



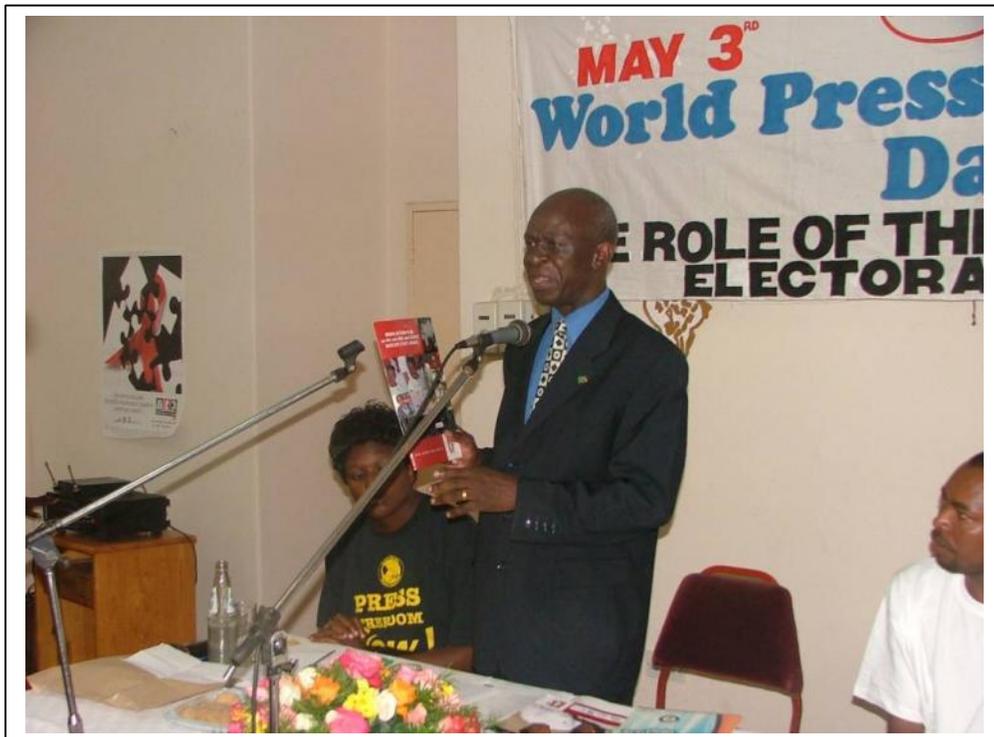
MAP POLICY SECTOR REVIEW

March 2007



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EXECUTIVE SUMMARY

This report covers progress made by Gender Links as the lead agency for the policy arm of the Media Action Plan on HIV/AIDS and Gender. It begins with a general overview followed by country reports. Attached at Annex A is a list of the country facilitators for the MAP policy roll out and their contact information. Attached at Annex B is a composite plan for the roll out in each country for 2007/2008, showing how facilitators plan to complete work started as well as approach new media houses to achieve the MAP target of eighty percent of all media houses in the region having HIV and AIDS and Gender policies by the end of 2008.

Progress to date

Table One summarises the progress that has been made to date. It shows that in 2006, eleven countries in the region launched the HIV and AIDS and Gender Baseline Study that formed the essential backdrop to the policy roll out. Facilitators in five countries opted to have further inception workshops with media houses on the policy process, while others found it best to approach media houses directly.

Table 1: Summary of country progress to date

Country	Launch of Baseline Study	Inception workshop	Management meeting	Situation analysis	In-house workshops	Policies adopted	Policies awaiting approval	Targeted 2007	Total Media houses targeted
Botswana	1	-	5	2	2	0	1	10	11
Lesotho	1	-	2	0	0	0	0	17	17
Malawi	1	1	9	9	7	6	2 ¹	19	27
Mauritius	1	-	5	2	2	2 ²	0	11	13
Mozambique	1	1	7	5	5	2	3	29	34
Namibia	1	1	5	2	1	0	1	17	18
South Africa	1	-	4	0	0	1	0	16	17
Swaziland	1	1	3 ³	3	1	1	0	6	7
Tanzania	1	-	3 ⁴	2	1	1	1	36	38
Zambia	1	1	6	3	2	0	1	22	23
Zimbabwe	1	-	8 ⁵	0	0	0	0	13	13

¹ GL also worked with Malawi Broadcasting Corporation to mainstream HIV/AIDS and gender in their editorial policy and producers' manual.

² One of the media houses, MBC has 8 media outlets and the other, Le Defi has nine.

³ The inception workshop done in Swaziland was attended by managers from all media houses, therefore technically contact has been made with all of them.

⁴ One of the media houses (IPP Ltd) has 11 media outlets

⁵ Some contact made and interest expressed by all. Management meetings to get concrete buy-in are still to be made.

Total	11	5	57	28	21	13	9	196	218
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During the course of the year, 57 out of the targeted 218 media houses (about 26 percent) agreed to develop HIV and AIDS and gender policies. Facilitators proceeded to conduct situation analyses and in-house workshops in about half of these. Thirteen formally adopted policies (see samples at Annex C) and nine completed policies but at the time of writing these still awaited approval. Put differently 22 media houses, or 10 percent of the overall target of 218, went through the full cycle from management meeting to in house workshop to drafting a policy.

One media house, the Malawi Broadcasting Corporation, revised its extensive editorial guidelines through a facilitated workshop and backstopping using the HIV and AIDS and gender policies adopted as part of this process. This is an example of the detailed follow up work that is required within each newsroom to ensure that policies are embedded in practice and that they are “owned” by practitioners. The MBC example has provided a model for others to emulate.

A highlight of the MAP programme was the presentation of these of case studies by media houses at the second Gender and Media Summit organised by GL, MISA and GEMSA in September 2006. These case studies are contained in the second volume of the Media Diversity Journal.

One unplanned for but important output of the first phase of the policy roll out is that the South African National Editors Forum (SANEF) that had conducted its own “snap survey” of gender in newsrooms requested GL to assist in an in-depth study of Glass Ceilings in newsrooms. As part of its in-country processes, GL felt it strategic to do so, to provide the impetus and data for gender policies in this country that has been not been as forthcoming as others in the MAP processes. As a result of this study, five major media conglomerates have indicated their interest in developing gender policies. A copy of the Glass Ceiling Phase Two report accompanies this report.

Another important outcome not originally planned for is that Diversity in Action, the policy handbook developed as part of this process was translated into Portuguese by the country facilitator.

Although the number of media houses to have completed the full process is below target for the first year of the policy roll out, when it had been hoped that at least a third of the targeted media houses would have developed policies, this past year also involved considerable ground work. This included: completion and launching of the baseline study, popularising the MAP concept and gaining buy in from the media industry. Country reports show that momentum has been developed which can now be built upon.

In order to resuscitate efforts for the coming year, GL organised a meeting of facilitators and partners linked to the third Media Partners Consultation (MPC) in February 2007 convened by GEMSA. GL used this opportunity to renew contracts for facilitators who

had performed well, and to replace those who had not delivered on their commitments with new facilitators who went through a vigorous recruitment and selection process. The new consultants stayed for a further four days of training. Evaluations for the two training courses with the first group (April 2006) and second (February 2007) are attached at Annex D.

Plans for 2007/2008

The composite plan for the coming year at Annex B shows how GL and the reinforced team of facilitators have mapped out a plan for working with close to 200 media houses in order to reach the target. This plan is accompanied by a new contracting system that is based on outputs at each one of the five stages of the policy process rather than on time expended.

Key recommendations

Key recommendations contained in this report are that:

- The time frame for implementation be extended from February 2008 until the end of 2008 to ensure that the policy roll out process is thorough. This recommendation also arises from the experience to date that policy roll out is often unpredictable; subject to many changes (personalities, processes) that cannot always be adequately planned for.
- Geographical reach: Work be started in Angola, using the materials translated in Mozambique and be extended to Madagascar, following preliminary contact (and interest shown) through the Mauritius country facilitator.
- Coordination: Greater effort and resources be put into coordination of the other legs of MAP, as these have a critical bearing on the impact of the policy work.
- Training: In particular GL and MAP facilitators have attempted to identify training needs in each country to help guide the training cluster led by Panos that met during the MPC. Offers of training by the IAJ, NSJ and Panos would go a long way towards reinforcing the policy work. However they need to be coordinated. The MAP Training Needs Assessment linked to Policy is attached as a separate document.
- Information resources: Equally, there is need for the information resource facility being offered by SAFAIDS to be marketed with newsrooms where policies are being rolled out. GL has prepared information packs for each newsroom that include information about this facility. But GL strongly recommends that SAFAIDS go on a road show taking and demonstrating this resource
- Monitoring and evaluation: Planning for the follow up baseline study with MMP (envisaged in the original concept paper to be linked to the second Gender and Media Baseline Study) also needs to begin. Facilitators also recommend that simple in-house monitoring tools be developed and disseminated to encourage self monitoring.

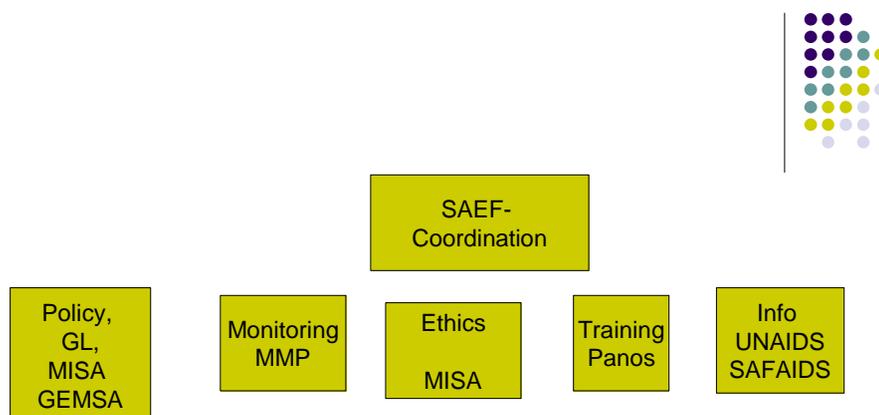
OVERVIEW

The Media Action Plan (MAP) on HIV and AIDS & Gender is a collaborative effort by the Southern African Editors Forum (SAEF) and NGO partners to improve coverage of HIV and AIDS and gender; to promote diversity, the equitable and fair treatment of all within media workplaces; as well as mitigate the effects of the pandemic on the media industry.

MAP aims to:

- Ensure better regional coordination and participation of media managers in activities targeting the media on HIV and AIDS in Southern Africa.
- Ensure that 80% of media institutions have workplace based policies and programmes on HIV and AIDS and Gender, by the end 2008 in accordance with SADC and ILO Codes of Conduct.
- Establish standards for media reporting and increase the understanding of editors on issues relating to HIV and AIDS and Gender.
- Improve media reporting through integrating HIV and AIDS and gender into media training at tertiary institutions, in-service training institutions and in the workplace.
- Develop and disseminate information and resource materials on HIV and AIDS and gender for the media.
- Establish baseline data and conduct monitoring and research to assess the impact of MAP on HIV and AIDS and gender coverage.

How MAP is organised



MAP is coordinated by the Southern African Editors Forum (SAEF). The policy arm is led by GL working with the Medis Institute of Southern Africa (MISA) and the Gender and Media Southern Africa Network (GEMSA). Monitoring is led by the Media Monitoring Project (MMP), ethic by MISA, training by PANOS and information by SAFAIDS and UNAIDS. At the MPC meeting in February 2007 proposals were put forward for some restructuring of MAP; in particular the addition of an advocacy arm led by GEMSA which is currently running a campaign on HIV and AIDS and unpaid care work, an area identified as under covered and not well understood in the baseline study.

The policy arm of MAP

Policy roll-out in each country began with the launching the HIV and AIDS and Gender Baseline Study on 3 May 2006, World Press freedom day. Gender Links and partner organisations are now working intensively with individual media houses in developing and implementing policies using the following menu of options. Progressive media houses are opting for all of these.

Policy options

	Gender aware HIV policy		Gender policy	
	Stand alone	Integrated into existing policies	Stand alone	Integrated into existing policies
Work place	✓	✓	✓	✓
Editorial	✓	✓	✓	✓
Marketing	✓	✓	✓	✓

Early activities

- Audit of HIV/AIDS and gender policies & gathering of best practices: Gender Links conducted an audit of media houses in Southern Africa to gather information on existing HIV/AIDS and gender in newsrooms as a background to the policy roll-out. This needs assessment was conducted between April and July 2005 to find out what policies are in existence in the media with a view to gather existing resources and materials; determine possible approaches and tools to be used in supporting media houses to develop and implement policies on HIV/AIDS and gender; as well as develop a handbook to guide the process. The audit covered 366 media houses (approximately 90% of the total media houses in the Southern Africa region) in 12 countries and showed that only 9% of the media houses had policies on HIV/AIDS while 6% had policies on gender. In addition, more media houses (3.83%) were in the process of developing or were willing to develop HIV/ AIDS policies, unlike those on gender (2.73%). The study also shows that media houses lack a clear understanding of why they should develop and implement HIV and AIDS and gender policies; what a gender or HIV and AIDS policy is; how to mainstream

HIV/AIDS and gender into existing programmes and general strategies; where policies exist, they had not been effectively communicated to all employees; existing policies are workplace oriented and did not commit to incorporating HIV/AIDS and gender in editorial content or general reporting style, programming, marketing and advertising.

- Baseline study on media coverage of HIV/AIDS and gender: GL collaborated with the monitoring and research sector in devising the methodology for, conducting and writing the HIV/AIDS and Gender Baseline Study. The study involved monitoring 37 000 news items in eleven Southern Africa countries for a one month period between October and November 2005 and provides interesting perspectives on how the media covers HIV/AIDS and the gender dynamics underlying the epidemic. It showed that HIV/AIDS constitutes only 3% of total coverage in the region and that People with HIV comprise a mere 4% of news sources on the topic. It also shows that the gender dimensions of the epidemic are not receiving sufficient coverage. The baseline study therefore gives added impetus for the need to assist media houses to develop HIV/AIDS and gender policies.

Activities during this reporting period

Development of a handbook and a facilitator's Guide

GL convened a reference group for, and devised the handbook Diversity in Action: HIV/AIDS and Gender Policies in Southern African newsrooms. The handbook is structured according to the process that a media house might undertake in deciding to devise and implement HIV/AIDS and gender policies to give it a logical, step by step approach.

The handbook is informed by pilot projects conducted by GL with the Mauritius Broadcasting Corporation (MBC), a public broadcaster; the Times of Zambia (a state owned newspaper) and Kaya FM, a commercial radio station in South Africa. The pilot projects were a response to the Gender and Media Baseline Study (GMBS) that identified glaring gender disparities in the media in the region, including the three countries.

The handbook is easily accessible and is accompanied by a CD ROM containing a range of resources including HIV/AIDS and gender policy checklists, policy templates and sample action plans; key research documents; international and regional instruments on HIV/AIDS and gender. It is also accompanied by a facilitators guide.

Training of in-country monitors and facilitators

In consultation with all the partners, GL put together a team of in-country facilitators who led the monitoring and are responsible for the roll out of policies in each country. It was agreed that the facilitators would first serve as team leaders for the monitoring of the baseline study, as this would give them good first hand knowledge of the media in their countries and how these cover HIV and AIDS and Gender issues.

The team went through media monitoring training for one week in October 2005 and another week in April 2006 where they were trained in policy roll-out using the Facilitator's Guide and the Diversity in Action Handbook.

Several country facilitators had the opportunity to participate in the second Gender and Media Summit in September 2006 at which some of the media houses they had developed HIV and AIDS and Gender policies presented case studies.

Due to the increased need for more capacity in certain countries, and owing to the fact that some facilitators did not meet their contractual obligations in 2006, GL recruited additional facilitators in 2007. Retained and new facilitators participated in the third MPC in February; in the partners meeting held in the wings of the MPC and in a half day meeting on the new contracting procedures.

A major challenge for MAP in 2006 was that payments were made dependent on time done. As a result while a lot of time was spent on the process and payment was made, there were no satisfactory outputs. The new contracting system is therefore output dependent and payments will be made per deliverable per media house. Payment will only be made upon receipt of appropriate reports certifying that satisfactory work has been done as per the five policy development stages spelt out in the contracts.

The new facilitators stayed on for four day training using a revised version of the Diversity in Action Handbook and the Facilitator's Guide.

Launch of the HIV/AIDS and gender baseline study

The study was launched in all the eleven countries in the month of May, mainly on 3 May, World Press Freedom Day in partnership with GEMSA, SAEF and MISA. The events received good media coverage and helped to raise the profile of MAP. ⁶

Conducting one day workshops in each country

These one day country level workshops were planned to bring together key-decision makers in the media industry with the aim of obtaining facilitating an understanding of the need for policy from all managers and practitioners within the media and; obtain buy-in for HIV/ AIDS and gender policies at industry and national levels. The purpose of the workshops was also to create peer interest, through engaging media managers, between different media houses as the policy roll-out unfolds.

Due to media dynamics in the countries, where it is more strategic to hold approach media individually rather than in a group only five held these workshops (Malawi, Mozambique, Namibia, Swaziland and Zambia).

⁶ Botswana is the only country where the launch was unsuccessful. It is being re-launched on international Women's day in 2007.

Policy roll-out in each media house

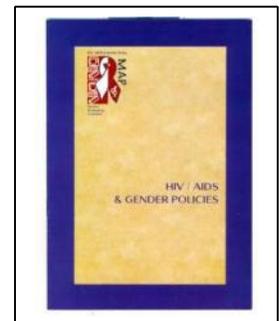
The following has been achieved in terms of actual policy roll-out in media houses in each country:

- Briefing and engagement with media decision-makers at each media house to agree on a process for the policy development: A challenging but crucial step in creating environments to successfully develop policies requires getting buy-in from editors, media managers and owners. This process started in May 2006 and is ongoing. Each facilitator has obtained buy-in from at least four media houses with whom to start the actual policy development. Facilitators were encouraged to approach media houses that had been monitored for the baseline study. Currently, 57 of the 218 media houses targeted in the region have agreed to the process.
- Conducting situation analysis for each media house: The objective here is to gain an understanding of the key issues and attitudes (through gathering information and analysing it) within the media house before the actual policy planning seminar. This process is currently ongoing in most of the media houses where there has been buy-in for policy roll-out.
- Conducting in-house workshops: These policy and action planning workshops aim to lay the ground for the development of policies by addressing key editorial, workplace, marketing and advertising issues with regard to HIV/AIDS and gender. This has happened in various countries and is ongoing.
- Drafting of HIV/AIDS and gender policies: Facilitators have been supporting media houses in the actual drafting of HIV/AIDS and gender policies. A number of media houses have drafted policies that are undergoing organizational procedures for policy adoption (see table one below).
- Launching of HIV/AIDS and gender policies: Media houses that had developed and adopted policies launched them on 1 December World AIDS Day: Five in Malawi, two in Mauritius and One in Mozambique.

Outputs

The key outputs of the project to date may be summarised as:

- Regional and 12 country reports on the HIV and AIDS and Gender Baseline Study.
- Diversity in Action handbook and facilitators guide.
- Country specific folders with pamphlets, CD ROMS of all key materials
- Launches in 11 countries
- Inception workshops in five countries.
- Agreement to proceed with policies by 57 media houses.
- Policies adopted by 13 media houses and another 9 approved but awaiting approval.
- Plan for policy roll out in 196 media houses over the coming year .



Strengths

During the training sessions, facilitators reviewed their country situations identifying strengths and challenges. Details for each country are contained in the country reports. The following is a summary of the overall strengths identified:

In country

- The launch of the baseline study created considerable awareness on MAP and a high level of commitment in many countries
- Existence of national policies and strategic plans on HIV/AIDS; support from other organisations such as National AIDS Councils and the UN in some countries proved helpful.
- Legal framework – policies and laws on gender and HIV/AIDS – that give a basis for the media's accountability on these issues within its own workplace and editorial content
- Negotiations taking place in some countries around media legislation, e.g. Zimbabwe.
- Interest by organisation such as National AIDS Councils from whom resources can be tapped in-country.
- The AIDS pandemic provides an opportunity to shift the media's focus and definition of news.
- Increasing numbers of women in decision-making positions in the media.

Institutional

- Where SAEF and MISA are well established this has enhanced buy in and facilitated the process.
- The policy arm is led by well known and credible organisations within the media in the region (Gender Links and GEMSA)
- As a partnership, the various sectors complement each other providing a solid approach to HIV/AIDS and gender in the media.
- Existence of regional trainers who can be brought on board to strengthen MAP.
- Facilitators felt more prepared to deal with challenges in the policy roll-out owing to 2006 experiences.

