Gender Media Monitoring & Strengthening Compliance of SACMID within PRIMED

<u>Project completion Report</u>

Reporting Period: 1st April, 2021 – 31st мarch, 2022

Implemented by: South Asia Center for Media in Development (SACMID)
Supported by: Free Press Unlimited (FPU)

Project Title:	Gender Media Monitoring - PRIMED
Project Number:	**(Sub grant Number): ---4BDBB21/50321/21044**
Executing organization:	South Asia Center for Media in Development (SACMID)
Responsible Person:	Syed Kamrul Hasan
Team Members:	Afia Sultana, Naznin Akter, Delower Hossain
Period Covered in this report:	1st April 2021 – 31st March, 2022

The following report is a brief description of the activities implemented during the time within 1st April 2021 to 31st March 2022 in Bangladesh. The project is entitled "Gender media Monitoring" under Protecting Independent Media for Effective Development (PRIMED) consortium – 2021-2022.

2021 was supposed to be a year of festivities for Bangladesh, as the country celebrates its 50 years of independence. Instead, it had to contend with the worst situation of the COVID-19 pandemic. Though mass vaccination program started from the beginning of the year, but deadly variant Delta made over 250 deaths each day during April – July 2021 and government had to enforce countrywide lockdown from 14th April, 2021 and from August 2021 offices and educational institute gradually started in operation till December before Omicron. The country had to accommodate with the pandemic as the world did. Besides economy, education, development initiatives have been interrupted due to pandemic. The PRIMED project started when the country was going through the most unstable situation. But SACMID team was able to continue its desk work like developing media monitoring tools, taking permission from NGO Bureau affairs, recruiting intern, training interns and developing alliance with partners and media houses. Finally, from July 2021, team has started monitoring 6 media houses regularly.

In this one-year long project timeline, SACMID has produced three quarterly gender media monitoring reports, published two media monitoring bulletins(Inclusion), organized one round table discussion with the stakeholders, two meeting with the editors and two days long workshops for three media houses despite the prolonged pandemic breakdown. In a consultancy agreement with FPU, SACMID has developed the following policies as part of its acquiring compliance /due diligence to work as the partner of International donor agencies.
- Code of Conduct
- Anti- Corruption Policy
- Feedback complaints and Appeals Procedure
- Digital Safeguarding Policy
- Whistleblower Policy
- (Gender Policy)
- (Procurement Policy)

Under PRIMED's one of major objective of inclusion SACMID has set its overall objective as the local partner of Free Press Unlimited in Bangladesh.

Objective 1	SACMID is a stronger and better established CSO, able to play an on-going role in Bangladesh's media development sector
Expected Outcome 1	By the end of the PRIMED programme, SACMID is a known stakeholder on gender and media in Bangladesh and is able to meet the professional and due diligence standards of international donors.
Objective 2	SACMID's programme of work under PRIMED has improved gender sensitivity among Bangladeshi media outlets and has increased gender diversity of their content.
Expected Outcome 2	By the end of the PRIMED programme, SACMID has contributed to an increased gender literate media sector. With its media monitoring and lobby and advocacy work, it has increased the awareness on the level of gender diverse content of Bangladeshi media outlets, and contributed to gender diverse content and inclusion of women's perspectives in the newsrooms.

Description of Activities: 1st April , 2021 – 31st March, 2022

Jointly Create Gender Media Monitoring (GMM) method that is tailored to the Bangladeshi context:

Monitoring Tools: The major activity under PRIMED inclusion part is to monitor Bangladeshi Media content, especially news through gender leans to understand and analyze gender gap. Though SACMID has experience of monitoring gender content before but this time the objective of this specific activities was to contextualize according to Bangladesh culture and media trend keeping world's standard practicing tools as core. Through month long consultation with FPU, researching existing GMM international tools and practicing back and forth SACMID team has developed 4 media monitoring tools to monitor specific media houses of Bangladesh.

Developed for GMM Tools Are –

1. Television News Tool
2. Online news Tool
3. Newspaper monitoring tool
4. Radio News Monitoring Tool

Apparently, finding out evidence-based gender gap in news content was the man focus on during developing these tools. Considering that, team has focused on differentiating participation of man and women in producing (reporter) news and people in the news (interviewee, appeared/ quoted in news). Besides, these tools can investigate the quality of participation, like – how man and woman has been portrayed either as victim or survivor or how women have been placed in the forage/ picture whether its relevance to news or women have been purposefully objectified in news.

