

Guideline

for Gender
Responsive
Media





Prepared by
Ethiopian Broadcasting Authority
with the support of **UN Women**

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Message from the Director General

At the surface level, everyone seems to agree that all human beings should enjoy same kinds of rights and privileges. It is when we dig a little deeper that we start to see multiple types of discriminations. Gender-based inequalities are among the rampant ones. In Ethiopia, women generally do not have equal opportunities with men. Even worse, they are made to lead harder life and get exploited, all because of gender bias. In a conversation I had with my two daughters on this topic, my 13-year old argued, “They say women and men are equal, but they still are not equal. They favor men over women. They think that we are born to serve men. People chose for women what they should do. That should change. Men and women should be treated equal.”

Educating the society using every available means, including the media, is one way of rectifying such wrong perceptions and practices that assign inferior positions to women. The Ethiopian media have made some efforts along those lines despite the inconsistencies and lack of clear strategies. Sadly, we continue to witness media portrayal of women that often exacerbate the negative stereotypes. Expressing her view my firstborn child (15) said, “[On Ethiopian media], women are basically seen cooking, taking care of the babies and washing clothes” and suggested “They should represent them as people who can do everything they wish, as long as they put effort into it.” She went on to say, “No one should ever stop girls from doing whatever they want. They are the ones that are going to change the world.” I completely agree with my daughters.

I truly believe the partnership Ethiopian Broadcasting Authority (EBA) has with UN Women in empowering journalists and harnessing the huge potential of the media can help change the wrong perceptions about women among societies in Ethiopia. I hope this guideline will serve journalists, media houses and other stakeholders as a go-to material every time they want to check whether their reports/media products observe the guidelines of gender responsive reporting.

Getachew Dinku (PhD)

Director General,

Ethiopian Broadcasting Authority

Preface

Equality of people regardless of age, ethnicity, gender, religion, economic status, etc. has become a critical agenda of this age. Researches and international reports have confirmed that women are disadvantaged in many social aspects. Though the degrees may vary, they are oppressed all over the world. They control only a small percentage of the world’s resource, have limited access to education and employment, and remain marginalized and excluded. Their family duties affect their careers in the public sphere and their unequal relations with men make them vulnerable to gender-based violence (GBV).

Gender equality and women’s empowerment is one of the overarching priorities of the Federal Democratic Republic of Ethiopia. Increasing attention has been given to gender equality issues in regional and international laws, which Ethiopia has also ratified. Chief among these are the Convention on the Elimination of All Forms of Discrimination against Women and the Beijing Declaration and Platform for Action.

Women and the Media is one of the 12 critical areas of the Beijing Platform for Action where the media has been recognized as having an influential power to challenge and change people’s perception, behaviour, and impact on policy dialogue.¹ The Action plan also underlined the need to address the continuous negative and degrading images of women projected through media content including advertisements. It called for an action to intensify the media’s role in balancing unequal gender relations and promoting gender equality. In a similar manner, the 2017 Ethiopian Women Change and Transformation Strategy (2017)² and the Ethiopian Women Development and Change Package (2017)³ identified

¹Beijing Declaration and Platform for Action (1995) 99.

²የኢትዮጵያ ሴቶች የልማትና የለውጥ ስትራቴጂ፣ በዘጸናትና ሴቶች ጉዳይ ሚኒስቴር መኃበት 2009 የተዘጋጀ ገጽ 54.

a similar responsibility of the media, making it one of the responsible organs to be a partner in ensuring the participation and benefit of women in the country. The Constitution of the FDRE also affirms the equality of the rights of men and women.

To harness the capacity of the media in promoting a more positive portrayal of women, particularly women in leadership and decision making positions, the Ethiopian Broadcasting Authority (EBA) has developed a project in collaboration with the United Nations entity for Gender Equality and Empowerment of Women (UN Women), under the title ‘Enhancing the Role of Media in Promoting Gender Equality and Women in Leadership’. Enhancing the capacity of media personnel i.e. in both print and broadcast media, on gender responsive reporting, enhancing their gender knowledge and equipping them with the skills necessary to ensure that they proactively promote the positive portrayal of women leaders and seek stories of such nature was one of the strategies adopted by the program. Accordingly, EBA in collaboration with UN Women successfully organized a-three-day training on Gender sensitive/responsive Reporting, Report Writing and News Coverage from October 31 -November 2, 2017 in Adama where more than 40 journalists and editors took part in the training. During the training, an assessment on the editorial policies of media houses from which participants were drawn indicated a significant gap in providing direction on how to address gender issues and maintain gender responsiveness apart from lack of any guidance to ensure gender sensitivity/responsiveness of news coverage and media reporting.

³የኢትዮጵያ ሴቶች የልማትና የለውጥ ፓኒኔጅ በሀገሪቱ ሴቶች ጉዳይ ሚኒስቴር መጋቢት 2009 የተዘጋጀ ገጽ 66.

UN Women through its Ending Violence against Women and Girls (EVAWG) program has noted similar challenges in the way the media is handling GBV. As it has been underlined in various studies, media coverage of GBV, has an impact on the knowledge, beliefs, attitudes, and behaviors of the public regarding these phenomena and, the prevention of violence requires to take action in changing social norms, and the media have a part to play in re-shaping these norms.⁴

It is against this backdrop that EBA in Collaboration with UN Women has developed this national framework of gender responsive media guideline (GRMG).

The development of the GRMG by EBA attests the importance of the guideline since the authority is a media licensing and regulatory body of the FDRE established based on the broadcasting service Proclamation No. 759/2004. EBA works with various stakeholders to promote quality and reliable broadcasting service and advertisement which can contribute to political, social, and economic development. With such a collective effort, the authority aspires to see accessible and diversified media that play crucial role in supporting the overall development endeavor of the nation.

During the development of the guideline, samples from print and broadcast media were consulted. International, regional, and national legal and policy frameworks were also reviewed. The process which led to the preparation of the guideline was very comprehensive. A Technical Working Group (TWG), composed of technical people drawn from various key stakeholders, constituted to oversee the guideline development with

a responsibility to pass key decisions to ensure quality of different deliverables has been consulted throughout the process. In order to further enrich the draft guideline, and as a fundamental step for its completion, a validation workshop was held among stake holders; experts representing print and broadcast media from all over the country were represented.

EBA and UN Women are confident that, if fully implemented and properly harnessed, the guideline will have an impact that should be detectable, both numerically and qualitatively.

⁴Despite substantial efforts at all levels, VAWG remains a challenge of major concern for Ethiopian which still necessitates great efforts and investments. According to the 2016 Ethiopian Demographic and Health Survey (EDHS) report, nearly one-quarter (23%) of women have ever experienced physical violence while one in ten women (10%) have ever experienced sexual violence. More than one-third (34%) of ever-married women have experienced spousal violence, whether physical or sexual or emotional with emotional violence being the most common. The Beijing Declaration and Platform for Action (BPfA), adopted in 1995, identified violence against women as one of the 12 critical areas of concern that required urgent action to achieve the goals of equality, development and peace.

About this Guideline

What is this?

The examination of gender and media has three dimensions; the first one is the balanced representation of gender in media houses as professionals; which is related to the proportion of men and women employed in the media, the type of assignments they are given, the role women have in decision making, and opportunities given for men and women professionals. The second one is the politics of gender representation in media contents which relates to portrayal of women and men, their reported role as active participants or passive observers, low or high-profile sources, their attribution as offenders or survivors, and their representation in the news and current affairs or in the other soft news. The third one is equal access to media contents both for men and women; which greatly affects the balanced distribution and exposure of media contents to both genders (Gallagher, 1976).

In light of this, this guideline aims to inform and guide media houses, media practitioners, journalists, editors, and anyone in the media and communication sector about ethical reporting of issues related with gender and actions to take to create a gender sensitive media environment both within the media houses as well as in all the contents produced by the media houses. The information and guidelines included in this guidebook are meant to equip media practitioners with the basics of Gender, the politics of gender and representation.

Who is it for?

This guideline is expected to be used by media houses, practitioners and various stakeholders including broadcast program owners, managers, editors, associations of media and journalists, media self-regulatory bodies and training institutions, community media and organizations that work on gender and communication.

When should it be used?

The guideline can be referred during all phases of content production in all the departments of the media houses. These include research, content production, interviews, editorial (visuals included), newsroom, and the likes.

Why is it needed?

Media are indispensable instruments of communication, learning, and socialization. The media can be used to create awareness and mobilize people for social changes and, most importantly, they can be gender responsive and promote the human rights of both men and women.