Materials and documentation

- Supporting material (research documents and data) to guide the facilitator's have been helpful. A lot of these studies reveal the need for policies, making MAP a demand driven initiative.
- Material provided to guide the process (the Diversity in Action handbook and the Facilitator's Guide) are comprehensive and easy to use. The material is also media-friendly for in-house use even after MAP.
- Good physical infrastructure in most countries.
- Some media houses had already started developing policies and programmes on HIV/AIDS even before MAP. Therefore, MAP is not only contributing but also complementing these initiatives.
- Strong media watch groups, E.g. GEMSA, MMP
- The new contracting system allows facilitators clear implementation plans within specific time frames.

Challenges

Time constraint

- The target set 80% of media houses is huge in relation to amount of time it takes to get buy-in and complete the process.

Conceptual

- There has been a tendency for newsrooms to opt only for gender aware HIV policies (rather than these and gender policies) and an inclination towards only workplace policies (rather than policies that cover all areas of work especially editorial.) In South Africa the Glass Ceiling initiative has helped to put gender on the agenda for policies as well and similar initiatives may need to be considered in other countries. The GL work plan 2007-2020 envisages that there will be a need to continue working on gender policies well after the MAP project has run its course.

In-country

- Media politics: Bureaucracy especially with state owned media. Polarisation of state and private media in some countries; and competition between media in others that makes it difficult to get the media as a sector to collaborate on MAP.
- Internal dynamics at media houses: Some managers may not be in support of the process leading to delays in implementation. At other times, contact persons leave forcing the facilitator to start the process all over with new managers.
- Resources: Many media houses lack the resources to implement HIV/AIDS and gender policies and therefore are hesitant to commit to having policies. Some media houses are far apart and in different towns, requiring additional resources for time and travel.
- Media orientation: Politics dominates media's news agenda; news still driven by events not issues; no strong analytical or investigative reporting
- Male domination: Newsrooms are male dominated creating resistance around gender issues. Sexism in the media in terms of ownership, leadership and editorial content
- Commitment: Media editors often do not avail themselves for meetings and often send junior reporters and journalist.

Coordination

- SAEF, as one of the key partners, has not had the capacity to play an effective coordinating role and to establish its country chapters and networks that would be key in moving the process forward.
- Not all MAP partners have aligned their programmes to the objectives MAP. They are therefore not actively involved in MAP.
- The success of the policy initiative is closely linked to that of others such as training, information etc. The policy initiative is placed in a dilemma. It recognises this importance of the related initiatives but it does not have the capacity, nor is it its responsibility to ensure smooth coordination between the different legs of MAP. This has the potential to lead to tension that can affect the work.
- Related initiatives such as the African broadcast Media Partnership on HIV/AIDS and others at country level not aligned to MAP require making links to try to ensure synergy.

- Managing partner relations and developing new partnerships is time consuming and runs the risk of competing for time that should be devoted to the actual work of policy roll out.

Management

- Departure of the HIV and AIDS and Gender Policy manager at the end of February left a temporary gap that the GL Executive Director had to fill.
- Non performance of some in the original team.
- Managing a project that involves so many unpredictable elements to ensure successful outputs and outcomes within tight time frames is extremely challenging.

Next steps

- Review meeting with SIDA 19 March 2007 at which the issue of timeframes will be discussed.
- New manager, Dumisani Ghandi, is assuming this post on 1 April 2007. Dumisani participated in the HIV and AIDS and Gender baseline study in Zimbabwe. He has worked with the Media Monitoring Project in Zimbabwe as well as been a media manager. Dumisani will be supported by an experienced team that will be available to assist with
- Reconstituted team of facilitators to submit their first reports at the end of April; this will provide a good indication of what roll out can be expected this year.
- Following a meeting at the MPC, GEMSA is to work with SAEF from May-September on institution building workshops for these two networks that will help to facilitate the better functioning of the networks on the ground. However there is an urgent need for an overall MAP coordinator.
- Quarterly MAP policy facilitators teleconferences.
- Submit the training needs assessment to the training arm of MAP.
- Initiate discussions with MMP on next steps on monitoring.
- Monitor and report on progress; take corrective action as required.



COUNTRY REPORTS

BOTSWANA

KEY ORGANISATIONS/ACTORS IN THE MEDIA SCENE

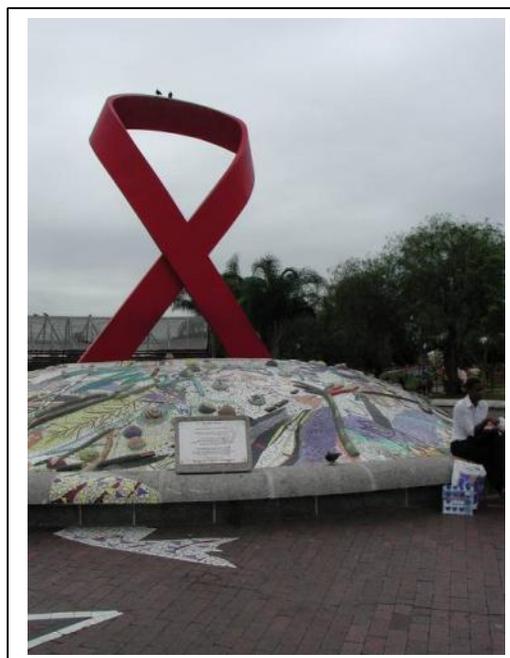
1. MISA Botswana
2. Press council of Botswana
3. Media houses
4. Botswana Journalists Union
5. Botswana Editor's Forum
6. Media Advisory Council
7. GEMSA/ BOMWA
8. National Aids Council
9. Botswana Council on Women
10. Advertisers.
11. Maisha Yethu

Synopsis

Until October 30, 2006 when he went into full-time employment, the HIV/AIDS policy roll-out process in Botswana was being facilitated by Sechele T. Sechele, an independent media consultant who was based in Gaborone.

The policy rollout started right after the launching of the HIV/AIDS and Gender Baseline Study on Botswana – which was unsuccessful as very few people attended and most of the attendees were from the same newspaper stable. The launching took place at Cresta President Hotel.

Unlike some countries, in Botswana we decided to leave out the inception workshop, in consultation with the HIV/AIDS and Gender Manager at Gender Links. This was because it was not possible to get a prominent person like the Minister of Health or the Coordinator of the National AIDS Coordinating Agency to officiate at the launch. It was also not possible to get media managers, whom the workshop was targeting, to attend. Given the poor response we got from media houses for the launch, it was found to be prudent to try and get a high profile person to officiate at the inception workshop.



The process

To implement the process we identified 5 media houses that we approached to interest in participating in the process during the meetings that we organized with individual

media houses. The five media houses were chosen on the basis that some of them had more than one title and that therefore; going to them is expected to ensure a wide enough reach of journalists and other critical stakeholders. Others had been monitored for the baseline study.

The following media houses were identified for the policy roll-out in 2006:

- The Voice (weekly)
- Monitor (weekly), Mmegi (daily)
- Gabz FM (private radio station)
- Dept of Broadcasting Services (public television and radio station)
- Botswana Guardian and Midweek Sun (weeklies)

GL held several meetings with management of each media house at the level of CEO and other senior management, in which meetings we handed the baseline study report, booklet on the policy roll-out and explained the policy process. The initial reaction of the management in all meetings was very positive and all recognized the need for such policy and indicated their willingness to participate in the process.

After the meetings with management of the media houses, and the explanation of the process, we requested access to documents used within the organization, to conduct the situation analysis, a request to which some media houses responded promptly and others were slower. For some, there was very scanty additional information they could give. Those who responded quickly appointed one senior member of their staff to be the focal point for this process.

Botswana Guardian/Midweek Sun appointed the Corporate Affairs Manager; The Voice appointed the Administration Manager of the company; Mmegi appointed the Finance and Admin Manager and the Chairman of the Staff Welfare Committee and we had the HIV/AIDS focal person as our contact point at the Dept of Broadcasting Services. At Gabz FM, the process is still on-going. In the end however, we only succeeded in getting information from The Voice and The Midweek Sun and Guardian.

GL has been most successful with The Voice newspaper, which has already completed their in-house policy and most of the activities connected with the process of rolling out the HIV and gender policy that they decided upon. At the Botswana Guardian/Midweek Sun, the task team has been taking forever to finalize the policy or to meet with the country facilitator. The MAP facilitator has been insisting to meet with the Corporate Manager and the task team on many occasions, but this has produced very little results.

The Dept of Information Services decided were hesitant to start the policy roll-out process with MAP as they were part of the SABA African Broadcast Media Partnership on HIV/AIDS, that had similar aims. Although the facilitator with the help of the HIV/AIDS and gender manager was able to explain possible synergies in the two initiatives, subsequent follow-up yielded no results as the year came to a close.

The managing director of Gabz FM has indicated his willingness to participate in the process and except for the disruption caused by the facilitator having to be between

jobs and finally changing jobs; the process was going on smoothly with the radio station.

Although Mmegi/Monitor Managing Editor and Fin./Admin/ Manager were willing to participate in the process, there have been many attempts to get the process going at the newspaper with very little success. The contact persons are not always available, and since they did not indicate a contact person it became problematic to proceed.

At The Voice and Botswana Guardian/Midweek Sun, we held the in-house workshops with participation of the management teams and staff. But draft policies were developed and finalized only for The Voice newspaper. Due to time constraint that characterized the in-house workshops in the two media houses, this had to be held over one day for each media house at Maharaja Restaurant and Conference Center. The draft policies were circulated among the staff and suggestions to add or remove items were made at The Voice. This process is still on-going at the Botswana Guardian/Midweek Sun.

The main contact person at The Voice and the facilitator finalized the policies and sent them back to the media houses for perusal and approval.

At the present moment we have one media house ready to launch its policy and we are still expecting Botswana Guardian/Midweek Sun and Mmegi/Monitor to come along.

Strengths

- Political will, priority, resources
- Media is coherent; open and welcoming.
- Women in senior decision-making
- Willingness to move; progressive environment
- Maisha Yethu, good groundwork. Supplement; Media commitment.
- Discussions on Mass Media Media

Challenges

- Bureaucracy was the major challenge we faced with the public media house. We devoted too much time and effort to work with them but the response was not always favourable. This called for a different direct communication from Gender Links and MAP partners to the management of these media houses for there to be some action.
- Many independent media houses demonstrated lack of energy for driving the process although they saw value in it – possibly because many of them are not active members of the Botswana Editors' Forum and therefore, are not even able to appreciate that this is their product through SAEF and MISA.
- Many media houses are also under-staffed and therefore, it is a challenge to arrange meetings and workshops with people who are otherwise overwhelmed with other work commitments that they consider core to their work than the development of the HIV/AIDS and gender policies.
- The other critical problem is that the facilitator had to change jobs and lost a whole month's worth of work as he started at a new job that has had the position unfilled

for over two years and had to do a lot of work and traveling to familiarize himself with the new job and the organization's various work stations in the country.

- Structural of the media associations and institutions.
- Commercial orientation; survival mentality.
- Collapse of National Women's Coalition.
- Donor fatigue; middle income country.
- Gender is still a tag along.

Recommendations

- MAP should hire a replacement to the out-going country facilitator (who has already been in touch with GL on a possible replacement) and communicate the name to the media houses. S/he would have a challenging job to do over 2007 and the out-going facilitator is committed to help him/her whenever he can.
- Flexibility in terms of policy schedule would help dealing with specific problems that each facilitator is facing in his/her respective country
- Launch/ inception workshop; 8 March to resuscitate the process.

LESOTHO

KEY ORGANISATIONS/ACTORS IN THE MEDIA SCENE

Media Houses
Ministry of Information
National Aids Committee (Information Section)
Association of Advertising Agencies
Media Trust
Association of Journalists

Launch of the HIV and AIDS and Gender Baseline Study

This resulted in:

- Great media coverage
- Awareness at national level of HIV and AIDs policies
- Private organizations want to implement workplace policies
- Media coverage can be used as training material for roll out workshops

Strengths

- Structures in place
- The existence of regional trainers
- Gender Links/GEMSA as an organising/driver of the policy

Challenges

- Media houses do not work together
- Release of media practitioners for training
- Media Managers do not attend the policy roll out workshops
- Small media houses do not have training facilities
- Editors/journalists do not subscribe to Gender
- Media managers do not keep their promise of giving an answer regarding buy-in even with several reminders by telephone and faxes

Next steps

Bring on board

Ministry of Health

- Experts on HIV and AIDS
- National Aids Committee
- UNDP
- HIV and AIDS NGOs



MALAWI

Introduction

The HIV/AIDS and Gender Policy process was introduced to the media in Malawi through the launch of the MAP HIV/AIDS and Gender Baseline study on the 6th May in Blantyre during the Press Freedom Day celebrations. Senior management, editors and media house owners attended the launch.



In order to get “buy in” from the media houses, meetings with owners, editors and managers took place after the launch. This was called the inception workshop. These meetings also facilitated the situation analysis where media houses were given a set of questions to work on as a group. The situation analysis also assisted in identifying the requirements of each media house.

Process

Owners, Managers and Managing Editors of 11 Media houses were approached in order to identify those willing to begin the process of developing policies. Those identified and worked with are: The Courier, The Dispatch, The Chronicle, The Independent, Radio 101, Capital Radio, Radio Zodiac and Joy Radio.

Inception workshops to introduce the development process were held with Courier, Dispatch, Chronicle, Independent and FM 101. Capitol Radio has decided to have a workshop after the completion of their policy in order to make the staff aware of the provisions of the policy.

Radio Zodiac and Joy Radio have also decided they will have an in-house workshop later during the development of their policies. Both these media houses are well advanced with development of policies and drafts are expected next month after consultations with their boards. Their policies will then be completed.

Radio Islam has already \ been approached and an initial meeting with the Station Manager has taken place to facilitate the situation analysis. Although there seems to be some resistance from board to meet with country facilitator, there is still a very good chance that the board will eventually give a date for a meeting. This is still being pursued.

Other media houses have been approached and contact made for the future. Nation and Daily Times have both been advised of the availability of assistance to help the organizations they have contracted to develop their policies should they so wish.

Launch of policies

Media houses that completed their policies launched them on the 1st December during a meeting that NAMISA conducted in Blantyre. The meeting brought together owners, editors and managers to discuss the Access to Information Act.

As part of the meeting, participants were told of the development of HIV and AIDS and Gender policies by some media houses as part of the MAP process. Dispatch, Courier, Chronicle, Capitol Radio and FM 101 all launch their policies during the meeting. Unfortunately because of incorrect communications on logistics, Independent did not attend the launch but the policy has been adopted. Their completed policy will be officially launched the next time there are policies to launch.

The official launch has resulted in many media houses making enquiries about the possibility of them being assisted with developing their own policies. Names and contact numbers have been taken for future planning.

Most media houses present at the launch carried news items on the launch in their Friday evening bulletins.

Challenges

Every media house approached was eager to be involved in the development of a policy. The difficulty has been the lack of a speedy and timely response from those tasked with the development of the policies. Often there is a need to constantly remind people of time frames and deadlines. In many instances, in order to get things moving it has required the facilitator to actually sit with the task teams to get the work done. The result of this is that the process has become very time consuming.

Media houses are very willing to develop an HIV policy right away (probably due to the impact felt by staff). However, most want to mainstream gender into existing editorial policy; have gender issues addressed within the development of an HIV/AIDS policy and many would prefer to develop a stand alone gender policy at a later date in the future.

Recommendations

- Provided a facilitator can justify the need, there should be some flexibility in the terms of policy schedule in order to enable facilitators to deal with problems effectively.
- The possibility of having a workshop with media houses on the importance of having a gender “stand alone” policy or having gender mainstreamed in policies should be considered in order to reinforce what the facilitator is advising.
- Due to the numerous media houses in the country, spread over different geographical sites a lot more time could be spent on policy development instead of the considerable time spent on travel if another co-facilitator is recruited and trained that could be based in Blantyre.

MAURITIUS

KEY ORGANISATIONS/ACTORS IN THE MEDIA SCENE

Media Houses
Ministry of Information
National Aids Committee (Information Section)
Association of Advertising Agencies
Media Trust
Association of Journalists

Introduction

The HIV/AIDS policy process in Mauritius is facilitated by Loga Virahsawmy, Chairperson of Media Watch Organisation-GEMSA in collaboration with Dr. Renaud Ng Man Sun, Head of Project at the Indian Ocean Commission, Ms Vydia Narayan, former Judge and Head of the Sex Discrimination Division, PILS (the only HIV and AIDS NGO in Mauritius) and Dr. Ameenah Sorefan, Deputy Chair of MWO-GEMSA

The process

Launch of the HIV and AIDS and Gender Baseline Study

On 19th May 2006 the HIV/AIDS and Gender Baseline Study Mauritian Report was launched by the Attorney General and Minister of Human Rights in the presence of Dr. James Burty David, Minister of Local Government, Ms Indira Seebun, Minister of Women's Rights, Child Development and Family Welfare, Mr. Mark Stirling, Regional Director of UNAIDS, Ms. Aase Smedler, UNDP Representative in Mauritius, Dr. Joy Backory, Head of UNAIDS in Mauritius, Dr. R. Poonosamy, AIDS Secretariat, media practitioners, eminent personalities and members of Media Watch Organisation. Colleen Lowe Morna, Chief Executive of Gender Links presented the regional findings while Loga Virahsawmy, Chair of Media Watch Organisation presented the Mauritian findings. Rob Jamieson, Chair of SAEF presented the work of Southern Africa Editors Forum. The launch formally kick-started the MAP policy process in Mauritius.



Meetings with media managers and editors in chief

Prior to the launch of the HIV and AIDS and Gender Policy visits to media houses were made. On Wednesday 17th May 2006 Colleen Lowe Morna, Rob Jamieson accompanied by Loga Virahsawmy visited the following media houses and presented the report.

La Sentinelle Group which includes L' Express, Express Dimanche, 5 Plus, Radio One, L'Express de Madagascar and Midi de Madagascar was visited on 17th May 2006. Unfortunately both the Director General and the Manager could not attend the meeting. Loga and Colleen had another meeting with the Director General, Jean Claude de L'Estrac on 4th October and presented copies of all MAP documents and a copy of the Mauritian Report. The MAP process was explained. The DG promised to put MAP as an item of the Agenda of the next meeting of Sentinelle Group. Since Loga has been telephoning several times but no reply has been received.

Rob and Loga met the Editor in Chief of Le Matinal and presented all MAP documents. He promised to give a reply regarding roll out policies but no reply has been received. On the same date, i.e. Wednesday 17th May 2006, Colleen, Rob and Loga met the Human Resource Manager, the Editor in Chief of Le Mauricien, the Editor in Chief of Week-End and the Editor in Chief of Weekend Scope. The Mauricien was important because it is the only group which had coverage of HIV/ AIDS higher than the regional percentage at 7 per cent. They promised to give a reply regarding the MAP process but no reply has been received since.

On Thursday 18th May 2006 Rob and Loga met with the Director General and Editors of Le Defi Media Group. This group comprises of 8 media outlets: Le Defi Plus, News on Sunday, Hebdo, Defi Sexo, Defi Jeunes, Bombay Masala and Radio Plus. The Director General took the firm commitment of assisting the MAP facilitator to have a successful in-house policy and action planning workshop.

On Friday 19th May 2006, the Executive Director of GL, Chair of SAEF and country facilitator met the Director General of the Mauritius Broadcasting Corporation which is the only public broadcast in Mauritius. The MBC comprises nine media outlets with three television channels, five radio channels, one radio and one television in the Island of Rodrigues and one radio in the Island of Agalega. The Director General took the firm commit of taking MAP forward at MBC and the facilitator was given a contact person to work with.

After the initial contact, several meetings were organised at both Media Houses to discuss the in-house workshops. A situation analysis of both media houses were done by MAP facilitator and sent to the MAP Manager, Agnes Odhiambo. A time table for the workshop was also drafted and approved by management of both media houses.

The workshop at MBC was held on 27th and 28th July 2006 and that of Le Defi Media Group was held on 2nd and 3rd August 2006. Both media houses agreed to draft policies a gender aware HIV/AIDS policy and stand alone Gender Policy.

The MAP Facilitator as well as Dr. Renaud Ng Man Sun helped in drafting the HIV and AIDS policies. The MAP facilitator went back a few times to help with the draft policies. The draft policies were shared with members of staff before a final version was done. The MAP facilitator was asked to do the proof reading of the policy for Le Defi Media Group. Gender Links already have time-tables of the workshops and other details including pictures.