Methodology and Sampling: Considering the resources FPU and SACMID team determined the sample and method maintaining research protocols. PRIMED committee has pre-selected three media houses by background research, these were-
1. Jamuna Television (Television Channel - National)
2. Bangla Tribune (Online News Portal - National)
3. Gramer Kagoj (Newspaper – Regional)

While these three media houses were preselected from different genres, FPU and SACMID team have decided to take another thee media houses from three types of media as 'control group' and monitor their content with same tools; so by the end of the project it would be easy to understand the improvement of treatment group and validate the treatment activities. Then the Team has brought another three media houses under monitoring activities as non -PRIMED sample. These are –

1. Bangla Vision (Television Channel - National)
2. JaagoNews24 (Online News Portal – National)
3. Dainik Purbanchol (Newspaper – Regional)

Regarding sampling, 'Random' sampling method was adopted while prime time news of television news, Headline of Newspapers, and most reading news from online have been considered for applying the monitoring tools.

Gender Media Monitoring: The major activity of SACMID is monitoring news content of specific six media outlets of the country regularly. By following random sampling method, team monitor six news from each online portal and six news from newspaper per day for three days per week. Likewise, in terms of Television first five minutes and last seven minutes of prime-time news from two news channel are being monitored as sample. The numbers vary in terms of television news, since different numbers of stories can be covered in first five minutes and last seven minutes in different days. Team has monitored a total of 4351 news articles from July 2021 to March 2021.

1st Querter = 1423 news articles
2nd Querter = 1467 news articles
3rd Querter = 14 61 news articles

First Quarter Report	Second Quarter Report	Observation
Gender of reporter Female – 41 news Male – 383 news	**Gender of reporter** Female – 50 news Male – 385 news	No significant change identified in this two-reporting
Presenters of television Female - 63.89%	**Presenters of television** Female - 69.9 %	Female participation slightly increased
First person Female – 311 news Male - 835 news	**First person** Female – 350 news Male - 891 news	Both male and female increased, no significant difference identified
Portraying women and men as Victim (Subject of the news) Female – 58.06% Male – 38.31%	**Portraying women and men as Victim (Subject of the news)** Female – 37.5% Male – 15.5%	'Portraying women as Victim' decreased in second quarter
Number of experts Female – 6	**Number of experts** Female - 6 Total 46 expert opinion has been taken Female; 13% Male - 87%	Number of Women experts remain same
Number of Spokesperson Female - 12.61% Male - 87.39%	**Number of Spokesperson** Female - 21.8% Male - 78.2%	Number of women Spokesperson has increased
Voice of people Female - 20.53% Male - 79.47%	**Voice of people** Female - 19.8% Male - 80.2%	No significant change identified in this two-reporting period
Family role Female - 30.2% Male - 8.86%	**Family role** Female - 28.3% Male - 10.32%	No significant change identified

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The monitoring findings from 3rd quarter has not been analysed yet, the Significant findings that have been collected from last two quarters are as follows–

- In newspaper and online portal not mentioning byline is a common trend, reporters' names are mentioned only when reporters have got a certain level of experience, like 'senior reporters'.
- Man dominates as lead/main character of news mostly, but when women are the main character, they play role as 'Subject' of the news, not as experts or spokesperson'.

- A significant number of women being portrayed as 'Victims' when they are subject of the news.
- There is a significant difference between men and women when they are being addressed by their family. For example, when the reporters mention about a woman, they address her as 'wife of', 'daughter of' some man. In contrast, when the reporter tells stories, they don't mention wife's name or mother's name. This is a very common news writing trend in Bangladesh for years.
- Bangla language is quiet sensitive in terms of representing gender but when journalist phrase a line in headlines, they use insensitive phrase sometime by adding adjectives. Besides there are some English words which frequently being used in Bangla like – Hero, women cricket etc. There is no agreed guideline or vocabulary book to assist the media professionals in this regard.

Producing Monthly Media Monitoring report:

SACMID is supposed to produce report in each three months and deliver to FPU team. On request from BBC Media Action Bangladesh team SACMID is producing reports monthly on regular basis so that BBC Media Action team can instantly take required action and see the difference of every month. So far SACMID has provided five monthly reports to BBC Media Action from July to November 2021. SACMID team provides reports by 10th of each month along with monitoring report on 'Amjanata'(a talk show broadcast on Jamuna TV Channel) as requested by BBC Media Action. But while communicating with media houses,the team has identified that BBC MA is not sharing the monthly findings with the media houses. So, the team is not providing monthly report from December, 2021.However,during the workshops with the journalist, they have requested the findings more frquently. Now the team is considering to produce and send report monthly again from April, 2022.

