



## GENDER POLICY

Recognising that as a media organisation we play a dominant role in shaping public opinion, the FBCL commits itself to the following policies. In making this commitment we acknowledge that there exists in our society, prejudice on the grounds of age, gender, ethnicity, religious preferences, sexual orientation and disability. Therefore, it is in the interest of achieving sustainable development that FBCL actively promotes these policies both within the FBCL and through its broadcasts.

- We have a duty to our audience to be truthful in our depiction of people to avoid stereotyping
- We will refrain from broadcasting programmes that promote stereotyping on the grounds of age, gender, ethnicity, religious preferences, sexual orientation and disability.
- We will develop and use gender sensitive terms to avoid the continued use of sexist language in our broadcasts
- We will portray all gender groups as persons who have professions, skills, expertise and authority over a wide range of activities
- We will create in our radio programmes greater awareness of children's and women's achievements and contributions to society
- We will refrain from the broadcast of content that glamorises women and children as sexual objects or that incites racial or gender violence
- We commit ourselves to promoting human rights education and raise public awareness of any violations to human rights
- We will constantly review our Employment & Industrial Relations Plan (EIRP) to ensure it is in harmony with our Gender Policy and that it does not discriminate against any gender in relation to employment opportunities, disciplinary measures, and appointment to leadership positions.
- We will organise internally training programmes on gender mainstreaming as a means of raising awareness of its importance.
- We will enforce the FBCL's *Sexual Harassment Policy* and report to the authorities any breaches of it by any employee of the Company
- We will actively pursue strategic alliances with relevant NGOs and Government bodies to strengthen our gender mainstreaming commitments

## **GENDER MEDIA CHECKLIST**

After studying various checklists available on gender in the media, the FBCL has incorporated the following into its programme guidelines. The new edition of these guidelines has gone to the print and is due to be published anytime now. Most of it has been adapted from a South African model.

### ***Breadth of coverage***

- *Does our coverage reflect a holistic and realistic view of women?*
- *Is gender awareness and sensitivity built into your stories and radio programmes?*

### ***Depth of coverage***

- *Has our coverage given fair and equal broadcast time to women and men's voices?*
- *Have we probed the gender issues that may underlie our stories?*
- *Are a variety of sources, representing a broad spectrum of views, consulted?*

### ***Story angles***

- *Is the story analytical? Does it go beyond the event and raise the underlying issues?*
- *Are male and female subjects treated equally?*
- *Does our story apportion blame on the subject?*
- *Does the story challenge or reinforce gender stereotypes?*
- *Are stories approached from a human rights perspective?*
- *Are the experiences and concerns of women trivialized in any way?*
- *Is our story fair, accurate and balanced?*

### ***Language***

- *Is language used inclusive of men and women?*
- *To the extent that gender- neutral terms are used, is relevant gender disaggregated information provided?*
- *Is physical description relevant to the story? Does it apply equally to men and women?*

### ***Visuals***

- *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 survivors or victims?*
- *Are women portrayed as active or passive?*
- *Does the image degrade the dignity of women?*
- *If you substitute man for women does it make sense?*

## THE FUTURE

It is simply of little value (meaningless) trying to pursue the “Barbara Model”. This approach will only serve to build higher walls of resistance from those men who already feel insecure about women seeking dominance.

Gender is no longer an issue of men and women or women trying to out smart men, It is about human rights and guaranteeing an equitable future for all people including the poor and marginalised. We must give greater access in our media outlets to those who over the years continue to be marginalised.

If we deprive our consumers of knowledge and information, we simply cannot hope to contribute truthfully to a more just and equitable society. And if we cannot make that transformation, our Pacific will continue to have an insecure and unstable future political, economic and social future.

To my fellow male species I say we must not feel threatened by women. To the female species I say engage in a more constructive gender discussion with media practitioners in their respective local environment (newsrooms). We simply can not rely on regular propaganda handouts and public statements to push the cause.

Our efforts must be directed at “*identifying gender champions within society who are not considered women’s rights activists or human rights activists*”. From experience dealing with many of these activists, there is great skepticism within the media about the views of these activists and unfortunately while their intentions are noble, fewer pay serious attention to their utterances. That is the reality which I believe will thwart attempts to infiltrate and “educate” the dominate personalities in the decision making positions within many media organisations.