

SACMID Evaluation

An Evaluation of SACMID's activities within the PRIMED Project



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22 August 2023

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Introduction

The South Asia Center for Media in Development (SACMID), addresses gender disparity both within the workplace and media content. Its main focus is utilizing the Gender Media Monitoring Tool to tackle these issues. The data collected through media monitoring is subsequently employed for advocacy initiatives involving multiple stakeholders.

The paper aims to evaluate the project activities carried out by SACMID within PRIMED (Protecting Independent Media for Effective Development), focusing on their efforts to promote gender sensitivity in the media sector in Bangladesh. The primary objective is to assess the effectiveness of SACMID's interventions by examining the degree to which the monitored outlets as well as stakeholders within the media sector have seen positive changes by themselves or in the sector a whole when it comes to the level of gender sensitive content reporting (and gender sensitivity in the newsrooms). We also wish to look into the level of success in SACMID's attempt to establish itself as a known stakeholder on gender and media in Bangladesh. Hence our research questions are:

RQ1: To what extent have SACMID's efforts influenced positive changes in Bangladeshi media outlets and other stakeholders in relation to gender sensitivity in media content and within the newsroom?

RQ2: To what extent has SACMID managed to meet the professional and due diligence standards of international donors?

In this report, our primary objective is to examine the lessons derived from the project and gain insights into its extent, strengths, weaknesses, and potential opportunities for the future.

Bangladeshi context

In 2021 Bangladesh ranked 131rd¹ out of 189 countries on the Gender Inequality Index, which reflects gender-based inequalities with regards to reproductive health, empowerment, and economic activity.

Being a muslim-majority and patriarchal society, the cultural and religious norms include the practice of purdah, the practice of women seclusion, which restricts the movement and presence of women in public spaces and media². Women are also much less present in the labor force. Especially, in journalism, where the workforce is predominantly male, women journalists face an entrenched culture of harassment, enduring online hate campaigns when they advocate for their rights³.

¹ UNDP Gender Inequality Index

https://hdr.undp.org/sites/default/files/2021-22_HDR/HDR21-22_Statistical_Annex_GII_Table.xlsx

²

<https://www.sciencedirect.com/science/article/pii/S0277539522000012#:~:text=Purdah%20restricts%20women's%20mobility%20and,something%20about%20who%20they%20are.>

³ RSF Bangladesh- <https://rsf.org/en/country/bangladesh>

In the media landscape of Bangladesh, the participation of women remains disproportionately low, even when compared to other industries. The small number of women leaders within newsrooms does not accurately represent the broader women media workforce. Although there has been an increase in the number of women entering the profession over the years, they continue to encounter multiple obstacles in advancing their careers in journalism. The challenges encompass the perception that journalism is an unsuitable occupation for women, mostly due to unequal opportunities within newsrooms compared to their male counterparts, and limitations for traveling to the field due to security issues, lack of training prospects, familial constraints, and domestic responsibilities. For women journalists, mostly the safety and security are significant concerns, particularly in rural areas. Instances of (sexual) harassment occur within the confines of the newsroom as well as during field reporting. These impediments frequently prompt women to exit the profession prematurely.

The findings of the 2020 Global Media Monitoring Project indicated that women constituted merely 16% of individuals featured in news stories within Bangladesh. This starkly highlights the significant lack of women representation in the content generated by the news media as well. When represented, it is often stereotypical, for example- as victims, mothers, passive, subordinate, or the focus is on their beauty and sexuality⁴.

Bangladesh ranks unfavorably low on the annual global press freedom index⁵, posing significant challenges for journalism due to the risks involved. This worsens the situation for the country's women journalists who already are subjected to hostile environments and gender-based violence⁶. The situation becomes even more concerning as the country approaches its upcoming general elections in January 2024, which will determine the next Prime Minister. Unfortunately, there has been a surge in cases of assault targeting journalists and the unjust application of the Digital Security Act to imprison them⁷. However, the criticism against this draconian law has led the government to announce rectifications of the law to avoid any further misuse⁸. This offers a glimmer of hope in a country where press freedom is alarmingly limited.

Description of activities under review

In the following section a brief overview is provided of the activities that SACMID has performed during the PRIMED project. A more detailed description of these activities can be found in *attachment 1*.

⁴ Who makes the news? - Global Media Monitoring Project 2020

https://whomakesthenews.org/wp-content/uploads/2021/11/GMMP2020.ENG_FINAL_.pdf

⁵ <https://rsf.org/en/country/bangladesh>

⁶

<https://www.ifj.org/media-centre/reports/detail/ifj-survey-one-in-two-women-journalists-suffer-gender-base-d-violence-at-work/category/press-releases>

⁷ <https://www.hrw.org/news/2023/05/03/bangladesh-end-crackdown-against-journalists-and-critics>

⁸

<https://www.ifj.org/media-centre/news/detail/category/press-releases/article/bangladesh-government-foresees-replacement-of-notorious-digital-security-act>

Capacity building activities

SACMID has created the following policy documents and implemented them in their organization:

- Code of Conduct
- Anti-fraud & Corruption Policy
- Whistleblowing Policy
- Report & Complaint Procedure
- Gender Policy
- Procurement Policy

Next to that, the SACMID team also received a finance training session by FPU's Head of Finance and a training session on Gender Media Monitoring by Freedom Forum Nepal.

Gender Media Monitoring

SACMID conducted Gender Media Monitoring of 6 media outlets during a period of 3 years. They have produced 6 quarterly gender media monitoring reports, 20 monthly monitoring reports, and 5 gender media monitoring bulletins titled 'Inclusion'. Following are the outlets that were monitored:

PRIMED media outlets

Jamuna Television (TV - National)

Bangla Tribune (Online news portal - National)

Gramer Kagoj (Newspaper - Regional)

Non-PRIMED media outlets

Bangla Vision (TV - National)

Jagonews24 (Online - National)

Dainik Purbanchal (Newspaper - Regional)

The media outlets that are indicated as PRIMED outlets received a training session on gender sensitive content and a more extensive training and guidance from the BBCMA team as part of the broader PRIMED project. The PRIMED partners also participated in the PRIMED Gender Research conducted by FPU.

Meetings with Editors

A total of three meetings were conducted with the editors of three news organizations (Jagonews24.com, Gramer Kagoj, and Banglavisision) as a part of advocacy efforts. In these meetings, the media monitoring reports were discussed. Discussion about improving in regard to gender equality and feedback on the reports followed. During these meetings, the participants agreed that the representation of women in their media organizations and the produced content

is poor. Some editors committed to working towards this after being confronted with the disappointing figures.

Gender Sensitive Content Trainings

Three training sessions with the three PRIMED media outlets- Jamuna TV, Bangla Tribune and Gramer Kagoj were conducted. The objective of this workshop was to sensitize the journalists and news media professionals from PRIMED partner media houses on gender sensitive reporting. Based on the training, the media houses were asked to produce reports. These reports made it evident that journalists are positive towards making change in their daily practices of reporting.