Organizing Round Table Dialogue:

A Round Table Dialogue titled 'Monitoring Gender Content in Media: Findings and Discussions' was organized by SACMID at Press Institute Bangladesh (PIB) auditorium on 30 November, 2021, while PIB was the co-organizer of the Dialogue.
The main objective of the program was to present and discuss/reflect how various media of Bangladesh represented gender in their news content.
Total 20 guests (7 women and 14 men) were invited in that program. Among them 15 were from different media houses and civil society organizations. Director General of PIB (Press Institute Bangladesh) Zafar Wazed (Male) chaired the session.
The program started with a presentation from SACMID Team. SACMID Program Coordinator Afia Sultana presented the key findings of three-month monitoring of gender content in six selected media houses of the country.
Three speakers have been invited as special discussants to give their comment and opinion reflecting on the SACMID presentation of findings. The three special discussants included Dr. S.M Shameem Reza (Male), Associate Professor of Mass Communication and Journalism

department under University of Dhaka; Nishat Sultana Purabi (Female), Deputy Director of Advocacy and justice department under World Vision and Arafat Siddiki (Male) from BBC Media Action.

In his comments Dr. Shameem Reza told -- 'we had been working on presenting women in the media for a long time, but the situation had not changed much in the last two decades.' He believed that training on gender and media is very important but it is also equally necessary to bring innovation on research in this field. He thinks, mindset in not changing that why situation is not changing. but didn't suggest any innovative way for research

Nishat Sultana Purabi told that power was exercised through language. We had grown up with a masculine outlook since our childhood. That's why some insensitive words had been used by our subconscious mind; which should not be done.

After the reflection of the special discussants, the floor was open to discuss and respond among all the participants from national media outlets like Bangla Tribune, ProthomAlo, Ittefaq, Channel 71, Somoy TV and bdnews24.com. Reporter from Prothom Alo (the largest circulated daily of the country) asked the panel, 'there are few women working in editorial level in some media outlets, which is positive, why discriminate presentation is still being practiced?' The Panel clarified that 'Being women doesn't ensure gender sensitive mindset, since we all have been grown up in a male dominated society, a man can be gender sensitive more than women; besides there may be some other factors like misperception of audience mind'. The discussion was very interactive and useful for both the journalists group and SACMID team.

Some recommendations were come out as results of the open-floor discussion.

- Research sampling should be representative (wider)
- We must focus more clearly our point of view and why we are doing the research.
- We must increase analysis of local news presentation
- We must take more TV and Community radio news as sample
- Training on gender and media research should be increased.
- Need to list gender sensitive words.
- Workshop needs to be organized with the media house staffs for the use of gender sensitive language.
- Must make a list of words which will be used for transgender people.

The roundtable was ended with a vote of thanks from Annelies Langlear, Program Manager, South and South East Asia of Free Press Unlimited. The Roundtable dialogue has been supported by Free Press Unlimited.

Report Publication and Dissemination:

