

PEER-TO-PEER PROGRAMME

ON GENDER EQUALITY

IN THE SOUTHERN MEDITERRANEAN PUBLIC BROADCASTERS



FINAL RESULTS

INTRODUCTION

MedMedia is an EU-funded project developed by a consortium led by BBC Media Action, aiming at creating a favourable environment for media reform in the southern Mediterranean region, with a particular emphasis on legislation, regulation, programming, supporting strategies in the transition process of these media to a real public service mission.

PEER-TO-PEER ACTIVITY ON GENDER EQUALITY.....

In this framework, COPEAM set up a multilateral "peer-to-peer" exchange activity to strengthen the capacity of nine public broadcasters in favour of gender equality and women's empowerment in their respective internal policies and professional practices.



BROADCASTERS INVOLVED

- **EPTV** and **EPRS**/Algeria
- **ERTU**/Egypt
- **JRTV**/Jordan
- **PBC**/Palestine
- **Radio Tunisienne**/Tunisia
- **SNRT** and **2M**/Morocco
- **Télé-Liban**/Lebanon



ACTION METHODOLOGY

- 3 mentors (Judith Neisse, international expert - Doris Fennes-Wagner, ORF/Austria - Mounia Belafia, Radio Monte Carlo Doualiya) accompanied a group of 3 beneficiary organisations each
- 3 sessions in presence (kick-off- Tunis, September 2015; mid-term - Amman, January 2016; final – Ajaccio, April 2016)
- Remote monitoring activity
- Duration: 9 months



OBJECTIVES

- Defining common critical aspects, obstacles and challenges
- Identifying areas of intervention, concrete, feasible and sustainable goals
- Sharing reproducible good practices
- Developing appropriate tools and measures to achieve the goals established

FINAL RESULTS

PBC – PALESTINIAN BROADCASTING CORPORATION

PALESTINE



PBC has created a “Gender Unit”. The relevant terms of reference, which include the objectives, the mandate and the organization chart, have been written and adopted by the organisation management. They have been integrated within the PBC internal regulation and have the force of law at any level, both for the editorial staff and the administrative services.

In March 2016, PBC organised a ceremony to recognize the work of women within the organisation. The ceremony, during which prizes were awarded, was attended by representatives of several ministries and civil society organizations. A live coverage was ensured by PBC which also took the opportunity to announce the creation of its “Gender Unit”.



Images of the ceremony and the prizes giving

Watch
the videos



Finally, PBC has developed, in partnership with the Bir Zeit University, a frame document defining a comprehensive list of problems preventing the men/women parity. This document will serve as a basis for the development of gender equality principles to be introduced within the internal regulation of different Palestinian institutions.

RADIO TUNISIENNE

TUNISIA



A global device has been initiated to formalise the achievements related to gender equality and career opportunities, particularly through internal memorandums, an internal assessment, a work plan and concrete actions.

Two amendments introducing the gender equality principle in the deontological Chart of the Tunisian Radio have been elaborated: the first one concerns the editorial policy; the second one the human resources management. The Chart, including the two amendments, was adopted by the Tunisian radio's employees in February 2016.

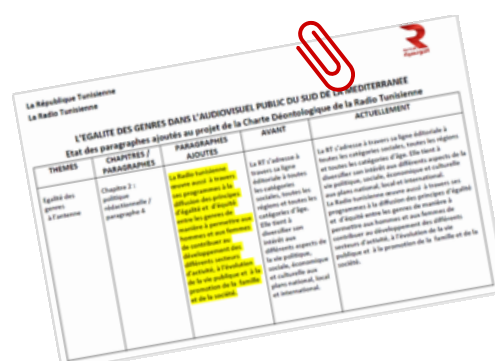
A gender equality coordination network has been set up. It involves 10 people: 1 central coordinator and 1 coordinator in each of the 9 stations of the RT network.

A debate around the topic “Women at decision-making positions” was initiated on 8 March 2016 on a number of central and regional stations (in particular RTCN, RTCI and Radio Sfax).