The media's role in society can be seen from two different angles, that are equally important; the first one is by reinforcing already existing social and cultural norms, whereas the second one is educating the society by providing new information. Through reinforcing already existing social norms, the media feeds information that the society already knows and deems right. This in turn sends a message to the audience that solidifies the norms society believes in whether they are right or wrong. Similarly, the media can feed new information to the audience in which the audience learns something new regardless of the way the audience interprets it. The way gender is represented in the media also falls into these categories; already existing norms can be reinforced where both positive and negative norms are perpetuated, and/or new information can be fed which can serve as a catalyst to challenge the perception of society about gender. Thus, considering the diverse type of audience the media reaches from all levels of society and given that gender equality is a human rights issue, there needs to be a comprehensive guideline that informs media practitioners and media houses on how to improve their gender representation and responsiveness.

Furthermore, the research done by reviewing existing policies of media houses and content analysis on the representation of gender in the local media showed a remarkable gap, where there is a high misrepresentation of women (more data regarding this can be found in Annex 1). Therefore, such a guideline is required to fill in this gap and trail blaze the road for media practitioners to become more gender conscious and responsive.

Gender responsiveness guides the media as a critical instrument to create awareness about gender equality, the rights of women in the society, and to combat against stereotypes that have resulted in their degradation and marginalization. It can also be used to advance their empowerment in performing their legitimate positive social role in the society. This is the context in which this gender responsive media guideline is prepared.

How is this guideline prepared?

The guideline is prepared by taking two essential dimensions into account; revision of existing editorial policies of media houses and analysis of different media contents.

The revision of the existing editorial policies considered the state-owned media houses, community radio stations as well as the private media houses. Accordingly, the editorial policies of the state-owned media houses have made considerable amount of reference to genders specific polices. However, they are stated in more generic terms and tend to be incoherent in some cases where a significant room for ambiguity is left. Moreover, although certain guidelines for the ethical reporting of GBV and other Women's Right issues are mentioned, they lack direct action and comprehensibility.

Looking at the policies of private-owned media houses, their policies are more focused on principles of journalism and code of conduct, not in matters of gender specification or gender responsiveness.

When it comes to media contents, all print, web, and broadcast media contents were analyzed in both private and state-owned media houses. As a result, the data analysis showed that there is a major gender imbalance that magnified the role of men both in media houses as well as in society. In other words, almost all contents underrepresented women as a source of news and as active subjects in media contents.

Hence, it is through these analyses of existing policies as well as contents that this gender specific media policy and guide on how to improve the representation of women in the media is prepared.

THE
GUIDELINES

Guideline Contents

In the guideline below, you will find nine different essential principles supported by actions to take as well as top tips you can consider while enhancing your knowledge on each principle.

The Principles are followed by briefs that explain their essence as well as the need for it. Memorizing these principles can also help you to self-regulate when writing your report or story and during production.

The Actions listed are direct and easy to understand. Examples are included to further elaborate some of the actions. These can also be used as a form of checklist to self-inspect whether or not your report/story/production are in par with each principle.

Finally, Top Tips are provided for each principle. These tips are meant to help you develop your skills further, polish your gender lens, and keep you on the rail.

A complete list of glossaries are found on page 35 for definitions and explanation of key terms. In addition, more research results and data can also be found in the Annex section for further and full reference.

PRINCIPLE

1

Understand Gender as a Social Relation

Brief

Having a clear understanding of gender is the first step in gender sensitive reporting and media representation of gender in general. Therefore, it is essential to understand that, unlike sex, gender is a social construction. Accordingly, news and all media contents must be mindful to not present gender inequality as something natural and inherent.

Action

-
- Do not make unfair comparisons of men and women based on their natural, physical and biological capabilities.
-
- Avoid stereotypes and assumptions about the experiences of women.
-

Example:

“How did you become successful in such a big business as a woman?” assumes that being a woman on its own a challenge and the subject has had the same experience. Instead, rephrase the question to make it more generic and allow her to explain her own experience. Thus, a potential rephrase can be **“have you ever had any gender-based challenges in your business pursuit?”**



Top Tips:

- Constantly update yourself on different gender discourses by reading articles, journals, new researches, etc.
- Whenever you interview or do a story on women, always ask yourself if you would ask the same question, use the same expression, or evaluate the same way if it were a man.

PRINCIPLE

2

Recognize the Equality of Women and Men

Brief

After having a clear understanding of gender as a social construct, recognizing the equality of the sexes is an essential step that will affect all outputs of media contents.

Through recognizing gender equality, our stories and all media texts will become more gender sensitive and impartial. Such practice contributes to breaking stereotypes and demystifying wrong cultural and social assumptions.

When the narrator's perception is tuned with such recognition, it sets the tone for all other principles where the use of editorial language becomes gender sensitive, exposure for opportunities within the institutions thrives, and representation of women within the media as source of news and visibility in the public sphere increases.

Action

-
- **Ensure gender parity in higher editorial positions by regularly reviewing and analyzing the presence of women in higher positions.**
-
- **Make a gender conscious decision when professional development opportunities come for journalists and other media professionals in the institution. This can be done by:**
 - Ensuring enough female professionals are being represented
 - Having a clear quota for gender representation in the institution policy
-
- **Hold regular gender and media workshops and trainings for employees to ensure all employees are equipped with enough knowledge.**
-



Top Tips:

- Always be alert if the editorial policies protect women's right in the institution.
- Make sure that women are included in the committees that approve employment and promotions.

PRINCIPLE

3

Women's Rights are Human Rights

Brief

We often make the mistake of misunderstanding women's right where we wholly alienate women's right from human rights. However, it is important to keep in mind that that women's right and human rights are the same and essential both for women and men.

Although human right laws are designed to protect all humans and presumes that all humans are equal regardless of their race, sexuality, gender, ethnicity, and other identities, women have been marginalized socially and historically due to failure of most civilizations to see women as full human but rather as subordinates to men. This brings the importance of putting extra effort and focus on the rights of women in addition to the application of human rights.

See below actions you can take to ensure your institution and staff has a thorough understanding of Women's Right which will directly affect the outputs of contents.

Action

- **Make documents related with women's right and human rights easily accessible for all employees.**
- **Make it mandatory to read and understand women's right for all employees.**
- **Facilitate regular workshops and trainings on different topics related with gender equality and women's right.**
- **Push for the practicality of internal policies that protect the rights of women in the work place.**
- **Uphold the idea that the relations of women with men as mothers, sisters, wives, daughters, etc. are not the primary generative factors of women's rights.**



Top Tips:

- Explore and follow up with the existing policies and documents on women's and human rights.
- Whenever there are human rights violations in the country, evaluate the violations through a gender lens.

PRINCIPLE

4

Mind Your Language

Brief

Language, beyond being a means of communication, is a key instrument that holds and preserves social, cultural, political, and ideological values and meanings of a given society. It hosts the various contending gender outlooks of the society and plays a dual role in the effort to sustain the existing gender relation. Thus, as language carries elements that validate the essentialization of gender and perpetuate gender inequality it is important that the language we use must be crafted to promote gender sensitivity and equality.

Action

- **Avoid using words, sayings, and expressions that promote negative stereotype, bias, oppression, marginalization, and exclusion of women.**

Example:

- “የሴት ሀገር ባሏ ነው” , “ሴት እናት፣ እህት፣ አክሰት፣ ልጅ፣ ሚስት ስለሆነች መከበር አለባት” , “ባለትዳርና የልጆች እናት የሆኑት መምህርት” etc. These discount the role of women beyond the household and it boxes women’s belongingness to someone such as family and her husband. Therefore, expressions such as these must be avoided and be replaced with more conscious and progressive expressions. (see Action #2)

-
- **Use gender sensitive language and enrich your contents with progressive cultural expressions that encourage the equality of men and women.**
-

Example:

- Rather than “ሴት እናት፣ እህት፣ አክሰት፣ ልጅ፣ ሚስት ስለሆነች መከበር አለባት” use “ሴት ሰው በመሆኗ ብቻ መከበር አለባት” .
 - Instead of “ባለትዳርና የልጆች እናት የሆኑት መምህርት” use “የዩኒቨርሲቲ/የፊዚክስ/የአማርኛ መምህርት” .
-

-
- **Avoid using words that are primarily intended to address men and are still, by default, considered they primarily refer to men.**

Example:

- Words such as “ገበሬው፣ አርሶአደሩ፣ አምራቹ፣ ነጋዴው” originally refer to men and are also considered to refer to men although they are at times used to refer to both genders. Thus, such words and expressions must be replaced with either plural forms or the report must be specific on the number of men and women. Accordingly, these can be edited as “ገበሬዎቹ፣ 2 ሴትና 2 ወንድ አርሶ አደሮች፣ ነጋዴዎች”, etc.
-



Top Tips:

- In case you find it technically and practically difficult to use inclusive words to refer both sexes, give a generic note that the words are used to refer both sexes.
- In cases where both masculine and feminine pronouns are available, use both.