SACMID has produced two 12 pagers publication with significant findings from first quarter and second quarter findings. Gender media monitoring quarterly report named as - INCLUSION. The publication was bilingual, since Bangladesh audience will feel more comfortable to Bangla version where English version will help other stakeholders like FPU and PRIMED colleagues. INCLUSION described sampling of research and the major findings along with few recommendations. Team has received positive response from stakeholders. Team printed about 200 copy of reports for each prblications and already distributed about 300 copies altogether. Besides distributing the report in round table discussion, team has sent printed copy of reports to different media outlets and other stakeholders like University of Dhaka, Green University, Chittagong University, ULAB and BBC Media Action houses, team will continue distributing its bulletin till the next publication in following quarter. Report has been published in SACMID's website but view and download are not countable.
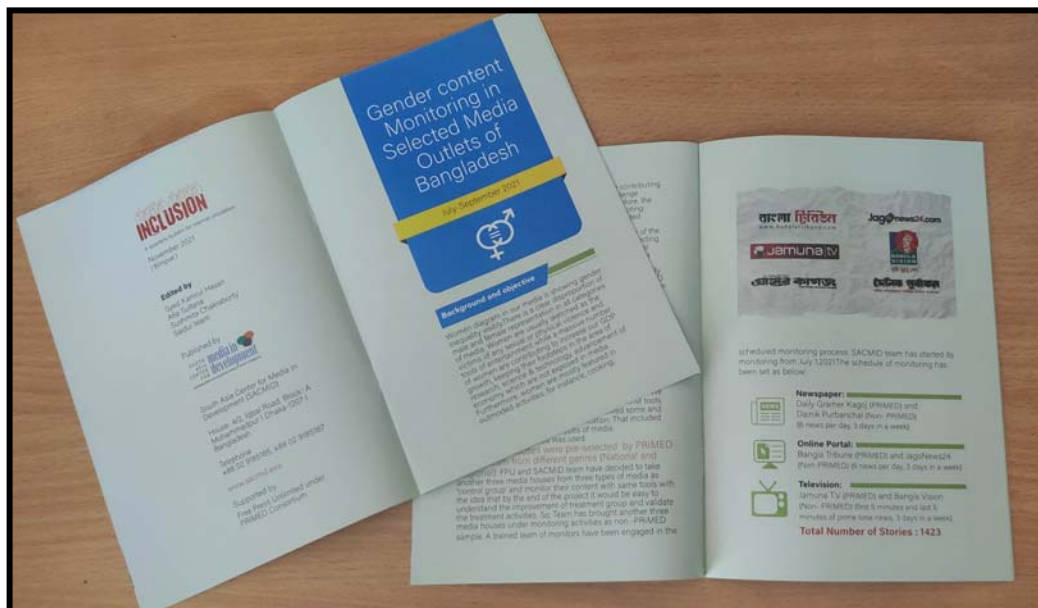
Partnership with Press Institute Bangladesh:

Round Table Discussion with the stakeholders was one of the major activities of SACMID under PRIMED project, since this is the only opportunity to meet the respective stakeholders in person which can help to initiate a discussion with media outlets on gender equality in media content as a prime theme, but the budget was quite insufficient to arrange more discussions like this. So, team had advocated to Press Institute Bangladesh (PIB) for partnership.PIB appreciated this new initiative and agreed to extend its partnership in the program. Besides, PIB also provided their folders, notebook, pen, their publication for the invitee and the participants. Besides supporting with venue and logistics, they also coordinated media coverage of the event.

Media Coverage:

Round table discussion received positive media coverage both in online and print version of news outlets. The most popular online news portal like [BDnews24](#), [BanglaTribune](#) and newspaper like ProthomAlo published the news in their print version. Most of the reports emphasized the importance of wording of news in their article.

Link : [গণমাধ্যমে নারীর ইতিবাচক উপস্থাপনে গুরুত্ব দেওয়ার আহ্বান)bdnews24.com)](#)
['গণমাধ্যমে নারীকেন্দ্রিক শব্দ ব্যবহার সম্পর্কে সতর্ক হোন')banglatribune.com)](#)

Meeting with the Editors:

As part of advocacy and sensetize the editors of partner media houses SACMID was supposed to organize meeting with the editor to discuss about the content monitoring findings, analyze the gap and how SACMID can provide supports to enable the partner outlets to produce more gender sensetive contents.

Gramer Kagaj: SACMID has arranged a meeting with Gramer Kagoj as part of PRIMED gender inclusion activity on 19th December, 2021 through Online. The objective to arrange the meeting was to share the quarterly data of gender media monitoring. Seven members form Gramer Kagoj editorial team joined the meeting including 1 female reporter. SACMID program coordinator shared the data with the team and clarified the methodology of the research. SACMID media monitoring team member Sushmita Chakraborty also shared her experience of monitoring Gramer Kagoj. Gramer Kagoj team shared their challenge in implementing gender sensitive methods in their contents. Gramer Kagoj team is very positive and enthusiastic towards practicing gender sensitive methods and language and showed positive willingness of collaboration with SACMID.

- Gramer kagoj publish one supplementary page on women. Team has requested to keep that page under monitoring sample of GMM.

- Gramer kagoj Team requested for monthly data with specific observation on each monitored news.
- Gramer kagoj informed that, they have female reporters who are very active and dedicated but most of them are working in desk.
- As defense, Gramer kagoj team members said that, people want to read something new, something twisting, by keeping that in mind they use some language which might not gender sensitive.

Bangla Tribune: SACMID was trying to meet with the editors of Bangla Tribune and Jamuna Television from September, 2021. Since BBC MA is working with the houses very closely, SACMID has requested them to arrange the meeting. Due to various reasons like, editors are traveling out of the country and/or BBC MA team is traveling out of Dhaka it took a long time arranging meetings. When SACMID approached the chief news editor of Bangla Tribune to arrange a meeting with the editor, she directly denied justifying SACMID has no official contract with the house so the house is not willing to allocate the time. But finally on 27th of March, BBC MA supported SACMID to arrange the meeting. SACMID Program Manager and Program Coordinator visited the house and met the editor Mr. Zulfiqer Russel.