Roundtables on Gender in the Media

There have been 3 roundtables in total. In November 2021, August 2022, and December 2022. In these roundtable meetings, stakeholders from the media sector were invited to discuss issues surrounding gender and media. The main objective of the program was to present and discuss/reflect how various media of Bangladesh represented gender in their news content and seek feedback from experts. Noteworthy outcomes from these discussions included strategies to improve the quality of the Gender Media Monitoring Reports, and to increase the involvement of in conducting such research. Furthermore, suggestions were made to improve gender equality in the media in Bangladesh. Some of the ideas that were put forward were to initiate a skill training program for women journalists, to introduce a Journalist Act which takes gender equality as a basic premise, and to start with a mentoring program to improve gender equality in the media.

Methods

For the purpose of this assessment, we employed Outcome Harvesting (OH), a collaborative approach utilized to collect, depict and analyze outcomes as tangible transformations in the behavior and interactions of the individuals and organizations. One of the primary techniques utilized in Outcome Harvesting involves conducting interviews with various stakeholders to engage with them and acquire information. Through this method, we could identify the specific changes that occurred and subsequently traced back the activities that contributed to those outcomes. This process was operationalised through the following 6 steps:

1. Designing the Outcome Harvest

This step helped streamline the process and define the purpose of this evaluation. We initiate the process by formulating project-related questions, which are the two research questions (see *RQ1 & RQ2*) in this report, that served as the foundation for the harvest. These questions aided in both monitoring and evaluating progress, as well as in gaining insights to inform future planning. Post this, we identified key stakeholders who were important to interview for the purpose of answering these RQs.

2. Review documentation

This phase entailed analyzing the significant documents that were generated over the course of three years in the PRIMED project. The documents also provided data, both qualitative and quantitative to discuss during interviews with the stakeholders. Some of the documents studied were⁹:

- Engagement plans for all three 3 years and budgets
- Gender Media Monitoring reports and bulletins
- Trend Analysis document
- Gender baseline report for Bangladesh, and the country analysis
- Quarterly reports by PRIMED
- Minutes/reports of the meetings with the Editor-In-Chief(s)
- Minutes/reports of the advocacy meetings with the sector
- Documents regarding the due diligence assignment
- Report on the Gender Sensitive Content Monitoring Training
- SACMID final position paper

3. Engaging with informants in formulating outcome descriptions

During this step we requested the SACMID team to come up with outcomes for their own project themselves and to put them in an outcome harvesting sheet, after giving them some instructions on how to do this properly (see *attachment 2*). It dwelled into questions about types, significance, and contribution of the outcome along with evidence. Then, an in-depth interview was conducted with SACMID. Questions related to the observations in Step 2 and the outcomes formulated by the SACMID team were tested, questioned, and discussed further. Findings from this interview were substantiated with interviews from different stakeholders in the next step.

⁹ *Not all of these documents are publicly available. Upon request to the evaluators, they can be made available in consultation with relevant stakeholders.*

4. Substantiate

This step involved conducting a series of interviews with various stakeholders to gather relevant information for the evaluation while also taking note of the feedback and recommendations from the stakeholders. Takeaways from the review of the documents mentioned in step 2 (which were also used to ask some questions to the stakeholders mentioned below), along with the interviews with additional stakeholders substantiated the results in this step. This process verified the outcomes filled in by SACMID to check for its validity. Stakeholders interviewed for this step were¹⁰:

Name	Function	Particularities
Syed Kamrul Hasan Firoz Mahmud Saidul Islam	Deputy Director SACMID Programme Coordinator Project Officer	The interview with the SACMID team contributed to step 3 and 4 of the methodology.
Larissa Buschmann	Free Press Unlimited Programme Coordinator	Coordinates the Gender Research within PRIMED
Udisa Islam	Special Correspondent for BanglaTribune	Contact person for PRIMED
Minhaz Uddin	Assistant Professor, Mass Communication and Journalism, Jagannath University	Participant in the Roundtable discussion, also a journalist
Hasan Himaloy	Staff Reporter for Daily Purbanchal	From a media house monitored by SACMID

5. Analyze/Interpret

In the discussion chapter, multiple information sources, such as interview notes and document reviews, were carefully examined and analyzed, taking into account challenges, scope, and feedback. This holistic approach aimed to provide a comprehensive understanding of SACMID's activities in the country, emphasizing the importance of viewing these outcomes within a broader social context, rather than in isolation. We broadened our scope from simply assessing outcomes to also analyzing the possible reasons that may have limited the outcomes. Here, delving into the 'whys' and 'hows' added deeper significance to our discoveries. Our interviews with stakeholders and the analysis of the documentation gave us many insights on how the project could be improved and most importantly, the lessons we can derive and work on, which have been shared in the discussion chapter.

¹⁰ *Transcripts of these interviews are available upon request, and will only be shared in consultation with the involved individuals. This decision was made to make sure that interviewees would be able to formulate their opinions without inhibitions.*

6. Support use of findings/Recommendations/ Steps for future

The paper was concluded in this phase by answering some questions like- how can we make use of these outcomes for the benefit of these stakeholders? How can we further the advocacy for a gender inclusive media sector that took place under the PRIMED project by /SACMID?

Findings were compared with the aims of the project and the research questions were answered. Comparing expected/planned changes and observed changes provided useful information on what has worked and what has not and to adjust planning and aims for the future.

Outcomes

In the following chapter the final versions of the outcomes are presented. As described above, these are the result of the outcome harvesting process. Initially, the outcomes were formulated by SACMID. Based on discussions with SACMID, other stakeholders and the review of relevant documentation, in this section the outcomes have been reformulated.

Outcome 1: Increased awareness about gender equality in Bangladeshi newsrooms

The addressing of gender equality both within newsrooms and in news content has appeared to be significantly absent in Bangladeshi media organizations. Concurrently, these news entities lack the requisite awareness and discourse concerning this matter. Our investigation revealed that the presence of SACMID has succeeded in introducing this discourse within these newsrooms. The initiatives, encompassing activities such as gender-focused media monitoring, interactions with editors, training sessions, and roundtable discussions, serve to instill an awareness of gender equality among those affiliated with these media establishments. Prior to SACMID's intervention, the progress of a newsroom was seldom looked at on the basis of advancement of gender equality. Some of the editors and journalists who participated in SACMID's advocacy initiatives, as well as those interviewed for this evaluation, have reported a heightened consciousness regarding gender equality in their work. A journalist who was involved in the activities and who was interviewed, stated, *"20 years ago, we wouldn't have even thought about gender equality. Now that's changing as SACMID is promoting this conversation"*. Their awareness extends to several considerations, for example: how women are portrayed in their content and the inclusion of women experts. The roundtable discussions have been particularly instrumental in achieving this outcome. Many media outlets published articles on the event, including prominent ones such as Prothom Alo. An overview of the media coverage can be found [here](#).

