sectors such as gender equality, human rights, land equity movements, political and civil liberties, media freedoms, freedom of association and assembly and governance.

UMWA's vision is; A nation of women, children and men making informed decisions for gender equality and social justice. The mission is to enhance the visibility and status of women and other marginalized groups through advocacy, awareness creation, networking and capacity strengthening to realize gender equity (and equality). The overall program objective of UMWA's strategic plan 2015-2018 is to provide development and human rights information to women and other marginalized groups for effective decision-making and advocate for gender responsive policies and legislation for improved livelihood.

UMWA's primary targets are the less privileged women in semi urban and rural areas. UMWA is the founder of the 1st women managed station in Africa, 101.7 Mama FM. Membership to UMWA is open to female practicing journalists, ready to work for the organization's vision. Located at plot 226, Kisaasi, UMWA is governed by a seven-member board, with a full time Executive Director, working with several program officers and support staff.

UMWA believes that understanding gender based power relations between women and men, girls and boys is critical in any meaningful intervention geared towards sustainable development. Gender relations influence and affect performance and decision-making at all government and organizational levels.

The organization has over years taken steps to ensure that gender is integral to its entire planning process, implementation and monitoring process. The development of the Gender Policy arises from a conviction that achieving gender equality and equity are critical to UMWA's vision and mission. The thrust of the gender policy is to strengthen the formulation and implementation of gender responsive policies, programs and projects for sustainable development at the secretariat and throughout UMWA's fraternity.

In this policy, gender mainstreaming is understood as a strategy for making the concerns and experiences of women and men an integral part of the entire policy, program and project design, implementation, monitoring and evaluation processes within the overall aim of achieving gender equality, without excluding specific empowerment programs for women and girls when necessary.

2.0 BACKGROUND AND CONTEXT

2.1 Status of Gender Equality and Situation of Women in Uganda

Uganda has a gender sensitive national policy environment as demonstrated in key national policies and laws. The supreme law, the Constitution of the Republic of Uganda provides in Article 32 (1) that “the state shall take affirmative action in favour of groups marginalized on the basis of gender, age, disability or any other reason created by history, tradition, or custom for the purpose of redressing imbalances which exist against them”. Affirmative action for women is reinforced by recognition of the fundamental rights of women in Article 33 of the Uganda Constitution. Apart from the right to be accorded full and equal dignity of the person with men, including the right to equal opportunities in political, economic and social activities, the article also re-states the right of women as a group to affirmative action for “purposes of redressing the imbalances created by history, tradition or custom”. The article also requires the state to provide facilities and opportunities for enhancing the welfare of women and to enable them realize their full potential and to protect their rights taking into account their unique status and natural maternal functions in society.

The Uganda Gender Policy 2007, envisages civil society and faith based organizations to collaborate with the Ministry of Gender, Labour and Social Development which is the national gender machinery on matters of gender mainstreaming; advocate for gender sensitive policy formulation and legislation; monitor the implementation of international instruments that promote gender equality and women’s empowerment; participate in sector working groups and local government planning and budgeting processes to advance gender equality; and to develop and implement programs that address key Uganda Gender Policy interventions.

With 37.2 per cent of members of parliament being women, the Inter-Parliamentary Union ranks Uganda as number 14 worldwide on the proportion of women in national legislatures ahead of many developing and developed countries. A provision in the Local Government Act, 1997 has ensured that one-third of all local government councillors are women. With the transition to a multiparty system, more political opportunity has been provided in general but especially to women as major political parties provide for 40 per cent inclusion of women in party structures.

However, challenges still abound. Genuine competitive democracy is still elusive, corruption is high and dissent is frequently confronted with force while security agencies are arguably better but not accomplished professionals. Gender equality is also still unachieved. For instance, gender based violence is estimated to be anywhere between 59 and 69 per cent for females as compared to about 20 per cent for males. Retention in primary school is lower for lower females at 42 per cent as compared to males at 53 per cent. More boys transition to secondary school than girls do, while HIV prevalence is higher for women than for men. At household level where progress has been slow in comparative terms, women comprise over 70 per cent of agricultural labour, while very few own land or any meaningful assets. In wage employment, women are still concentrated in the lowest paying jobs. These conditions impact on UMWA’ work and it is important that in the design of its gender policy, they are taken into account.

2.2 Gender Equality Status in UMWA

UMWA is a rights based organization, advocating for the rights of marginalized groups, especially women and girls. Some work has been done in addressing gender concerns in the organizations work, with regard to mainstreaming of gender concerns in policies, strategic planning, programs and activities of UMWA.