Mr. Russel immediately agreed to meet over the phone but when the team met him in person he behaved a little bit unwelcoming. In summary his feedback was-
- Bangla Tribune is already gender sensitive from the very beginning of their publication (2014) in Bangladesh.
- Bangla Tribune does not have enough time to talk/ work on this gender issue
- They don't need any further support in this regard, "It is good that you have informed us' - told Mr. Russel. He told that BBC MA will forward the findings to them and they will take immediate action if necessary.

SACMID couldn't arrange meeting with Jamuna Television, even after BBC MA team took some attempts to contact the editor.

Gender Sensitive Content Workshop with Journalist: Two day-long workshops were held from three different media outlets of Bangladesh on various dates of January and February, 2022.The objective of this workshop was to sensitize the journalists and news media professionals from PRIMED partner media houses on gender sensitive reporting.Through facilitating discussion and giving some examples and insight of gender biasness this was an effort to enable journalists finding gaps in terms of gender balance in their own reporting. The three partner media houses were from three different genres, one is national level online (Bangla Tribune), one National level television (Jamuna Television) and one local level Newspaper (Gramer Kagoj). The sessions were customized for different media houses keeping their own perception and understanding level in mind but the objectives of all workshops were uniformed following the module developed by FPU(on collaboration with SACMID). BBC Media Action Bangladesh team intensively worked with the facilitator in developing/improving materials by providing their previous experience and describing context of different media houses. There were some tools to identify the short-term outcomes of the workshops, as on homework modality, which have been applied in Bangla Tribune and Gramer Kagoj since they participated two days' workshop while Jamuna TV's participants received only single day session. As in

homework participants were requested to publish a report using their takeout from day-1. After they did, it became evident that journalists are positive towards making change in their daily practices of reporting.

Comments and Recommendation (Out of the workshops)

- Idea of facilitating sessions with media house's example was brilliant, it worked great.
- Having senior and respected journalist like Syed Ishtiaque Reza as panel discussant was an extra advantage, it should be continued in future, sometimes women panel discussant's opinion can be important (suggested by participants).
- This training should be in 'Crash Course' manner, like two hours every week, in that way balancing gender won't be looked like extra assignment, it will become in regular practice.
- Besides regular monitoring it is also important to give instant feedback at least once in 15 days instead of giving it after three months.
- Training venue should be closed to media house (for Bangla Tribune it was far).
- More women participation is important, In Jamuna Television there were a good number of women participants but not well distributed among the groups.
- Regular monitoring and mentoring are mandatory to get a sustainable benefit.

Development of Policies of SACMID & FPU's supportive supervision in the process

SACMID already had a Gender, HR, and finance policy. But the work has aimed for achieving due diligence of SACMID by having all relevant policies, to comply with the FCDO requirements within PRIMED and also any of the global projects as well. Under the task SACMID has formed a team of 03 consultants which includes 2 senior level staff of SACMID and one external consultant to draft a number of policies. The target of this year project is to develop 07 policies. These are:

 1.Fraud and corruption Policy, 2. Whistle-blowing policy, 3. Code of conduct, 4. Complaint system, 5. Integrity Policy 6. Procurement checklist,7. Risk and security policies and procedures.

It was expected, and accordingly mentioned on the TOR that during drafting of the policies the consultants would check and consider to incorporate the global issues like- Safeguarding risks in media development programmes and activities, Digital safeguarding, Covid-19 restrictions,

Risk management, Power-relations and gender, Informed consent (of participants, audience, interviewees etc.), Confidentiality and Data Privacy.

Until November & December 2021 the consultant team has developed the following policies

Code of Conduct
Anti- Corruption Policy
Feedback complaints and Appeals Procedure
Digital Safeguarding Policy
Whistleblower Policy
Gender Policy
Procurement Policy

After drafting of the policies, SACMID submitted to FPU and requested to review all the policies that have been drafted. Upon request, Mr. Andre Oostrom, Security Officer and Complaints and Integrity Officer of FPU (who has written some of FPU's policies and has also helped other organizations in setting up due diligence policies in the past) has been engaged in review process. He met SACMID Policy Development consultant team in an on-line discussion meeting with his review findings on 7th February,2022. As Andre referred some of his observations that we can mention in his own citation: "The policies should not be a burden; they should not be too theoretical. It is important to find a balance between complying with donor requirements and making these policies useful. Everything you put on paper, you should actually be able to do it. It is a challenge to be compliant with all of these policies while having such a small team." Then Andre and the SACMID consultant team agreed to summarize the broadly-drafted policies and combine all the policies under one/two umbrella, to make those realistic, possible and doable (even though FPU/FCDO requires certain policies as separate documents).