The final policies of MBC was approved by the Management Committee while that of Le Defi Media Group was approved by the Director General and the Board of LDMG. The HIV and AIDS and Gender Policies of MBC and LDMG were launched on World Aids Day 1st December 2006 with wide media coverage from both media houses.

The MBC also launched a Gender Policy which Gender Links helped in drafting since October 2003. The Acting Director General of the MBC in his key note address highlighted that the MBC will make sure that both policies will not remain in a drawer but will be implemented. The Human Resource Manager of LDMG on the other hand confirmed that a task team has already been set up to implement the policy and to make an audit of programmes and stories on HIV and AIDS.

Strengths

- Structures in place
- Policies are in place in two large media houses especially the Mauritius Broadcasting Corporation
- Facilitator is a committee member for drawing up the HIV/AIDS national strategic plan.
- Launch of the baseline study created a lot of interest in the process
- The existence of regional trainers
- Gender Links/GEMSA as an organising/driver of the policy
- Possibility of moving MAP to surrounding islands

Challenges

- It has been very difficult to get the Director General of La Sentinelle Group on the telephone. I have tried the "Chef d'Edition" but she needs the blessing of the DG before formalising the process.
- Media houses do not work together
- Release of media practitioners for training
- Media Managers do not attend the policy roll out workshops
- Small media houses do not have training facilities
- Editors/Journalists do not subscribe to Gender
- Language barrier
- Media managers do not keep their promise of giving an answer regarding buy-in even with several reminders by telephone and faxes
- Difficult to get hold of media managers
- Having to translate documents to French and or Creole.

Way forward

Two media houses, La Vie Catholique and Impact News have agreed for the policy roll out and for in-house workshops to develop policies. This will be done in January 2007. Both media houses have only five members of staff including the Editor in Chief. Doing a situation analysis for these two media houses will prove very difficult. But a gender

disaggregate list of members of staff can be drawn. If we want to get them on board we should forgo the situation analysis.

Recommendations

- Once contacts have been established the MAP Manager should also follow up by writing official letters to Directors, Editors in Chief or Human Resource Managers to thank them for agreeing with the MAP process and to discretely remind those who have not replied to ask when in-country facilitator can call upon them. This will open doors for in-country facilitators.
- Copies of policies should be sent to Ministry of Health, National Aids Secretariat/Committee and HIV and AIDs NGOs.

MOZAMBIQUE

KEY ORGANISATIONS/ACTORS IN THE MEDIA SCENE

1. MISA
2. Editors Forum
3. HIV and AIDS Council
4. Gender Activists Groups
5. Journalists Unions and Associations
6. Media Owners Associations
7. Government Information Ministries

Introduction

The HIV/AIDS policy process in Mozambique is facilitated by Eduardo Namburete, a Media Consultant and lecturer at the Eduardo Mondlane University.

The policy rollout started right after the launching of the HIV/AIDS and Gender Baseline Study – Mozambique report, and the inception workshop. The launching and inception workshop took place at Hotel Cardoso and were attended by representatives of media houses, AIDS organizations, UN agencies and journalism training institutions.

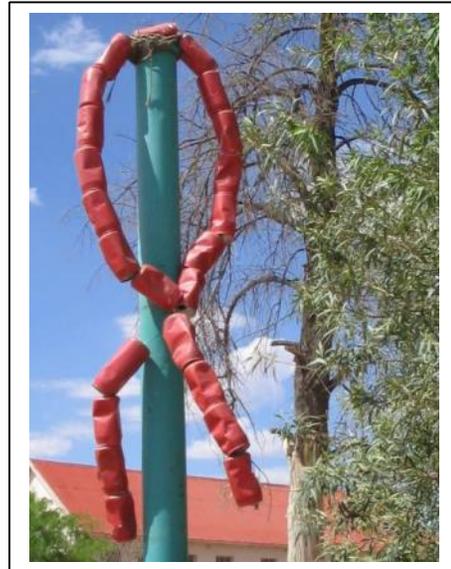
The process included meetings with the management of the media houses at highest level to get the authorization to conduct the policy development within the institution and the commitment that all managers will participate in the process; the situation analysis during which we analyzed all documents used within the institution and identified the needs of the media houses.

The process

Launch of the HIV and AIDS and Gender Baseline Study

Findings of the Baseline Study have been received very well and this has served as a mirror for the media to reflect on their work on the level of reporting and commitment towards mitigating the impact of HIV and AIDS. MAP objectives have been well articulated and the media agrees on the importance having policies developed by the media as HIV and AIDS hitting hard on the media industry.

To implement the process we identified 7 media houses that showed interest in participating in the process during the launching and inception workshop and during the meetings that we organized with individual media houses. These are: Daily Notícias, Fim de Semana/O Popular (weekly), STV (private television station), TVM (public television



station), Mediacoop (owner of the weekly Savana), Novomedia (now Zambeze Multimedia, SARL) – owner of the weekly Zambeze, Radio Mozambique (the national public radio).

In the process we did meet with management of each media house at the level of CEO, in which meetings we handed the baseline study and explained the policy process. The initial reaction of the management in all meetings was very positive and all recognized the need for such policy and indicated their willingness to participate in the process.

After the meetings with management of the media houses, and the explanation of the process, we requested access to documents used within the organization, to which request some media houses responded promptly and others were slower. Those who responded quickly appointed one senior member of their staff to be the focal point for this process.

Televisão de Moçambique (TVM) appointed the head of Human Resources Department; Mediacoop appointed the Executive Director of the company; Zambeze Multimedia appointed two contacts – the head of Newsroom and the head of Human Resources Department; Radio Mozambique appointed one of the advisors of the CEO, Fim de Semana/O Popular the director was the contact person. The others did not appoint anyone neither released the information requested. The MAP facilitator made numerous follow-ups but they produced little result.

The director of Fim de Semana/O Popular although had indicated his willingness to participate in the process, was not always available, and since did not indicate a contact person it became problematic to proceed.

With Radio Mozambique we did not make progress because even after the commitment of the CEO, the contact person was not empowered to organize the various meetings needed for the process. It was perceived that Radio Mozambique was divided between the process with the Kaiser Family Foundation and the MAP process.

At the end of the meetings with management we were left with three media houses to work with - TVM, Mediacoop and Zambeze Multimedia (former Novomedia). All of the three media houses decided to develop Gender aware HIV/AIDS policies.

After meeting the management and receiving the green light to develop the policies, we developed the situation analysis for each media house and it was shared with the management. We held the in-house workshops with participation of the management teams and staff, and draft policies were developed. Due to time constraint that characterized the in-house workshops in all the three media houses, this had to be held in two half-days. The draft policies were circulated among the staff and suggestions to add or remove items were made.

The facilitator finalized the policies and sent them back to the media houses for appreciation and approval.

The board of directors of Zambeze Multimedia, which owns the weekly Zambeze approved the HIV/AIDS policy and will be launching on December 1st.

TVM and Mediacoop are still in the process of analyzing the policies within their respective media houses.

Faced with the slow response of Radio Mozambique and of the other media houses that were initially considered for the policy process, the facilitator decided to approach other media houses that were not on the list for the first round of the process. These were Radio Terra Verde and Radio Capital.

Radio Terra Verde is a private FM radio station that broadcast for Maputo city area. This station was quoted in the HIV/AIDS and Gender and Media baseline study as the one that covered HIV/AIDS more consistently. And Radio Capital is an FM station also based in Maputo city. Radio Capital has a recording studio in the northern province of Zambezia from where it produces programs in local languages and broadcast from Swaziland and Seychelles.

For the development of the process with Radio Terra Verde (RTV) and Radio Capital (RC) we met with executives of both stations where he presented the HIV/AIDS and Gender and Media baseline Study and discussed the findings with them. We explained the policy process and why a media organization like theirs would need a policy on HIV/AIDS.

The responses from both media houses were immediate and we agreed on the dates for the policy process. Like in the other companies, we conducted the situation analysis for RTV and RC, and we held in-house workshops in both media houses.

Since time was running short, we had to work intensively with the two radio stations, RTV and RC, and because they were very collaborative we were able to have the policies drafted quickly.

RTV and RC are now reviewing the policies and from what we know they will approve the policies in time to be launched on December 1st.

At the present we have 3 media houses ready to launch their policies and we are still expecting TVM and Mediacoop to come along.

RTV will do a live broadcast on December 1st dedicated to HIV/AIDS in which they will read through their policy and will interact with guests in their studio and with audience through telephone calls. RC is planning similar activities to mark the launching of their policy.

Strengths

- MAP is well known to major stakeholders through the launches of the HIV and AIDS and Gender Baseline Study and Inception workshops. The buy- in from the media and there is political will. Media houses have agreed that there is a need for HIV and AIDS and Gender Policies.

- The Media Partners meeting has been a great opportunity as it has managed to bring together the partners working on policy rollout and the rolls of the MAP Partners in the individual countries has been cleared.

Challenges

- Bureaucracy is the major challenge we are facing, particularly with the public media house. We devote much time and effort to work with them but the response is not always speedy. This call for a different approach, that should include direct communication from MAP partners to the management of these media houses.
 - MAP Partners are not fully involved in the policy rollout. In some cases partners have made it difficult to take the policy process forward, hence significant time was spent addressing political and personal differences. In some media houses it has been a challenge to get the ball rolling on the policy development process. In some media houses they have not realized the significance of an HIV and AIDS policy for their own organizational image. The concerns and priorities of the staff and management are not the same.
 - The change of management within organization has become a major challenge which has proved to derail the process. Lack of cooperation within organizations have proved to be a major challenge in as far as getting the work started.

Next steps

Most of the media houses identified are prepared to move ahead with the policy development process as they have realized the need for HIV and AIDS policies.

There is need for the partners to meet on a regular bases to discuss HIV and AIDS and Gender issues so that they come with a collective agreement on the subjects and also share experiences as a Media Sector.

Recommendations

- MAP should communicate the media houses the policy initiative including the name of the country facilitator.
- Flexibility in terms of policy schedule would help dealing with specific problems that each facilitator is facing in his/her respective countries.
- I am writing this to inform you on the status of the policy roll out in Mozambique. As I have mentioned in my progress report that I was expecting three media houses to launch their policies, but it turned out that only one was able to do the launch, which was the Radio Terra Verde (RTV).

NAMIBIA

KEY ORGANISATIONS/ACTORS IN THE MEDIA SCENE

1. MISA Namibia
2. Ministry of Gender and Child Welfare
3. Ministry of Information and Broadcasting
4. Departments Journalism/Media – UNAM and PoN
5. Editors Forum (ineffective)
6. GEMSA
7. SAMTRAN

Introduction

After having successfully monitored nine media houses (both print and electronic media) during October – November 2005, for a fifteen-day period, the findings showed that reportage on HIV/AIDS and gender are still not priority areas in our media. Namibia, because of her involvement in the first phase of this baseline study, indicated a willingness to participate in the policy rollout phase.

The media monitored during the first phase of the research were: Republikein, New Era, The Namibian, The Windhoek Observer, Allgemeine Zeitung, NBC Radio and Television, Cosmos Radio and Radio Kudu. For the policy rollout phase (i.e. phase 2), the following media were identified: Katutura Community Radio (KCR), One Africa Television, New Era, NBC (Radio and Television) and The Namibian. With regard to The Namibian, this newspaper will be involved as of January 2007.

KCR was brought on board for this phase primarily because they have begun to broadcast news on a daily basis, and their News Desk is currently operational. In the same vein, One Africa Television commenced newscasts as of 01 September, hence this media house's inclusion in the Study. New Era, NBC and The Namibian are national media houses which were included in the first phase of the Study. Of these media houses, New Era served to perform best in terms of its coverage of HIV and AIDS and gender.

The following section will focus on the approach to and planning of meetings on the part of the facilitators.



The process

Country Steering Committee

This Committee consists of the two MAP facilitators viz. Sarry Xoagus-Eises and Emily Brown, Jennifer Mufune (MISA Secretariat), Mathew Haikali (MISA Namibia) and Mr Eberhard Hofmann (Namibia Editors Forum and SAEF representative). This Committee was tasked to ensure implementation of the requirements of this policy rollout phase, and had to meet on a regular basis in order to strategise on the various activities (e.g. the launch, inception workshop policy workshops and meetings with management of the media houses identified above).

Initially, the Committee met to plan the launch of the findings of the Baseline Study for Namibia. This entailed having to identify speakers and participants for a panel discussion, and then to draft a programme for this event.

Launch of the Findings of the Baseline Study

The guest-speakers at the Launch were Ms Margaret Mensah-Williams, Vice-Chairperson of the National Council and the UNAIDS Country Representative in Namibia, Mr Salva. Other guests included reporters, members of civil society groups, students and academics. This event was held at the Polytechnic of Namibia Hotel School.

As part of the Launch, a panel discussion was held, in which editors of media houses participated, and facilitated by Mr David Lush, a journalist who lives openly with HIV. The highlight of this Launch was that representatives of media houses acknowledge the poor response to and coverage of HIV and AIDS and Gender on the part of journalists/media houses in Namibia. While New Era was recognised for their performance in terms of the highest percentage of coverage of the aforesaid topics, it was nevertheless recognised that it is not enough.

Conspicuous by their absence, were the media managers and owners. Despite this, the debate that ensued was active and pertinent to the reason for the Launch.

Launch of the HIV and AIDS and Gender Baseline Study

- Media managers and owners became aware of the nature of their reportage with regard to gender and HIV and AIDS.
- Coverage by media of research findings of the Baseline Study.
- Media focus directed to HIV and AIDS and gender coverage,
- Media forced to become introspective regarding HIV and AIDS and gender coverage.

Awareness-raising

A week prior to the Launch, the Namibian newspaper covered the Launch of the findings of the Baseline Study. Interviews on the findings were done for Radio Cosmos and

Radio 99, two commercial radio stations. In addition, Radio Energy requested the Namibian and Regional Reports on the findings.

On the same day of the Launch, one of the facilitators – Emily Brown – and the Editors' Forum representative, Mr Eberhard Hofmann participated in the Good Morning Namibia (06h00) Show, an actuality programme of the NBC.

The Inception Workshop

Namibia's Resource Person was identified as Pat Made, who facilitated the Inception Workshop. Just prior to the Workshop, the Committee met with Pat at the MISA Regional offices in order to brief Pat Made on the latest developments with regard to efforts concerning the second phase of this Study.

The presence of representatives of the community media and civil society was very strong. Again of concern was the absence on the part of media owners and managers/editors.

Pat Made very effectively addressed questions around the need for policies on HIV and AIDS and Gender, and how to approach the process of policy rollout. This workshop paved the way towards initiating contact with media houses in terms of discussions around the relevance of the findings, and the policy rollout phase.

Visits to Media Houses

The first media house to be visited was the NBC. Initial contact was through the new Director-General, Mr Bob Kandetu, who advised that I speak with Mr Theo Karipi, General Manager: Human Resources. Subsequent to this, Mr Karipi called together top management – both radio and television, so that one of the facilitators, Mrs Brown, could address them on the NBC's performance with regard to phase one of the Study, and the need for a policy on HIV and AIDS and Gender. At this meeting the NBC mentioned their framework on HIV and AIDS – of which a copy was made available to the facilitator, and indicated that there had been no or very little consultation in arriving at the HIV and AIDS framework. According to those who participated, it was also outdated. However, interest was expressed in terms of participating in the rollout of policies.

Subsequent to the meeting with top management, the facilitator met with Mr Karipi, who wished to know whether there would be any costs to be borne by the NBC in terms of assistance and workshops on policy rollout. In addition, he requested a description of the process that would lead to policy rollout. This was done.

The situational analysis was completed recently in the presence of Ms Mina Thomas from the HR and Training Department. One of the reasons for the delay in terms of making speedier progress at the NBC, was because Mr Karipi (HR) did not have someone to assist him, but now that Ms Thomas has been appointed to the HR Department, we believe that the temp will quicken. Ms Thomas impressed favourably when she provided all the necessary NBC policy documents which enabled the

facilitators to carry the needs and situational analysis. Currently the situational analysis – upon completion by the facilitators – is with Mr Theo Karipi, who needs to approve the document.

New Era Daily Newspaper

After numerous telephone calls, an appointment was granted for the facilitators to meet with New Era's CEO, Mr Sylvester Black, who acknowledged that he still had so much to learn with regard to especially Gender. However, he was extremely keen to be involved in the rollout of policies, especially since New Era had performed best during the first phase of the monitoring. He advised us that he would be in touch with the facilitators once he had identified the senior staff who would have to participate in the situational analysis and the workshops on the rollout of policies on HIV and AIDS and Gender.

A setback in terms of the progress made at New Era was when the Editor was firstly suspended and, subsequently dismissed. An appeal has, however, been lodged by the former editor. While we as facilitators have tried to get follow-up appointments, Mr Black has requested that we afford him some time until the start of the New Year, because of the problem mentioned earlier. All the necessary documents have been sent to Mr Black, in preparation for the needs and situational analysis.

One Africa Television

The initial meeting at One Africa Television was with Ms René Lotter, Editor: News and Actuality. She was briefed on what the second phase would entail, and expressed a great deal of interest, and stated that she would like One Africa to be included in the Study. At first she expressed concern over the fact that they were still in the process of appointing staff, because they were getting ready to do newscasts as of 01 September.

During the facilitators' most recent contact with Ms Lotter, she stated that she would gladly meet with us in order to finalise the situational analysis. This could be indicative of the fact that most of their professional staff members are now on board. In order to schedule an appointment for the situational analysis in January 2007, a meeting will be organised in the coming week.

Katutura Community Radio (KCR)

During a meeting with Mr Mathew Haikali, who is also the Coordinator of the Namibia Community Radio Network, it was established that the Network had not met since the signing of its Constitution in 2004. Because a number of the community media are currently dormant, it was decided to focus on KCR instead.

Several lengthy meetings were held with Ms Sandra Williams, Station Manager at KCR, prior to the point where a session could be devoted to the situational analysis, which was completed in Ms Williams' presence. Presently KCR's major concerns are firstly, that not all Board members are equally committed to attending Board Meetings, and secondly, ensuring that they remain financially viable.

Thus far Ms Williams has done sterling work in terms of establishing the news desk and training presenters for this purpose. The volunteers seem to be committed, but she is aware of the fact that to keep them at KCR, more would have to be done for them.

It was decided to hold the policy rollout workshop on one full day rather than over two mornings. This took place on Saturday 25 November 2006 from 08h00 to 17h00 at KCR's premises. Along with the Station Manager, approximately fifteen members of staff and volunteers participated in the workshop, which opened by Mr Eberhard Hofman (Chairperson – Namibia Editors' Forum) and Mr Mathew Haikali, Director – MISA Namibia. Ms Jennifer Mufune could not be present because of having been involved in a serious car accident.

The two facilitators were the Namibian facilitators namely, Sarry Xoagus-Eises and Emily Brown. Their presentations were based entirely on the MAP presentation guide for facilitators. Much use was made of group activity, and valuable responses were forthcoming through such activities.

Unfortunately, the KCR policies could not be launched on 01 December, as anticipated, but it is envisaged that it would be approved before mid-December 2006.

Strengths

- Media diversity/pluralism/professionalism
- Technological infrastructure
- Sound economic base
- Strong advertising base
- Political stability and conducive environment

Challenges

- One challenge has been the number of times one needs to get back to the same media house, and that this becomes very time consuming.
- Another challenge is when media houses experience internal crises which then require of management to focus on those crises rather than make time for a matter such as policy rollout (e.g. New Era).
- Media houses tend to be sceptical when they are told that there will be no costs to be born by them, apart from the fact that they make time available to the facilitators and eventually the printing policies.
- Resistance on the part of some managers (NBC – Programmes Manager) who believe that our discussion on the findings serve to reveal their inadequacies in terms of reporting on HIV and AIDS and Gender.
- The period October to December seems to give rise to bottlenecks because of numerous activities involving media houses. This is exacerbated by the fact that facilitators who are academic staff members, have to focus on exam-related matters.

- The Namibia Editors Forum at this point in time has not been legally constituted. Their presence or representation on the MAP process could pose a challenge in the future.

Opportunities

- Since facilitators had met most of the senior staff in the media houses prior to this Study, appointments were given quite readily.
- Strong presence and awareness around Gender Links, SAEF, MAP and UNAIDS.
- Meetings with fellow facilitators and teleconferences facilitated by Gender Links.
- Briefings with media houses served to be wonderfully educational, especially during the 16 Days of Activism.
- Media houses realise the importance of policies on HIV and AIDS and Gender in order to report appropriately on these topics.
- It yields current information.
- Availability of funds to undertake the work during this phase.

Conclusion

Even though only one policy workshop was done (and probably only one media house's policies will be devised by mid-December 2006), most of the groundwork has been laid for a speedy process at the start of the New Year. Once KCR's policies are approved and launched, the mainstream media might wish to expedite their adoption of such policies.