Listen to the
radio programme



Read the programme
presentation



ERTU, with the support of the peer-to-peer programme, has set up a monitoring system of its contents. Such system has enabled the analysis of programmes aired in 2015 with a gender-oriented approach, disclosing that around 6000 hours of the total broadcast programmes in the 22 TV stations and the 10 radio networks were specifically devoted to women and to gender issues.

This monitoring included a qualitative analysis as well, allowing the identification of specific topics covered by the 6000 programming hours. The most recurring topics were:

- The debates and reports on discriminations and violence against women
- The women's political rights
- The women participation in 2015 parliamentary elections
- The monitoring of the National Council for Women activities
- The challenges of women access to education in Upper Egypt and in rural zones
- The policies aiming at encouraging women participation and representation in public functions
- The growing role of women as the main family financial resource

This monitoring will allow ERTU to better target the topics to be covered so to continue the efforts made during many years to promote gender equality and to fight against sexist stereotypes.

Watch the
video



ERTU women pioneers

SNRT - SOCIÉTÉ NATIONALE DE RADIODIFFUSION

MOROCCO



The SNRT overall objective related to gender equality is the adaptation to the principle of parity established by the article 19 of the Moroccan Constitution of both the organisation's running mechanisms and the contents broadcast.

In January 2016, SNRT organised an awareness-raising workshop addressed to the managers and the journalists of the Group. A set of recommendations has been integrated in the SNRT action plan which aims at establishing the parity in all domains and at banishing sexist stereotypes in the broadcast programmes.

A parity charter, called "Guide of good practices", has been elaborated. It includes a section devoted to the human resources and a section devoted to the programming. Additionally, the human resources department has made an assessment on recruitment and careers progression, so to set up corrective actions.

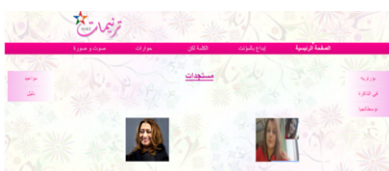


awareness-raising workshop addressed to the managers and the journalists of SNRT

Watch the
videos



Furthermore, SNRT has created a "Parity Committee" mandated to monitor the implementation of the gender equality strategy. Such Committee includes members from all Departments of the radio and TV stations of the Group.



Finally, on 8 March 2016, SNRT launched a website called "Tarnimate snrt", which is largely devoted to the current news of the women of the Group. A number of studies on gender are accessible online, a section named "nostalgia" pays tribute to the women generations of SNRT, while another section give the opportunity to women writers or poets to publish their works.

2M elaborated and launched a women experts directory in Morocco. This tool consists in a database that will allow journalists and media professionals to easier identify and contact women experts in different areas such as economy, politics, culture and foreign affairs. It will therefore allow to increase the presence of women on air, to improve their visibility and to effectively fight against sexist stereotypes.

2M is a pioneer in the promotion of women in the region. The Group already had a gender equality charter aiming at enhancing the image of women in the programming. Such charter will be complemented by a “human resources” section devoted to guarantee equal career opportunities to both men and women. The main lines of this new component have been drafted and an internal consultation process will be soon initiated to develop them.

Finally, it is worth to note that 2M has been working with SNRT and the Moroccan audiovisual media regulatory body HACA, on the elaboration of a guide of good practices on gender equality.



Website of the women experts
directory in Morocco
<http://expertes.ma/>



The main lines of an action plan for the promotion of women have been written. They include the creation of a Parity Unit, aiming at progressively establishing equality in all domains and at banishing sexist stereotypes in the programmes broadcasted by the JRTV stations. Such Unit will work as a priority on women professional capacity building, including the organisation of trainings and their promotion in decision-making positions.

An awareness-raising action has been successfully conducted among the managers of the Group to ensure that all necessary measures for the implementation of such Unit will be granted. This action has received the support of the Jordan Media Institute which is a member of the MedMedia consortium. A letter has also been addressed to the Jordanian Ministry of Communication to inform it about the initiative.