Later Andre has developed a framework (to combine all the policies and make an umbrella) and sent to the Consultant Team. The team has been working on it, but a little bit delay for the external consultant's foreign visit during the time. However, the policies are now at the final stage. SACMID team members sit on the 31st March at its office to discuss on the policies and their contents. The staffs have agreed that it would be needed a couple of workshops with the staff members to orient and update on those policies.

FPU facilitated in developing finance policy of SACMID and capacity enhancement of the financial management of SACMID staff

FPU has arranged a financial training for the SACMID staffs on December 8,2021. All SACMID staffs from finance and program department joined in the workshop. The workshop was virtually conducted while Raichelle Bonapart, Finance officer - Free Press Unlimited facilitated the workshop. The workshop included discussion on various topics on SACMID Finance Policy, that has been sent to the facilitator earlier. Elaborate discussions were made on internal control and transparency. It was decided to continue giving tips & tricks by FPU team, for updating the financial policy and to further improve the internal controls and transparency within SACMID.

Participate in regional learning meeting executed by Freedom Forum (Nepal) on their expertise of media monitoring:

FPU has organized a training session for SACMID team on Media Monitoring method and advocacy with relevant stakeholders. The two days' workshop was facilitated by Freedom Forum, Nepal team since they have expertise of nationwide gender media monitoring in Nepal for long with significant outcomes of minimizing gap of gender portrayal in media content. The workshop held on 30th -31st March, 2021. SACMID team including the newly recruited interns joined this practical workshop. It was wonderful experience of getting new knowledge besides orientation for the interns from international experts.

Knowledge Sharing Session on GMM with Sierra Leone Team:

Another partner country of PRIMED project is Sierra Leone, and under the objective of 'Inclusion' Sierra Leone team is also monitoring gender media contents. Since, SACMID has experience of monitoring gender media content before and already they have developed monitoring tools, FPU has organized an online knowledge sharing session for Sierra Leon Team members. SACMID facilitated a brief session on gender monitoring on 12th of July, 2021. BBC MA team from Bangladesh and UK also joined the session.

Regular Monthly meeting helped to keep the implantation process on track: The partnership meeting organized by FPU for SACMID in every month (usually on 3rd Thursday of each month) has provided a lot of idea and suggestions to keep the pace of implementation process on track. During the meeting, the qualities of the activities are reviewed and the difficulties are discussed. It becomes helpful to monitor the results and measure the outcomes of the project activities. The meeting also helps to identify the future challenges and find out probable solutions. This monthly interaction has become a big tool for monitoring from FPU's end, and by that strengthening SACMID team.

Network and Advocacy:

Presenting in Data Literacy Summit:

The flagship program of SACMID was 'Promoting media Literacy' in Bangladesh that been implemented from 2018 to 2020. SACMID played a significant role in this sector and aspire to continue it for wider target group. To keep this in track SACMID is always trying to involve in any kind of initiative by other fellow- parties. As part of this SACMID has participated in 'Bangladesh Open Data Summit - 2021' where many academia and international stakeholders presented important research and initiatives. SACMID's Program Coordinator Afia Pina also presented a topic- 'Media Literacy and Understanding Data' on 24th of October.

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Embedding ML in national Curriculum-support continued to NCTB:

