

# Gender Charter of Commitment for News Media

## 1

**Our Commitment :** Achieving gender equality in news media and their content

**We uphold :** Gender equity and sensitivity

# 2

## Equality in participation

- Transparency and equity in recruitment and promotions.
- Equal pay and benefits in line with legal/equitable standards for all genders.
- Assessment of gender sensitivity along with professional skills of candidates.
- Prioritise women and marginalized genders among equally qualified candidates.
- Affirmative actions to ensure gender diversity in recruitment.
- No gender discrimination in assigning managerial responsibilities and management positions; parameters are professional skills, performance and leadership qualities.
- Specific initiatives to eliminate gender inequality at decision-making levels; assist women and employees of marginalized genders to get into management positions.
- Eliminate gender-based derogation and deprivation; maintain equality in workplace environment.
- Prompt actions from the highest organisational levels to prevent and deal with discriminatory behaviours, decisions or policies.

- Develop a gender-sensitive code of conduct; ensure its implementation through measures including discussion and training.
- Making efforts to provide enabling facilities, e.g., separate toilets as needed, creche and comfortable workspace.
- Maternity leave as per the law and other similar leaves as necessary; no discriminatory treatment or negative performance appraisal when employees return from such leaves.
- Regular creative programmes to promote gender awareness, sensitivity and amity; challenging negative mindsets.
- Gender balance in nominating participants for all trainings including those on new technologies.
- Sessions on gender concepts, sensitivity and equity in all journalism training programmes.
- No stereotypical distribution of responsibilities; aspire for gender equality in all work including decision-making.
- Training and support as required by employees of different genders.
- No gender-based discrimination in the allocation of resources or assistance for purchasing equipment.

# 3

## Representation and Presentation of Gender in Published News

- Written ethical guidelines; content not to provoke hatred-animosity-hostility on any count including gender, race and religion. Reporting diverse lives and their needs.
- Portray the diverse roles and voices (especially as experts, spokespersons and stakeholders), perspectives and opinions of different genders in all journalistic content.
- No use of visual elements irrelevant to the news content.
- Not causing anyone unwarranted harm or derogation through news; respecting privacy and human dignity.
- A style guide to avoid derogatory treatment of any gender through words, description, tone or storyline.
- News, photos, videos or clips published on the outlet's social media must not be unduly derogatory or harmful to anybody.

- Vigilance so that advertisements do not carry out these insensitivities.
- If the content has factual errors or causes unwarranted harm, publish full and detailed corrections across all platforms including digital ones.

## 4

### Policy Framework

- Gender perspectives in all written policies, especially regarding participation and representation.
- Accommodation of relevant national regulations and policies in the organisational policies, but not so when these conflict with values of gender equality and independent journalism.
- Adopt affirmative action policies to ensure the participation of all genders.

# 5

## Health, Safety, Security

- The highest care to ensure the safety and security of all employees irrespective of their genders.
- Safe transport facilities as and when needed; particularly for female and other marginalized genders at nighttime.
- Forming an institutional complaints committee as per the High Court's directives of 2009 on sexual harassment; addressing complaints of any discrimination.
- Written policies and mechanisms to protect employees from all types of risks including physical and psychological health risks, cyber harassment, financial insecurity and legal risks anywhere they work.

# 6

Monitor if the pledges made in the charter are being implemented and ensure due accountability.