PRINCIPLE

5

Report Gender Based Violence Ethically

Brief

Gender Based Violence (GBV) is any act of violence that takes place by targeting the gender of a person/s. GBV include sexual harassment, physical attack, rape, verbal harassment, and sex trafficking. Such type of violence is typically a systematic way of maintaining gender imbalance and is embedded in the society and justified by several cultural and social values. One of the challenges of tackling GBV in a given society is that it tends to be considered a private issue that is not meant to be discussed in public. However, given that GBV is a result of gender inequality, it is important that the media plays its role in bringing it to the public's attention and seek for political solutions.

Given the overwhelming number of GBV survivors are women, the term tends to be used synonymously with Violence Against Women (VAW). However, GBV applies to all genders as long as the attack primary targets their gender identification.

Reporting GBV is an integral part of gender responsive journalism that requires strong ethical consideration. See below the actions you can take to ensure your GBV reporting is gender sensitive.

Action

-
- Address the bigger picture of the problem than dramatizing the report as a mere crime scene.
-
- When reporting, avoid over dramatization of the event and have a balanced report without sympathizing with perpetrators of the conditions that is assumed to have led to the crime.
-
- Do not present victims as weak, helpless and needy.
-
- Be objective; do not sensationalize the story for emotional appeal of the audience.
-
- Make sure all the facts are accurate with no ambiguity.
-
- Ask the victim and do not assume facts.
-
- Protect the privacy of survivors and do not expose their identity unless they give you direct permission to do so.
-
- Do not perpetuate the “monster myth” in your reporting which demonizes the perpetrator and alludes to the idea that the perpetrator is something evil and not human. Instead, give the audience as many details as possible about him/her that shows perpetrators are results and parts of the society that call for collective effort for solution.
-
- Avoid judgmental reporting that imply the idea that the victim is to be blamed for what happened.
-

-
- **Transform the report from GBV news coverage to proactive interpretation of events promoting positive changes.**
-
- **Try to follow up on the story and report about the court proceedings and other decisions.**
-
- **Do not compare GBV incident with other types of violence as both emanate from different types of social dismals.**
-



Top Tips:

- Place yourself in the shoes of the survivors and show compassion when approaching for interview.
- Whenever you are about to do a story on GBV, try to do a quick desk research to find updated data and related news to enrich your perspective of such a deeply rooted problemgender lens.

PRINCIPLE

6

Ask Her(too)

Brief

The representation of women in news and other media contents plays an important role in shaping society's perception of women in society. In other words, the more women are portrayed as passive subjects or only active in the private sphere (eg. as mother figures, caretakers, and etc), the more the audience becomes biased into thinking women do not have active role in the public sphere.

Thus, the media has a tremendous responsibility to balance these roles of women and actively push for the representation of women in the public sphere. Accordingly, making a deliberate effort to make women a source of news, featuring women professionals in hard news, topics, and shows, is among the rule of thumb to change the narratives of women in media.

Action

-
- **Consciously search for women professionals in all sorts of topics to balance the voices of your report/story.**
-
- **Aside from including women voices as source of news and information, make sure prominent pages and prime time slots are not gendered (eg. Sensationalizing hard news for men and soft news for women.)**
-
- **In addition to including women's views in your reports, make sure that women are presented in front pages of newspapers and magazines, and are presented in prime times of radio and television, make sure too that women and men are fairly represented in hard issues like politics and economy.**
-



Top Tips:

- Prepare a list/database of women professionals and their contact information to make it easily available.
- Do a regular desk research about the frequency of women as news source to get a well-rounded knowledge of women's representation in media and keep yourself updated.

PRINCIPLE

7

Mainstream Gender Issues

Brief

The lack of women's right or gender issue coverage in mainstream media and spaces results the perception that such topics belong to private spaces or they are only "women's problem". However, it is important to keep in mind that mainstreaming women's right is an integral part of democratic societies. Thus, the media has a tremendous responsibility to mainstream women's right issues by allocating ample space and time for such topics.

Additionally, recognize that women's right or gender inequality is part of every social fabric of any society. This means that all topics and social issues that come forward in the media must be analyzed and seen through the gender lens. Only then can we say that the media is truly mainstreaming women's right and gender inequality alike.

Action

-
- Give adequate coverage for gender issues, events, and the affairs of women which are related to their rights and empowerment.
-
- Evaluate your reports and media outputs including news stories, interviews, features, documentaries, etc. for their gender responsiveness.
-
- Evaluate policies, guidelines that are introduced by your organizations (media houses) if they include gender issues.
-
- Make sure women with disabilities are getting coverage through your media content.
-



Top Tips:

- Keep in mind that economic, social, political, and cultural interests of women are also the interests of the whole society.

PRINCIPLE

8

Avoid Objectifying and Stereotypical Representation of Women in Visual Images and Sound Effects

Brief

Often times, visual images used for advertisements and other contents tend to objectify and sexualize women whereas sound effects used to accompany radio contents are stereotypical. As a result, this will perpetuate the sexualized or objectified image of women in society and pose them as passive sexual objects. Thus, it is important to be mindful of the visuals used for different contents in print and television vis-à-vis sound effects on radio contents.

Action

-
- **Check if the images used compliment the content; always evaluate the relevance of the images to the verbal texts.**
-
- **Make sure that the use of sound effects attributed to men and women on the radio and TV should be as gender sensitive as the use of verbal language and use them in a way to challenge the gender stereotype.**

Example:

- Using a female voice when talking about household related contents
 - Associating kitchen sounds with female voices for advertisement purposes
-



Top Tips:

- Be mindful that images showing women are not focusing on their bodies rather related action to the content.
- Always think of other alternatives for sound effects and create a new normal than following existing normative trends.

PRINCIPLE

9

Look Beyond Gender Inclusivity

Brief

Aside from gender-based discrimination in the media, it must also be noted that discrimination becomes adverse as we go across different social groups and dwelling areas, such as women from different religions, women of different social statuses and rural women. These include people with disabilities, marginalized communities, and communities of remote areas with limited access for several opportunities. The lack of representation and/or misrepresentation in media reproduces the oppressive realities they live in.

When it comes to women with disabilities, their discrimination becomes a threefold as women, a person of disability, and a person who lives in a developing world (poverty vis-à-vis less advancement to accommodate the needs of people with disabilities).

Thus, all media contents must be as inclusive as possible of such parts of our society.

Action

-
- **Voice the voices of people with disabilities in media contents.**

 - **Give adequate coverage to the role of people with disabilities in the public sphere.**

 - **Produce contents that inform society about the rights as well as challenges of people with disabilities.**

 - **Do not sensationalize/romanticize the challenges of people with disabilities.**

 - **Reach out to such groups as a source of news, interviews, and other contents.**

 - **Give attention to women who are leaving in remote areas and address their issues.**
-



Top Tips:

- Create a database of people with disabilities who work in different professions. This will make your effort to create balanced representation easier (Action #4).
- Use legal and regulatory documents related to the rights of people with disabilities to report on the issue.

Glossary⁵

Gender

It refers to the roles, behaviors, activities, and attributes that a given society, at a given time considers appropriate for men and women. In addition to the social attributes and opportunities associated with being male and female and the relationships between women and men and girls and boys, gender also refers to the interrelations between women and those between men. These attributes, opportunities and relationships are socially constructed and are learned through the socialization process. They are contextual, time-specific and changeable.

Gender socialization

It is a process of learning cultural gender roles according to one's sex. Boys are raised to conform to the male gender role, and girls are raised to conform to the female gender role. Male gender norms are the specific social expectations and roles assigned to men and boys in relation to women and girls. These often include ideas that men should take risks, endure pain, be tough, or should have multiple sexual partners – sometimes including paying for sex – to prove that they are “real men”.

Gender awareness (gender sensitive)

It is a commitment to recognize male-female social inequalities, to address women's needs and priorities, and to analyze programs and projects for the differential impacts that they have on women and men. This awareness includes knowing that women as well as men should be involved in consultation in media practices. Gender sensitivity in media and communication refers to presenting women and men equally, giving attention to basic human rights, and using neutral language when presenting women and men. Media reporting should advocate equality of men and women.

