

Table 1: Policy instruments containing explicit gender & media indicators

Instrument	Indicators
Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa (2003)	<p>3.3: States Parties shall adopt and implement appropriate measures to prohibit any exploitation or degradation of women</p> <p>12.1(b): States Parties shall take all appropriate measure to eliminate all stereotypes in textbooks, syllabuses and the media, that perpetuate such discrimination.</p>
South African Development Community Protocol on Gender and Development (2008)	<p>29.1 – States Parties shall ensure that gender is mainstreamed in all information, communication and media policies, programmes, laws and training in accordance with the Protocol on Culture, Information and Sport and other regional and international commitments by member States on issues relating to media, information and communication,</p> <p>29.2 – States parties shall encourage the media and media-related bodies to mainstream gender in their codes of conduct, policies and procedures, and adopt and implement gender aware ethical principles, codes of practice and policies in accordance with the Protocol on Culture, Information and Sport;</p> <p>30.1a - States Parties shall take measures to discourage the media from: promoting pornography and violence against all persons, especially women and children, b) depicting women as helpless victims of violence and abuse, c) degrading or exploiting women, especially in the area of entertainment and advertising, and undermining their role and position in society; and, d) reinforcing gender oppression and stereotypes;</p> <p>30.2 – States Parties shall encourage the media to give equal voice to women and men in all areas of coverage, including increasing the number of programmes for, by and about women on gender specific topics and that challenge gender stereotypes;</p> <p>30.3 – States Parties shall take appropriate measures to encourage the media to play a constructive role in the eradication of gender based violence by adopting guidelines which ensure gender sensitive coverage.</p>
European Union: Roadmap for Equality Between Women and Men (2006)	<p>V. (Elimination of Gender Stereotypes in Society).</p> <p>Key Actions – the Commission will support actions to eliminate gender stereotyping in education, culture and on the labour market by promoting gender mainstreaming and specific actions in the European Social Fund, ICT programmes and in EU education and culture programmes, the Commission will support awareness-raising campaigns and exchange of good practices in schools and enterprises on non-stereotyped gender roles and develop dialogue with media to encourage a non-stereotyped portrayal of women and men.</p>
Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence (Treaty No. 210) (2014)	<p>III.17.1: Parties shall encourage the private sector, the information and communication technology sector and the media, with due respect for freedom of expression and their independence, to participate in the elaboration and implementation of policies and to set guidelines and self-regulatory standards to prevent violence against women and to enhance respect for their dignity.</p>
Inter-American Convention on the Prevention, Punishment and Eradication of Violence Against Women “Convention of Belem Do Para” (1994)	<p>Chapter III (Duties of the States)</p> <p>8) (g) encourage the communications media to develop appropriate media guidelines in order to contribute to the eradication of violence against women in all its forms, and to enhance respect for the dignity of women.</p>
Secretariat of the Pacific Community: Recommendations and Outcomes of 12th Triennial Conference of Pacific Women (2013)	<p>(74) to recognise that community media and women’s media networks are important for collaboration and partnerships; (75) Ensure that government communication and media strategies effectively promote their gender equality commitments; (76) to recognise and fully respect the knowledge held by women; (77) research with gender analysis, on the impact of inappropriate uses of ICTs, and called for the development of national regulatory infrastructure and policy.</p>