UMWA's program objective is 'to create awareness among women and the media about their rights; and for advocacy of gender responsive policies and legislation for improved livelihoods'. UMWA recognizes that gender relations and inequalities are a fundamental cause of poverty. Women and girls do not enjoy the same status, power or access to and control over resources as men and boys. This situation is unacceptable. Principles of equity and socio justice ensure that everyone has equal opportunity for expressing and using their potential, irrespective of sex, age, religion, class, ethnical background, sexual orientation, HIV status or disability. UMWA is committed putting resources and energy into processes that create a society that values women, men, boys and girls equally.

UMWA has over the years worked with a gender perspective. This experience has led UMWA to concede that women's empowerment and the recognition of women's rights as human rights are essential for sustainable development and can be empowering for everyone. It has taught UMWA that working with a gender perspective means involving and engaging men and boys in order to improve the status of women and girls.

UMWA has a gender friendly working environment and practice which includes flexible working hours for women with children, specified days for maternity leave, minimized weekend and weekdays working hours in acknowledgement and response to women's reproductive roles and equal opportunity principle. However, there is no affirmative action for disadvantaged and the vulnerable group, specifically women and girls in place, no day care for young children, and no separate bathroom/toilet for female and male staff.

2.2.1 Status of Gender Mainstreaming at Organizational / Secretariat level

There is no specific gender focal point person, and dedicated resources for gender mainstreaming. Possibly due to the reasons behind UMWA's establishment (responding to the marginalization of women), seventy percent staff at UMWA Secretariat are female. Similarly all Board of Directors are women.

The organization has some facilities to cater for People with Disabilities (PWDs). It also takes into consideration issues of PWDs and involves them in project identification, prioritization, design monitoring and evaluation. Several projects have been implemented in partnership with PWDs 'organizations to enhance the rights of PWDs. Currently, UMWA is working with National Union of Disabled Persons in Uganda (NUDIPO), East African Centre for disability, law and policy and government (min of Gender, Labour and Socio Development (MGLSD), and international bodies to advocate for the implementation of the convention on rights of PWDs.

UMWA has also equipped its staff including radio personnel and other journalists, with skills in gender and disability sensitive reporting to enable them advocate for the rights of both genders and PWDs. There is however no specific policy and guidelines on mainstreaming PWDs concerns in the organization. Mama FM studio is not gender friendly/ accessible to PWDs despite some works that were done. The rest of the intervention requires some resources.

In 2015, UMWA with support from UN Human Rights and Ministry of Gender, produced a Gender Mainstreaming Strategy for Media in Uganda. They have also conducted similar trainings for the media.

2.2.1.1 The Current Position at UMWA

Recruitment/staffing: men and women are employed, remunerated, and supported on an **equal opportunity** basis and provided with a healthy working environment in accordance with the health and safety at work Act. However, women are given special treatment at the recruitment phase like during training.

Appointment: All appointed staff are given appointment letters, contracts and gratuity accrued on annual basis on successful completion of a contract. This can be terminated without notice to any staff on probation without notice.

Training of staff: men and women members of staff are entitled to study leave of not more than three (3) months.

Special employment benefits: All staff are entitled to special benefits including death benefits, assistance in case of bereavement and medical considerations.

Leave: all staff are entitled to leave including annual leave, leave of absence (maternity, leave, sick leave, casual leave, compassionate leave.

Maternity leave: Women are provided with 60 working days maternity leave. Most of them are given extra time to either report late for duty or leave early from work.

Welfare schemes: Staff can apply for salary advance to be repaid within a period of three (3) months.

Performance reviews: All staff are required to undertake a performance review/appraisal exercise which will form the basis for improvement and increment

Promotion: All staff are entitled to promotion based on their performance.

Discipline: All staff are required to behave in a manner acceptable and respectable to the organization. Indiscipline is punishable by warning, suspension and dismissal.

2.2.2 Status of Gender Mainstreaming in UMWA Programs

At program level; gender analysis informs most of the programs, Gender is explicit in the vision and mission the organization. It is also explicit in the overall program objective 2015-2018, strategic objectives, activities and outputs. Gender reporting is a must. There is however no gender responsive budgeting application in the organization, strategies and activities are not gender targeted, gender disaggregated data is inadequate in the strategic plan.

PWDs are mainstreamed in most programs; but no specific budgeting is in place to cater for their needs. They are also taken as a homogeneous group with similar needs and priorities despite their various disabilities, age, sex race, etc. UMWA mobilizes and works with women organizations, promotes women leadership at organizational level. It however has limited capacity and skills in gender mainstreaming within the organization.