As facilitators, we are optimistic that all tasks for this phase will be successfully completed in Namibia during early 2007.

The training provided for facilitators cannot be under-estimated, and should include all stakeholders, including MISA Chapters.

SOUTH AFRICA

KEY ORGANISATIONS/ACTORS IN THE MEDIA SCENE

1. SANEF
2. GEMSA - SAGEM (GL, MMP, MISA-SA)
3. SABA
4. IAJ
5. NSJ
6. NCRF – National Community Radio Forum (NCRF) (Community Radio Trainers: ABC ULWAZI/ BUSH Training Institute)
7. NAB – National Association of Broadcasters (NAB)
8. AIPSA – Association of Independent Publishers of South Africa
9. PMSA – Print Media South Africa
10. MWASA – Media Workers Association of SA

Launch of the HIV and AIDS and Gender Baseline Study?

The HIV and AIDS and Gender Baseline Study was launched on 3 May, World Press Freedom Day, in partnership with UNAIDS and GEMSA. The launch received considerable coverage. GL also presented the findings at the AGM of SANEF in July.

Process

The following media were approached in SA: Jacaranda FM; SABC; Sowetan and Independent Group. The table below has the key actions that were taken and the agreed way forward each case.

Jacaranda FM Linda Page

Job title: Managing News Editor

Contact details:

012 673 9100 (Switchboard)

012 673 9106 (Direct)

- Email: linda@jacarandafm.com Held introductory meeting with Linda on Tuesday the 22 August 2006.
- Very interested in taking it further.
- Next step was to meet management to present MAP and how it could impact on Jacaranda.
- Several email communications between us until 9 October.
- Linda was meant to set up management presentation and let me know.

Independent Group

Rogany Ramiah

Group Head of Human Resources

011 633 2656



Email: rogany.ramiah@inl.co.za
Moegsien Williams
Job title: Editor in Chief, Independent Media Group
011 633 2339/2130 (PA's name is Martine)
Email: Moegsien.Williams@inl.co.za

- Held an introductory meeting with Moegsien and Rogany on the 14 October 2007.
- Both were very well disposed towards MAP.
- Rogany committed to a one day in depth review of the HIV and AIDS policy and to look at the process to develop of a gender policy.
- The review was scheduled for the 25 October 2007.
- This review did not happen it was cancelled on the morning of the 25 October as we arrived.
- The understanding was that they would let us know when it was convenient.
- Several follow up emails were sent and finally the conclusion it was best left to this year.
- Moegsien committed to getting a slot on the next meeting of the Independent Group editors which was meant to be in November/December 2007 funding allowing.
- Several emails were sent trying to ascertain the date but no clear answer was received. Reschedule the policy review and gender policy development workshop.
- Ascertain when the next editor's meeting will be and request a slot to talk with editors about MAP and the possibility of working with editorial policies.

SABC
Daphne Koza
Job title: Human Resources Officer (?)
011 714 4079
082 3222 670

- Email: kozand@sabc.co.za
- Had an introductory meeting with Daphne on the 15 August 2006.
- She requested a short proposal which was sent.
- She then went on holiday.
- On her return the proposal was resent on the 22 October 2007.
- She was meant to explain the proposal to her HOD who would table it at a meeting of the SABC executives.
- Several mails were exchanged but she was unable to give a clear sense of where things stood.
- Several requests were sent to Dali Mpfu for meetings but these did not materialize.
- Important to meet with Dali Mpfu and get buy in at that level.

Sowetan
Thabo Leshilo
Job title: Editor
Email: editor@sowetan.co.za

Had an introductory meeting with on the 15 August.
He referred us to his HR manager via his PA.
Repeated attempts to get a meeting with the HR person did not work.

Kaya

In South Africa, we also worked with Kaya FM in helping them to develop a gender and HIV/AIDS policy.

Glass ceiling study

GL collaborated with SANEF in the Glass Ceiling Study that will be launched on 12 March. A key recommendation is that media houses develop gender policies; five major media houses (including two media groups) that took part in the study have indicated an interest in doing so.

Strengths:

- SANEF – Glass Ceiling Report shows some support
- SAGEM – network of key players/ gender & media activists
- SABA – currently housed in SA (SABC contacts: Solly Mokgetla & Conrad Burke)
- Good legislative environment – constitutional guarantees on FoE
- MDDA – funding media development and diversity
- Journalism trainers – university courses &
- Lost of instruments & HIV/AIDS a priority areas
- AIDS initiatives/councils
- ABC/SAARF -> 'reliable' audience readership & circulation figures
- Existence of media workers, media owners, and Media & HIV/AIDS associations.
- SABA initiative -> partnership
- Work at micro level to inform macro processes -> groundwork laid by GL & GEMSA on President's Advisory Committee

Challenges

- Big (group) media houses – require separate editorial policy development
- Time consuming
- Leaders and editors (in general) not always accessible
- Tabloid Press
- Limited leadership/champions – sometimes individual driven
- SABA initiative
- Hostilities -> some partners have adversarial relationships with governments & between partners themselves

Next steps

Bring on board (eg breakfast meeting)

- SABA – currently have HIV/AIDS programme
- Community media bodies – e.g. NCRF
- IAJ – have shown interest
- (MAPPP SETA – incorporate HIV/AIDS & media raining in skills update -> to encourage local education institutions to develop HIV/AIDS & Media Courses)

Dovetail other celebrations/ workshops/ conferences (e.g. AGM's, Human Rights day events),

SWAZILAND

KEY ORGANISATIONS/ACTORS IN THE MEDIA SCENE

1. MISA
2. Swaziland Editors Forum
3. HIV and AIDS Council
4. Gender Activists Groups
5. Journalists Unions and Associations
6. Media Owners Associations
7. Government Information Ministries

Introduction

This is a detailed progress report on the Media Action Plan on HIV and AIDS and Gender. The Policy Rollout is led by Mr. Bheki Maseko who is a communications and media consultant and Mr. Jabu Matsebula from the Swaziland Editors Forum also representing the Southern Africa Editors Forum (SAEF).

The Policy Rollout process started immediately after a successful launch of the HIV and AIDS and Gender Baseline Study at the Mountain Inn in Mbabane in June 7, 2006 where cabinet ministers including the Prime Minister, media owners, editors, senior journalists, National Council on HIV and AIDS representatives, Media Institute of Southern Africa, organizations of people living with HIV and AIDS attended.



Launch of the HIV and AIDS and Gender Baseline Study

The launch of the baseline study opened a window for the policy process as most of the stakeholders appreciated the findings and they applauded the level of professionalism in the study. Media owners and editors reflected themselves on the findings and they both committed themselves towards implementing gaps identified by the study and to make improvements where there is need. In addition, people living with HIV and AIDS also got the opportunity to reflect on the level of commitment towards reporting on HIV and AIDS issues by the media.

Findings of the Baseline Study have been received very well and this has served as a mirror for the media to reflect on their work on the level of reporting and commitment towards mitigating the impact of HIV and AIDS. MAP objectives have been well articulated and the media agrees on the importance having policies developed by the media as HIV and AIDS hitting hard on the media industry.

The Process

The policy rollout process began by a visit to the Ministry of Public Service and Information on August 29, 2006 where we formally briefed the ministry about the policy development process so that the ministry is aware that the media will be developing policies aimed at mitigating the spread of HIV and AIDS through reporting and as well as developing workplace policies on HIV and AIDS. After that we visited individual media houses, meeting with media owners and managers for a briefing about the whole process and to get their buy in so that they can assign managers to participate freely in the policy process.

After that we invited all media houses to an inception workshop where media managers including CEOs, Human Resources Managers, editors and senior journalists participated in an inception workshop for purposes of engaging them on issues around HIV and AIDS and gender and also to make them realize the need for policies and how such policies are important for their individual organizations and as well as to get buy- ins for the policy development process. The workshop was facilitated by Agnes Odhiambo, the MAP programme manager from Gender Links.

The Board of Directors for The Swazi Observer, Swazi TV, Channel Swazi, Voice Of the Church, Times of Swaziland were also informed of the policy process also for purposes of getting their buy- ins, hence it was easy for them to instruct management to make sure that the policy development process was rolled out for their media houses. With the public broadcaster (Radio Swaziland) we got buy- in from the Minister of Public Service and Information and there was also political will and support from the Prime Minister's office where the head of government instructed his cabinet ministers to see to it that media houses were assisted in the policy development process.

After the inception workshop, we agreed with each media houses on the process to follow in taking the policy process forward. Most media houses said they were still to report to their CEOs on what transpired during the inception workshop held at Simunye Country Club in September and were going to advice us on decision made by management regarding the process. However, they all identified the Human Resources Managers as their contact persons.

We then prepared questionnaires for the Situation Analysis handed over to contact persons for each media house with the purposes of obtaining documents existing from each media house that guides and regulate them individually. Most of them have not been forthcoming with the documents requested save for The Swazi Observer newspaper that responded to the Situation Analysis. We then established that a majority of them had certain limitations on the Situation Analysis as documents required were not existing in some of them and others had internal problems which made it difficult to get some of the documents from relevant departments.

Furthermore, during the inception workshop only two media houses could not participate and these were Radio Swaziland and the Times of Swaziland. Efforts were made to hold separate inception workshops with them. An inception workshop was held with the

Times of Swaziland management at the Mountain Inn and the Human Resource Manager was also identified as the contact person.

During the inception workshops it transpired that some organizations had already developed Wellness Policies on HIV and AIDS while others were still developing them and others had not started yet. The Times of Swaziland shared their Wellness Policy with MAP during the inception workshop where the Human Resource presented it.

It was also learnt during the inception workshop with the Times of Swaziland that there was a Wellness Committee already in place at the Times of Swaziland that worked on developing the policy and it was important for the MAP team to also meet the committee in order to forge possible ways of working together as partners in developing the editorial policy on HIV and AIDS and Gender.

A meeting with the Wellness Committee and MAP team was facilitated which was successful. However, the Wellness Committee felt they had to report back to the rest of the staff about the MAP proposal and they were going to give feedback on what the staff said regarding transforming the Wellness Policy into a Gender and HIV and AIDS Editorial Policy. Nothing has materialized since our meeting with the Wellness Committee to report on, except that we are planning to take on the policy process with the Times of Swaziland on the last week of January 2007 (January 29- February 1, 2007) a week scheduled for in- house workshops with Radio Swaziland and the Voice of the Church radio station.

Regarding the Swazi Observer, after conducting the situation analysis we then held an in- house workshop where they also presented on the Wellness Policy for the Swazi Observer. Again there is a Wellness Committee that has been working on the comprehensive HIV and AIDS policy. During the workshop, it transpired why they opted for a Wellness Policy instead of an HIV and AIDS policy. It was revealed that they were advised not to call it an HIV and AIDS policy because of the stigma attached to the virus, hence no one would like to identify or be associated with it as they may also be termed HIV positive.

Moreover, the Wellness Policy had already been adopted by the board, hence it was not going to be proper for to temper with and at the same they could not start afresh developing another workplace policy. It was then agreed that an editorial policy on HIV and AIDS and Gender be developed. The Wellness Policy informed the Editorial Policy on HIV and AIDS and Gender and it was agreed that the Wellness Policy as well as the Journalistic Code and Ethical guidelines as adopted by The Swazi Observer be attached as an Annex in the Editorial Policy. The policy was developed and completed by the Task Team that comprised the Editorial, Marketing, Human Resource and Circulation departments.

The policy was scheduled for launching on December 1, 2006, but the launching ceremony had to be postponed as the Board of Directors also want to participate and they feel it has to be a big event instead of launching it on World AIDS Day because it may be overshadowed by activities taking place there and it may not have the

significance it deserves. A date for the launching ceremony for The Swazi Observer policy will be communicated in due course.

Concerning Radio Swaziland, a half- day inception workshop was held on November 24, 2006 where management was engaged on HIV and AIDS and Gender issues. The workshop was then postponed on the last week on January 2007 as it was discovered that there was need to bring on board other members from all departments of the radio station so that they also participate in the process. Representatives present were from the News and Information, Marketing, Programming and Human Resources departments.

Strengths

MAP is well known to major stakeholders through the launches of the HIV and AIDS and Gender Baseline Study and Inception workshops. The buy- in from the media and there is political will. Media houses have agreed that there is a need for HIV and AIDS and Gender Policies. The availability and activeness of National Editors Forum have enhanced the buy in from Editors. National AIDS Council have come up with a National Strategic Plan on HIV and AIDS.

The Media Partners meeting has been a great opportunity as it has managed to bring together the partners working on policy rollout and the rolls of the MAP Partners in the individual countries has been cleared.

Most of the media houses identified are prepared to move ahead with the policy development process as they have realized the need for HIV and AIDS policies.

Challenges

The major difficulty we faced during the process was lack of understanding of roles by partners. This derailed and affected the process in many different ways as a lot of time was spent on addressing petty politics amongst partners such as MISA, NERCHA and Swaziland Editors Forum. A number of media houses who promised to work on policies this year have not been able to do so because of certain challenges on their part as management and they kept delaying the process making it difficult for us to move forward with them. However, things have taken good shape as we have managed to start all over again with Radio Swaziland, Voice of the Church and The Times of Swaziland scheduled for January 2007. After that we are hoping to move forward with Swazi TV and Channel Swazi and Christian Media Center in 2008.

The major difficulty has been the role of MAP partners which have greatly affected progress instead of enhancing it. It has been important to keep them away from the process at operational level as experience has it that they are not prepared to work collectively accept to distort the whole policy process which cannot be allowed.

MAP Partners are not fully involved in the policy rollout. In some cases partners have made it difficult to take the policy process forward, hence significant time was spent addressing political and personal differences. In some media houses it has been a

challenge to get the ball rolling on the policy development process. In some media houses they have not realized the significance of an HIV and AIDS policy for their own organizational image. The concerns and priorities of the staff and management are not the same.

Editors are a united force as they meet regularly to discuss issues of national concerns and also engage government on a number of issues including HIV and AIDS. However, it cannot be an easy task to work through them as a group, it is best to work with them as individuals in their respective media houses.

The change of management within organization has become a major challenge which has proved to derail the process. Lack of corporation within organizations have proved to be a major challenge in as far as getting the work started.

Next steps

- MISA, HIV and AIDS Councils, Gender Experts, Media Owners, Editors Forums, Journalists Associations and Unions need to be brought on board.
- There is need for the partners to meet on a regular bases to discuss HIV and AIDS and Gender issues so that they come with a collective agreement on the subjects and also share experiences as a Media Sector. Make MAP an agenda for the editors forum monthly breakfast meetings.

TANZANIA

KEY ORGANISATIONS/ACTORS IN THE MEDIA SCENE

1. MISA
2. Association of Journalist Against AIDS in Tanzania (AJAAT)
3. Tanzania Commission for Aids (TACAIDS)
4. Tanzania Association for Journalists (TAJ)
5. Media Owners Association in Tanzania (MOAT)
6. Tanzania Media Women's Association (TAMWA)

Introduction

Tanzania is one of countries south of the Sahara implementing MAP on HIV and AIDS and Gender. The history of MAP started at the Regional Annual General Congress in Tanzania 2003 at a conference on 'Media and HIV and AIDS' at Kunduchi Beach Hotel, Dar es Salaam. The objective of MAP is to make sure that by 2008 at least 80 percent of news rooms in southern Africa have HIV and AIDS and Gender policy.



The HIV/AIDS policy process in Tanzania is facilitated by Rose Haji Mwalimu, National Director Media Institute of Southern Africa (MISA-Tanzania) and Chairperson of Gender and Media Southern Africa (GEMSA).

Launch of the HIV and AIDS and Gender Baseline Study

The policy rollout started right after the launching of the HIV and AIDS and Gender Baseline Study – Tanzania report and the launch which took place at Information Centre Auditorium attended by representatives of media houses, AIDS organizations, UN agencies, Civil Society Organizations dealing with HIV and AIDS, People Living With HIV and AIDS and Gender and journalism training institutions.

The process used other avenues such as editors' forums and other HIV and AIDS and Gender related workshops as a way of buying in. It also included meetings with the management of the media houses at highest level to get the authorization to conduct the policy development within the institution and the commitment that all managers will participate in the process; the situation analysis -though not in depth- during which we analyzed the missing links and opportunities that could be explored within the institution and identified the needs of the media houses.

The process

To implement the process Tanzania started with 3 media houses (1 private and 2 state/public). These were IPP Media Group of Companies that owns a number of

newspapers, 2 radio stations and 3 television stations. The two state owned media are The Tanganyika Standard Newspapers (The Daily News/Sunday News and the Kiswahili newspaper will soon be launched to cater a wider audience) and Taasisi ya Utangazaji Tanzania (Tanzania Broadcasting Services) consisting of Radio Tanzania and Televisheni ya Taifa (Nation TV). The media situation of these media houses and Gender Baseline Study results were the milestone in identifying them as first targets.

In the process we did meet with management of each media house at the level of CEO, and in the meetings we handed the baseline study and explained the policy process. The initial reaction of the management in all meetings was very positive and all recognized the need for such policy and indicated their willingness to participate in the process.

After the meetings with management of the media houses, and the explanation of the process, we requested access to documents used within the organization. The state owned media initially were under Prime Minister's office that came up with HIV/AIDS policy. After the formation of new Ministry of Information, Culture and Sports, under which TUT and TSN fall, became disadvantaged to the policy. The only tool guiding these institutions on HIV and AIDS related issues is the National Policy on HIV and AIDS. IPP Ltd. had earlier indicated that a policy on HIV and AIDS was in place and under review. But when asked to get access to it, they could not provide it.

TSN appointed 3 people as focal points; Deputy Managing Editor, Chairperson of Gender Unit and a senior female journalist who writes on HIV and AIDS related issues. TUT appointed Director for News and Current Affairs and Director for Human Resources as focal points. Negotiations are still underway to push the process through for IPP Ltd.

At the end of the meetings with management we were left with two media houses to work with – TSN and TUT. All of the two media houses decided to develop Gender aware HIV/AIDS policies.

Gender Links programme manager, Agnes Odhiambo facilitated the in-house workshops for TSN and TUT, with participation of the management teams and staff. TSN developed a draft policy while TUT has asked country facilitator to draft the policy for the media house. Due to technical problems encountered in the two media houses this had to be held in one day each. The draft policies were circulated among the TSN staff and suggestions to add or remove items were made.

The facilitator finalized the draft policy for TUT and sent it to the media house for circulation, appreciation and approval.

The board of directors of Tanganyika Standard Newspapers which owns the Daily News and weekly Sunday News approved the HIV/AIDS policy and was expected to be launched on December 1st. Due to the absence of the Managing Editor who insisted to be present for the launch the process was postponed but will be done in the same period, that is December 2006.

TUT is still in the process of analyzing the policy and Director for Human Resources is leading the debate within the media house. The launch was expected to be December

1st, but due to some delays in feedback the date has been pushed forward to a later date within the month of December 2006.

Faced with the slow response of ITV/Radio One that was initially considered for the policy process, the facilitator decided to approach The Guardian, one of IPP Media Group of Companies to solicit support and link with the Executive Board to either avail the established policy or conduct in house workshop for policy development.

Strengths

- The process has been started. The launch of Baseline Study created awareness in the Media. Two Media houses have started the process creating competition.
- Partners that are well reputed – MISA
- Existence of media owners, journalists and journalists against AIDS associations.

Challenges

The process of policy roll-out has been very slow due to unnecessary bureaucracy, particularly with the private media house than expected. Much time and effort is being devoted into media houses for follow ups but response is almost mute. There is also too much replication which in most cases hampers the process. Sometime is it difficult for particular media house to distinguish who is doing what especially after rapid assessments has been conducted. Does this call for revisiting our interventions?

Another challenge is inadequate resources for logistics. Media situation in Tanzania is different from other countries. Inflation rate is killing softly. To facilitate the process mobility and flexibility is first and far most an important factor. This issue should be taken into consideration when drawing budgets, there is more sacrifice than support/facilitation. Take for instance Sahara Communication in Mwanza, the facilitator has to travel all that far in order to roll out the process. Media houses in Dar es Salaam are all scattered, transport, phone calls etc. need to be provided for.

- Lack of an Editors forum.
- Bureaucracy.
- Language barrier – Some media houses use Kiswahili only as a medium of communication. All MAP documents and tools are in English.
- Distance of Media Houses outside Dar es Salaam where facilitators are based. Some located in Mwanza, Arusha, Zanzibar, Ruvuma regions, etc
- weak economic base in the country means the money allocated for admin may not be sufficient also because of distance between media houses.