Gender based violence

It is an umbrella term for any harmful act that is perpetrated against a person's will and that is based on socially ascribed (gender) differences between females and males. It is “any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering for women, including threats of such acts, coercion, or arbitrary deprivation of liberty, deprivation of the rights to work or earn income, sexual or mental rape, stalking or other forms of harassment, whether occurring in public or private life.”⁶

⁵Please refer to

<https://trainingcentre.unwomen.org/mod/glossary/view.php?id=36&mode=letter&hook=g&sortkey=&sortorder=asc&full-search=0&page=2> to find definitions to all gender related terms.

⁶Declaration on the Elimination of Violence Against Women (DEVAW)

Gender blindness

This term refers to the failure to recognize that the roles and responsibilities of men/boys and women/girls are assigned to them in specific social, cultural, economic, and political contexts and backgrounds. Projects, programs, policies and attitudes which are gender blind do not take into account these different roles and diverse needs. They maintain the status quo and will not help transform the unequal structure of gender relations. In the context of media, gender blind reporting is characterized by unbalanced, sensational reporting that reinforces gender stereotypes. Such prejudices especially affect rural and uneducated women or those who belong to a minority group. In the context of media, gender blindness is characterized by unbalanced, sensational reporting that reinforces gender stereotypes.

Gender equality

This refers to the equal rights, responsibilities and opportunities of women and men as well as girls and boys. Equality does not mean that women and men will become the same but that women's and men's rights, responsibilities and opportunities will not depend on whether they are born male or female. Gender equality implies that the interests, needs and priorities of both women and men are taken into consideration, recognizing the diversity of different groups of women and men. Gender equality is not a women's issue but should concern and fully engage men as well as women. Equality between women and men is seen both as a human rights issue and as a precondition for, and indicator of, sustainable people-centered development.

Gender equity

It is a balanced presence and participation of men and women in order to bring about equality in a specific environment. It is a process of being fair to both women and men. To ensure fairness, measures are often needed to compensate for historical and social disadvantages that prevent women and men from otherwise operating as equals.

Gender mainstreaming

It is the process of assessing the implications for women and men of any planned action, including legislation, policies or programs, in any area and at all levels. It is a strategy for making the concerns and experiences of women as well as of men an integral part of the design, implementation, monitoring and evaluation of policies and programs in all political, economic and societal spheres, so that women and men benefit equally, and inequality is not perpetuated. The ultimate goal of mainstreaming is to achieve gender equality.

Gender parity

It is equal representation of women and men in a given area, for example, gender parity in organizational leadership or higher education. Working toward gender parity (equal representation) is a key part of achieving gender equality, and is one of the twin strategies, alongside of gender mainstreaming.

Gender portrayal

Representation of gender roles, behaviors, and characteristics.

Gender role

It refers to social and behavioral norms that, within a specific culture, are widely considered to be socially appropriate for individuals of a specific sex. These often determine the traditional responsibilities and tasks assigned to men, women, boys and girls (see gender division of labor). Gender-specific roles are often conditioned by the household structure, access to resources, specific impacts of the global economy, occurrence of conflict or disaster, and other locally relevant factors such as ecological conditions. Like gender, gender roles can evolve over time, in particular through the empowerment of women and transformation of masculinities.

Gender responsiveness

The first step in gender-responsiveness is being gender aware or gender sensitive. The second step is to articulate policies and initiatives which address the different needs, aspirations, capacities and contributions of women and men.

Gender stereotype

A simplistic generalizations about the gender attributes, differences and roles of women and men. Stereotypical characteristics about men are that they are competitive, acquisitive, autonomous, independent, confrontational, concerned about private goods. Parallel stereotypes of women hold that they are cooperative, nurturing, caring, connecting, group-oriented, concerned about public goods. Stereotypes are often used to justify gender discrimination more broadly and can be reflected and reinforced by traditional and modern theories, laws and institutional practices. Messages reinforcing gender stereotypes and the idea that women are inferior come in a variety of “packages”—from songs and advertising to traditional proverbs.

Hard News

‘Hard’ news is typically used to refer to topics that are usually timely, important and consequential, such as politics, international affairs and business news (Digital News Report, 2016).

Power

Power involves the capacity or skill to control decision making and resources, to make decisions and take actions. It is being able to impose your will on others and is tightly connected with status. The use of power is an important aspect of power relationships. All relationships are affected by the use of power. The more power a person has, the more choices are available to him or her. People who have less power have fewer choices and are therefore more vulnerable to abuse.

Sex disaggregated data

Refer to data which are cross-classified by sex, distinguishing information for women and men.

Sexism

Supposition, belief or assertion that one sex is superior to the other, often expressed in the context of traditional stereotyping of social roles on the basis of sex, with resultant discrimination practiced against members of the supposedly inferior sex.

Soft News

Soft news refers to reports of entertainment, celebrity, and lifestyle.

ANNEX I

Representation of women in media houses

Although the media are supposed to play a significant role in promoting gender equality, create awareness and mobilize people for social change, women's legal rights are still violated due to insufficient reporting (Lidya, 2015). Media reports reinforce stereotyped images of women (Yirgalem, 2006) maintaining the status quo through patriarchal ideology. The tables below give a brief highlight of women as a source of news and women's (mis)representation both as media practitioners, respectively.

As it can be drawn from the Global Media Monitoring Project (2010), media representation of women has largely remained unfair, due to reasons including lack of orientation, policy guidelines, know how, and commitment. Moreover, women's dual responsibilities in public and private spheres, their absence from top management, their assignment more in the soft media contents than the hard ones, their relative prevalence in broadcast media than in the print (Gallagher, 1976) are considered key elements of the problem. Thus, placement of women in media decision making, job allocation, the content of the code of ethics and editorial policy, and access to education

Table 1: Women sources in Africa

Source: Gender Links, (2017:3) (citing Global Media Monitoring Project: Who makes the news, 2015)

No. of African countries participating

2015	32
% of women in the news	22%
% women sources in politics and government	16%
% women sources Economy	19%
% women sources science and health	37%
% women sources social and legal	26%
% women sources crime and violence	28%
% women sources Celebrity, Arts, Media and sports	15%
% women sources others	22%
Women as reporters	35%
Women as presenters	50%

and training are the key indicators of media gender responsiveness. Additionally, it is the vulnerability of women to social injustice that has necessitated the media's gender responsiveness.

Table 2: Occupational level by gender at Ethiopian news companies

Source: International Women's Media Foundation (IMMF, 2011:90)

Occupational level	# men	% men	# women	% women
Governance	17	81%	4	19%
Top level management	8	72.7%	3	27.3%
Senior management	38	77.65%	11	22.4%
Middle management	74	71.2%	30	28.8%
Senior level professional	199	77.7%	57	22.3%
Junior level professional	185	78.1%	52	21.9%
Production and design	45	75%	15	25%
Technical Professional	126	67.4%	61	32.6%
Sales, finance and administration	15	18.1%	68	81.9%
Other	11	73.3%	4	26.7%
Totals	718		305	

ANNEX II

Review of Existing Editorial Policies of Media House

Preparation of a Gender Sensitive Editorial Guideline for media houses presupposes identifying the existing editorial policy gap in the key guiding documents of the various media houses. Thus, editorial policies of the major state controlled media outlets including, Ethiopian Broadcasting Corporation (EBC), which incorporates Ethiopian Television (ETV) and Radio Ethiopia; Ethiopian Press Agency (EPA) which manages the publication and distribution of newspapers in various local and foreign languages, and the Ethiopian News Agency (ENA) which is responsible for producing news from all the regions of the country through its 35 branches to supply the media houses were reviewed. As these media are state run organizations, they commonly share similar editorial policies contextualized in their specific features as TV, radio, print, media, and news agency that supplies news to all the media houses via both print and broadcast.

In addition to the state-owned media houses, the editorial policies of the private media houses mainly Ahadu Radio FM 94.3, Abay Radio FM 102.9, Dire Dawa Mass Media Agency, Harari People’s Regional Mass Media Agency, Sheger Radio FM 102.1, and Zami Radio are also evaluated.

As provided in official documents, the primary foundation of the editorial policies of government-controlled media houses, also referred to as public media, are the key laws of the nation and the major policies of the government. The four media houses as well as the Harari Regional State and Dire Dawa Administration media agencies share the key principles of the Media Houses of the Federal Government and explicitly state that their editorial policies are in line with the constitution of the FDRE.