2.2.2.1 Mama FM 101.7

UMWA operates a community radio; Mama FM 101.7 set up to address the needs of the under privileged and minority. Its mission is to empower those in the active age bracket particularly women initiate action for development, in order to improve their living standards and the communities they live in. its vision is to have the concerns and voices of the less privileged in society take centre stage in Uganda mass media for a fair and just world. Mama FM works on the principles of participatory communication, transparency and accountability, democracy, voluntarism, networking/sharing/team work, sisterhood.

Mama FM is guided by a set of policies including the broadcast (Studio) Policy, news policy, music policy and advertising policy. The news room is guided by the professional code of ethics for the newsroom. It targets particularly women and girls between the active age of 15- 45, and the general public and employs both men and women on equal but competitive basis. There are however more men in programs than women and more women in news department. The radio promotes developmental interactive communication; broadcasts gender sensitive

educational programs as well as offering practical and internship to female journalists. All programs and news items project issues and concerns of women. The radio personnel (men and women) are equipped with knowledge and skills to effectively develop, design and air radio advocacy programs. They are provided with transport to the field and lunch at the station. Not much has been done to provide the safety of the news collectors apart from an identification coat with Mama FM logo provided to both female and male personnel. The radio personnel are not entitled to leave since most of them are volunteers.

Mama FM promotes community participation in programming, content development through radio listenership groups, outside recording, phone ins and letter writing. It hosts men and women on the radio depending on the program being aired. There are programmers which exclusively target women such as 'Abakyala Bazira'. Mama FM is the only radio owned and run by women in Africa. The programming targets the under privileged, whose voices and concern form 90% of the content and priority.

Unlike other radios which only covers community issues of disaster, accidents, strikes, bizarre or weird things, Mama FM also covers the community's day today needs, aspirations and wants.

Mama FM works mainly through Volunteers and Interns who are guided by the 'Terms of Employment of Volunteers and Interns'. They are not entitled to annual leave but maternity leave is granted to a female volunteer/intern who is pregnant. A male volunteer/Intern may apply for paternity leave that shall not exceed 4 days. Compensation leave may be granted to a volunteer/intern to attend funerals of close relatives.

2.2.2.2 *The Other Voice Publication (TOV)*

UMWA is the author of The Other Voice Publication; an advocacy and lobbying newspaper which started in 1998. The publication responds to the inadequate coverage of women in Uganda media. The Other Voice publication usually focus on a particular project, goal, objective and project area thus leaving out so many other issues covered by the organizations strategic objectives, including its(TOV) own objectives. The edition is published once or twice a year hence shelving so many arising issues about women and girls.

2.2.2.3 *The Rural Outreach Program*

UMWA conducts rural outreach programs in (15 districts) and provides developmental information in order to respond to the long felt marginalization of women in political, economical and socio sectors. This is implemented through establishment of radio listeners' clubs for women, training women in group dynamics, communication and assertiveness. The program also provides radio to each group. The program enables women to listen together, share and discuss issues and solutions as a group. The groups are an entry point of other UMWA initiatives in the districts and a structure taken advantage by government officials to reach the grassroots.

The lessons and need for learning and monitoring led and guided the development of a gender policy. The policy seeks to ensure greater consistency of gender principles, policies and practices across the organization and to provide accountability framework in relation to addressing gender issues in the organization against which to audit UMWA staff, radio personnel, volunteers and interns.

2.2.2.4 The Gender Education Program on Domestic Violence

It was piloted in Mukono and implemented in Kyankwanzi and Wakiso districts. It prioritized gender equality, and poverty eradication. It was implemented on the principle of do no harm. It worked through the existing community structures to change attitude of rights holders and duty bearers

The program was Participatory in problem analysis, strategy identification, implementation and evaluation. Targets male, and female adults, youth as rights holders and leaders as duty bearers. Program works through trained community activists who sensitize community members on rights. It works with both formal and informal leaders at community, sub county and district level.

2.2.2.5 The Smart Women's Project

Working in 7 districts of Uganda (Mukono, Luweero, Masaka, Iganga, Kiboga, Soroti). Project empowers rural community, especially women to effectively participate and benefit from government programs and policies. Trained 50 women group representatives in basic communication skills, advocacy skills, gender analysis, planning and monitoring. Women are also sensitized on government programs and policies.

2.2.2.6 Capacity Building for Women Journalists

The program responds to capacity needs of journalists in gender sensitive reporting and other fields

2.2.2.7 Other Programs include FK-Norway Exchange Program

The program hosted 20 female Ugandans abroad and 20 females in Uganda from Ethiopia, Zambia, Tanzania, Nepal, Kenya. It strengthened partnerships and networks among media women.