Conclusion

Despite the challenges policy development has been so resourceful and learning process. MAP received a wider publicity in the media and becoming popular. For the first time People Living with HIV and AIDS have been coming into my office asking for support and information.

MAP should communicate to media houses the policy initiative including the name of the country facilitator.

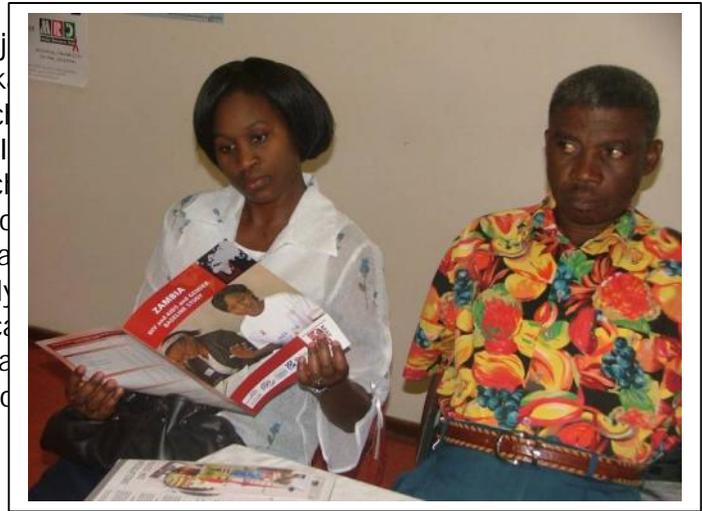
Flexibility in terms of policy schedule would help dealing with specific problems that each facilitator is facing in respective countries.

MAP is on-going process, next year 7 media houses will be rolled out. Co-facilitator will be highly recommended.

ZAMBIA

Launch of the baseline study

The Media Action Plan Policy Roll-out Project was launched on the World Press Freedom Day in Lusaka, Zambia officiated at the Lusaka launch by the Zambia Newspapers Press Freedom Committee. It was also launched in Ndola to join their Ndola counterparts. Below are some of the media houses that attended. Below are some of the media houses that attended: Times of Zambia, Zambia Daily News, Weekly Angel, Zambia National Broadcasting Corporation, Phoenix, Yatsani Radio, Five FM, QFM, Radio Zambia. The launch raised awareness on MAP Policy Roll-out and encouraged media houses to participate in the initiative.



Inception workshop

The inception workshop was held on 21/08/06 at Protea Chisamba Safari Lodge in Lusaka. Participating partners included UNAIDS, PANOS, NAC, MBIS and ZHECT. The workshop aimed to link the MAP process with progress made by media houses since the Chaminuka Declaration (CD). There was an interactive process where the media houses reported on their progress since the CD. While most had started on some initiatives (programmes and draft policies on HIV/AIDS) lack of internal capacity, clear policy formulation processes and the ability to transform the political will into action had stalled the process. In sum, the review showed that the weaknesses that were identified at the time of the declaration had still not been addressed in the media, giving MAP urgency.

Participants were then broken into groups to deliberate and explore possible policy options which were likely to work within their media houses and to identify possible challenges, best entry points and resources for the process. They were also to come up with possible timeframes (dates) for MAP facilitators to meet with management. This exercise was also meant to further familiarize the participants with the policy process as the facilitators intended to use them as contact persons in their respective media houses. They would also be requested to set the meetings with management and therefore needed to understand the process.

The inception workshop in Zambia was very important in that it provided a deeper understanding of the MAP process to media houses; increased enthusiasm for the policy roll-out; better understanding of the possible challenges within media houses and how to tackle them; possibility of resource mobilization – partners and donors interested in the policy roll-out process were identified. There was also identification of contact persons within each media house and possible dates for meeting with management. A major challenge that was identified in terms of keeping to the set time frames was that the coming elections may delay processes within some media houses, and this turned out to be the case.

The following is a summary of the group discussions:

Media house	Strengths	Challenges	Best entry point	Meeting with management
ZNBC	Resources; will to start the process; focal person who can dialogue with management	Lack of consensus on policy formulation process; having to unions	The focal person; Dorris	29/08/06
Zambia daily mail	There is strong will; draft HIV policy; gender is already part of their agenda as a media house	Process for draft policy not participatory, no buy in from stakeholders; HIV policy is an appendage to the collective agreement	The HR Director	13/09/06
Yatsani Radio	Political will and commitment; are running HIV programmes, director in charge of the programmes	Cannot include condom promotion and distribution – Catholic owned media; heavily depends of part-time workers and volunteers; concerned how they will be covered in the policies	director	31/08/06
Phoenix	Have a policy	Policy not implemented due to lack of buy-in especially from the employees; policy not updated	HIV focal point person	Not give. Participant left early
The Guardian weekly	Commitment from owners; already running programmes;		Owner	After elections
MISA	Decision has been made by the board to have an HIV/AIDS policy;	Dynamics in membership; institutional membership	focal point	After elections

The Zambia Daily Mail

After the inception workshop, meetings were held with management of the Zambia Daily Mail on 3 November News Editor with the Assistant Features Editor, Sports Editor, Human Resources Manager, Business Editor, Chief Sub Editor, Gender Editor and the Asst Marketing Manager.

A major strength in this media house was that there was already a champion who is close to top management and enjoys immense respect. The Human Resources Manager was very enthusiastic about the initiative. There was also a general desire to have a policy among the rank and file of the entire workforce while commitment from the line editors, as evidenced by their high turn-out for the meeting, was something to build on.

Following discussions on the MAP process, the participants agreed that the Zambia Daily Mail would first adopt an HIV/AIDS policy which was gender aware, and then later think about having a gender policy. However, it was agreed that the gender aware HIV/AIDS policy should include editorial and advertising.

A situation analysis of the media house was done soon after the management meeting and it emerged that there was not a single employee with knowledge on how to manage or implement HIV/AIDS programmes in the organisation. The issue of coordination also worried the HR Manager. He said, "Looking at the information we have received here today it has become clear that we have to think seriously about who will coordinate the implementation of the policy because it involves a lot." Other issues in relation to gender were that decision-making positions are a preserve of men as there is no single female head of department. There are only three women in middle management out of an entire workforce of 154 employees. These are the Sports Editor, Gender Editor and Features Editor. Yet there was no gender policy to ensure equality or protect women against sexual harassment that came up as concern in the organisation. Gender and HIV/AIDS are also not mainstreamed in the collective agreement, disciplinary code of conduct.

On the editorial side, The Zambia Daily Mail has a gender desk headed by a woman editor. Besides running a gender column the newspaper also dedicates a full page called "Femail News" to issues affecting women every week. The page carries mostly analytical articles on crosscutting issues around women's human rights. However, these progressive measures have not translated in a holistic mainstreaming of gender in policy, programmes, coverage and distribution of editorial jobs. Most women in this department are employed as reporters, with no decision-making powers.

The assistant marketing manager said marketing should also be targeted when coming up with a policy because it generated money for the salaries and allowances of staff and also carried information and images that influenced public attitudes. The Assistant Marketing manager said while Zambia Daily Mail might not experience a shrink in the market in form of reduced advertising it was prone to reduced newspaper sales as HIV/AIDS brought new pressures that had the potential to force people to change their spending behaviour. A potential buyer might prefer to save the little money they had on HIV/AIDS related costs relegating the newspaper and the information it offers a mere luxury.

After the meeting the mood was electric. The attendees said it had been a very interesting meeting and they would ensure that the media house moved fast to have an HIV and AIDS policy. On 24th November, we held an in-house policy planning workshop at ZAMCOM Lodge in Lusaka with the presence and partnership of SAEF. Participants were somehow overwhelmed and they felt that a lot of resources were needed to implement the policy; a challenge since the Zambia Daily Mail is not a grant aided organization despite being wholly owned by the Government. All the participants also said they had never participated in writing a policy before, but it was noted that the writing process should not be a problem as the country facilitators would be on hand to help with the exercise. It was agreed that the champion would work with the Human Resources Manager and the MAP Country team to arrange a date for writing the policy before the end of December, 2006. The HR explained that once the policy had been adopted and launched management would be obliged to put a provision for HIV and AIDS programmes in the annual corporate budget. The organisation is now at the stage of the actual drafting of the policy.

Hickey Group Management – Radio Phoenix

A management meeting, facilitated by Mwiika Malindima, to brief on the MAP process was held on 3rd October with the Marketing Executive, Group Accountant and the Station Manager. The participants noted that Radio Phoenix had been contemplating to institute a workplace policy on HIV/AIDS in the organization for a long time but had difficulties in starting off the process. They were happy that MAP would enable them to have a policy. The organization opted for a dual type of policy that will consider HIV/AIDS at the workplace and in its editorial policy.

A situation analysis was done immediately after but as we had been anticipated, we did not get complete information because the company has diverse agencies. However, the situation analysis showed that the station was experiencing the effects of HIV/AIDS although it had not come up with initiatives to deal with it.

Challenges that emerged during the workshop were there was resistance from some members of management in almost all the five companies. There surfaced some kind of silent rivalry between the radio station and the other companies under the group who were indirectly accusing it of eclipsing them in terms of recognition. The facilitators were even told not to refer to the forum as a Radio Phoenix but a Hickey Group workshop.

It was agreed that a focal person should be identified in each company to help implement the policy. Radio Phoenix should be treated as a component, especially for editorial practice and marketing. Like Zambia Daily Mail the participants felt that it would be prudent to adopt one policy at a time. They opted for a gender aware HIV/AIDS policy that would also inform other policies and programmes.

In terms of the way forward, the participants reported that the meeting Mwiika had with Management was not effective as it was not attended by key officials whose decisions were likely to affect the implementation of the policy. Therefore they suggested that the MAP country team holds a meeting with management from all the five companies, including the chief executive officer. "We would like our management to hear the things we have heard here today. Then there will be little resistance. You just have to come you people," said the Acting General Manager for Radio Phoenix. It therefore seems that to have buy-in from the whole company, the process will have to be repeated.

The Mining Mirror

The Mining Mirror is a monthly publication which is circulated mainly in the mining copperbelt province and, on a smaller scale, in Lusaka. The management meeting for the Mining mirror took place on 5th October and was facilitated by Charles Chisala. It attendance was the CEO, Operations Manager, Accountant and the Marketing Editor. The participants noted that the Mining Mirror has not been spared by the AIDS pandemic despite its small size and it is ready to respond to the threat through the MAP Initiative. The management team opted for a gender policy and a gender aware HIV/AIDS policy that will also inform all other policy documents.

A challenge noted was that the newspaper has been in operation in less than two years and may face serious problems mobilizing resources for activities, considering its small financial base. It is still in the process of stamping its presence on the Zambian media market. The CEO is good at mobilizing local resources and is well connected to key funders of HIV/AIDS programmes in Zambia including UNAIDS and the World Bank. The newspaper will commit part of its resources to the implementation of the policies and seek external support for additional funding.

The CEO and proprietor of the media house, Pat Mwase, is a member of the MAP Country Team and is the Treasurer of SAEF Zambia Chapter. So there is already buy-in at the highest level. Besides, Mining Mirror has already been allocating prime space on its main news pages for HIV and AIDS stories and will not find it difficult to implement a workplace and editorial policy that will also include gender. The Mining Mirror seems to enjoy a good relationship with the mining communities in which it operates, which will make it easier for it to not only sustain the coverage but also capture the voices of marginalized groups and individuals, especially people living with HIV and AIDS, women and children. In addition, the Mining Mirror is a monthly publication, which provides opportunity for well researched stories with diversity in voices and balance of views.

The situation analysis was done shortly after. In terms of workplace concerns, we noted that the newspaper is owned by a woman, which makes it easier to mainstream gender and bring out issues affecting women and children in its editorial content. There is a general balance in the composition of top management with two women and two men. Regarding editorial, the newspaper has a very small staff who are likely to be overworked to meet deadlines. For example one woman doubles as a reporter as well as a sales representative to source advertisements. This may compromise her editorial competence. The publication thrives on subscriptions as it has it focuses on mining, although there are other stories on different topics. Adopting an HIV/AIDS policy may help it to broaden its market as people are interested in reading about their problems and how they are responding to them.

Yatsani Radio

Management meeting was conducted on 3rd August by Mwiika Malindima with the Technical Manager and the Programme Manager. Yatsani has already committed to having an HIV/AIDS workplace policy in place. We found that the media house has constituted a committee to take up the task of working out a policy. The programme Manager; Mr. Mukopola has been part of the MAP process since it was introduced in Zambia. He therefore understands the process and easily interprets it to his workmates. The organization has opted to go for a dual type policy that will consider HIV and AIDS at the workplace and in its editorial policy. The meeting raised concerns around the issue of condom distribution. Yatsani is a Catholic community radio station which follows the precepts of the Catholic Church. The Catholic Church in Zambia has taken a stand not to promote condom use. The organization also struggles a bit with the issue of finances and so this may cause certain delays in some instances during the process. The organization will also have to struggle with incorporating its part-time workers, who also constitute the biggest part of the station into the policy. We are currently drafting the policy that is expected to be ready by end of December.

ZIMBABWE MAP POLICY ROLL OUT Y STRATEGY

KEY ORGANISATIONS/ACTORS IN THE MEDIA SCENE

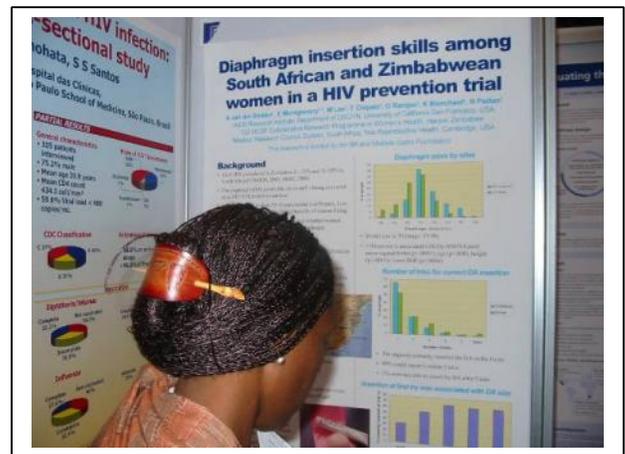
1. MISA-ZIMBABWE
2. MMPZ
3. ZUJ
4. ZIMBABWE NATIONAL EDITORS FORUM
5. ZIMBABWE ASSOCIATION OF EDITORS
6. SAFAID
7. MEDIA AND INFORMATION COMMISSION
8. BROADCASTING AUTHORITY OF ZIMBABWE
9. MINISTRY OF INFORMATION
10. PARLIAMENT PORTFOLIO COMMITTEE TRANSPORT AND COMMUNICATIONS

Launch of the HIV and AIDS and Gender Baseline Study

This created some awareness among journalists but not as high among the Editors who still did not attend launches despite indications that they would attend.

Strengths

- Parliamentary Portfolio Committee (checks and balances)
- Polarisation easing
- Strong media watch groups (MISA, MMPZ, GEMZI, etcetera)
- Media training base(growth of degree and post-graduate programmes at universities in media studies and communications)
- Environment opening up for engagement and negotiations around independence of the media
- Research and data on media and use of media in Zimbabwe



Challenges

- Not many players in terms of media ownership
- Regulatory and media policy not conducive to the development of a free and independent media
- Sexism in the media in terms of ownership, leadership and editorial content
- News still driven by events not issues; no strong analytical or investigative reporting
- Politics dominates media's news agenda
- Professionalism is waning (sourcing, accuracy, diversity, balance, newsgathering skills, etcetera)
- Access to information
- Biggest threat to the development of an independent and diverse media is capital
- Regulatory environment

- Economic environment is shrinking
- Skills development in journalism
- The AIDS pandemic
- Criteria for identifying media management especially at the level of senior editorial management
- Understanding media corporate social responsibility
- Main difficulty: keeping all of management involved in the five stages of the policy process to ensure ownership.

Opportunities

- Parliament beginning to take seriously its watchdog role on behalf of the public's interest
- Legal framework – policies and laws on gender and HIV/AIDS – that give a basis to the media's accountability to these issues within its own workplace and editorial content
- Initiative by media to set up a self-regulatory body to abide by media principles and ethics
- AIDS pandemic to shift the media's focus and definition of news
- Push throughout the region for greater political will to gender equality – Draft SADC Protocol on Gender and Development

Next steps

- Government media: Work through the office of the Secretary of Information to reach state-owned media managers both within ZIMPAPERS, ZBH;
- Build the capacity and work with MISA-Zimbabwe to roll out gender and HIV policies in the selected privately-owned media.

Annex A: List of countries and facilitators

Country	Facilitator/s	Landline	Cell	Fax	Email
Botswana	Pamela Dube		+267 72870932		Pamdube2003@yahoo.com
Lesotho	Sophia Tlali		+266 58920793		sophiatlali@yahoo.com
Malawi	Pushpa Jamieson	+65 1 756 530 (w) +65 1 707 077 (h)	+265 9 942 740 +265 9913457 – rob	+265 1755715	thechronicle@Africa-Online.net pushpaane@hotmail.com
Mauritius	Loga Virahsawmy	+30 454 23 27	+230 491 08 67		gonaz@intnet.mu
Mozambique	Eduardo Namburete	+58 21 497 288	+58 82 7404 740		namburete@yahoo.com
Namibia	Emily Brown	+64 61 207 2451 (w)	+64 81 257 8159		ebrown@polytechinc.edu
	Robin Tyson	+264 612063194	+264 912628321	+264 612063806	rtyson@unam.na
South Africa	Libby Lloyd	+ 27 114821464	+27 833932557		libbyl@netactive.co.za
	Rene Smith		+27 825141982		renesmith@polka.co.za
Swaziland	Bheki Maseko	+268 404 3878/ 2301	+268 614 9073		Mbcommunications2000@yahoo.com
Tanzania	Rose Haji	+255 22 213 7547 (w)	+255 744 270 856		misatan@africaonline.co.tz rohamu2004@yahoo.com
	Gladness Munuo	+255 222137548	+255 754285701		gladym@hotmail.com
Zambia	Charles Chisala	+260 -2- 621865 +260 -2- 621320	+260 96 951 455 +260 9 780 8169 +260 97 173639		c_chisala@yahoo.com
	Pat Mwase	+260 1 244 165	+260 97775647 +260 95 839888	+260 1144 164	pat_enterprise02@yahoo.co.uk
	Zarina Geloo		+260 97 772565		zgeloo@yahoo.com
Zimbabwe	Pat Made	+263 44 92 982	+263 11 784 972		Pat.made@gmail.com

Annex B: Composite work plans 2007-2008

BOTSWANA (Pamela Dube)

BIG	March	April – May	June – August	Sept– November	Dec – February
MEDIA HOUSES	Stages/s	Stage/s	Stage/s	Stage/s	Stage/s
Mmegi/The Reporter/ Monitor	1	2-3	4-5		
Daily News	1	2-3	4-5		
DIB: BTV;	1	2-3	4-5		
Radio Botswana 1 & 2	1	2-3	4-5		
MEDIUM					
The Botswana Guardian & Midweek Sun	4	5			
The Voice	4	5			
The Botswana Gazette		1	2-3	4-5	
Gabz FM	1	2-3	4-5		
Yarona FM		1	2-3	4-5	
Sunday Standard		1	2-3	4-5	
SMALL					
The Mirror					

Lesotho work plan 2007 – 2008 (Sophia Tlali)

BIG	March	April – May	June – August	September – November	December – February
MEDIA HOUSES		Stage/s	Stage/s	Stage/s	Stage/s
BIG					
The Public Eye	1	2	3	4	5
Radio Lesotho	1	2	3	4	5
Lesotho TV	1	2	3-4	5	
Catholic Radio FM	1	2	3-4	5	
Moeletsi Oa Basotho		1-2	3	4-5	
Lesotho Today		1-2	3	4-5	
MEDIUM					
Leselinyane La Lesotho		1-2	3	4-5	
Mo Afrika Newspaper		1-2	3	4-5	
Harvest FM	1	2	3-4	5	
People's Choice FM	1	2	3-4	5	
Mopheme – The Survivor		1-2	3	4-5	
Mololi		1-2	3	4-5	
MoAfrika FM	1	2	3-4	5	
SMALL					
Bang Newspaper		1-2	3	4-5	
Joy FM	1	2	3-4	5	
Mosotho		1-2	3	4-5	
Thahakhube FM	1	2	3-4	5	

MALAWI (Pushpa Jamieson)

