BUSINESS

Life

NEWS

STATEMENT OF COMMITMENT

FOR GENDER EQUALITY IN SOUTH AFRICAN MEDIA

STATEMENT OF COMMITMENT

All commitments below must be seen in the context of the intersectionality of race, class, sexual orientation, disability as well as gender.

GENDER-SENSITIVE REPORTING

I/we commit to consciously using **language** that is gender aware and sensitive and does not reinforce gender stereotypes.

I/we commit to making a conscious effort to elevating the **voices** of women experts and commentators where they are currently underrepresented on such as politics, economics, religion, traditional affairs and sports.

I/we commit to **educating** the public on their rights and responsibilities with regards to gender discrimination and violence in accordance with the South African Constitution.

I/we commit to increasing the number of **stories** covering the crisis of gender-based violence in South Africa.

I/we commit to **reporting** on gender-based violence holistically, including coverage of the structural drivers and root causes of the problem in South Africa.

I/we commit to providing information on where and how to access response **services** for survivors of gender-based violence, especially after every story covering the topic.

I/we commit to ensuring that our stories in no way make survivors **vulnerable** to secondary victimization and victim blaming.

I/we commit to develop new or review existing **editorial** policies and reporting guidelines to ensure and promote gender sensitive reporting according to the commitments above.

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UN-STEREOTYPING ENTERTAINMENT AND STORYTELLING

I/we commit to taking into account the **power** of the images we portray regarding gender, relationships and violence and recognise the harmful impact of promoting hypermasculinity.

I/we commit to work on/produce/commission/broadcast more content that challenges existing patriarchal norms, gender roles and stereotypes and promotes gender equality, diversity and non-violence through stories, characters and images.

I/we commit to work on/produce/commission/broadcast more content that promotes positive masculinities, healthy relationships and strong and diverse women's roles.

I/we commit to consult with civil society organisations or groups around projects or programming on gender-based violence, where possible.
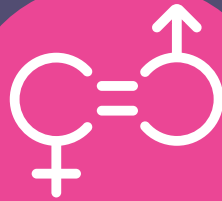
I/we commit to discuss and portray the drivers and root causes of gender-based violence in my/our storytelling, where possible.

I/we commit to making available training on gender sensitivity and the role of media to our creative and commissioning staff, where possible.

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CREATING A SAFE AND EQUAL SPACE "BEHIND THE SCENES"

I/we commit to creating a safe and equal workspace free from violence, harassment, discrimination, abuse and bullying for women and all people in line with the South African Constitution.

I/we commit to develop or to adhere to existing codes of conduct against sexual harassment and bullying that adequately protect the victim and sanction the perpetrator.

I/we commit to ensuring that such codes of conduct protect complainants from further harassment and secondary victimization.

I/we commit to ensuring that discrimination and sexual harassment reporting structures are independent, transparent, fair and safe.

I/we commit to empowering all employees by educating them on their rights and the rights of others with regards to sexual harassment and all forms of discrimination, violence and abuse.

I/we commit to working towards equality in representation between women and men in all positions in front of and behind the camera and microphone including in decision-making processes.

IN PARTNERSHIP WITH:

KWAZULU-NATAL FILM COMMISSION SOUTH AFRICA
· OUR KINGDOM IS YOUR STAGE ·

fpb
Film and Publication Board™

SONKE GENDER JUSTICE
HIV/AIDS · GENDER EQUALITY · HUMAN RIGHTS

GENDER LINKS
FOR EQUALITY AND JUSTICE

SANEF
SOUTH AFRICAN NATIONAL EDITORS' FORUM
It's about South Africa.

Commission for Gender Equality
A society free from gender oppression and inequality

nfvf
national film and video foundation
SOUTH AFRICA
an agency of the Department of Sports, Arts and Culture

SWIFT
Every Working in Film & TV

SOUL CITY INSTITUTE
FOR SOCIAL JUSTICE

MEDIAMONITORING AFRICA

women, youth & persons with disabilities
Department:
Women, Youth and Persons with Disabilities
REPUBLIC OF SOUTH AFRICA

government communications
Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

sport, arts & culture
Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA

SMS

STEP IT UP
FOR GENDER EQUALITY IN SOUTH AFRICAN MEDIA

german cooperation
DEUTSCHE ZUSAMMENARBEIT

Implemented by:
giz
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

UN WOMEN

Partnerships for Prevention
of violence against women and girls in Southern Africa