3.0 UMWA GENDER POLICY

UMWA recognizes that gender relations and inequalities are a fundamental cause of poverty. Women and girls do not enjoy the same status, power or access to and control over resources as men and boys. This situation is unacceptable. Principles of equity and socio justice requires us to ensure that everyone has equal opportunity for expressing and using their potential, irrespective of sex, age, religion, class, caste, ethnical background, sexual orientation, HIV status or disability.

UMWA's strategic plan 2014 2018 provides a framework for mainstreaming gender in the organizational activities. UMWA is committed to putting resources and energy into processes that create a society that values women, men, boys and girls equally.

3.1 Main Policy Target Levels

This Policy focuses on the following levels:

- (a) **Institutional level of UMWA** targeting reform in the board composition, staffing, health, transport, procurement, programs, leave, allowances, salary, security and safety.
- (b) **Program level reforms** at UMWA Secretariat aimed at developing work plans and projects that promote gender equality.
- (c) **Staff**, targeting building gender skills for greater gender responsiveness in UMWA.
- (d) **Network members** aimed at developing gender policies, strategies, programs and projects that strengthen gender outcomes amongst members.

3.1.1 Goal and Objectives

The goal of the UMWA gender policy is to strengthen implementation of gender responsive policies, programs and projects for sustainable development at the secretariat and amongst network members.

3.1.2 The Specific Objectives are to:

- (a) Strengthen the framework for ensuring gender responsiveness in the functionality of UMWA as a media organization.
- (b) Define UMWA's advocacy strategies for gender sensitive policies, plans and programs at, local, national and international levels.
- (c) Continuously promote gender networking at the institutional level and with local, national and international actors.
- (d) Facilitate UMWA secretariat and network members/partners to generate, share and disseminate gender sensitive and gender disaggregated information.
- (e) Provide a framework for strengthening the gender capacities of UMWA Board, Secretariat (staff and radio personnel) and network members/ partners.
- (f) Define strategies for advocating for gender sensitive policies, plans, laws and service delivery mechanisms at national and local government levels.

3.1.3 Strategies

- a) Create centres of responsibility for gender mainstreaming in UMWA through recruiting a gender focal person/gender officer and outsource relevant skilled input when necessary.
- b) Review and continuously update the UMWA vision and mission to the gender policy.
- c) Review all policies and ensure their gender responsiveness such as recruitment, membership and research, and ensure that any future policies make gender integral.
- d) Conduct regular gender audits for UMWA staff, members, radio personnel and volunteers and its network members and design tailor made interventions.
- e) Promote and carry out gender sensitive research in the areas of UMWA s mandate.
- f) Establish gender sensitive implementation, monitoring and evaluation mechanisms.
- g) Establish and promote a gender responsive approach to identifying and establishing collaboration initiatives.
- h) Carry out gender advocacy at the local government, national and international levels in areas that relate to UMWA' mandate.
- i) Strengthen collaborative relationships with gender sensitive institutions including training ones through organizing periodic activities where experiences, literature and information are regularly exchanged.
- j) Provide a periodic forum for UMWA members and network members to exchange experiences on gender equality initiatives.
- k) Design specific mechanisms for strengthening leadership capacities of women NGOs, women Councillors and women technical staff at district level.
- l) Create a Gender Compliance Board committee to ensure adherence to the gender commitments of UMWA.
- m) Ensure that men's concerns are represented in UMWA deliberations through meetings, exchange visits and targeting men as change agents, and deliberated upon at policy level.
- n) Monitor all gender mainstreaming efforts across the board to ensure that both men and women concerns are not left out.
- o) Ensure at least 50% representation of women in senior positions in addition to the already commendable achievement of near the 50:50 ratio at staff level.
- p) Ensure gender sensitivity in recruitment by propagating messages which demonstrate that UMWA encourages women to apply and are equal opportunity organization.
- q) Given the ever-dynamic circumstances, equip staff members with adequate gender skills to continuously identify gender issues and develop appropriate work plans relevant to the various projects. In the alternative, recruit well-qualified program officer (with an advanced degree in women and gender preferably at the level of Masters) to provide advice to various projects or engage a consultant on a regular basis.
- r) UMWA should help its network members/ partners to develop gender policies and design gender sensitive work plans. In turn, the network members should help their member organizations to institute or strengthen gender-mainstreaming processes.