As continuation of advocacy effort to embed media literacy in national curriculum SACMID is still involved with National Curriculum and Textbook Board (NCTB). SACMID's Program Coordinator Afia Sultana is continuing work in developing classroom experience and textbook. Due to COVID situation Bangladesh government delayed the procedure for one year, finally the honorable Prime Minister approved the curriculum in September,2021. As beginning of the process, NCTB will pilot new curriculum in 2021 for only class VI. Afia wrote one chapter for class VI textbook along with
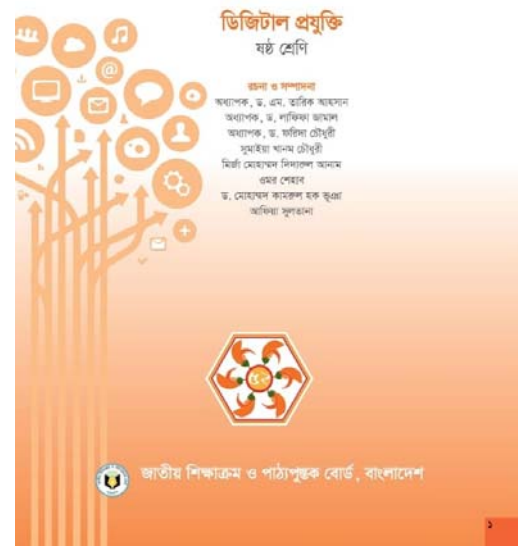
teachers' guide for that chapter. The chapter she wrote is dedicatedly on 'information literacy'. She is also to facilitate the teachers' training at a follow up stage. SACMID is providing all support to her to continue the work with full concentration since introducing ML in National curriculum was main agenda of SACMID.

Efforts for fundraising and project development

Along with doing its project activities, SACMID is continuing its efforts to raise funds by meetings and consultations both within group and one-to-one communication. Though, the effort has been disrupted occasionally due to ups-and-downs of corona situation. Recently, the Deputy Director of SACMID joined as a facilitator in a media literacy session with some secondary level students and the teachers from European countries like Netherlands and Denmark, while the media literacy gaps have been identified between the countries and discussed in group work of the students to find out what should be the possible solutions to address the internet challenges faced by the students of Bangladesh. This is a kind of peer learning that can be explored further. This group has met on a regular frequency and now working on developing some free contents on misinformation/fake news, which later could be translated in Bengali language. Until now, the effort is on voluntary basis, but SACMID expects that this could be potential for more works through donor's support.

In another initiative SACMID has been continuing consultation with International Center for Communication and Development (Dhaka based) to develop a media literacy project, while Deputy Director is leading the team.

Recently, SACMID is doing a couple of meetings with the Mass Communication and Journalism Department of Daffodil International University to explore the possibilities of developing a joint proposal on media literacy among the undergrad students and seeking the funding from corporate houses of the country.

	baseline	Milestone 1	Indicators for Milestone 1	Target	Indicators for target	Remarks
Use categories as relevant. E.g., editorial, engagement of community in content; gender representation; financial processes; technical/production capacity….	A short sentence on each area listed on the left	Please set the first milestone and add more fields as required	What tools are used to verify the milestone? E.g., audience panel in Q4 reviews new pilot programmes and consider it significantly more relevant to their lives than previous programme; At least 5 members of parliament take part in the first			

			cross-sector consultation; the media outlet has managed to set aside reserves totally X% of its annual operating costs…			
Covid-19						
Policies and procedures	FPU partner assessment Score: 68/100	12-month assignment to SACMID to complement its organizational policies and procedures in order for it to be more in line with the six key due diligence standards of FCDO and PRIMED safeguarding guidelines between March 2021 – February 2022	- SACMIDs senior staff will have enhanced knowledge and agreed and shared understanding of high level safeguarding and due diligence standards for organizations working in the NGO sector - SACMID as an organization has well established safeguarding procedures and mechanisms in place - Insurance for SACMID-staff explored and if possible contracted	A minimum of 7 policies	The a minimum of the 7 following policies and guidelines are produced and/or finalized: 1. Fraud and corruption 2. Code of conduct 3. Integrity Policy 4. Procurement checklist 5. Whistle-blowing policy 6. Complaint system 7. Risk and security policies and procedures	All policies drafted-shared with FPU Colleagues - reviewed by FPU Expert- Finalization of the policies are now going with inputs and feedbacks- series of sharing sessions on polices with SACMID staffs started
Quality management	FPU partner assessment Score: 68/100	Capacity building sessions organized by FPU on the establishment of a quality management system attended before 28 February 2022	- SACMID senior staff will have enhanced knowledge and agreed and shared understanding by the establishment and implementing practicalities of: 1) Risk-	3 capacity building sessions	- Summaries of sessions - Participants list - Pre-submitted questions on the subject from SACMID to FPU staff - Post-questionnaire	One financial training organized by FPU on 8th of December, 2021