Outcome 2: Bangla Tribune developed a handbook of women experts

The development of a handbook cataloging women experts represented a commendable initial step in emphasizing the significance of featuring women experts. However, the handbook produced by SACMID has been deemed outdated by certain media outlets, making it 'ineffective/useless'. Nonetheless, SACMID's handbook, although outdated, did inspire Bangla Tribune to create their own handbook of women experts, which in itself is a big success as the organization considered it their personal responsibility to produce the handbook, even without external support.

Outcome 3: SACMID has established itself as a known stakeholder in Bangladesh

The organized dialogues and other efforts have established SACMID as a known stakeholder in Bangladesh. SACMID stands as the sole organization within the country dedicated to advocating for gender equality within newsrooms and news content, while also conducting media monitoring in this regard. Several stakeholders regard SACMID as specialists in the intersection of gender and media, however, it has been mentioned by the interviewees that they lack the knowledge on the specifics of their work. For example because they are neither journalists nor academics. SACMID also interacted with representatives from Dhaka University,

subsequent to which Dr. Gitiara Nasreen, Professor, Department of Mass Communication and Journalism, advocated for the inclusion of gender representation in the curriculum for journalism students. This development holds significant weight, as it has the potential to shape the perspectives of young individuals, particularly those aspiring to become future journalists. Additionally, as a result of their advocacy activities, SACMID signed an MoU with Daffodil University which focuses on the promotion of digital literacy and gender diversity. SACMID was also cited in the study called Women and Hijras in Bangladeshi Media by Management and Resources Development Initiative (MRDI), which is a great evidence of how SACMID has established itself. Apart from this, SACMID received positive news coverage in print and online media by BDnews24, BanglaTribune, and ProthomAlo. The Media Monitoring project of SACMID has also been picked up internationally. An International organization named The Communication Initiative, which is also a PRIMED partner, featured the Gender Media Monitoring Report on their [website](#).

Outcome 4: Monitored Media outlets create more gender sensitive content

The Gender Media Monitoring reports have played a role in illustrating the gender equality landscape within the Bangladeshi media sphere. Editors and reporters were confronted with disappointing statistics highlighting the inadequacy of their organization's performance in terms of gender equity. This revelation appeared to underscore the significance and immediacy of the cause.

Some modest improvements were observed in the media monitoring data. Out of the 6 monitored media outlets, 4 portrayed women as victims less often, 3 identified women solely by their family role less often, and 2 media outlets increased the number of women spokespersons interviewed. All of these indicators show a decline in the stereotypical portrayal of women. On the other hand, in one media outlet the number of women experts that were included in their stories actually decreased. In addition, no analysis was performed by SACMID to formally determine the statistical significance of the observed variations, and many indicators did not show any clear trend towards improvement. The data can be found in *attachment 3*.

Nonetheless, representatives from monitored media outlets have indicated the positive role that SACMID has played towards becoming more gender sensitive as an organization. The editor of Gramer Kagoj mentioned the following: *“The portrayal of women in media is not gender sensitive. When we noticed some mistakes and weaknesses in our reporting from the monitoring of SACMID, we worked on those findings,”*. Similarly, when we asked a staff reporter from the Daily Purbanchal whether his media outlet was trying to become more gender sensitive as a result of SACMID, he said, *“It has been discussed a lot in my office and everyone is aware of it. (...) We are trying to do better day by day.”*

Outcome 5: SACMID is now more professional as an organization and meets basic donor requirements

With the help of the FPU team and an external consultant, SACMID produced a comprehensive set of due diligence policies during the PRIMED project period. SACMID now has a protocol on how to deal with unwanted situations of fraud, corruption, or complaints, and many other things.

If such situations would ever arise, the SACMID team is now more prepared. They also created policies on gender and procurement. All of these policies have been discussed within the organization and are ready to be implemented whenever they are needed. This in itself already makes SACMID more professional as an organization.

Next to that, the SACMID team has been quite active in the past months in fundraising and have shared their newly created policy documents with potential donors, although these policies were not specifically requested. In other cases, they mentioned the existence of these documents to potential donors without having to share them. The evidence on the external impact of the due diligence activities is therefore a bit inconclusive, but it can be said that SACMID has become a stronger organization as a result of it. This strengthening has already yielded its first results as well, since the SACMID team has recently secured funding from the Dutch Embassy in Dhaka.

Discussion

Gender and Media

The Gender Media Monitoring itself and the produced reports were the core activity of SACMID's project within PRIMED. The success of SACMID's other activities such as the roundtables and meetings with the editors, depended to a large extent on the quality of these reports. Various stakeholders noted that the analysis within the reports was not thorough enough, and the reports as a whole were sometimes a bit amateurish, even though the quality of the reports did improve throughout the project period. One easy point for improvement that was mentioned during the interviews would be to vary the days on which the media outlets were monitored, and the pages that were monitored. A more context based qualitative approach was also suggested- "Only media monitoring is not very effective. Qualitative research should be introduced to identify gender portrayal in media," said Dr. Gitiara Nasreen, Professor, Department of Mass Communication and Journalism, Dhaka University. Other criticism often heard was that the sampling size was too limited, and that it did not provide an accurate representation of the Bangladeshi media landscape. The former can be disregarded as easy criticism by media outlets, whereas the latter was never the goal of the research in the first place. However, what matters for the outcomes and impact of the project is the *perceived quality* of the reports, regardless of how good they actually are.

This was a major problem for the success of this project. SACMID, a small organization with limited experience on the topic of gender equality, did not have the required authority to lecture media outlets and other stakeholders on this topic, which is especially important in the context of Bangladesh. Their research could therefore easily be disregarded and not taken seriously. This was a problem for their advocacy efforts with the monitored media outlets and other stakeholders, since these reports were used as starting points of the advocacy. This also became apparent in the roundtable discussions, since they mostly discussed the quality of the reports produced by SACMID, rather than the problem of gender equality in Bangladeshi media.

The problem of lacking authority comes back in SACMID's efforts to engage directly with individual media outlets. SACMID reported that they had major difficulties with making appointments with the editors of media outlets which they monitored, and that even when they did manage to speak to them that the editors were unwilling to truly listen to them. Some editors believed that they were already doing quite well on the topic of gender sensitive reporting, whereas the data suggested otherwise. To successfully go against such beliefs, if possible at all, requires authority, seniority, and power. A similar problem dominated the discussion on the gender sensitive content training sessions. The trainer was simply not senior enough to be listened to, and had too limited experience in journalism. The Gender Media Monitoring reports can also only be effective if they are shared with the individual journalists working in the concerned newsrooms and if those journalists are encouraged by their superiors to change their reporting based on them. In the case of the reports produced by SACMID, this rarely happened.