Editorial Policy (EP) of Ethiopian News Agency (ENA)

As one of state-controlled media houses of the country, the Ethiopian News Agency (ENA) declares that the pillars of its editorial policy are the Constitution of FDRE as well as the key legal and policy documents of the country. It also states that its editorial policy promotes genuine democratic participation of citizens, freedom, unity and national dignity, social development, and progress. The unpublished editorial manual of ENA (November 2002) covers 57 pages in an A4 size computer print material.

The space given to gender by EP of ENA

Though ENA’s editorial policy document (November 2002) is less detailed and voluminous than that of EBC the articles that give reference to gender are very strong. Although, the document’s earlier version (May 2002) included articles which emphasize the promotion of democracy, equality, justice, fair and balance reporting as ENA’s role, the policy had only two articles that explicitly mention the term gender. The following are the six articles in which issues related to gender were in the document.

- **አንቀጽ 3.3.4.2-** የግለሰብንም ሆነ የህብረተሰብን የጋራ መብቶች የማይነኩ፣ የሴቶችንና የሕጻናትን መሠረታዊ መብቶችና ነጻነቶችን የማይገደቡና በአጠቃላይ ሰብዓዊ መብቶችን የሚያከብሩ መሆን አለባቸው። (TRANSLATION: **Article 3.3.4.2-** Respect - All news reports of ENA should not violate the rights of individuals and that of the society, not infringe the fundamental rights and freedom of women and children, and should respect overall human rights in general.)

- **አንቀጽ 3.3.4.5-** ጾታን፣ እድሜን፣ የጾታ ወይም የቤተሰብ ግንኙነትንና አካላዊ ወይም አእምሮአዊ አውክታን ተመርኩዘው የተዘጋጁ ሥራዎች በባለጉዳዮች ላይ አሉታዊ ተጽዕኖ የሚፈጥሩ አለመሆናቸውን ማረጋገጥ። (TRANSLATION: **Article 3.3.4.5-** Journalists need to make sure that news reports that cover issues of physical and mental disorder related to sex, age, sexual or family relations should be covered based on confirmation that the reports would not have any negative consequences on the people involved.)
- **አንቀጽ 4.1.21-** አስገድዶ የመድፈር ጉዳይን ጨምሮ የጭካኔና የኃይል ድርጊቶችን አጋኖ መሥራት የለበትም። ስለእነዚህ ጉዳዮች ዘገባ ሲቀርብ ለሕጻናት፣ ለሴቶችና ለወጣቱ የህብረተሰብ ክፍል ጥበቃ ሊያደርግ በሚችል አግባብ መሆን አለበት። (TRANSLATION: **Article 4.1.21-** News reports on rape and other brutal and violent actions should not be exaggerated and dramatized. Such reports need to give protection to children, women and the youth.)
- **አንቀጽ 4.2.7.7-** ከኢ.ዜ.አ የሚተላለፉ ዜናዎች የጾታ እኩልነትን ግምት ውስጥ ያስገቡ ይሆናሉ። ለሴቶች ጉዳይም ተመጣጣኝ ሽፋን ይሰጣሉ። ሴትን ደካማና ጥገኛ ወይም ለግብረሰጋ ግንኙነት ብቻ የተፈጠረች አስመስሎ በማሳየት የጾታ አድልኦ የሚያንጸባርቁ ዜናዎች አይሰሩም። (TRANSLATION: **Article 4.2.7.7-** All news reports of ENA take gender equality into consideration. They also provide due coverage for women’s affairs. ENA does not produce news reports that reflect gender bias by portraying women as weak, dependant, and sex objects.)
- **አንቀጽ 4.2.7.9-** የሠራተኛ፣ የሴቶች፣ የወጣቶች፣ የመምህራንና የሌሎች ማህበራት እና ድርጅቶች የሥራ እንቅስቃሴዎች በዜና ይሸፈናሉ። (TRANSLATION: **Article 4.2.7.9-** ENA provides news coverage to the activities of labor unions as well as associations of women, youth, teachers and other organizations.)

- **የኢ.ዜ.አ የጋዜጠኝነት ሥነ ምግባር 2.2-** ማንኛውም ጋዜጠኛ በዜናና ዜና ነክ የኢንፎርሜሽን ሥራው በፖለቲካ አስተሳሰብ፣ በእምነት፣ ተፈጥሮ አካላዊ ቁመና፣ በብሄርና ጎሳ፣ በጾታ፣ ወዘተ ሳቢያ ያገለገላቸው ካሉና በማሰረጃ ከተረጋገጠ በመንግሥት ሕግ ይቀጣል። (TRANSLATION: **ENA Code of Ethic 2.2-** Any journalist who committed an evidently approved marginalization in his news and news related information product against people based on political opinion, belief, natural physical condition, nationality and ethnicity, gender...etc. would be made legally accountable.)

All the articles dealt with *gender* from the point of views that include:

- Respect for the rights of women (as part with children and the society in general),
- Protection of the privacy and dignity of women and children as well as family members (as survivors),
- Recognizing equality of men and women,
- Providing adequate coverage for “women’s affairs”,
- Avoiding negative portrayal of women

The following article however was part of ENA’s editorial policy (May 2002) which is omitted from the latest document which appeared in November 2002.

- **አንቀጽ 5.3.22-** ኢ.ዜ.አ በዜናና ዜና ነክ ሥራዎቹ የሴቶችና ሕጻናትን ሕገመንግስታዊ መብቶች መከበራቸውን ያረጋግጣል። (TRANSLATION: **Article 5.3.22-** ENA works to ensure the protection of the constitutional rights of women and children in all its news and news related products.)

The term gender is not directly mentioned in the above article (**Article 5.3.22** and **Article 2.2**). It is simply a last word in a list just before 'etc.' in the former and a mere word coined with 'children' in the latter. The first one is about accountability of the journalist to any type of marginalization in reporting emanating from bias to anything including gender and the second is about protection of the constitutional rights of women and children. Yet, the fact that the above six articles except the last one are new additions which did not exist in the earlier document (May 2002), indicates that ENA was trying to move towards a more gender sensitive editorial policy, though the move was not as significant.

Editorial Policy (EP) Dire Dawa Mass Media agency (DMMA)

Primarily the editorial policy of DMMA was adopted from the editorial policy of the Ethiopian News agency, but the articles which had references to gender were taken out of the document. Yet, the agency has revised its editorial policy and introduced more gender responsive articles in its latest document. The latest document came into action in 2019. The number of articles which are concerned about gender has increased. Notions including respect for women as humans, gender inclusiveness and equity in the context of diversified society were mentioned.

Overcoming unfair representation and marginalization of some members of the society including women in media reporting, and promoting justice and equity were highlighted. The importance of media as voice to the voiceless as well as using women as news source are also underlined. Moreover, the document indicated that the media is required to take special care when it comes to reporting about women who are psychologically and physically affected as a result of GBV. It emphasizes that DMMA is committed to gender equality and works to implement the policy. Yet, the document involves a gap, in that the articles lack necessary details to facilitate meaningful gender responsive media practices.

Editorial Policy (EP) of the private broadcasters

Aahadu Radio FM 94.3, Abay Radio FM 102.9, Sheger Radio FM 102.1, and Zami Radio stations' editorial policies were mainly adopted from the professional principles of journalism and code of conduct of journalists. The radio stations underscore that they are commercial houses established to provide a service based on social responsibility as well as professional and ethical standards as per the legislation stipulated in the laws the FDRE. Justice, fairness, and balanced reporting are emphasized as the principles of reporting for the radio stations. Yet, the editorial manuals have never given an explicit policy in gender related reporting.

ANNEX III

Analysis of Media Contents

The process of working on the guideline included content analysis of print and broadcast media houses including Ethiopian Reporter, Addis Admas, and the Ethiopian Herald newspapers, as well as Abay FM 102.9, Bisrat FM 101.1 and Sheger FM 201.1 radio stations. A sample of twenty three (23) news stories was taken in systematic random sampling method from three months news (February, March and April 2018) population, except the data of Sheger FM 102.1, which was taken from August, September and October, for the analysis. The disparity of dates in data selection happened because that was the only data available for analysis.

All sample news stories were examined for their gender sensitivity, including their treatment of issues related to the social relations of men and women, the level of presence or absence of women in the stories as sources of news stories. In addition, issues and facts of “gender blind” news stories that could be treated from gender perspectives were examined.