			management procedures 2) Whistle-blowing and complaint mechanisms 3) Financial management			
Gender in the workplace	SACMID Draft Gender Policy FPU partner assessment Score: 68/100	FPU-Gender Mainstreaming training by FPU in year 2, Q4	- SACMID senior staff will have enhanced knowledge and agreed and shared understanding on how to further develop its gender policy and on how to mainstream gender throughout the organization	1 gender policy	- Final gender policy in place, covering: 1. Hiring and promotion policies 2. Safety, including sexual harassment and digital safety 3. Inclusive working culture 4. Maternity/ paternity leave 5. Flexible working hours (work-life balance) 6. Equal pay 7. Training and development opportunities - Resources dedicated (time, space, budget) towards implementing and mainstreaming its gender policy within the organization.	SACMID is reviewing its gender policy
Implementation of new policies and procedures	Staff is used to old way of working	Training to entire SACMID-staff on its newly established polices and procedures through the KSA learning categories (knowledge,	The entire SACMIDs staff are knowledgeable and skilled in implementing the established procedures and policies	At least 1 training	- Training report - Records - Post-questionnaire	One sharing session held with the SACMID staffs on 31st March (series of sessions will require)

		skills and attitudes) by the end of 28 February 2022				
Development of gender media monitoring (GMM) methodology for Bangladesh media	Although SACMID has done gender media content monitoring, SACMID does not have experience with the use of the standard GMM methodology developed by WACC	Delivery of: - Sampling method - Code-book - Code-sheet	Input from the SACMID staff in the creation of code-book, sampling method and code-sheet of gender media monitoring (GMM) methodology that is specifically tailored to Bangladesh and PRIMED	GMM-methodology has been jointly tailored to Bangladesh with the SACMID-staff	GMM methodology for Bangladesh	- Done
Capacity development to of SACMID to use the GMM methodology	SACMID has insufficient knowledge of gender content monitoring using the GMM methodology described above, and of its application to evoke change.	Training and coaching by Freedom Forum Nepal on its expertise of gender content monitoring in Q4, Y1 attended	# of SACMID staff that has the knowledge and skills to conduct gender content monitoring and to lobby and advocate towards newsrooms to evoke change.	4 SACMID-staff	- Participants-list - Pre- and post questionnaire on knowledge of SACMID staff - Summary report from trainer	
Ongoing research by SACMID to establish and improve the gender representation in content of PRIMED media partners in Bangladesh.	PRIMED gender country analysis Bangladesh	Increase in gender representation in content of PRIMED media partners in Bangladesh.	Indicators of GMM methodology	7 quarterly GMM reports: 1st GMM-report, Oct, 2021 2nd GMM-report, Jan, 2022 3rd GMM-report, Apr, 2022 4th GMM-report, Jul, 2022 5th GMM-report, Oct,	# of GMM reports by SACMID with the gender representation in the media content of PRIMED media partners that are published and distributed # of downloads from SACMID website # of shares, likes on social	Two GMM report published , printed and distributed one in November, 2011 another one in February, 2022 - Total 400 copies printed, 350 copies distributed

				2022 6th GMM-report, Jan, 2023 7th GMM-report, Apr, 2023 *Potentially: 8th GMM-report, Jul, 2023*	media List of stakeholders shared through email Responses from stakeholders on the report	
Organisation of events to increase the awareness around gender representation in media content	PRIMED gender country analysis Bangladesh	Representatives from media outlets, journalist networks, CSOs, and gender experts are aware of the state of gender representation in the media.	# of representatives who attended the events # of representatives who express that they are more aware of the state of gender representation in the media.	3 meetings At 20 attendants per meeting 3 meeting reports	# of meetings to present and discuss the results of the GMM and discuss root causes of gender imbalance (if any) among representatives from media outlets, journalist networks, CSOs, and gender experts # of meeting attendants from media outlets, journalist networks, CSOs, and gender experts documented through participant-lists # of meeting reports	Round table meeting organized on 30th of November
Organisation of events to increase the capacity of PRIMED media partners to produce more gender-sensitive	PRIMED gender country analysis Bangladesh	The editors in chief of the core PRIMED (3) media partners are aware on the level of gender	# of editors in chief that attend the event # of representatives who express that	6 meetings (2 meetings per media outlet) 6 meeting reports	# of meetings with the editors in chiefs of the three studied PRIMED core media partners to discuss its	Gramer Kagoj: 19th December 2021 Bangla Tribune: 27th March 2022 Jamuna

content		sensitivity of their media content and know are equipped to include more female voices in its content and newsroom	they are better equipped to increase gender representation in their content		GMM findings regarding gender inclusivity of the media content and the gender diversity of the newsroom. # of meeting reports	Television : SACMID couldnt reach the editor.