However, SACMID was not the only organization within the PRIMED consortium who struggled to get cooperation from the participating media outlets. BBC Media Action and FPU faced similar problems when trying to interact with them. Journalists and editors are notorious for having busy work schedules and being too engaged with the news of the day to focus on long-term improvements. Perhaps, the lack of cooperative spirit from media outlets is evidence of a deficit in intrinsic motivation in the upper management of media outlets to work on the themes pushed by the PRIMED project. Therefore, it might not be merely the result of lacking authority on the side of SACMID.

Another aspect which hindered the successful execution of the project was the lack of women present in the SACMID team. After one woman employee of the SACMID team left the organization shortly after the start of the project, no women were left anymore that were dealing with the content of the activities. The limited presence of women was also notable in the various other activities that were part of the project, such as the roundtable discussions and the meetings with editors. Although this may be an accurate representation of Bangladeshi society, it should still be noted that the practice of just men talking about women's issues is problematic. Even with the interviews conducted for this evaluation, we struggled to find women that could share their experiences with the project. A takeaway for the future would be to make more efforts to include women in discourses around issues that affect them closely and disproportionately.

It is interesting to note that there is no clear difference to be observed when comparing the results of PRIMED and non-PRIMED media outlets. This suggests that the Gender Sensitive Content training sessions, the guidance by BBCMA on the subject of gender, and the participation in the PRIMED Gender Research did not significantly impact the behavior of the media outlets. However, to delve deeper into this observed lack of differences goes beyond the scope of this evaluation.

Despite these valid critiques the project evidently did have a positive effect on various stakeholders and individuals in the media sector, as has been described in the previous chapter. Though the topic of gender sensitive media content was not entirely new in Bangladesh, it has been newly introduced to some people as a result of this project. It has been put more firmly on the agenda of stakeholders in the media sector. The monitoring data of the media outlets suggests a positive trend towards increasingly gender sensitive content, and multiple media outlets have complimented SACMID on the supportive role that they have played in this.

Due Diligence

The activities on due diligence were completely separate from the gender related activities, and only concerned the internal functioning of SACMID as an organization. The aim of these activities was that SACMID would become more professional as an organization and would be better positioned to meet requirements by potential donors. An example of these activities is the financial training session, which was prepared by the FPU finance team. It has been quite helpful for SACMID but it remains a one-off training session, so its importance should also not be overstated. The due diligence policies may have strengthened SACMID as an organization

and made them more resilient against various malpractices, but it is hard to estimate their impact since they did not have any issues before creating these policies.

Another complicating factor is that SACMID is not financially sustainable yet and that its future is uncertain. During most of the PRIMED project, the income that they received from FPU was their only source of funding. For an organization to be financially sustainable, a diversified income stream is a necessity. Because of this, a fundraising training program would have fit the needs of the organization better. However, this was not possible within the constraints of the PRIMED program.

Conclusion

RQ1: To what extent have SACMID's efforts influenced positive changes in Bangladeshi media outlets and other stakeholders in relation to gender sensitivity in media content and within the newsroom?

The activities of SACMID within the PRIMED project started in April 2021 and finished in June 2023. In this period they spent a total of 44,747 GBP. With this small budget the SACMID team has monitored 6 media outlets, engaged with them to talk about the topic of gender equality in the media, and put this topic on the agenda in meetings with various stakeholders in the sector. To achieve such feats with a budget this small is a laudable accomplishment in itself. However, when looking at the discussion section it becomes apparent that there are many points for improvement and many lessons to be learned, for FPU as well as for SACMID. SACMID did well under the conditions in which it operated and with the financial support it received, but a more established organization with more professional research and advocacy experience might have evoked a greater impact.

RQ2: To what extent has SACMID managed to meet the professional and due diligence standards of international donors?

If a donor would evaluate SACMID as a potential partner, they would probably tick the due diligence box because of the policies that they have drafted during this project. Whether SACMID will meet their professional standards is a different question and depends on the donor. A problem might be that they cannot demonstrate their experience with managing large sums of money and that they do not have diversified sources of funding, which puts their financial sustainability at risk. However, the SACMID team has recently secured funding from the Dutch Embassy in Dhaka, which proves that they do meet the standards of at least one international donor.

List of Attachments

Attachment 1 - Engagement Plan FPU and SACMID

Attachment 2 - Outcome Harvesting Template

Attachment 3 - Aggregate Monitoring Data

Attachment 1 - Engagement Plan FPU and SACMID

PRIMED ENGAGEMENT PLAN

Free Press Unlimited
and
South Asia Center for Media in Development

1. Description of the partner

1.1 Partner strategy

South Asia Center for Media in Development (SACMID) is a Media Development Organization (MDO) that was established and registered in 2016. Its mission is to “*foster an inclusive society by creating an enabling environment for freedom of expression that promotes pluralism and dialogue within the government, media and civil society*”. SACMID states that “*an effective Media and Information Literacy (MIL) will help people develop higher-order thinking skills and critical reasoning to judge the reliability and credibility of news and information from all media*”. According to the organization, this will subsequently contribute to the accountability from the media towards its audience, improved quality and better ethical standards.

Within SACMID's implemented work a strong focus lies on reducing the gap between the media and its consumer. Through its interventions, it encourages critical thinking of both media and its audience and promotes the production of inclusive content. Hereby, the MDO aims to contribute to lowering the flow and impact of mis- and disinformation and increasing gender sensitive content in media.

Its specific areas of work are:

- 1) Media and Information Literacy (MIL) and;
- 2) Gender Literacy (in Media).

SACMID believes that “*children and youth constitute the most vital segment of the population as change makers of future Bangladesh also numbering the highest as media users*”. Therefore, within the MIL focus area, the organization has a track record of working with youth. However, in order to reach this specific group successfully, it has also targeted policy makers of education sectors and ICT sectors, community leaders, teachers, parents, academia and journalists. Within the Gender and literacy focus area, SACMID targets media content producers as well as general citizens.

Besides its core areas of work on MIL and Gender, SACMID indicates to also work on the following themes:

- Freedom of Expression
- Media Assessment, Research & Sustainability
- Policy Advocacy
- Capacity building
- Content/Copy right & Public Domain
- Communication Rights

1.2 Successes and challenges

a detailed discussion over what they consider to have been successful in and what not

1.2.1. Successes

SACMID's successes can be divided under three results- areas 1) partnerships, 2) gender literacy and 3) media literacy.