Women’s marginal space in news

Out of the twenty three (23) sample news stories of Sheger FM 102.1 radio station, no women news sources were included in twenty (20) reports. The role of women as news sources was marginal in the sample news stories. Only four women news sources were used in two news reports, which included a minister, a state minister, and two heads of public relations offices. The other news story represented women as accident victims, patients and a social group that has legally recognized rights.

The sample included “gender blind” news stories that consisted issues and facts that could be reported within gender balance, if their reporters had maintained the slight element of gender sensitivity. The following examples demonstrate this problem:

- Dashen Bank had 5,630 employees in October 2017.
- In September 2017 Ethiopia was hosting more than 743,000 refugees.

The reporters of the above facts did not see the significance indicating the proportion of male and female employees and refugees in the stories respectively.

Similarly, the news stories of the Ethiopian Reporter newspaper (website) represent a less gender sensitive reporting. Out of 23 sample news stories taken from editions of February 2018, only four (4) news reports used women as news sources. The news sources of the reports included a minister, two heads of regional communication offices, a released political prisoner, a wife of an imprisoned investor, a victim of crime, and a suspect of a crime. In the other 19 news reports of the newspaper the sources were male officials, experts, actors, or organizations. No issues directly related with women were reported.

The proportion of “gender blind” news stories that disguised gender inequality of the society was significant. This problem appeared frequently through facts and figures which were presented without being attributed to men and women separately. The following examples highlight this defect:

- More than 900 thousand residents were registered to get condominium houses.
- Among the registered residents, more than 624 thousand were not saving the required money regularly.
- More than 13,000 persons applied for 95 job positions announced by the Addis Ababa Water and Sewerage Authority.

Absence of women from media content

Absence of women from media content, particularly from news stories could be taken as the main manifestation of lack of gender sensitivity. Though, many issues of news could be readily reported from gender perspectives, the reporters of the stories as well as the media houses did not appear to look into that direction. As news stories of the Ethiopian Reporter on the resignation of the former PM Hailemariam Dessalegn could be an example of exclusion of women from the media content. The story presented the reaction of citizens on the political phenomenon. In the story there were 10 (ten) sources mentioned by name including two government officials, four representatives of opposition parties, two political analysts, a scholar, and a business man. No women were included as a source of opinion on the issue.

In 23 news stories produced by Abay FM 102.9 radio station, 26 news sources were quoted and the figure included 19 male, 2 female and 5 corporate sources. The two female sources represented an NGO consultant and a member of parliament. As subject of narrative or actors in the news stories, women were totally absent. In the 23 news reports 5 male and 21 corporate actors were mentioned. The reporters of the news stories included 3 male and 4 female journalists as well as 5 media organizations.

When it comes to Bisrat FM 101.1 radio station, 23 news stories were analyzed. The sources of the news stories included 20 male, 2 female and 3 corporate agents. The actors in the reports incorporated 2 female, 2 male and 21 organizations. The reporters of the stories included 2 male and 20 female journalists. The number of female journalists represents frequency of 5 reporters who produced 20 news reports.

Here, it could be noted that the prevalence of female journalists in the newsroom did not result in a greater number of female news sources, or gender responsive news stories. Analysis of some news reports proved that assigning a female reporter to cover a news event does not necessarily make the reports gender responsive. A news report of an event staged to celebrate March 8, World Women's Day, by a female reporter could be taken as an example. The reported event was staged by the Addis Ababa Fire and Emergency Prevention and Rescue Agency to celebrate the day. A speech focusing on March 8 was made by the Director of the agency. Yet, out of the 306 words of the report only 63 words were relevant to the idea of the day.

Different organizations are celebrating March 8 and discussing the various measures taken to maintain the rights of women.

Similarly, the Addis Ababa Fire and Emergency Prevention and Rescue Agency (AAFEPRA) celebrated the day, which is for the 42nd time nationally, through various events.

In his speech made on the occasion, the Director of the agency Commander Ammanuel Redda, said that AAFEPRA would be successful if the constitutionally recognized rights of women are respected.

The detail of the story in the rest of the paragraphs of the report covered a common problem of the agency which was about the emergency line, 939, being always busy due to false emergency calls. The report, which covered a March 8 event, ended up being gender blind due to lack of awareness about gender both on the part of the reporter and the editor.

Among the sample news reports, one could be appreciated for some of its gender sensitive elements including a critical gender issue as a main theme- GBV, an expert woman news source and coverage done by a female reporter. In the report the expert source indicated that among Ethiopian women 53 percent do not know that they can get legal support when GBV is committed against them. Many of rape victims lose confidence, remain humiliated, and prefer to hide themselves due to the stigma associated with being raped. Some are also forced to get married and live with the rapists to whom they are victims. The expert underscored that economic dependence of women on men is one of the critical causes of the problem. Yet, the news story did not go beyond reporting the status quo. The reporter did not probe further to show the way out in a proactive manner and transform itself into gender responsive report.

In 23 samples of the news reports of Addis Admas newspaper a total of 41 news sources were used and the overall male-female-corporate sources ratio was 18:3:22 indicating the marginal status or virtual absence of women as news sources. The three female-news-sources included two wives of released prisoners of conscience (a journalist and a politician) as well as a female scholar.

Absence of women's point of view could be regarded as a serious problem, specifically in political news reports which are concerned with opinions of citizens.

The report indicated that 7,122 prisoners including prisoners of conscience got amnesty within a three weeks period. But, the report did not mention that the figure included women (Feb. 11, 2018). Similarly, the report of imprisonment of 29 Ethiopian illegal immigrants did not present the figure from a gender perspective.

Absence of women as sources

Out of 51 news sources of 23 sample news stories of the Ethiopian Herald newspaper there was only one female news source. The rest included 29 male and 21 corporate news sources. They were also reported as actors in the news including 23 male and 23 corporate actors.

Some news stories also failed to have critical coverage for the role of women as actors in news. Even though women were portrayed as a group of beneficiaries (from foreign investment, for example) the part they take in the activities could make them vulnerable. A report on expansion of horticulture investment in Ethiopia indicated that the sector created jobs "for over 200,000 citizens" and 70 percent or 140,000 of the employees were women (Feb. 7, 2018). The news report used four news sources including Horticulture and Agriculture Investment Authority (a corporate source), the Chief Executive Director of Exporters Association (male), the International Group Company CEO (male), and the Deputy General Manager of the authority (male).

No woman was included as a source, though the report was about an activity in which 140,000 women were involved. The exclusion of women as news sources in the report could lead to some critical questions including;

- Why did the sector make 70 percent of its labor out of women?
- What opinions do women have about their jobs in the horticulture farms?
- What are the challenges that women face in their jobs?

These questions could be critical because the horticulture investment report included figures indicating the potential size of flower farms. According to the report “about 12,797 hectares of suitable land is available for horticulture. However, only 11 percent of it is used for this purpose. Recently flower has been produced in 1,600 hectares of land” (Feb. 7, 2018). It is also reported that Ethiopia became the second largest flower exporter in Africa and the sixth in the world and that farms involve unfair remunerations and hazardous work environments that affect women’s health.

Conclusion

The news text analyzed here indicated that the six media outlets (three broadcasters and three print/web media) did not practically produce a balanced gender representation. They rather promoted the status quo and reproduced gender stereotypes by reporting news stories involving absence and marginalization of women through avoidance of female news actors and sources. They demonstrated limitations attributed to *gender blindness* by producing reports that disguised gender relations in news issues involving both men and women. Omission of significant gender facts and problems were also identified as elements of unfair reporting as long as gender responsiveness is concerned. The findings highlight that the media houses and their professionals need interventions that could guide their activities into gender responsiveness.

