GENDER MEDIA MONITORING

PRESENT PROJECT OF SACMID: A SUMMARY

Gender media monitoring in PRIMED (Protecting Independent Media for Effective Development) is a one year tenure project now in implementation by South Asia Centre for Media in Development (SACMID) thatstarts from 1 April 2022 and will end in 31 March 2023. The project isa part of global consortium of BBC Media Action, Free Press Unlimited, International Media Support and Media Development Investment Fund, supported by FCDO. SACMID has been engaged in PRIMED project from April 2021.SACMID is the local partner of FPU in Bangladesh, working to implement the 'Inclusion' theme of primed project. It aims to improve gender sensitivity among Bangladeshi media outlets and to increase the gender diversity of their contents. Moreover, SACMID is also working on capacitybuilding of the journalists and awareness raising of the concerned media-house authorities at a later stage of the project.

Aims and objectives

The contents of different media outlets don't reflect the society in terms of gender balance; rather we are seeing disparities in male and female representationin all categories of media. These contents also do not play the expected role in reforming our mindset. Only a few media outlets highlighttheroleofwomenwithapositiveimageintheircontents.Gender media monitoring aims tostrengthen the media and enable them to reducethese gender discriminations. The 8th Five-Year-Plan of the government of Bangladesh is also focusing on the gender equality. It has also emphasized on creating positive image of women in Media. At the same time National Economic Council (NEC) emphasized on gender equality in Perspective Plan of Bangladesh 2021-2041.This gender media monitoring project of SACMID is drawn up with a correspondence of both Five-Year-Plan and Perspective Plan of Bangladesh 2021-2041. A successful implementation of this project will also help the government to achieve gender equality referred in Sustainable Development Goals (SDG).

Activities planned

The yearlong project will monitor the news of 6 media outlets extending 52 weeks on a daily basis.Apart from producing the analytical report of each month a total of 4 quarterly monitoring reports will be published during the project period. This publication titled 'Inclusion' will be distributed among the wider circle of media professionals and the stakeholders. During this time 2 meetings will be held with stakeholders like media experts and researchers, academics, law and policy makers and media owners. Another 3 meetings will be held with the editors and policy makers of the monitored media outlets. An experienced but young professional team has been engaged to implement this project.

Implementation Plan: 2022-23
South Asia Centre for Media in Development (SACMID)
Project Name: Gender Media Monitoring under Protecting Independent Media for Effective Development (PRIMED)
Duration: April 2022-March 2023 I Implemented By: SACMID I Supported By: Free Press Unlimited (FPU)

S.L	Activities	1st Quarter (April-June)2022			2nd Quarter (July-September)2022			3rd Quarter (October-December)22-23			4th Quarter (Janury-March)2023			2023 (Reporting Time)
		April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	January	February	March	April
	1. Media Monitoring and analysis													
1.1	Gender Media Monitoring (Daily in selected media outlets)	green	green	green	green	green	green	green	green	green	green	green	green	
1.2	Prepare & disseminate GMM Monthly Report	green	green	green	green	green	green	green	green	green	green	green	green	
1.3	Publish GMM Report (Online)				green						green			
1.4	Print GMM Bulletin (INCLUSION)		green		green						green			
1.5	Produce and submit Quarterly [4th] GMM				yellow									
1.6	Quarterly [5th] GMM Report							yellow						
1.7	Quarterly [6th] GMM Report											yellow		
1.8	Produce and submit Quarterly [8th] GMM													yellow
	2. Advocacy, awareness raising and capacity building Initiatives													
2.1	Organize Discussion meetings among stakeholders					green		green						
2.2	Meetings with editors in chief					green								
	3. Donor (FPU) report and others													
3.1	Prepare and Submit Narative and financial report for Donor (2 reports: Interim & Project Completion)							by 10 th						by 10th
3.2	Finalize and share among the staffs [All 7 policies of SACMID]			by end of the month										