Partnerships

SACMID has built up successful collaboration and trusted partnership with important media stakeholders at national and international level throughout its work. A selection of some of its partners are Free Press

Unlimited (FPU), University of Liberal Arts Bangladesh (ULAB), Aspire to Innovation (AZI), Press Institute Bangladesh (PIB), National Curriculum and TextBook Board (NCTB), UNESCO, UNICEF and 20 Community Radio stations of the country. Within the cooperation with the aforementioned stakeholders, SACMID has conducted a number of media researches and published a couple of books on media literacy, trends of digital media usage, content generation, access to media contents and freedom of expression. A track record of its publications can be found in attachment 1.

Gender Literacy in the Media

SACMID uses the term 'Gender literacy' for its activities that are focused on making the media sector more aware of gender equality in the media content and in the newsroom. By making the sector more aware it will become 'gender literate'.

In order to promote the production of inclusive media content, SACMID produced and distributed a Directory (Pocket Book) on Women experts & specialists in 2020. Within the directory book, the names, backgrounds and contact-details of female experts from thirty sectors are listed so that media outlets can easily contact female experts and include their voices in their reports.

SACMID has been campaigning on Gender equality in media through monitoring various media content (print news, online, television and advertising) in 2019. To assess the media content, it combined the methodologies from the Global Media Monitoring Project, Free Press Unlimited and the Women30 project. From its first study, a 15-day study of Prothom Alo's media content, it became evident that women were underrepresented in the content and if represented are depicted in a stereotypical way. The study displays that in more than 40% the subject is male, while in 35% of the actual content the subject is female. Men have been described as experts in almost 40% of the stories, whereas women are highlighted as experts only in 10% of the stories. Moreover, it was identified that 25% of the bylines are reported by male journalists and only 8% by female journalists. Approximately 60% stories published men's opinions, comments and quotes against 40% of opinions, comments, quotes from women. Of the total sample, 87% news did not challenge any gender stereotypes, 13% showed content that challenged stereotypes.

A great success was the photo-competition on women in media content that break gender stereotypes and in which women are visible as decision-makers, which SACMID organized in cooperation with ULABs photography club named "Shutterbugs". As hundreds of great pictures were submitted, SACMID decided to organize a photo exhibition showcasing top – and winning pictures to a wider audience. Audience and photographer feedback showed that this competition gave them a different lens in viewing media content and photography through a different lens. Plan International expressed interest in including the competition in its future programmes.

Free Press Unlimited annually organizes the "Media4Women Campaign". In this campaign, (media) organisations and individual journalists from all over the world take action and show solidarity with women in the media. SACMID, together with BNNRC, has been the lead in organizing this campaign for the past four years in Bangladesh and has organized successful marches and online-campaigns and debates together with universities, CSO's, media outlets, community radios' and other like-minded stakeholders.

Media literacy

Under its collaboration with the Bangladesh National Curriculum and TextBook Board (NCTB), SACMID analyzed the gaps of digital literacy in all ICT books of secondary level schools. Based on this assessment and SACMID's lobby and advocacy, NCTB has agreed to incorporate media literacy in the Secondary Text books. It has been ensured that media literacy will be incorporated in the next new curriculum to be introduced from 2022.

By organizing classes in secondary schools and universities, media literacy clubs, debate- and poster competitions on media literacy, youth (specially the students at secondary level) have become more aware about fake news, media propaganda, ethical regulations and cyber-security.

To reach the wider community, SACMID produced a series of video blogs on how to identify and understand fake news. Each of the 8 episodes reached about 20,000 viewers and Article 19 currently uses these video blogs in their training material. In addition, 46 community leaders have been educated on digital media literacy and with the support of SACMID, community radio stations organized talk shows and broadcast Public Service Announcements on fake news and misinformation in times of COVID-19. Moreover, SACMID conducted a country-wide study in on the status of media literacy among students from secondary schools and Madrasahs (Muslim religious educational institutions) in 2019.

1.2.2 Challenges

Internal challenges

- Bangladesh bureaucracy

Whilst applied for in 2016, SACMID has received the NGO Affairs Bureau Certificate only in 2020. In total the process has taken 3 ½ years. As a result, SACMID could not receive any funding from both local and the international institutes that had approached them for cooperation. Therefore, SACMID could not grow as an organization, both in terms of activities and staff.

- Staff capacity

Due to the difficulties with the NGOAB-registration and applying for funds SACMID had to let go some of its staff after its previous funding ended. As the core-staff is fully dedicated to the PRIMED programme, the staff power to work on other matters that are significantly needed such as organisational strategies and fundraising is low. At the moment, the SACMID senior-staff is performing those tasks in its spare-time.

- Multi Annual Strategy

During the years that FPU cooperated with SACMID, SACMID took a year to find its focus and strategy. However once fully running, the organisation has found its niche and is dedicated to two specific themes in particular: gender equality in the media and media literacy. SACMID's challenge for the future is to hold its position as an expert on these two themes in the crowded and 'competitive' CSO sector in Bangladesh. For SACMID's sustainability it is important that the organisation develops a multi annual strategy for five years that includes an analysis of its strengths, weaknesses, opportunities and challenges in depth and an analysis of its competitors (if one could speak in those terms in an NGO context).

External challenges:

- Patriarchal society and male dominant media sector

Bangladesh is strongly influenced by its patriarchal society and social, cultural and religious norms. In 2020, the country ranked 113rd (out of 198) countries on the Gender Inequality Index. There is a traditional division of labour, where women have the primary responsibility over the household while men are assigned the role of breadwinner. The media industry is extremely male dominant, with only 5 - 13% women¹ working in the sector and 18% of women in media content (GMMP, 2015). And although there has been an expansion of opportunities in education and employment have changed the social role of women, as well as their mobility outside of the house in the past years, it has been observed that this has coincided with an increase in conservative forms of veiling, including the

¹Gender Inequality Index 2020 UNDP; <http://hdr.undp.org/en/content/gender-inequality-index-gii>

burqa and niqab. Secular feminist in the country worry that this is set back from the social gains made by women in the past years².

On the one hand, this makes the work of SACMID on gender equality in the media extra relevant and is to be seen as an opportunity rather than a challenge. However, on the other hand, as SACMID publicly promotes gender equality and women empowerment in a conservative context, and it will have to work mainly with men, it could face resistance from both the media sector as well as religious groups.

- Digital Security Act

In Bangladesh, freedom of expression and press freedom has been deteriorating significantly during the period between 2017 to 2020. In 2020, it dropped another notch to the 151th place (out of 170) on the RSF Index, making it the lowest among all other South Asian countries. Introduction of repressive laws have increased of which especially the Digital Security Act 2018 (DSA) causes a hostile environment for journalists and human rights activists to perform their jobs. Journalists are often harassed, attacked, detained and sometimes even murdered for their reporting, stimulating self-censorship among the journalists.

SACMID does not produce any media content as such, however it is critical online on the spread of disinformation and hate speech which is, at times, distributed by the government itself and/or influential parties that have ties with the ruling party. The same applies for SACMID's work on promoting gender equality.