	March	March – May	June – August	September – November	December – February
MEDIA HOUSES	Stage/s	Stage/s	Stage/s	Stage/s	Stage/s
BIG					
Daily Times	1-2	3-4	5		
The Nation	1-2	3-4	5		
Malawi News	1-2	3-4	5		
Sunday Times	1-2	3-4	5		
Capital Radio	X	X	X	X	X
Power 101 FM	X	x	X	X	X
Radio Islam	2-4	5			
Transworld Radio Malawi FM	1-3	4	5		
MBC					
Television Malawi (TVM)	1-2	3-4	5		
MEDIUM					
Sunday Nation	1-2	3-4	5		
Radio Alinafe	1-2	3	4	5	
Radio Maria	1-2	3	4	5	
The Chronicle	X	X	X	X	X
The Dispatch	X	X	X	X	X
The Weekend Nation	1-2	3-4	5		
The Courier Newspaper	X	X	X	X	X
MIJ FM	1-2	3	4-5		
Joy Radio	3	4	5		
Guardian Newspaper		1-2	3-4	5	
Radio Zodiak		3-4	5		
The Independent Newspaper	x	X	X	X	X
The Democratus Newspaper	1-2	3	4	5	
SMALL					
Star Radio	1-2	3-4	5		

MAURITIUS (Loga Virahsawmy)

	March	March – May	June – August	September – November	December – February
MEDIA HOUSES	Stage/s	Stage/s	Stage/s	Stage/s	Stage/s
BIG					
MBC/Television (3 channels) and 8 radio channels	X	X	X	X	X
Le Defi (Hebdo, Defi Sexo, BombayMasala, News on Sunday, Defi Sports and Radio Plus, Defi Jeunes)	X	X	X	X	X
Le Mauricien/ weekend/ Weekend Scope		1	2-5		
Le Matinal				1-4	5
La Sentinelle: L'Express/ L'Express Dimanche /5 Plus/Radio One		1-4	5		
MEDIUM					
Le Dimanche	1	2-3	4	5	
Business Magazine				1-4	5
Top FM				1-4	5
SMALL					
La Vie Catholique	1-3	4-5			
Impact News	1-3	4-5			
Star		1-5			
Le militant	1-3	4-5			
La voix Creole			1-5		

MOZAMBIQUE (Eduardo Namburete)

	March	April – May	June – August	Sept – Nov	Dec – Feb 2007
	Stage/s	Stage/s	Stage/s	Stage/s	Stage/s
Media House					
Large					
TVM	5				
Diario de Mocambique	1-2		3-4	5	
Noticias	1	2	3-4	5	
Savana	5				
Zambeze	5				
Radio Klint (RTK)	1-2	3	4	5	
Radio Terra Verde	X	X	X	X	X
STV/Radio SFM/O Pais	1	2	3-4	5	
TV Mira-Mar	1	2	3-4	5	
9 TV	1	2-3	4	5	
Radio Mocambique	1	2	3-4	5	
Radio Miramar (Universal Church of Gods Kingdom)	1	2-3	4	5	
Domingo	1	2	3-4	5	
Fim De Semana	1-2	3-4	5		
Meia Noite	1	2-3	4	5	
Radio Capital/ Radio transmundial	1-2	3-4	5		
Medium					
Mediafax	5				
Canal de Moçambique	1-2	3	4	5	
A Tribunafax	1-2	3-4	5		
Radio Pax (Religious Community)	1-2	3	4	5	
Radio Ntyana	1-2	3	4	5	
Small					
Correio da Manha	1-2	3-4	5		
Diario de Noticias	1-2	3-4	5		
Expresso	1-2	3-4	5		
Vertical	1-2	3-4	5		
Matinal	1-2	3-4	5		
Folha de Moçambique	1-2	3-4	5		

NAMIBIA

1. Emily Brown

	March	April – May	June – August	September – November	December – February
MEDIA HOUSES	Stage/s	Stage/s	Stage/s	Stage/s	Stage/s
BIG					
Republikein		1	2-3	4-5	
New Era	2	3-4	5		
NBC		3-4	5		
One Africa TV	2	3	4-5		
MEDIUM					
Radio Energy	1	2-3	4-5		
Radio Wave	1	2-3	4-5		
Cosmos	1	2-3	4-5		
SMALL					
Radio Ecclesia	1	2-3	4-5		
Katutura Community Radio		5			

2. Robin Tyson

	March	April – May	June – August	September – November	December – February
MEDIA HOUSES	Stage/s	Stage/s	Stage/s	Stage/s	Stage/s
BIG		1	2-3	4-5	
The Namibian	1	2-5			
The Economist	1	2-3	4-5		
MEDIUM					
Channel 7	1	2-3	4-5		
Radio 99	1	2-3	4-5		
Radio Kudu	1	2-3	4-5		
Allgemeine Zeitung		1	2-3	4-5	
SMALL					
Radio Omulunga	1	2-3	4-5		
UNAM radio	1	2-5			
Radiolive	1	2-5			

SOUTH AFRICA

1. Libby Lloyd

	March	April – May	June – August	September – November	December – February
MEDIA HOUSES	Stage/s	Stage/s	Stage/s	Stage/s	Stage/s
BIG					
SABC		1	2	3-4	5
MEDIUM					
E-TV			1-2	3-4	5

2. Rene Smith

	March	April– May	June – August	September – November	December – February
MEDIA HOUSES	Stage/s	Stage/s	Stage/s	Stage/s	Stage/s
BIG					
Independent group	1	2	3	4	5
SMALL					
Jacaranda FM	1	2	3-4	5	

SWAZILAND (Bheki Maseko)

	March	March – May	June – August	September – November	December – February
MEDIA HOUASES	Stage/s	Stage/s	Stage/s	Stage/s	Stage/s
BIG					
The Times of Swaziland	3	4-5			
The Swazi Observer	5				
Swaziland Broadcasting and Information Service (SBIS-Radio)	3	4-5			
MEDIUM					
Swaziland Television Authority (STVA)		1			
Channel Swazi	1	2-3	4-5		
Lubombo Community Radio Station	1	2-4	5		
SMALL					
Trans World radio	1-2	3-4	5		

TANZANIA

1. Rose Haji

	March	April– May	June – August	September – November	December – February
MEDIA HOUSES	Stage/s	Stage/s	Stage/s	Stage/s	Stage/s
BIG					
IPP Media ltd ⁷	1	2	3-4	5	
TSN ⁸	5				
TUT ⁹	4	5			
Business Times Limited ¹⁰	1	2	3	4-5	
Radio Tumaini & Kiongozi Newspaper	1	2	3-4	5	
Dar es Salaam Television (DTV; C2C Television; Channel Ten Television	1	2-3	4	5	
The Express	1	2	3	4-5	
MEDIUM					
Power Praise Station		1	2	3-4	5
Magic FM Radio		1	2	3-4	5
Coastal television Network (CTN)		1	2	3-4	5
Cable Entertainment Network (CEN)		1	2	3-4	5
SMALL					
Hoja Newspaper	1	2	3	4	5
Mwafrika		1	2	3-4	5
Nyota ya Sport	1	2	3	4	5

⁷ Guardian; Nipashe; Radio One stereo; ITV; East African radio and TV; This Day; Alasiri; Independent television 1 & 2; Dar Leo; Mwana Sport

⁸ Daily News; Habari Leo

⁹ Radio Tanzania Dar Es Salaam; Televisheni ya Taifa; PRT radio

¹⁰ Business Times Radio FM; Majira; Dar Leo; Business Newspaper

2. Gladness Munuo

	March	March – May	June – August	September – November	December – February
MEDIA HOUSES	Stage/s	Stage/s	Stage/s	Stage/s	Stage/s
BIG					
Habari Corp ¹¹	1	2-3	4-5		
Chama cha Mapinduzi Print Media house ¹²	1	2-3	4-5		
Mwananchi Corp ¹³		1	2-4	5	
Tanzania Daima			1-2	3-5	
Clouds Entertainment radio FM			1-2	3-5	
Wapo Radio; Msema Kweli		1	2-3	4-5	
MEDIUM					
Radio Kissi FM	1-2	3	4	5	
Sunrise FM Radio	1	2-3	4-5		
Upendo FM Radio		1	2-3	4-5	
SMALL					
Sayari	1	2-3	4-5		
Jitambue	1	2-3	4-5		

ZAMBIA

1. Charles Chisala

	March	April – May	June – August	September – November	December – February
MEDIA HOUSES	Stage/s	Stage/s	Stage/s	Stage/s	Stage/s
BIG					
Daily Mail/Sunday Mail	1	2-3	4-5		
Times of Zambia/ Sunday Times	1	2-3	4-5		
SMALL					
National Mirror	1	2-3	4	5	
Mining Mirror		4-5			
Police News		1-2	3-4	5	
Mazabuka Community radio		1-2	3	4-5	

¹¹ Mtanzania; Rai Nespaper; Sport Leo; The African

¹² Uhuru; Mzalendo; Burudani

¹³ Mwananchi Newspaper; Citizen; Sunday Citizen; Sports newspaper

	March	April – May	June – August	September – November	December – February
MEDIA HOUSES	Stage/s	Stage/s	Stage/s	Stage/s	Stage/s
Radio Chikuni		1-2	3	4-5	

2. Pat Mwase

	March	April – May	June – August	September – November	December – February
MEDIA HOUSES	Stage/s	Stage/s	Stage/s	Stage/s	Stage/s
BIG					
National Broadcasting Corporation (ZNBC)	1	2-3	4-5		
ZANIS	1	2-3	4-5		
Radio Yatsani	1	2-3	4-5		
MEDIUM					
Radio Maria	1	2-3	4	5	
Radio Breeze	1	2-3	4	5	
SMALL					
Guardian Weekly	1	2-4	5		
Radio Chikaya	1	2-3	4	5	
FCC Solwezi	1-2	3	4-5		

3. Zarina Geloo

	March	April – May	June – August	September – November	December – February
MEDIA HOUSES	Stage/s	Stage/s	Stage/s	Stage/s	Stage/s
BIG					
The Post	1	2-3	4-5		
Radio Phoenix	4	5			
Radio Icengelo	1	2-3	4-5		
MEDIUM					
Radio Q-FM Limited	1	2-3	4-5		
SMALL					
Zambezi Times	1	2	3-5		
Sky-FM Limited	1	2	3-5		
5-FM	1	2	3-5		
Radio Liseli	1	2-3	4-5		

ZIMBABWE (Pat Made)

	March	March – May	June – August	September – November	December – February
MEDIA HOUSES	Stage/s	Stage/s	Stage/s	Stage/s	Stage/s
BIG					
Zim Group of newspapers	1	2	3-4		5
ZBH	1	2		3-4	5
MEDIUM					
The Daily Mirror	1	2		3-4	5
The Independent Group	1	2	3-4		5
The Financial Gazette	1	2	3-4		5

Annex C: Sample policies

1. THE DISPATCH NEWSPAPER (Malawi)

HIV/AIDS AND GENDER POLICY (DRAFT 1)

FOREWORD

The Dispatch Publications Ltd.(DPL) acknowledges the seriousness of the HIV/AIDS pandemic and its negative impact on both its female and male employees including their families. The Dispatch acknowledges the threat HIV/AIDS poses to the health of all levels of its staff and productivity and intends to contribute to minimizing its spread and effects.

The purpose of this policy is to ensure that Dispatch maintains a non-discriminatory and equitable approach to the prevention of HIV/AIDS amongst its employees and their families, to the management of HIV/AIDS, including the care and support of employees with HIV/AIDS and their families, and to the provision of education and information to employees and listeners. It is also intended to ensure that HIV/AIDS is mainstreamed throughout all aspects of Dispatch's work.

This policy is informed by ... (for example the national legislation, including the Constitution, the Employment Equity Act, the Labour Relations Act and the Prevention of Unfair Discrimination and the Promotion of Equality Act. It is also informed by national policies and international best practice.

This policy is also informed by a medical and scientific understanding of HIV/AIDS, that HIV and AIDS are not transmitted by casual contact, that employees with HIV may live productive lives for a number of years after infection and that HIV and AIDS should be treated like any other serious condition or illness.

INTRODUCTION

Members of staff are highly vulnerable to the risk of contracting HIV and AIDS because they are viewed as celebrities and are required long periods away from home. Realizing the negative impact of the pandemic, as shown by high costs in terms of funeral expenses, death benefits, medical care, as well as high absenteeism, low productivity and morale, The Dispatch has decided to develop and implement an HIV and AIDS workplace policy.

It is expected that through implementation of this policy, we will manage and control the further spread of HIV and AIDS among its members of staff, and ensure that those infected and affected together with their families are supported fully and in the most professional way. Through this policy, is saying to its staff members that it cares about them, their families and their contribution to its performance.

VALUES

The guiding frameworks for this policy are the International Labour Organisation (ILO) III Discrimination (Employment and Occupation) Convention, the Southern African Development Community (SADC) Code of Conduct on HIV/AIDS and Employment, the SADC Declaration on HIV/AIDS, the Abuja Declaration, the Declaration of the UN General Assembly Special Session on HIV/AIDS, the National AIDS policy and SEAF ethical principles.

When implementing this policy we will uphold the values listed below:

- Respect the dignity and value of staff members regardless of their sero-status.

- Provide job security to all staff members regardless of their sero-status.
- Provide a secure and non-threatening work environment.
- Cherish openness and confidentiality on personal issues.
- Just and ethical treatment of all members of staff.
- Promote endurance and tolerance.
- Promote creativity and initiative.
- Gender equality.
- Social dialogue.
- Prevention measures in the workplace.
- Increasing access to affordable essential medicines; including ARVs and related technologies, through regional initiatives for joint purchasing of drugs; investing in nutrition programmes (SADC)
- Care and support.

APPLICATION OF THE POLICY

This policy shall apply to:

- All staff members, their spouses and children under 21 years and two other dependants regardless of their sex, race, colour, level, profession, location, gender, religious belief, district or region of origin, or any other status.
- All operations of the Corporation, the Headquarters, regional offices and outreach stations and ancillary services.
- Other long-term illnesses.

THE DISPATCH PUBLICATIONS POLICY STATEMENT

1. The Dispatch HIV/AIDS Policy shall be in line with the publications overall Gender Policy.
2. The Dispatch will ensure that confidentiality, privacy, dignity and the rights of both female and male employees who are living with HIV/AIDS are protected and maintained.
3. The Dispatch will encourage the good health of employees by providing continuous awareness programmes education, communication and other preventive measures in the work place. These will take into account the gender dimensions of HIV/AIDS
4. The Dispatch will respect the fundamental principle that HIV/AIDS should be treated like any other chronic illness.
5. No person must be discriminated or stigmatized or isolated because of his/her HIV status.

EMPLOYMENT AND TERMS OF APPOINTMENT

1. No applicant whether female or male will be required to take an HIV test as a prerequisite to employment.
2. Where employees are sent out on company business or for further studies and are required by sponsors or host country to undergo an HIV test such arrangements shall purely be between the two parties.
3. Discrimination on the basis of one's HIV status whether actual or perceived shall constitute a disciplinary offence under the company's disciplinary code of conduct.

4. If an employee, female or male requires further training on covering issues of HIV/AIDS, The Dispatch shall grant leave of absence.

CONTINUITY OF SERVICE/EMPLOYMENT

1. HIV infection shall not be considered as a basis for termination of employment.
2. The Dispatch employees with HIV/AIDS shall enjoy the same health and social protection as any other employee with chronic illness.

VOLUNTARY COUNSELING AND TESTING (VCT)

1. The Dispatch will encourage both female and male employees to go for VCT. The company shall contract established institutions to provide psychosocial counseling service.
2. No person either female or male shall be forced to take the test for whatever reason or through inducement of any kind unless so required by law.

CONFIDENTIALITY

1. Medical information is personal and shall be treated in the strictest confidence.
2. The Dispatch shall ensure that all relevant precautions are taken to protect this sensitive information regarding an employee's health records, in order to safeguard privacy and confidentiality.
3. Confidentiality shall continue even after the employee/spouse partners death unless there are overriding Legal or ethical considerations.
4. Any disclosure without a written consent of information concerning employees spouses HIV status shall constitute a disciplinary offence under the company's Disciplinary Code of Conduct.

TREATMENT CARE AND SUPPORT

1. The Dispatch will help infected employee/their families access Anti-Retro Viral drugs (ARVs).
 2. The Dispatch shall work with partners in providing home-based care for employees and their families living with HIV/AIDS.
- The Company will treat employees with HIV/AIDS with empathy.
 - The Company also recognises the impact of HIV/AIDS on employees caring for and supporting family members and friends with HIV/AIDS and those who have lost family members and friends to the epidemic, and will also treat these employees with empathy.

MEDICALLY DISCHARGED EMPLOYEES

1. Terminal benefits for employees discharged on medical grounds (shall be disbursed according to company rules).
- Employees with HIV may continue to work and perform their duties safely as long as they are able to meet the standards set by the Company.

- The Company will respond to the changing health status of employees with HIV/AIDS and will make reasonable accommodation in the workplace in terms of the relevant labour legislation.
- When an employee is no longer able to work due to ill health, the Company will resolve the issue in terms of its normal procedures on poor performance due to ill health.
- Employees with HIV/AIDS will receive the same workplace benefits and other services provided to other employees.

INFORMATION, EDUCATION AND PREVENTIVE MEASURES

1. The Dispatch shall provide sufficient updated, accurate and appropriate information and education programmes highlighting gender dimensions to all employees and their families to enable them to protect themselves against HIV infection and other sexually transmitted infections; and cope with the presence of AIDS.
2. The Dispatch shall support and train sufficient female and male Psychosocial counselors and peer educators at the work place to reach their families with relevant information on HIV/AIDS prevention.
3. Female employees and their partners will be encouraged to participate in Prevention of Mother to Child Transmission (PMTCT) campaigns.
4. These education and awareness campaigns will seek to explore the power relations between women and men that underpin the pandemic, and how these can be more effectively addressed. Subjects such as negotiating safe sex; the female condom and research on microbicides will be included in the awareness campaigns.
5. The education and awareness campaigns will include a component on the relationship between gender violence and HIV/AIDS, and the need for all employees, especially women, to be aware of the need for survivors of sexual assault to avail themselves of Post Exposure Prophylaxis (PEP) as soon as possible.

NETWORKING

1. The Dispatch shall establish partnerships in the field of HIV/AIDS prevention and network with institutions such as Government, established Non Governmental Organizations and Community Based Organizations involved in the prevention and mitigation of HIV/AIDS.
2. The Dispatch shall work hand in hand with the National Aids Commission (NAC) and other HIV/AIDS Non Governmental Organizations in finding and disseminating information on HIV/AIDS.
3. NAC and the NGO's shall provide HIV/AIDS adverts to the Publication in exchange The Dispatch shall write stories for the organization.
4. The Dispatch will actively seek to work with Non governmental Organisations that advocate for gender equality

MONITORING AND EVALUATION

1. The Dispatch shall work in partnership with the Civil Society, Government Private Sector, and individuals in measuring the effectiveness of the programme.

The Policy shall be reviewed from time to time especially when deemed necessary to suit the National Health Policy.

STIGMA AND DISCRIMINATION

The policy of The Dispatch is that no employee will be stigmatized, discriminated against or victimized due to real or perceived HIV status while in employment. Stigma and discrimination are acts of misconduct. The Corporation will take disciplinary action against any employee or manager whose actions or decisions stigmatize or discriminate against any employee due to real or perceived HIV status.

The disciplinary action includes written warning, suspension or dismissal, depending on the gravity of the act. The Dispatch shall ensure that there is effective participation of those who declare openly to be HIV positive in all decision-making on the design, implementation, monitoring and evaluation of HIV and AIDS related policies and programmes as well as in all its operations. A special Grievance Task Force shall be established to hear cases of unfair treatment and discrimination.

- The Company recognises that the failure to take action against any employee who harasses, victimises and/or discriminates against an employee on the basis of real or perceived HIV status will render the Company liable in terms of the provisions of the national HIV/AIDS policy for failing to protect the rights of all employees. The Company will provide all reasonable assistance to any employee who has been victimized, harassed and/or discriminated against on the basis of his or her HIV status.

HIV TESTING

The policy of the Dispatch is that no applicant for a job will be required to take an HIV as a condition for employment. Furthermore, the companies will not require any employee to be tested for HIV as a condition for continued employment, training or promotion or for getting any other benefit from the Publication. Notwithstanding the policy outlined above, cases might arise where:

- Other countries offering scholarships to The Dispatch employees may require such employees to undergo HIV testing. When such cases arise, managers for the employees involved will clearly explain the requirement to the concerned employee.
- As part of its employee assistance programme, the Company will promote and facilitate access to confidential HIV testing and counseling for all employees who wish to know their HIV status. Conscious of the gender dimensions of this, appropriate ways will be developed for encouraging both women and men to go for testing, and for encouraging them to do so with their intimate partners.