ANNEX IV

ሥርዓተ-ቦታን አስመልክቶ በመገናኛ ብዙሃን አሠራር ግንዛቤ ውስጥ የሚገቡ የ “አድርጉ” እና “አታድርጉ” ምሳሌዎች

ተዘውትረው የሚታዩ ትክክል ያለሆኑ አገላለጾች	ትክክል ያልሆኑት አገላለጾች ያላቸው ትርጓሜዎች	የተሻለ አገላለጽ
መገለጫ፡ ጾታን ያለማካሉ ቃላትና ሀረጎች		
ከ5ኛ የሚበልጡ ገበሬዎች	(በተለምዶ ገበሬ የሚለው ቃል የሚያመለክተው ወንዶችን እንደሆነ ይታሰባል)።	ምን ያህል ሴቶች፣ ምን ያህል ወንዶች እንደሆኑ ቢገለጽ።
አርሶ አደሩ ጎዳህ የመጠጥው ለንዲያገኘ	አርሶ አደር ወንድ ጾታን ብቻ የሚያመለክት ሀረግ ስለሆነ፣ ነባራዊውን እውነታ አይገልጽም።	አርሶ አደሮች ጎዳህ የመጠጥ ውሃ ለንዲያገኙ ቢባል።
ለአምራቹ	አምራቹ የሚለው ቃል ወንዶችን ብቻ የሚያመለክት ነው። ነባራዊው እውነታ ግን አምራች ሴትም ናት።	ለአምራቾቹ ተብሎ ቢቀርብ።
ከተጠቃሚዎቹ መካከል አንዳንዶቹ በሰጡት አስተያየት	አገላለጹ ሁለት ችግሮች አሉበት። የመጀመሪያው፣ ተጠቃሚዎች ብሎ በጥቅል ማለፍ፣ የመረጃውን ተከላካይነት ጥያቄውን ይመለከታል፣ ሁለተኛው ደግሞ ተጠቃሚዎቹ እና አንዳንዶቹ የሚሉት አገላለጾች ወንዶችንና ሴቶችን ለይቶ አያሳይም።	ለምድ ገበሬ የሚለው ቃል የሚያመለክተው ወንዶችን እንደሆነ ይታሰባል።
ነጋዴው	ነጋዴ ወንድም ሴትም ይሆናሉ።	ነጋዴዎች
አንዳንድ ነዋሪዎች	ነዋሪዎቹ በሥምና በጾታ ቢጠቀሱ	
መገለጫ፡ ከዘመኑ ጋር የማይሄዱ አባባሎችን መጠቀም		
ለምሳሌ፣ የሴት አገር ባሏ ነው።	ይህ አገላለጽ የሴት ልጅ እጣ የሚወስነው በባሏ መሆኑን፣ ባሏን ተከትላ የምትሄድ መሆኗን፣ የምትኖርበት አካባቢ በባሏ ምርጫ የሚወስን መሆኑን ያሳያል።	በዚህ ዘመን ይህ አባባይ ተቀባይነት ስለሌለው፣ አባባሉን አለመጠቀም፣ የባልና ሚስት መኖሪያ የሚወሰነው በሁለቱም ጾታዎች መሆኑ በሕገመንግስቱ እና በአዲሱ የቤተሰብ ህግ ላይ ተመልክቷል።
መገለጫ፡ አሉታዊና ልማዳዊ የሆኑ ባህሪያትንና ሃላፊነቶችን አዳብሎ ማቅረብ		
ለፍቅድ መንስኤ የሚሆኑት ሴቶች ብዛትም ከጊዜ ወደ ጊዜ እየጨመረ ነው።	ፍቅድ ከሴቶች የሚመጣ ብቻ ያስመስለዋል።	ምክንያታዊና በመረጃ የተደገፈ አድርጎ ማቅረብ።
የምጫማውን ጫማ አስከፍጣጣት ደርሼ ነበር (ፖስተር ኤዲን ሃይሉ) (የአርቲስቱ ርዕሰ ነው)	ስለወንዶች ሲጻፍ የማይመረጡ አገላለጾችን ስለሴቶች በመጻፍ ጊዜ ከሚሰተዋሉ አቀራረቦች ይህ አንድ ምሳሌ ነው። የሴት ልጅ ጭንቀትና የማጣት ደረጃ የሚገለጸው ከሚኖርበት የአልባሳት አካላት አስመስሎ ያቀርባል።	ችግርን ደረጃውን ለመግለጽ ከመራብና ከመጠማት ጋር በተያያዘ ቢሆን።
ባለትዳርና የልጆቹ እናት የሆኑት መምህርት...	በብዛት የሚሰተዋለው ስለሴቶች ሲዘገብ የሴት ውስጥ ሃላፊነታቸውን፣ እናትነታቸውን፣ እሴትነታቸውን፣ ሚስትነታቸውን ማጣቀሻ አድርጎ ወይም የሴቶች ሰብአዊ ምልክት መገለጫ አድርጎ ማቅረብ የተለመደ ነው።	እናትነትና ባለትዳርነት የሚጨምሩት ነገር ከሌላ በስተቀር እንደቅጽል ማስገባቱ አስፈላጊ አይደለም።
ከቅርብ አመታት ወዲህ ሴት እህቶቻችን የሰልክ ጥሪ በሰሙ ቁጥር ጀርባቸውን ወደ ቦርሳቸው አያቀኑ የኔ ሰልክ ይሆን በማለት ሀሳባቸው እንዳይሰረቅ፣ ጥሪ በተደረገላቸው ጊዜ ሰልካቸውን ከመዋቢያ ቁስ ውስጥ ከመፈለግ የገለገለ ቴክኖሎጂ የተላበሰ ቦርስ እንግዳው መሄድ ጀምረዋል።	የሰልክ ጥሪ ተቀባዮች መሆናቸውን ያገለጻል። ሴቶችና መዋቢያ እቃ የማይተጠሉ መሆናቸውን ያሳያል።	በምክንያታዊና በመረጃ የተደገፈ ገለጻ መጠቀም።
አባት፣ የልጃቸውን መጥፎ ዜና ሰሙ እንጂታቸው በጭካኔ የመደንደን አቅም አጥቶ ተንሰራሰፉ። ከተኛቸውም ሄደው ጎበጁት። አዘኑ እንደሴትም አለቀሱ። ማልቀስ የሴት ባህሪ መሆኑን ነው የሚያሳዩው። (ጊዜ መጽሐፍ፣ ታህሳስ 2008 ዓ.ም፣ ቅጽ 1 ቁ. 2፣ ገጽ 5)	አልቃሻነት፣ እምባ ማውጣት፣ ፍራንቅስ የሴቶች ባህሪ ተደርጎ ይወሰዳል።	ማልቀስ የሴት ባህሪ አድርጎ ከማቅረብ ይልቅ፣ ማልቀስ ስሜትን መገለጫ መሆኑ ስለሚታወቅ፣ አባትን ከሴት ጋር ሳያንጻጽሩ፣ ማልቀሳቸው ብቻ ቢጠቀስ በቂ ነው።

ተዘውትረው የሚታዩ ትክክል ያለሆኑ አገላለጽ

ትክክል ያልሆኑት አገላለጽ ያላቸው ትርጓሜዎች

የተሻለ አገላለጽ

መገለጫ፡ የወንዶችና የሴቶች ማህበራዊ ሚና ተፈጻሚ እድርገት መውሰድ

ባላላፋት ዘመን በቂ ጥሪትና የተሳካ ትዳር፣ የኔ የሚሏቸው ልጆችና መጠኒያ ታዛቢ የላቸውም። ለባቸውን እንጠፍጥፈው ቤታቸው ሲገቡ፣ ጉዳታቸውን የሚያከምላቸውና የሚገነዘቡባቸውም ሰውም የለም።

ወንዶችን ጥገኛ አድርጎ ማቅረብ፣ ከትዳር ውጪ ሊሳካላቸው እንደማይችል አድርጎ ማቅረብ፤ ወንድ ሁልጊዜ ውጪ ሲሰራ መሞሉ የበለጠ አድካሚ ስራ እንደሚሰራ አድርጎ መውሰድ፣ በአንጻሩ ሴት ልጅ እሴት ውስጥ የደከመውን ወንድ ሲገባ መንከባከብ አድርጎ መውሰድ።

ተገኛው በተገለጹበት አውድ ጉዳቱ ምንም ሆነ ምን ለመዳን ያላቸውን እድል ያጠበቀው መሆኑን ብቻ መግለጽና ችግራቸውን በሰውነታቸው ብቻ ማጥፋት።

ስለዚህም የሰውነታቸው መድከምን ተከትሎ የዲስክ መንሸራተቱ መጣ፣ ከወገባቸው በታች ሰውነታቸው ከዳቸው። (ቁም ነገር፣ ጥር 2010 ዓ.ም፣ 16^ኛ አመት፣ ቅጽ 16 ቁጥር 331)።

መገለጫ፡ ስለሴተኛው ጉዳይ በሚቀርብ መረጃና ዝግጅት ሁለቱንም የቤተሰብ አባላት አለማካተት

የረጅም ዘመን የጋብቻ በዓላቸውን የሚያከብሩ ባልና ሚስቶች ታሪክ ሲቀርብ ብዙ ጊዜ አባባራትን ብቻ እንጋግሮ መደምደም አለ። (አዲስ አበባ መጽሔት፣ ነሀሴ 27 ቀን 2009 ዓ.ም፣ ቅጽ 1 ቁጥር 9) ነገር ግን የባልየው ብቻ ሳይሆን ሚስትየቀም የምትሰጠው ሀሳብ ትምህርት ይሰጣል።