As the law DSA is often abused by State officials and makes targets out of human rights activists and journalists who do not conform to the State narrative, SACMID should take into account its own security and digital hygiene while performing its work.

- Ownership

The media is highly politicized, and licenses for media outlets are generally awarded to people whose political views are aligned with the ruling party. This can influence the willingness of media outlets to participate in SACMID's activities and in producing more gender inclusiveness media content. However, based upon the BBC Media Action core media outlet assessment, on paper, it seems that some of the media outlets have positive attitudes towards including women in media content.

- Economically

Bangladesh is seen as an emerging market and achieved lower middle-income status in 2015, and is now aspiring to be a middle-income country by its 50th birthday. The country is growing fast compared to other South Asian countries which is definitely a positive change, however it does affect the 'business model' of local CSOs as (international) donor agencies change their strategies in allocating funds elsewhere. This will also affect the fundraising activities for SACMID in the future.

² Bangladesh Country Gender Analysis Draft 15 January, 2021

1.3 Organizational set up

1.3.1 SACMID staff

SACMID has provided an organizational structure. SACMID recruits staff on project basis depending on the available funding. The organization contains 4 core-staff at the moment and recruited two more interns (as contractual) to carry out the work proposed under this grant. SACMID has a standard pool of experts and media scholars at national level who give their time and expertise on contract basis.

Position	Name	Sex	Job description
Deputy Director and Program Manager Full-time position	Syed Kamrul Hasan	Male	The Deputy Director is in charge of the operational and strategic management of the organization. He is strategically involved on the day-to-day programme management, fundraising, monitoring and evaluation end end-responsible for the financial management. Moreover, Mr. Hasan is responsible for liaising with external parties such as the Board, Donor institutes and like-minded CSO's.
Program Coordinator Full time position	Afia Sultana	Female	Program Coordinator is to perform overall coordination of the program and projects. She is responsible for the project coordination, implementation and reporting to the management and donors. She assists in new project development and reporting with through close cooperation with Deputy Director. She reports to the Deputy Director.
Finance -cum-Admin Officer Full-time position	Naznin Akter	Female	Finance-cum-Admin Officer is responsible for fund management, maintenance of Accounts, Book Keeping, financial reporting, Banking, VAT & tax compliance and auditing. In addition to the financial matters, she has to assist in administrative functions of the organization. She reports to Deputy Director.
Support staff/Work Assistant Full-time position	Delowar Hossain	Male	Support staff is responsible for organizing and maintaining the office areas & performing general office clerk duties and errands. Moreover, it is responsible for the maintenance of office equipment, inventory supply and assists the Finance cum Admin officer in her banking activities as needed. Hossain reports to Finance cum Admin officer.
Intern Media Monitoring Contractual / project-based	Sushmita Chakraborty	Female	After completion of the Gender Media Monitoring training, the inter will be engaged in media monitoring - data entry, analysis, prepare primary reports, dissemination of the findings through publication, meeting and advocacy with the stakeholders. Miss Chakraborty is currently pursuing Bachelor of Social Science (BSS) degree from University of Dhaka on Mass Communication and Journalism Department. In past, she has worked as writer and content editor at a renowned publication named Panjeree Publication. Miss Chakraborty has worked in Global Media Monitoring Project (GMMP) 2020 as news content monitor. Sher reports to the Programme Coordinator.
Intern Media Monitoring Contractual / project-based	Saidul Islam	Male	After completion of the Gender Media Monitoring training, the inter will be engaged in media monitoring - data entry, analysis, prepare primary reports, dissemination of the findings through publication, meeting and advocacy with the stakeholders. Mister Islam completed Bachelor of Social Science (BSS) degree and currently pursuing Masters in Mass Communication and Journalism Department from University of Dhaka. He has participated in a workshop on 'writing, presenting and publishing Academic papers' organized by South Asian Network on Economic Modelling (SANEM). Last year he has done a research monograph titled 'Bangladeshi Media in times of Crisis: analysing the message of newspaper in times of corona pandemic. It was a content analysis study work.

1.3.2 Board of Trustees

The deed of trust indicates that the actual ownership of SACMID lies with the Board of Trustees. The SACMID board of Trustees contains six positions, among them there is a Chairperson of the Board, a Vice-Chairperson, Treasurer and a Secretary. All board members are non-paid. The board has quit some influence on the daily activities of SACMID, as it makes and approves by-laws, rules and regulations regarding the objectives of organization and for any purposes connected with the management and administration of the affairs of SACMID. The members are shown with their bio's on the SACMID website. The gender division is 60% male and 40% female. The board of Trustees meet quarterly and often visit SACMID personally in the office. Due to corona the physical meetings in the office could not take place. There are no meeting minutes available online, though they can be requested.

S I #	Present position in the Board	Present occupation /employment	Status (Paid/non-paid)
1	Barrister Manzoor Hasan, Chairperson	Private Service	Non-paid
2	Monjurul Ahsan Bulbul, Vice Chairperson	Private Service	Non-paid
3	Fouzia Haque, FCA-Treasurer	Consultants	Non-paid
4	Nazar-E-Zilani, Trustee Member	Self-Employed	Non-paid
5	Shahnaz Sharmeen, Trustee Member	Private Service	Non-paid
6	AHM Bazlur Rahman, Secretary/Director	Private Service	Non-paid

1.4 Statutes and Registration

Deed of Trust and a registration at the NGO Affairs Bureau of Affairs. SACMID is registered as an independent public trust with the Ministry of Law, Justice and Parliamentary Affairs, Government of the People's Republic of Bangladesh and established in 2016. The registration number is: IV-5/17. SACMID has been registered with NGO Affairs Bureau under the provisions of 'The Foreign Donations (Voluntary Activities) Registration Act 2016. The Registration number is: 3255.

1.5 The current sources of income

SACMID is a not for profit, civil society organization and is dependent on funding from local and international NGOs, donor institutes and local and international government funding.

The total core costs of the organization in the last complete financial year are indicated as follows:

Year before last (EUR)	Last year (EUR)	This year (EUR)
75,000	48,000	27,820

2. Findings from the PRIMED engagement review

This engagement plan is between a sectoral partner and Free Press Unlimited. Instead of hiring an external consultant or trainer, Free Press Unlimited followed its internal procedures to review and assess the partners operations. To assess partners, Free Press Unlimited follows its internal project cycle manual. For new partners with which not have been worked with under a new programme, the partner needs to fill in an info sheet on capacity and governance structures that includes submitting institutional documents. All submitted information is assessed by both the Programme Coordinator and by a Financial assessor, using the partner info sheet assessment form. On the basis of this assessment, the partner is then rejected or approved by both the Head of Finance and the Team Leader. This Organisational Capacity Assessment Form is divided into sections and subsections. Each subsection must be given a score between 1 and 5 in accordance with the following guidelines. The totals for each section are then listed and added together to give the total score for the partner that indicates the risk level of working with that partner. There may be situations in which organisations score very low. These organisations should not be excluded from support by FPU, yet appropriate measures should be put in place for these organisations to comply with FPU and donor requirements. Where relevant their proposals should contain capacity building or strengthening activities.