CONFIDENTIALITY

In order to safeguard this policy:

- All medical and HIV and AIDS data of an employee shall be kept in the strictest confidence by Management.
- Disclosure of any personal bio-medical data by any officer is a serious offence which shall call for serious disciplinary action – such as suspension and or dismissal.
- The Company encourages a supportive workplace where employees can discuss HIV/AIDS openly and where women and men with HIV are encouraged to live openly with HIV, without suffering stigma or any other repercussions.
- At the same time, the Company recognises the sensitive nature of HIV/AIDS and undertakes to ensure that all employees' rights to privacy and dignity are respected, especially where employees do not choose to disclose their HIV status.

SAFE AND CONDUCTIVE WORK ENVIRONMENT

In order to create a work environment that minimizes the risk of workplace HIV infections, The Dispatch will maintain and enforce all available legal, acceptable and recognized occupational safety precautions in all workplaces of the Corporation.

Specifically, the Dispatch will consider requests from employees who have willingly disclosed their HIV-positive status, to be allocated less rigorous work within the Corporation upon certification by a medical doctor assigned by the Dispatch.

PREVENTIVE MEASURES AND SERVICES

In its endeavor to reduce and arrest further HIV infections among its members of staff, The Dispatch will:

- Provide male and female condoms in locations, which are easily accessible to all members of staff including those with physical disabilities..
- Provide clinical services for testing sexually transmitted infections including HIV.
- Provide treatment and counseling services for people suffering from STIs.
- Recognizes the importance of peer support groups and will appoint focal point officers in all departments.
- Provide social and psychological counseling for HIV infected and affected employees.
- Collaborate with the trade union in the prevention of the further spread of the HIV and AIDS pandemic.
- Educate its staff in the following areas:
 - The importance of VCT.
 - Female vulnerability to HIV infection and how to use female condoms.
 - Abstinence, correct and consistent use of condoms, and respecting the rights of all female staff.
 - Respect for other employees rights.

Occupational and accidental exposure

- The Company recognises that HIV is not transmitted through casual contact. In the case of any workplace accident or injury involving the exposure of employees to blood, universal precautions will be used to reduce the risk of transmission of HIV and other blood born infections.

Universal precautions are simple infection control mechanisms that reduce the risk of exposure to HIV infection and other blood borne diseases after exposure to blood and other bodily fluids

CARE AND SUPPORT

An employee who is HIV-positive shall continue to enjoy all normal employment benefits and opportunities. The support provided by the Corporation shall include the following:

- Medical treatment such as anti-retroviral drugs (ARVs).
- Medication for sexually transmitted infections (STIs).
- Health insurance shall be mandatory for all staff members.
- Support groups or counselors and peer educators will be introduced to take care of the infected and affected employees.

- Members of staff living with HIV who are unable to report for duties shall be liable to payment of full salary for six months, half salary for the subsequent six months, and thereafter, no pay, but the person will remain in employment on recommendation of a medical doctor.
- Establishment of a fund for supporting HIV-positive employees for nutrition purposes.
- Requests for early retirement from infected employees shall be considered upon certification by a medical doctor appointed by the Dispatch.
- The Dispatch shall provide updated and relevant information on positive lifestyles such as nutrition, regular medical check-up and exercise programmes.
- The Dispatch shall provide legal advice to all employees in order to protect their spouses and dependents through preparation of wills, transfer of property and leveraging of public services.
- Once an employee whose declared dependents were on ARV dies, the company shall continue to provide ARVs until such a time that the institution hands them over to a relevant public service facility for continuation of treatment.
- If an employee is dismissed, resigns, or retires, the Company shall continue providing ARVs and nutritional support until the person is handed over to a health facility of his/her choice.
- The Company will provide all reasonable assistance to employees infected and affected by HIV/AIDS, including counseling as part of the employee assistance programme, time off, sick leave, family responsibility leave and information about HIV.
- Where employees are accessing treatment through public health care facilities, the Company will assist those employees to find appropriate medical treatment and care in their community and will give them reasonable time off to attend medical appointments if required.
- The Company will take a holistic approach to treatment that includes balancing access to and the taking of drugs with good nutrition and a positive outlook. Well researched information and expertise on these subjects will be made available.)

GENDER EQUALITY IN THE WORKPLACE

The Dispatch recognizes that women face discrimination and sexual harassment in society and workplace. Discrimination in employment increases the risk of women becoming infected with HIV. To reduce such risks, The Dispatch shall:

- Ensure that men and women have equal opportunities for employment, training, promotion and opportunity to rise into decision-making positions in the Publication.
- Not condone any form of sexual violence or harassment in its workplaces, and that any employee found guilty of these offences shall be punished in the same way like breach of Conditions of Employment.
- Ensure that gender-sensitive grievances procedures are put in place to enable women who are sexually abused or harassed to lodge their complaints without hindrance or other impediments.
- Ensure that women's rights are protected in particular the right to: remuneration equal to that of men for work of equal value; equal access to responsible or senior positions; and equalization of job status and occupational benefits of men and women.
- Ensure that measures are in place to reduce conflict between professional and family responsibilities and that separation of spouses for long periods due to exigencies of duties should be minimized.
- Provide a five months maternity leave.
- Be an equal opportunity employer.
- Bearing in mind that there may be positions where men or women may have had unequal opportunities, The Dispatch will continually advocate for the promotion of gender that may have been disadvantages in the past.

- The Dispatch commits itself to fully investigate all cases of gender discrimination and take any appropriate action to correct the situation in the shortest possible time.

REVIEW OF THE POLICY

This policy shall be continuously reviewed to ensure that it remains relevant and responsive to the needs of employees at The Dispatch. This review shall take into account the progression and the impact of the pandemic, developments in scientific and other technologies. This policy shall be reviewed at least once in every three years or at any other interval before the three-year cycle when it becomes necessary.

The policy is in accordance with the HIV and AIDS Policy Guidelines for the Parastatal Sector, National HIV and AIDS Policy, as well as Gender Policy.

The Dispatch HIV/AIDSs Draft Policy Document 1 : Compiling panel

Chairperson :Faith Mzungu-Senior Reporter
Vice Chairperson:Daniel Manyowa-Senior Reporter
Secretary : Frazer Potani-Senior Reporter
Vice secretary:Alfred Nyirenda-Senior Reporter
Member:Mc Donald Mtekama-Reporter
Obsever:Martines Naminghah-Managing editor
Appologies:Advertising and Administration departments

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(Ends)

2. Draft Gender Policy for the Mauritius Broadcasting Corporation

AIM

This policy aims to ensure gender balance and sensitivity in the newsroom, editorial and programme content, programming and marketing strategies of the MBC, to correct imbalances where applicable, at all levels.

GENDER POLICY FRAMEWORK

The guiding frameworks for this policy are the Convention for the Elimination of All Forms of Discrimination Against Women; the Beijing Platform for Action, the SADC Declaration on Gender and Development; the National Gender Policy; and the Constitution of Mauritius

The key principles enunciated in these instruments are:

- Equality between women and men
- Recognition of differences and inequalities among men women:
- Women's rights are gender and equal opportunity rights:
- Gender equality also involves changing the attitudes of men and engaging men as partners and vice versa.
- Women are entitled to have the right to security and to make decisions over their own bodies, including their reproductive rights.
- Mainstreaming gender equality involves ensuring that gender is incorporated into all policies, programmes, laws and services of the Corporation.

Gender is intrinsic to all the core ethical principles of journalism that include:

Seek truth and report it as fully as possible

- Inform yourself continuously
- Be honest, fair and courageous
- Give voice to the voiceless
- Hold the powerful accountable

Act independently

- Guard the role of a free and responsible press in an open society
- Seek out and disseminate competing perspectives
- Refrain from associations and activities that may compromise your integrity/damage your credibility
- Individual responsibility/collaborative effort

Minimise harm

- Compassion for those affected by your actions
- Treat sources, subjects and colleagues as human beings deserving of respect
- Balance harm and discomfort with alternatives that maximize the goal of truth telling.

WORK PLACE ISSUES

The MBC will promote gender balance and sensitivity in its staff composition, institutional culture and practices. Specifically:

Management and staff composition on the basis of merit and depending on the nature of work, in line with equal opportunity philosophy.

Affirmative action and staff development

The above targets will be supported by a detailed plan that includes:

- Selection and recruitment procedures to encourage women to apply for posts in which they are under-represented and vice versa.
- Career pathing.
- Staff development.

Conditions of service

The MBC will continue to ensure gender balance in the conditions of service governing all categories of employees.

Family friendly practices and environment

- The MBC will seek to enhance a family friendly work environment by undertaking a needs assessment for a subsidized child-care facility in the vicinity of the company and acting on these findings.
- Should the establishment of a child care facility not prove viable, The MBC will consider a child care allowance when its staff members have to work after hours.
- The MBC will seek to improve its policy on breast-feeding
- The MBC will consider the importance of shared responsibility in the home by introducing paternity leave.
- The MBC will review its policy on flexi time in light of the new possibilities created by information technology with a view to being more sensitive towards the parental responsibilities of its employees, consistent with the needs of the organization and in a way that does not compromise quality and or productivity.

Sexual harassment and other forms of work place harassment

- The MBC will adopt the code of good practice on harassment attached at Annex B.

EDITORIAL CONTENT

The MBC will continue to seek to achieve gender balance and sensitivity in the representation

and portrayal of women and men in all news and feature programmes, through:

- Recognising gender as a beat, and providing sufficient staff and resources to develop this beat.
- Ensuring that where applicable the views and voices of women and men are equally consulted on all topics. .
- Ensuring that all reporters, producers and editors receive gender sensitivity training and take gender into account in their work, and that this training is provided in a way that fosters team work.
- Developing a directory of women contacts.
- Making it visible where applicable, equal space, time and weight to the views and voices of women and men.
- Working with civil society on covering specific gender-related events .
- Building gender into long term and short term planning. Anticipating events of a gender-related nature in the calendar and planning effectively for these.

- Feature gender on the agenda of the weekly editorial review and planning meeting and in planning for the coverage of key events such as the budget, elections, etc.
- The news team will pass on gender aware story ideas to the Production Department, where these can be explored in greater depth.
- Special capacity building sessions, for example on gender neutral language, will be held from time to time.
- Regular feedback sessions with civil society (see also monitoring and evaluation).

PROGRAMMES

The MBC will seek to ensure gender balance and sensitivity, and challenge gender stereotypes in its programming through:

- Regular review of the foreign programmes aired to ensure that these include entertainment programmes that challenge gender stereotypes and diminish the number of programmes that are demeaning of women.
- Commitment of sufficient resources (human and financial) to developing gender sensitive local programmes.
- Work with civil society on innovative ways to raise public discussion and debate on sensitive issues such as abortion, sex work, sex education in schools etc.
- Take gender factors into account in the scheduling of programmes.
- Give greater prominence to, and promote local productions that are gender balanced, challenge gender stereotypes, help to promote debate, dialogue and a better understanding of gender issues.

SALES AND MARKETING

The MBC will show greater sensitivity and responsiveness to its clients by:

- Developing gender aware criteria for assessing adverts in collaboration with the Association of Advertising Agencies.
- Ensuring that the approach to advertising and sales concurs with the editorial standards and guidelines above where gender is concerned.
- Conducting specific research on the wants and needs of the listeners and viewers of the MBC.
- Building gender criteria into all future market related research.
- Disaggregating the findings by gender and disseminating these findings throughout the institution.
- Taking corrective action based on these findings.

MANAGEMENT SYSTEMS

The board, director general and heads of department take ultimate responsibility for the implementation of this policy.

Monitoring and evaluation

- Each department will keep gender disaggregated data that will be used for benchmarking the policy.
- There will be a quarterly review of the implementation of the policy to include the heads of department and external partners as may decide the Board of the MBC which will offer feedback on news and programmes.
- There should be a review of the policy at the end of each year.

Code of good practise on harassment

To encourage and promote the development and implementation of policies and procedures that will lead to the creation of workplaces that are free of harassment where employers and employees respect one another's integrity, dignity, privacy and their right to equity in the workplace.

Application of the Code

Although this code applies to the working environment, as a guide to employers, employees and applicants for employment, the perpetrators and victims of harassment, including sexual harassment may include:

- Owners
- Employers
- Managers
- Supervisors
- Employees
- Job applicants
- Clients
- Suppliers
- Contractors
- Others having business dealings

Nothing above confers the authority or obligation on MBC Management to take disciplinary action in respect of non-employees.

A non employee who is a victim of harassment may lodge a grievance with the employer of the harasser, where the harassment has taken place (workplace) or in the course of the harasser's employment (retained).

Defining Sexual Harassment

Sexual harassment in the working environment is a form of unfair discrimination and is prohibited on the grounds of sex and/or gender and/or sexual orientation.

Test for sexual harassment

Sexual harassment is unwelcome conduct of a sexual nature that violates the rights of an employee and constitutes a barrier to equity in the workplace.

Factors that should be taken into account as a test for sexual harassment cases are as follows:

- Whether the harassment is of sex and /or gender and/or sexual orientation;
- Whether the sexual conduct was unwelcome;
- The nature and extent of the sexual conduct'
- The impact of the sexual conduct on the employee (victim)

Factors to establish sexual harassment

- Harassment on a prohibited ground
- The grounds of discrimination to establish sexual harassment are sex, gender, and sexual orientation
- Same sex harassment can amount to discrimination on basis of sex, gender and sexual orientation.

Unwelcome conduct

- There are different ways in which an employee may indicate that the sexual conduct is unwelcome, including non-verbal conduct such as walking away or not responding to the perpetrator,
- Previous consensual participation in sexual conduct does not necessarily mean that the conduct continues to be welcome
- Where a complainant has difficulty indicating to the perpetrator that the conduct is unwelcome, such complainant may seek the assistance and intervention of another person such as a co-worker, superior, HR official, family member friend, counsellor.

Nature and extent of the sexual conduct

The unwelcome conduct includes but is not limited to the listed examples:

Physical conduct

- Touching
- Fondling
- Groping/grabbing of private parts
- Brushing against someone's body
- Kissing
- Strip search by or in the presence of the opposite/same sex
- Sexual assault
- Rape

Verbal Conduct

- Innuendos
- Suggestions
- Hints
- Comments with sexual overtones
- Sex-related jokes or insults
- Graphic comments about a person's body made in their presence or to them
- Inappropriate enquiries about the person's sex life
- Whistling of a sexual nature
- Sending by electronic means or otherwise of sexually explicit text

Non-verbal conduct

- Unwelcome gestures
- Indecent exposure
- Display or sending by electronic means or otherwise of sexually explicit pictures or objects

Victimisation

- Victimisation occurs where an employee is victimized or intimidated for failing to submit to sexual advances

Quid pro quo/coercive harassment

Quid pro quo/coercive harassment occurs where a person, an employer, owner, manager (all levels of management) or co-employee influences or attempts to influence an employee's employment circumstances such as engagement, promotion, training, discipline, dismissal, salary increments or other benefits by coercing or attempting to coerce an employee to surrender to sexual advances through the application of sexual favouritism.

Sexual favouritism

Sexual favouritism occurs where a person of authority rewards only those who respond to his or her sexual advances

A single incident of unwelcome sexual conduct may constitute sexual harassment

Impact of the conduct

The conduct should constitute an impairment of the employee's dignity if the following is taken into account:

- The circumstances of the employee and
- The respective positions of the employee and the perpetrator in the workplace

Guiding Principles

Management should create and maintain a working environment in which the dignity of employees is respected the complainants of sexual harassment will not feel that their grievances are ignored or trivialized, or fear reprisals.

The following guidelines can assist in achieving these ends:

- Managers/Supervisors and employees are required to refrain from committing acts of sexual harassment
- Managers/Supervisors and employees have a role to play in contributing towards creating and maintaining a working environment in which sexual harassment is unacceptable
- Managers/Supervisors and employees should attempt to ensure that the employer or its employees do not subject persons such as customers, suppliers, job applicants and other who have business dealings with the employer to sexual harassment
- Managers/Supervisors should take appropriate action in accordance with this code where instances of sexual harassment occur in the workplace.

Employer's responsibilities

- Managers/Supervisors must adopt a sexual harassment policy, which should take into cognizance the provisions of the sexual harassment code.
- Managers/Supervisors must effectively communicate the policy to all employees including all levels of management.
- Managers/Supervisors and employees are required to refrain from committing acts of sexual harassment.
- Managers/Supervisors must create and maintain a working environment in which the dignity of employees is respected.
- A climate in the workplace must be created and maintained in which complainants of sexual harassment will not feel that their grievances are ignored or trivialized or fear reprisal.
- Managers/Supervisors must take appropriate action in accordance with this code where instances of sexual harassment occur in the working environment.

Sexual Harassment Policies

MBC Management should, subject to any existing collective agreements and applicable statutory provisions in respect of sexual harassment, adopt a sexual policy, which should take Cognizance of and be guided by the provisions of this code.

The contents of harassment policies, including sexual harassment should be communicated effectively to all employees.

The harassment policies should include at least the following statements, that:

- Sexual harassment is a form of unfair discrimination on the basis of sexual and/or gender and/or sexual orientation which infringes the rights of the complainant and
- constitutes a barrier to equity in the workplace
- Sexual harassment in the workplace will not be permitted or condoned (retained)
- Complainants in sexual harassment matters have the right to follow the procedures
- in the policy and appropriate action must be taken by the employer

- It will be a disciplinary offence to victimize or retaliate against an employee who in good faith lodges a grievance of harassment including sexual harassment.
- The procedures to be followed by a complainant of sexual harassment and by Managers/Supervisors when sexual harassment has occurred should be outlined in the policy.

Procedures

In terms of the Code, the MBC is expected to:

- Develop clear procedures to deal with harassment, including sexual harassment
- These procedures should enable the resolution of problems in a sensitive, efficient and effective way.

Reporting Sexual Harassment

- The Incident of harassment, including sexual harassment must be reported as soon as is reasonably possible, without undue delay taking into consideration the power dynamics between the harasser and the victim, and the trauma that is involved in harassment cases.

Harassment may be reported to MBC Management by the following people:

- The complainant
- Any other person aware of the harassment: a friend, colleague, HR official acting on the request of the complainant – where the complainant has indicated that she/ he wishes the MBC to be made aware of the conduct.
- Where harassment is of a particularly serious nature, the complainant should be encouraged to inform Management.

Obligations of the MBC

Where a case of harassment has been brought to the attention of MBC Management, the following steps must be taken:

- Consult all relevant parties
- Take the necessary steps to address the complainant in accordance with this Code and the MBC's policy and
- Take the necessary steps to eliminate any form of harassment

Steps to take on receipt of a complaint should include but not be limited to the following:

- Advise the complainant of the informal and formal procedures available to deal with harassment
- Where reasonably practicable, offer the complainant with advice, assistance and counselling, including during any disciplinary enquiry that may be instituted

Advice and assistance

- A complainant of sexual harassment may require advice and assistance (processes) including counselling
- As far as practicable, employers should designate a person outside the management who the complainants may approach for confidential advice and/or counselling such as:
 - An employee who performs such a function
 - A trade union representative
 - A co-employee
 - A professional engaged to perform such activity
- The designated employee should have appropriate skills and experience including counselling and labour relational skills
- The designated employee should properly be trained and given adequate resources.

Steps to be taken when advising the complainant on how to deal with all harassment case:

- Advise the complainant that there are formal and informal procedures which could be followed to deal with the problem
- Explain the formal and informal procedures to the complainant
- Advise the complainant that she/he may choose which procedure should be followed by MBC Management, except that in certain limited circumstances, the MBC may choose to follow either the formal or informal procedure
- Advise the complainant that the matter will be dealt with confidentially if the complainant so chooses.

Informal Procedure

- The complainant or another appropriate person explain to the perpetrator that the conduct in question is not welcome
- That the conduct offends her/him
- That the conduct makes her/him feel uncomfortable
- That it interferes with her or his work

Or

- An appropriate person approaches the perpetrator, without revealing the identity of the complainant, explains to the perpetrator that certain forms of conduct constitutes harassment
- That the behaviour is offensive and unwelcome
- That the behaviour also makes other employees feel uncomfortable, and interferes with their work (indirect harassment)
- MBC management should consider any further steps which can be taken to assist in dealing with the complainant

Formal Procedure

A complainant may choose to follow a formal procedure, either with or without first following an informal procedure

In the event that the complainant chooses not to follow a formal procedure, the MBC should still assess the risk to other persons in the workplace (not only confined to employees) where formal steps have not been taken against the perpetrator

In assessing the risk, the MBC must take into account all relevant factors including the severity of the sexual harassment and whether the perpetrator has a history of sexual harassment

If it appears to the MBC Management after a proper investigation that there is a significant risk of harm to other persons in the workplace, the employer may follow a formal procedure, irrespective of the wishes of the complainant, and advise the complainant accordingly.