ባል ሁልጊዜ ራሱንና ቤተሰቡን ወክሎ እንዲናገር ሃላፊነት መስጠት ልማድ ሆኖ ይታያል።

ስለጋራ ህይወት የሚያወሳ ዝግጅት ውስጥ የታሪኩ ባለቤቶች ሁሉ ድምዳቸው መካተት አለበት።

መገለጫ፡ ሴቶች ከተወሰኑላቸው ማህበራዊ ስፍራ ውጪ እንዳያሰቡ የሚያደርጉ ሀሳቦችን ማቅረብ

በቆንጆ ሴቶች የቀረቡ የቴሌቪዥን ዜናዎች ወንዶች መልሰው የማስታወስ አቅማቸው ደካማ ሆኖ መገኘቱ ሌላው የወንዶች አስቀዣ ባህሪ ሆኖ ተመዝግቧል። እንደ ጥናቱ እይታም ወሲብ ቀስቃሽ መልክ፣ አላባሰሰና ቁመና ባላቸው የሚቀርቡ ዜናዎች በወንዶች ሴቶችልብ ውስጥ ዘልቀው የመግባባትና የመታወስ እድላቸው ዝቅተኛ ሆኖ ተገኝቷል። ይህም የሆነበት ምክንያት ወንዶች እንዲህ አይነት መሰብሰብን ያላት ሴት ፖለቲካ ስፖርታዊና ጥርነት ነክ ጉዳዮች መያያዝ አለባት (ሪፖርት ማድረግ አለበት) ብለው መቀበል ውስጣቸው ስለሚቸገር ነው ይላል ሪፖርቱ። ይህንኑም ሴት መሰብሰብን በሌለው አላባሰሰ ቀርባ ዜናውንስትሰራ ግን መረጃውን በውስጣቸው የመያዝ እድላቸው ከፍተኛ ሆኖ ተገኝቷል።

ይህ አንቀጽ ከሌበት ችግሮች መካከል፣
1. ወንዶች ሁልጊዜ በሴት ገጽታ በመማለል ቁምነገርን እንደሚረሱ አድርጎ መውሰድ
2. ሴቶች ጠንካራ ዜናዎች ውስጥ በመረጃ ምንጭነትም ሆነ በዘጋቢነት አለመሳተፍቸው ለህብረተሰብ ለውጥ አጋዥ እንዳይሆኑ አድርጎቻቸው የሚለውን ሙግት እውነት ማስመሰል ናቸው።

አወዛጋቢ የሆኑ ርእሰ ጉዳዮች በሚቀርቡ ጊዜ ሚዛናዊነት እንዲኖር ከተለያዩ አቅጣጫዎች ማጥናትና የአንድ ጉዳይ ሁለንተናዊ ገጽታ እንዲንጸባረቅ ማድረግ።

መገለጫ፡ ጾታዊ ጥቃትን ከሌሎች አጋጣሚዎች ጋር ማመሳሰል

ለካሚላት የራራው ልብ ምንው ለቢላል ጨካኝ

ይህ ምሳሌ የተወሰደው፣ ሰርቶ ለማደር በሚያደርገው የአለት ከአለት እንቅስቃሴ በቃጠሎ ፊት ስለተበላሸው ወጣት በሀዘኔታ ከቀረበ ትረካ ውስጥ ነው። ካሚላት ደግሞ በጾታዊ ጥቃት ምክንያት በአሲድ የተቃጠለችው ወጣት ናት። እዚህ የቀረበው ግን ጾታዊ ጥቃትን ከሌሎች አደገኛ አጋጣሚዎች ጋር አንድ አድርጎ በመውሰድ ነው።

ሆነ ተብሎ የሚፈጸም ጾታዊ ጥቃት በሌሎች አጋጣሚዎች ከሚፈጠር አጋጣሚያዊ ጉዳዮች ጋር ማመሳሰል ሴቶች የበታችና ደካሞች ናቸው ብለው የሚያሰቡ ወንዶችን ድርጊት ከተራ አጋጣሚ ጋር አንድ ማድረግ ነው።

ተዘውትረው የሚታዩ ትክክል ያለሆኑ አገላለጾች

ትክክል ያልሆኑት አገላለጾች ያላቸው ትርጓሜዎች

የተሻለ አገላለጽ

መገለጫ፡ የሚመረጡ መዘቃዎች ስለጾታ እኩልነት ያላቸውን ይዘት አለመመርመር

ለምሳሌ ስለአባቶች ቀን መከበር፣ ስለአባቶች ታላቅነትና ስለመልካም ወላጅነታቸው ለማስረዳት የቀረበ ፕሮግራም ላይ የአለማየሁን ሴት ያሳደገው ልጅ ከመባል አዳንከኝ ዘፈን ማዘፈን “የወንድ” ልጅ መሆንን አኩሪ የ “ሴት” ልጅ መሆንን ደግሞ አሳፋሪ አድርጎ የተዛባ ስዕል ያሳያል።

ይህ ምሳሌ፣ ከጊዜና ከስፍራ ውጪ የሆነ መልእክት ያለው ነው። በአሁኑ ዘመን በምርጫም ሆነ በአስገዳጅ ሁኔታ ብቻቸውን ልጆችን በማሳደግ ለቁምነገር የሚያበቁ እናቶች መኖራቸውን የረሳ ነው።

መዘቃዎች ከእውነታውና ከሚተላለፈው መልእክት ጋር ስምረት እንዳላቸው ማረጋገጥ ያስፈልጋል።

መገለጫ፡ የሚመረጡ መዘቃዎች ስለጾታ እኩልነት ያላቸውን ይዘት አለመመርመር

የወሲብ ሺዲዮና ምስል የሚመለከቱ ሴቶች ቁጥር በእጅጉ ጨምሯል በሚል ርእሰ የቀረበ የመጽሔት ጽሁፍ ውስጥ የቀረበው ፎቶግራፍ በሞባይሉ ምስል ሲመለከት የቀረበው የወንድ ነው። ይዘቱም ውስጥ የሚያትተው የወሲብ ፊልም ማየት ጉዳት የሚያስከትለው በወንዶች ላይ መሆኑን ነው ሚዛን በደፋ መልኩ የሚያቀርበው። (ሜዲካል፣ ህምሌ 2007 ዓ.ም፣ ቅጽ 1 ቁጥር 36፣ ገጽ 14)

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ከመረጃው ውጪ የሆነ ስሜታዊ አቀራረብን አለመጠቀም።

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ኢትዮጵያ ብሮድካስቲንግ ኮርፖሬሽን 2008፣ ኢትዮጵያ ብሮድካስቲንግ ኮርፖሬሽን በይዘት ዘርፍ የዜና አሰራር መመሪያ፣ አዲስ አበባ፣ ኢትዮጵያ ብሮድካስቲንግ ኮርፖሬሽን። (EBC- etv- Radio Ethiopia News Editorial Manual).

ኢትዮጵያ ፕሬስ ድርጅት (ቀን አልተጻፈም)፣ ኢትዮጵያ ፕሬስ ድርጅት ኤዲቶሪያል ፖሊሲ፣ አዲስ አበባ። (Ethiopian Press Agency Editorial policy)

ኢትዮጵያ ዜና አገልግሎት 1995፣ የኢትዮጵያ ዜና አገልግሎት ኤዲቶሪያል ፖሊሲ፣ አዲስ አበባ፣ ኢ.ዜ.አ፣ ህዳር፣ (ያልታተመ)። (Ethiopian News Agency Editorial Policy 1995 E.C).

ኢትዮጵያ ዜና አገልግሎት 1994፣ የኢትዮጵያ ዜና አገልግሎት ኤዲቶሪያል ፖሊሲ፣ አዲስ አበባ፣ ኢ.ዜ.አ፣ ግንቦት፣ (ያልታተመ)። (Ethiopian News Agency editorial policy 1994 E.C).

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ዛሚ መልታይ ሚዲያ 2000፣ ዛሚ መልታይ ሚዲያ ቻርተር፣ የአሰራር፣ የአፈጻጸም እና የሥነምግባር ማንዋል፣ አዲስ አበባ፣ ግንቦት። (Zami Radio editorial policy).