SACMID scored 68/100 during the partner assessment. This score indicates “a moderate risk” according to the assessment form. The somewhat lower score is caused due to the absence of various policies and procedures, such as a code of conduct and safety and security policy. Because under this engagement plan support in capacity building sessions and funding is given to the partner to complement its policies and procedures, it is not evaluated as alarming.

A point of attention for SACMID are the signatories for payments. Now, the head of finance checks the payment requests that are approved by the director and program head. In case it is the bill of the director itself it will be approved by the BOT. The Trustee Member and Treasurer of the BOT are responsible for the signatories of the mother account. As SACMID is a small organization, for all small payments of the programme account the Director has the final approval. It will be recommended by FPU that at least the programme coordinator will also sign the bills so that there is a secondary party that needs to approve.

A grasp of the observations from the assessor, is that the organisation has achieved many results in the past 4 year that FPU and SACMID have been working together. SACMID has impressed FPU with its creativity, organizational skills and timely delivery. SACMID has created – and pushed- for a space for media literacy in the media- and educational sector in Bangladesh and has established long term and quality cooperation with important stakeholders to achieve its goals. On gender, it is the only media development organisation so far that creates actual tools (such as the pocket book) to address gender equality in media content. It is a known and trusted partner, which is not least important in a country such as Bangladesh, and is therefore most suitable to implement gender media monitoring for Free Press Unlimited within the PRIMED programme.

The evaluation of media-content as such, is therefore not applicable for this partner.

3. Objectives for the planned programme of work

This section should articulate where the partner would like to be/should be/can be and what would be deemed as success. Keep this section fairly short as more details will come in the table later.

Objective 1: SACMID is a stronger and better established CSO, able to play a 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.

4. Programme of work

Draw out what actions are envisaged **to support** the partner to reach their objectives.

It needs to be as specific as possible, including details such as what training/mentoring will be given, in which field, to whom, in which frequency and with what sub-purpose in mind, as well as an indicative date.

Include also the resources that PRIMED will provide (trainers, equipment, other support) and the requirements and commitments from the partner, such as ensuring that staff are available etc. Where there are several areas where support is given, please also indicate priorities and interdependencies.

Objective 1	SACMID is a stronger and better established CSO, able to play a 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.				
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	SACMID senior staff	A minimum of 7 policies	Professionalisation of SACMID	Delivered by February 2022	Grant for: Hours SACMID staff Consultant in Bangladesh
Capacity building sessions organized by FPU on the establishment of various safeguarding systems on: 1) Risk-management procedures 2) Whistle-blowing and complaint mechanisms 3) Project-cycle manual	SACMID senior staff	3 capacity building sessions ³	SACMID senior staff obtains knowledge on the practicalities of implementing safeguarding systems	December 2021 June 2022 December 2022	Hours FPU staff
Develop a set of standardised gender indicators to guide the development of Engagement plans across PRIMED	Core partners PRIMED consortium	1 document	Indicators by SACMID to use in mainstreaming gender throughout the organization, programme development and in its gender policy	20 April 2021 Share with SACMID after approved by consortium	Hours FPU staff Consultancy fee
Gender mainstreaming training	SACMID senior staff	1 training	SACMID has obtained knowledge on how to mainstream gender in its	August 2021	Hours FPU staff

³ These capacity building sessions will have to be reconsidered due to budget cuts within the PRIMED programme.

			projects and in its own organization		
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	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.				
Covid-19	Whilst implementing the activities, the safety of staff and participants need to be guaranteed at all times and the Covid19 measures applicable in Bangladesh need to be respected. This framework of activities and indicators is therefore not static and could change if the situation requires.				
Actions	Target group	Frequency	Sub-purpose	Indicative date	Resources by PRIMED
Conduct gender analysis in Bangladesh	Core partners PRIMED consortium	1 document	Baseline	9 April 2021 Share with SACMID after approved by consortium	Hours FPU staff Consultancy fee
Jointly create Gender Media Monitoring (GMM) method that is tailored to the Bangladesh context	SACMID media monitoring team	1 method	By involving SACMID staff in the design of the GMM-method, the method will be better tailored to the SACMID media monitoring staff and the Bangladeshi context.	June 2021	Hours FPU staff Hours SACMID staff
Organize and facilitate regional learning meeting executed by Freedom Forum (Nepal) on their expertise of media monitoring	SACMID media monitoring team	1 training 2 coaching days	SACMID media monitoring staff has acquired the knowledge and skills from a peer-organization on conducting gender media monitoring and lobby and advocacy around it to evoke change Stimulate cross-country exchange and learning	Regional learning meeting in July/August 2021 Coaching sessions between year 2 – 3	Hours FPU staff Consultancy fee

5. Tracker table

The table below will be useful to track and report progress both internally within the PRIMED consortium and against the logframe. It draws from all the sections above. It is not cast in stone and can be adapted to fit specific situations, as long as the principles are observed.

	baseline	Milestone 1	Indicators for Milestone 1	Target	Indicators for target	Assumptions
Use categories as relevant. E.g., editorial, engagement of community in content; gender representation; financial processes; technical/product ion 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...			Please separate these into internal and external and offer any potential mitigation
Covid-19	Whilst implementing the activities, the safety of staff and participants need to be guaranteed at all times and the Covid19 measures applicable in Bangladesh need to be respected. This framework of activities and indicators is therefore not static and could change if the situation requires.					
1. SACMID is a stronger and better established CSO, able to play a on-going role in Bangladesh's media development sector						
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	<ul style="list-style-type: none"> - 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 	A minimum of 7 policies	<p>The a minimum of the 7 following policies and guidelines are produced and/or finalized:</p> <ol style="list-style-type: none"> 1. Fraud and corruption 2. Code of conduct 3. Integrity Policy 4. Procurement checklist 5. Whistle-blowing policy 6. Complaint system 	<p><u>Internal assumption</u> Achieving the level of organizational due diligence of the FCDO standards, SACMID has improved its overall compliance and level of professionalism as an organisation.</p> <p><u>Risk</u>: 1. Provided fund might be too limited for covering additional consultancy fee if needed. 2. Not all procedures, policies, and mechanisms are in place by the end of February 2022. <u>Mitigation</u>: 1. Any underspending within the project to be allocated on safeguarding. 2. Provide assignment extension.</p>