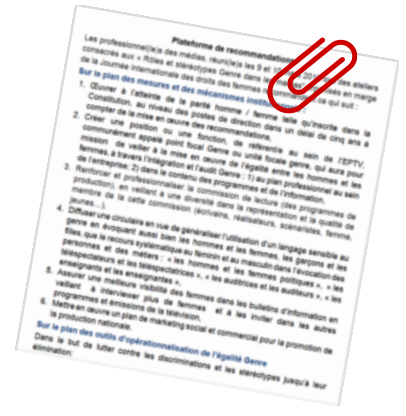
Finally, JRTV organised a ceremony focused on gender equality issues on the occasion of the media celebration, on 1st April 2016. Such event recognized the women working in the JRTV different departments and made possible to communicate on their weak representation at executive positions.

In March 2016, EPTV organised an awareness-raising workshop on the “Roles and stereotypes related to gender in the media”. The 2-day workshop gathered journalists, producers and representatives of private production societies working with EPTV. The participants adopted a set of recommendations including in particular: to achieve men/women parity at decision-making positions within five years, to improve women visibility in the news magazines.



Workshop on the “Roles and stereotypes related to gender in the media”

Other significant progresses: a clause on sexist stereotypes will be included in the contracts with the private production societies, so to avoid women negative representation in the programmes bought by EPTV. The clause provides that “All the production including negative female stereotypes or reflecting a negative image of women will be refused by the programmes department”.



Last important point: a jurist from the company is in charge of compiling a parity charter and clauses on sexual harassment to be integrated in the internal policy and conceiving new specific guidelines on sexual harassment for executive levels.

EPRS - ETABLISSEMENT PUBLIC DE RADIODIFFUSION SONORE

ALGERIA



Training workshop on “Gender issues in the media”

The Algerian radio organised, in March 2016, a training workshop on “Gender issues in the media”. It gathered 70 people including executive levels of the Radio, the Television and the press agency APS. The workshop was focused on three thematic axis: the women leadership, the guarantee mechanisms of the gender approach in the media and the treatment of domestic violence.

A number of recommendations were adopted by the participants; they include, in particular, the “genderisation” of the language and of the vocabulary in correspondence exchanges and in media contents, as well as the application of a positive discrimination based on competences, not depriving women of their positions.

In parallel, the revision process of the internal policies documents with a gender-oriented approach has been initiated. The Board was asked by the Director General to integrate a gender-oriented approach in any notes and mails as well as in the internal regulation and the collective agreement.

Télé-Liban is engaged in a revision process of its human resources internal structure and in developing a new organisational chart with the view of modernising its management. The participation in the P2P programme allowed to start a reflection aiming at, in a first step, introducing a gender-oriented approach of such reform at all levels, particularly for a better representation of women in decision-making positions.

The gender approach is taken into account to fight against sexist stereotypes in the broadcast programmes. Such an aspect was particularly considered in a workshop organised with MedMedia in the framework of the project “Youth on screen”, with the objective of exploring the possibility to produce programmes on young people in collaboration with civil society organisations.

Télé-Liban has also started developing synergies with the national Lebanese Women Commission thanks to a more intensive coverage of their activities.

SUMMARY OF THE MAIN RESULTS



INTERNAL POLICIES

- **EPTV** and **EPRS**/Algeria
- **PBC**/Palestine
- **Radio Tunisienne**/Tunisia
- **SNRT** and **2M**/Morocco



WORKSHOPS/EVENTS

- **EPTV** and **EPRS**/Algeria
- **PBC**/Palestine
- **Radio Tunisienne**/Tunisia
- **SNRT**/Morocco
- **JRTV**/Jordan
- **Télé-Liban**/Lebanon



PARITY UNITS/NETWORKS

- **PBC**/Palestine
- **Radio Tunisienne**/Tunisia
- **SNRT**/Morocco
- **JRTV**/Jordan



TOOLS/MEASURES

- **2M**/Morocco
- **ERTU**/Egypt



CREATION OF A PROFESSIONAL COMMUNITY