3.1.4 Organizational Structure for Implementation

UMWA shall implement this gender policy through an organizational structure that consists of; **the General Assembly / Members**, the Board of Directors, **Board of Trustees**, the Secretariat, and through the office of the gender focal person/gender officer. The tasks of the organizational structure units are detailed below:

3.1.5 Board of Directors

- Establish a UMWA gender compliance committee.
- Review all UMWA programs and activities for gender sensitivity.
- Monitor and evaluate and monitor the implementation of the Gender policy.
- Fundraise for gender programs.
- Report progress to the general assembly.
- Include gender in the job descriptions and terms of reference of all staff at the secretariat to ensure that they address gender concerns in their work.

3.1.6 Board of Trustees

- Get informed about implementation of gender issues/concerns.
- Provide counsel on gender issues and concerns in UMWA.

3.1.7 Secretariat

- Secretariat staff should develop work plans to translate the board policy guidelines into policies, programs, projects and activities.
- Build a skills base through continuous training and learning for informed implementation of the gender policy.
- The head of the Secretariat/Executive Secretary is the overall officer in charge of implementing this policy and translating it into deliverables.

3.1.8 Focal Person / Gender Officer

- Ensure that gender is mainstreamed in all UMWA policies and programs.

3.2 Monitoring and Evaluation

For this policy to be translated into tangible results, effective monitoring, evaluation and prompt corrective action is crucial and this involves a number of actors namely the gender focal person/ officer, staff and radio personnel and volunteers, the Board of Directors and monitoring at program level. This is detailed below:

3.2.1 Gender Focal Person / Officer

- Shall establish a monitoring system to be carried out every three months, conduct workshops and annual meetings.
- Conduct staff development meetings on a quarterly basis to assess the level on implementation of gender programs in different programs/departments.

- Collect and document progress information.
- Induct all new staff on the gender policy, strategies and programs.
- Organize continuous staff skills building, training and mentoring on gender issues.
- Organize annual reporting meeting where all staff report on their progress on implementation of gender activities, challenges and way forward as well set benchmarks and targets.
- Organize a participatory review of this policy by all departments/programs every three years to assess its relevance and ensure the policy is appropriately updated.

3.2.2 Board of Directors

- Review policies and strategic plans to ensure gender is incorporated.
- Receive reports from the Executive Secretary at least twice a year on implementation progress.
- Visit UMWA Secretariat, departments/programs to monitor and evaluate progress.

3.3 Program Level

- All staff will be required to analyze their programs, projects, plans and budgets to ensure gender awareness and sensitivity.
- All staff to ensure that they take into consideration the needs and priorities of different gender categories.

3.2.3 Mama FM 101.7 Music Policy

This Policy is aimed at supplementing Mama FM 101.7 vision and mission of advocating for the marginalized groups of people that include women, children, persons with disability and men. So the policy is used to guide Producers and Presenters filter only songs that add value to the above mentioned groups:

- a) Music that belittles women, children, persons with disability and men in a sense that lower their dignity, human rights and image is not allowed on Mama FM airwaves.
- b) Music that incites or fuels violence of any category (social, economical, and political) in any aspect is also banned from being played.
- c) Balancing of music air play for female and male is a must in all programs. Producers and presenters make sure music used in their respective programs is from both male and female artists.
- d) Music with vulgar language much as it may be educative, is totally not acceptable on Mama Fm.
- e) Music that sound distorted, scratched, low or produced in a poor quality is not allowed.
- f) **All music** goes through the Music Director and filtered before it's played on air.
- g) **NO** other means shall be allowed for Producers/Presenter to put music on air other than through the Music Director, Assistant or technicians in case the 2 are not present.

- h) Songs that sound political i.e. campaign songs, should be given equal platform **IF** at all they have to play on air.

3.2.4 News Policy

Mama FM is a radio station about women and issues that have been long neglected by the mainstream media. Mama FM seeks to make women issues take centre stage for the sustainable development of Uganda. News is the most important and well listened to on a radio, therefore, Mama FM shall prioritize women's voices and concerns in the News.

3.2.5 Advertising Policy

Mama FM like her proprietor, UMWA, is a non-profit-making organization which depends on charities; but will solicit for funding through adverts sponsored, educational campaigns or programs or news. This, to ensure sustainability of its operations and to forestall donor absence in future.

Mama FM will not carry:

- Adverts or messages that tend to ridicule or demotivate women.
- Adverts or messages that downplay the founding mission of Mama FM.
- Adverts or messages that are against internationally accepted health regulations.
- Adverts, messages or campaigns that will tend to destabilize peace and security of Uganda, neighbours or the international community.

This Manual was approved by the UMWA Board of Directors on 30th / June / 2018
and signed on their behalf by:



CHAIRPERSON – UMWA BOARD



SECRETARY – UMWA BOARD

Date: 30th / June / 2018


Date: 30th / June / 2018