The MBC harassment policy and/or collective agreement should outline the following in respect of a formal procedure:

- With whom the employee should lodge a grievance.
- The internal grievance procedures to be followed, including provision for the Complainant's desired outcome of the procedures.
- Time frames which will allow the grievance to be dealt with expeditiously
- That should the matter not be satisfactorily resolved by the internal procedures outlined above, a complainant of harassment may refer the dispute to the relevant authorities.
- Similarly, an alleged perpetrator of harassment may refer a dispute arising from disciplinary action taken by the employer to the relevant authorities.

- That it will be a disciplinary offence to victimize or retaliate against a
- Complainant who in good faith lodges a grievance.

Disciplinary Sanctions

The sanctions must be appropriate to the seriousness of the harassment in question.

The MBC may consider the following disciplinary sanctions:

- Warning (and/or counselling) may be issued for minor instances of harassment
- Dismissal may ensue for continued minor instances of harassment after warnings, as well as serious instances of sexual harassment
- Upon being found guilty of harassment, a perpetrator may be transferred to another position in the workplace
- Transferring the perpetrator to another position in the workplace

Confidentiality

Cases of harassment must be handled in a manner that ensures that identities of the persons involved in the case are kept confidential –

- By ensuring that only appropriate members of management, aggrieved person (victim), representatives, accused, witnesses and interpreter (if required) should be present in the disciplinary inquiry.
- Only appropriate members of management as well as the grievant, representatives, accused, witnesses and interpreter (if required) should be present in the disciplinary inquiry.
- Managers/Supervisors are required to disclose to the complainant, accused and/or their representatives, such information as may be reasonably necessary to enable the parties to prepare for the proceedings in terms of the Code.

Additional sick leave (exhaustion paid sick leave)

- Where the victim's existing sick leave entitlement has been exhausted, the MBC should give due consideration to the granting of additional paid sick leave in cases of serious harassment if medical advice requires trauma counselling. Provision already exists for six months paid leave.
- Where applicable, the MBC may give consideration to assisting with the cost of the medical advice and trauma counselling, where such amounts are not covered by any applicable medical aid scheme.

Information and Education

- Where feasible, the Corporation should endeavour to ensure that copies of this code are accessible and available in the official languages
- The MBC should include the issue of harassment in their orientation, education and training programmes

3. TELEVISÃO DE MOÇAMBIQUE

HIV/AIDS and Gender Policy (Draft)

Introduction

Televisão de Moçambique, E.P., abbreviated as TVM, is the largest and oldest public television in Mozambique endowed with legal status and administrative, financial and patrimonial autonomy. Inaugurated in 1981, TVM's main purpose is to provide public broadcast service.

As it turns a quarter of a century, with 312 workers of which 259 men and 53 women, TVM broadcasts 18 hours daily to all provincial capitals and selected districts. Its expansion project to cover the whole country reflects its responsibility of being the leading television broadcaster in the country.

As the leading broadcaster in Mozambique, TVM has added responsibilities to fully engage in social activities such as promoting educational campaigns. One of the areas in which TVM decided to take lead is the HIV/AIDS awareness campaigns. This is done through broadcasting programs, documentaries and other advertising material related to HIV/AIDS.

TVM recognizes the seriousness of the HIV/AIDS epidemic and its impact in Mozambique and that everyone is in one way or another affected by it. It is with this recognition that TVM supports the effort being put forward by various organization engaged in the fight against HIV/AIDS and the national HIV/AIDS policy to mitigate the impact of the pandemic.

In order to make a clear commitment of the station to the fight against the spread of HIV/AIDS in the country and establish a comprehensive workplace programme, TVM has developed this HIV/AIDS and Gender Policy

Aim

This policy intends to set a clear commitment of the station to contribute in the fight against HIV in the country as well as promoting and maintaining a work place free of discrimination against people living with HIV. The policy ensures that the station maintains an equitable approach to the prevention of HIV/AIDS amongst its employees and their families, to the management of HIV/AIDS, including the care and support of employees with HIV/AIDS and their families, and to the provision of gender sensitive education and information to employees and viewers. As a result, it will ensure consistency with national laws and help the station to establish a standard of behavior that is nondiscriminatory to people living with HIV/AIDS to all workers. The policy is also intended to ensure that HIV/AIDS is mainstreamed throughout all aspects of TVM's work.

This policy will be supported by an increase in both the quantity and quality of coverage on HIV and AIDS and Gender, both through the news and in programming. Th company will also develop an action plan that will support implementation of the policy.

Background

Since the discovery of the first HIV/AIDS case in 1986 in Mozambique, the country has been recording deaths after deaths due to the pandemic. Today, there are over 1.4 million Mozambicans infected with HIV, of which 80,000 are children, 570,000 men and 800,000 women. In 2004 alone, there were 109,000 new cases of infection of HIV, of which 34,000 were girls under 20 years-old. In the same year 97,000 people died of HIV/AIDS related diseases, 20,000 of them children bellow 5 years-old. The statistics show that women and girls are more infected and

vulnerable to HIV and its impacts and therefore promoting gender equality is essential for reducing vulnerability to HIV and scaling up national responses.

New reports from the Ministry of Health show that life expectancy in Mozambique has dropped to 38 years, and that by 2010 the country will face shortage of 9,200 teachers and 6,000 health professionals. The level of infections in the country continues to rise and the pandemic is spreading fast. Recent epidemiological reports show that Mozambique is among the most infected countries in the region, with tendency to the rise. This pandemic has indiscriminately hit every institution including the media. Like many other media organizations, TVM has experienced the pain of HIV, having lost some of its valuable workers due to the pandemic.

As a media organization, TVM assumes the issue of HIV/AIDS seriously and commits itself to make a significant contribution to the national effort to curb the pandemic. The station recognizes that gender and HIV/AIDS are linked in policy development because there is need for balance between disease management and the prevention of discrimination based on gender. Understanding the results shown in the HIV and AIDS and Gender Baseline study conducted as part of the Media Action Plan (MAP) on HIV and AIDS and Gender which found that in Mozambique only 5% of total coverage was related to HIV, and that female voices are rarely heard, despite the fact that women are the most infected and affected by the pandemic in the country, TVM intends to consider these findings to make changes to improve its coverage on HIV/AIDS and make a meaningful contribution to the struggle against the pandemic in the country and in the work place through appropriate policy and practical mechanisms.

This policy, adopted by the Board on is part of the Media Action Plan on HIV and AIDS and Gender led by the Southern African Editor's Forum. Gender Links and MISA, , which lead the policy sector of MAP, facilitated the policy process, through the Mozambique consultant Eduardo Namburete, that involved extensive consultations with management, a policy seminar, the establishment of a task team with departmental representatives, and the circulation of several drafts of the policy before its presentation to the Board.

Policy framework

This policy is informed by several national and international legal instruments and codes of ethics such as the International Labor Organization (ILO) III Discrimination (Employment and Occupation) Convention, the Southern African Development Community (SADC) Code of Conduct on HIV/AIDS and Employment, the SADC Declaration on HIV/AIDS, the Abuja Declaration, the Declaration of the UN General Assembly Special Session on HIV/AIDS, the Act 5/2002, the National AIDS policy and SEAF ethical principles. These instruments recognize HIV and AIDS as a workplace issue and cover issues of gender equality, non discrimination, confidentiality, prevention measures in the workplace, treatment, care and support. In the editorial aspect they address the need for accuracy, debunk misconceptions, balance, respect for the rights of people living with HIV and AIDS, ensure that voices and images of people living with and affected by HIV and AIDS are heard and seen, among other aspects.

Workplace

Rights of employees with HIV

- TVM will not discriminate and will not tolerate any form of discrimination against employees or job applicants with HIV or AIDS.
- TVM will ensure that all employees with HIV or AIDS will be protected from discrimination, regardless of their sex.

- Knowing that HIV is not transmitted by casual contact in the workplace, TVM will not tolerate any behavior tending to the exclusion of employees with HIV.
- Disciplinary actions will be enforced to all employees behaving in a discriminatory manner against other employees on the basis of perceived or real HIV status.
- TVM does not require employees to disclose their HIV status
- No employee will be dismissed, denied access to promotion or training or suffer any adverse consequence as a result of their HIV status.
- TVM will provide moral and psychological support to employees who have been discriminated on the basis of their HIV status.
- TVM will work towards creating an enabling environment in which employees can feel free to discuss their problems (including HIV) with the management.
- TVM will publicize the act 5/2002 on HIV/AIDS so that all employees will become familiar with it.

Testing

- TVM does not require HIV testing for admission, promotion or any other opportunity; however, the company promotes and facilitates access to voluntary confidential testing with counseling for all employees.
- As part of its employee assistance programme, TVM will facilitate access to post test counseling to all employees who test positive and decide to disclose their status to the management. The counseling may include their immediate family members.
- TVM will pay for one HIV test per year per employee and his/her intimate partner.
- Recognizing the gender sensitiveness of HIV, TVM will develop appropriate mechanisms to encourage women and men to go for testing, including persuading them to go with their intimate partners.

Disclosure of HIV and AIDS-related information and Confidentiality

- TVM recognizes the sensitive nature of HIV/AIDS and undertakes to ensure that all employees' rights to privacy and dignity are respected, especially where employees choose not to disclose their HIV status. The company will also educate employees on the limits of confidentiality.
- Recognizing the Constitutional rights to privacy, TVM will ensure that employee's rights are respected.
- TVM recognizes that unauthorized disclosure of an employees HIV/AIDS-related information can give rise to legal liability.
- All information provided by an employee on his/her HIV status to the management will be considered and treated as confidential.
- Voluntary disclosure of an employee's HIV status to an appropriate authority/person is welcomed and an enabling environment will be cultivated in which the confidentiality of such information is ensured and in which unfair discrimination is not tolerated.
- Any authority/person to whom information about the HIV status of an employee has been divulged is legally required to keep this information confidential.
- Disclosure of an employee's HIV status by such an authority/person without the written informed consent of the concerned employee is a serious offence which shall call for serious disciplinary action such as suspension and or dismissal. (May want to define informed consent here)
- In line with its awareness campaign on HIV/AIDS, TVM will encourage employees living with HIV to be open about their status. The company will encourage an open environment in which employees living with HIV can do so openly without fear of stigma and discrimination

- TVM will promote a collaborative workplace where employees can discuss HIV/AIDS openly and where women and men with HIV can live positively without suffering stigma.

Awareness raising and education

- TVM strongly believes that information and education are instrumental to curb the spread of HIV, and in that sense it will conduct appropriate awareness and education programmes to inform employees about HIV and AIDS which will enable them to protect themselves and others against infection by HIV.
- TVM will arrange training on HIV/AIDS for managers, editors, reporters, administrative staff, union representatives; (both male and female)
- TVM will enhance the capacity of the social affairs division to plan and implement awareness and education programmes. It will allocate human and financial resources to implement this.
- Employees will be allowed reasonable time off to participate in HIV/AIDS educational programmes.
- TVM will put in place practical measures to support behavior change in relation to sex and sexuality. These practical measures will include pre-departure counseling for employees assigned to work out of their residence area and condom distribution in the company.

Treatment, care and support

- TVM will treat all employees infected or affected by HIV/AIDS with empathy and care.
- TVM will provide reasonable assistance to employees infected or affected by HIV/AIDS, which will include counseling, reasonable time off, sick leave, family responsibility leave.
- TVM will provide up to date and relevant information regarding HIV/AIDS and its effects to the company and the country.
- TVM values the contribution of all its employees, and will be responsive to the health condition of those infected by HIV/AIDS and make reasonable accommodation for them.
- Employees living with HIV may continue to work as long as they are able to perform their duties safely and in accordance with accepted TVM performance standards.
- If an employee living with AIDS is unable to perform his/her tasks adequately, the company will resolve the issue according to the company's normal procedure on ill health (make reference to the exact document that contains info on normal procedures)
- TVM will give female and male employees living with HIV/AIDS the same workplace benefits, and other services provided to other employees.
- TVM will provide appropriate support and counseling services to its employees.
- TVM will help employees living with HIV/AIDS to find appropriate medical assistance, as well as counseling services, professional support and self-help groups if required.
- TVM will allow employees living with HIV/AIDS to take time off to attend medical appointments, counseling and treatment.
- TVM will publicize its medical aid program so that all the employees (including those infected by HIV/AIDS) can be aware of and benefit from it.

Occupational and accidental exposure

- Although TVM recognizes that HIV is not transmitted through casual contact, universal precautions¹⁴ will be applied to reduce the risk of transmission of HIV in case of any workplace accident or injury involving the exposure of employees to blood.
- The station will develop guidelines on the use of universal precautions to enable this.

Editorial

- TVM will ensure that every week it produces at least one in-depth original HIV/AIDS story.
- TVM will ensure that all its reporters produce an HIV/AIDS story at least once every three months, so that all journalists in the company will have an opportunity and experience in covering HIV/AIDS.
- TVM will ensure that all journalists are equipped to mainstream HIV/AIDS in all subjects they cover.
- In its reporting and following the findings of the HIV/AIDS and Gender baseline study, TVM will ensure that all topic areas (prevention, treatment, care and support) will receive equal treatment.
- Taking into account the findings of the HIV/AIDS and Gender Baseline study, TVM will ensure that people living with HIV/AIDS are accessed as news sources.
- TVM will ensure that voices of women are heard in its coverage of HIV/AIDS.
- TVM will pay particular attention to the gender dimensions of HIV/AIDS and highlight the relationship between gender violence and HIV/AIDS, and the alternative preventive measures available to women who are sexually assaulted.
- TVM will develop a style guide that will standardize the use of appropriate language in reporting on HIV/AIDS and ensure that journalists do not use language that is stigmatizing and demeaning to women and men with HIV/AIDS and that stereotypes them. The same language guidelines will also apply to presenters and talk show hosts.
- TVM will work with relevant HIV/AIDS organizations to conduct seminars and workshop for its journalists on a regular basis. Such training will cover the interrelationships between HIV/AIDS and gender; HIV/AIDS and political, socio-cultural and economic factors to enable reporters to mainstream HIV/AIDS and gender in coverage.
- To ensure that HIV/AIDS and gender are mainstreamed in coverage the Editorial Guidelines shall be read as part of this policy (if editorial/reporting guidelines exist).
- TVM will ensure that all stories conform to the ethical principles developed and adopted by the Southern African Editors Forum (SAEF) (Annex them)
- TVM will develop a framework for in-house monitoring to assess the extent to which they are achieving the provisions of this policy.

Programming

- TVM will ensure that its current programming on HIV/AIDS is maintained and improved. Monthly review meetings will be held.
- TVM will continue to seek collaboration with HIV/AIDS organizations to develop new HIV/AIDS programs.
- TVM will ensure that in all its programming HIV/AIDS is mainstreamed. As far as possible, the programmes will include an aspect on the relationship between HIV/AIDS and gender. This includes programs that target children and young people, encouraging them to stay HIV negative.

¹⁴ Universal precautions are simple infection control mechanisms that reduce the risk of exposure to HIV infection and other blood borne diseases after exposure to blood and other bodily fluids (this can also be annexed)

- TVM will provide training on HIV/AIDS to its presenters in order to furnish them with information to help deal with controversial issues that arise during the programs.
- Whenever possible, TVM will have male and female presenters in its programming.
- The station will strive to have an equal representation of women and men as guest speakers during shows.
- The station will encourage gender-sensitive programmes that will assist employees and viewers to become aware of the rights and vulnerabilities of women, as well as the HIV and AIDS-related implications of sexual abuse and violence.

Sales and Marketing

- TVM reserves the right to refuse any advertisement of HIV/AIDS treatment products that provide misleading information.
- TVM will not advertise any products that claim to cure HIV/AIDS; that provide misleading, scientifically and medically inaccurate and unsubstantiated information or undermine medically and scientifically accepted treatment and prevention protocols.
- TVM will not broadcast any advertisement that leads to the feminization of HIV/AIDS, stigmatization and discrimination of people living with HIV/AIDS.
- TVM will not broadcast any HIV/AIDS advertisement that contains images that portray women in a stereotypical and abusive manner.
- TVM will promote any advertisement that contributes to the increase of HIV/AIDS awareness.

Management system

The social affairs unit will be responsible for coordinating and implementing the HIV/AIDS policy. The heads of each of the departments that comprise TVM will be responsible in implementing the policy at departmental level and will work under the supervision of the CEO. These together will constitute the task team.

Policy review

The HIV/AIDS policy will be revisited annually to ensure that it remains relevant and responsive to the needs of employees at TVM. The policy is in accordance with the HIV/AIDS international and national legal instruments and policies.

- End -

Annex D: Summary of evaluation for training workshop

MAP FACILITATORS TRAINING APRIL 2006

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>
1. PROGRAMME DESIGN	6	3			
2. PROGRAMME CONTENT	7	2			
3. FACILITATION	7	2			
4. GROUP WORK	5	4			
5. OUTPUTS vs EXPECTATIONS	7	2			
6. LEARNING OPPORTUNITY	9				
7. NETWORKING OPPORTUNITY	7	2			
8. ADMINISTRATIVE ARRANGEMENTS	2	6	1		

COMMENTS

1. Which session did you find most useful? Why?
 - An excellent training, facilitators are given an insight of what is expected in the roll out X 3
 - I thoroughly enjoyed the topic on Policy roll out because it gave me the necessary tools and knowledge my assignment to more policy design process back home.
 -
2. Which session did you find least useful? Why?
 - None X9
3. Any other comments
 - It has always been nice to participate in these workshops because I always take home some new information.
 - This workshop as marked a turning point in my gender and HIV/Aids activism. It has given me a clear understanding of consultancy, how it is planned and implemented. I can confidentially call myself a CONSULTANT now with all these wonderful knowledge and skills. I feel blessed. Please continue organizing such workshops.
 - I am now both equipped and informed than I was last week.
 - This was a great capacity building experience that has challenged the way I look at workplace policies on HIV/Aids and also all issues of content on Gender and Aids in the newsrooms. Just wait to hear how we do the work on the ground. Congratulations and be encouraged.
 - When we started the MAP, I was panicking thinking I will never be label to go through all the provinces and strategies on my own but now that we have been training and are leaving to our countries, I feel much more confident and empowered. I would like to congratulate GL and GEMSA team for the fantastic work and as usual, I don't know how you did it!! Dinner was great and you even found a slot for that.

12-16 February

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>
<u>1. Programme Design</u>	3	5	1		
<u>2. Programme Content</u>	3	5	1		
<u>3. Facilitation</u>	5	4	1		
<u>4. Group Work</u>	3	3	3		
<u>5. OUTPUTS Vs EXPECTATIONS</u>	1	4	3		
<u>6. Learning Opportunity</u>	5	3	1		
<u>7. Networking Opportunity</u>	6		3		
<u>8. Administrative Arrangements</u>	2	5	1	<u>1</u>	

COMMENTS

Which session did you find most useful? Why?

- Going through the handbook process of developing policies.
- Session 1 Day two – Pat Made – exercise on templates checklist.
- All the sessions
- Programme content
- The whole MAP experience and outline
- Group work. Because I could get a better understanding and practical lesson on what I am going to do once I go back.
- Background to policy.
- Writing the policy, checklist. Because it provided practical issues.
- Within sessions the case studies of experiences.

Which session did you find least useful? Why?

- None, but it would have been useful to break up sessions more as there was too much information.
- Admin arrangements could have been anywhere but I liked the smaller group lunch arrangement best. It reinforced the family atmosphere and assisted networking better.
- MPC
- The steps on day 1.
- All were useful and necessary
- Exercise on checklist. Wasn't enough time to that kind of exercise?
- Some sessions were challenging as there were very different understandings of what was expected. If that had been sorted out could have made it easier.

Any other comments

- Different participants at different levels therefore many questions. This should have been taken care of before training.

- Administrative arrangements. For carrying our books, Gender Links should have had a plan. Clear arrangements were needed because those publications are very important.
- Good job. Keep it up.
- Programme too packed in a short space. Need to be focused on MAP.
- Could have been longer with more practical exercises. This training was much more useful than all workshop meetings earlier in the week.
- Some participants are allowed to dominate the discussions, shutting out others. Facilitators should look out for such and keep them in check.
- The workshop could have been stretched out a bit but there was too much information to absorb in a short space of time. The programme was also too crowded leaving very little time to absorb the information.
- There needed to be sorting out of some of the contract details expectations etc before the workshop. This and concerns that expectations are too high for time and budget allowance kept “interfering” with course.
- Need to think of child care if held on Saturdays.