			possible contracted		7. Risk and security policies and procedures	
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	<p>- SACMID senior staff will have enhanced knowledge and agreed and shared understanding by the establishment and implementing practicalities of:</p> <p>1) Risk-management procedures 2) Whistle-blowing and complaint mechanisms 3) Project-cycle manual 4) Gender Mainstreaming</p>	4 capacity building sessions	<p>- Summaries of sessions - Participants list - Pre-submitted questions on the subject from SACMID to FPU staff - Post-questionnaire</p>	<p><u>Internal assumption</u> By connecting SACMID to FPU staff that developed and is responsible for the implementation of the three aforementioned procedures through “capacity building sessions”, lessons learned can be shared through an informal structure by which SACMID will gain the practical knowledge (do’s and don’t) on the implementation of the procedures.</p> <p><u>Risk:</u> SACMID has not acquired sufficient knowledge on practical procedures for the implementation. <u>Mitigation:</u> Make sure SACMID’s learning goals are clear and communicated to FPU. Organize additional consultancy sessions, or if needed organize training by other parties.</p>
Gender in the workplace	<p>SACMID Draft Gender Policy</p> <p>FPU partner assessment Score: 68/100</p>	FPU-Gender Mainstreaming training by FPU in year 2, Q4	<p>- 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</p>	1 gender policy	<p>- Final gender policy in place, covering:</p> <ol style="list-style-type: none"> 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 <p>- Resources dedicated (time,</p>	<p><u>External assumption</u> By SACMID staff dedicating time and resources on working on a 1) gender policy, 2) by being trained and 3) by including gender indicators separately in the engagement plan, it will gain the knowledge on how to increase gender equality in the organization and subsequently address gender inequalities.</p> <p><u>Risk:</u> 1. SACMID has not acquired sufficient knowledge on gender policies and on gender mainstreaming. 2. SACMID does not implement its policy accordingly. <u>Mitigation:</u> 1. Assess and discuss where the gaps lie and provide additional support, guidance, training if needed. 2. In case a sign or complaints arise that the SACMID is not willing to implement to gender policy, FPU will handle the case/ complaint through its compliant system and procedures, and if needed will escalate to BBC MA Action HQ.</p>

					space, budget) towards implementing and mainstreaming its gender policy within the organization.	
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, skills and attitudes) by the end of 28 February 2022	The entire SACMIDs staff are knowledgeable and skilled in implementing the established procedures and policies	At least 1 training	<ul style="list-style-type: none"> - Training reporters - Records - Post-questionnaire 	<p><u>External assumption</u> By training all SACMID-staff on the newly established polices and procedures, all staff have the knowledge, skills and attitude on following and implementing the policies and procedures in the organization.</p> <p><u>Risk:</u> Staff does not understand the policies, has the skill to implement it after the training. <u>Mitigation:</u> Assess and discuss where the gaps lie and provide additional support, guidance, training if needed.</p>
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: <ul style="list-style-type: none"> - 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	<p><u>Internal assumption</u> By involving SACMID staff in the design of the GMM-method, the method will be better tailored to the SACMID media monitoring staff and the Bangladeshi context.</p> <p><u>Risk:</u> Due to PRIMED deadlines and activities that are all scheduled close to each-other, involvement of SACMID could be limited. <u>Mitigation:</u> update SACMID on the process regularly by email to assure involvement.</p>

Capacity development 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	<u>External assumption</u> By facilitating regional learning and coaching from a peer-organization from the same region (South Asia), the training will be better tailored to the specific assignment and context and better internalized by SACMID. <u>Risk:</u> Despite being peers from the region, cultural and or language difference could jeopardize learning curve. <u>Mitigation:</u> FPU is co-designer of the training and present during the learning meeting to fine-tune between trainer and trainees if needed.
1. SACMID's programme of work under PRIMED has improved gender sensitivity among Bangladeshi media outlets and has increased gender diversity of their content						
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: 1 st GMM-report, Oct, 2021 2 nd GMM-report, Jan, 2022 3 rd GMM-report, Apr, 2022 4 th GMM-report, Jul, 2022 5 th GMM-report, Oct, 2022 6 th GMM-report, Jan, 2023	# 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 media List of stakeholders shared through email Responses from stakeholders on the report	<u>External assumption</u> By distributing the results of the gender media monitoring reports publicly, the media sector and the public will become more aware on the status of gender sensitive content in the Bangladeshi media and consume media with a gender lense. <u>Risk:</u> 1. SACMID has not acquired sufficient knowledge on practical procedures for the implementation. 2. SACMID does not obtain content from the core media outlets. <u>Mitigation:</u> 1. Make sure SACMID's learning goals are clear and communicated to FPU. Organize additional consultancy sessions, or if needed organize training by other parties. 2. Discuss with BBC MA Action to include cooperation of core media outlets and availability of the content for media monitoring in the engagement plans.

				7 th GMM-report, Apr, 2023 <i>Potentially:</i> 8 th GMM-report, Jul, 2023		
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	<u>External assumption</u> Data monitoring reveals where things go wrong. By discussing the results of the GMM-reports with relevant stakeholders, and to discuss the root causes of the results, participants will know the current situation of the level of gender sensitivity of the Bangladesh media content. <u>Risk:</u> 1. Stakeholders might not be interested to join the meeting and discuss root-causes. 2. Stakeholders might not agree with results. 3. Due to Covid-19 the meetings need to take place online instead of in person, making people less interested and/or 'zoom-tired' and therefore less willing to participate. <u>Mitigation:</u> 1. Liaise with the PRIMED consortium members if this would be the case. 2. Make sure the methodology is based upon scientific and globally accepted standards as well as well conducted. During the meetings the methods are explained to the participants for transparency. 3. See and discuss what is possible within the Covid19 measures per meeting per quarter. If possible and the budget allows for it organize multiple meetings for smaller groups. Include BBC MA BD in the invitations.
Organisation of events to increase the capacity of PRIMED media	PRIMED gender country analysis Bangladesh	The editors in chief of at least six studied core media partners are aware on the level of gender sensitivity of their	# of editors in chief that attend the event # of representatives who express that they are	6 meetings 6 meeting reports	# of meetings with the editors in chiefs of six the studied core media partners to	<u>External assumption</u> By discussing the results of the GMM-reports with the editors in chief of the media outlets and providing them with tools to improve the gender diversity of the content and in the newsroom,

<p>partners to produce more gender-sensitive content</p>		<p>media content and know are equipped to include more female voices in its content and newsroom</p>	<p>better equipped to increase gender representation in their content</p>		<p>discuss its GMM findings regarding gender inclusivity of the media content and the gender diversity of the newsroom.</p> <p># of meeting reports</p>	<p>editors in chief will apply the obtained knowledge and provided tools, by which the media content will become more gender sensitive.</p> <p><u>Risk</u>: 1. Core media partners/ media outlets might not be happy with the results of the GMM. 2. Due to Covid-19 the meetings need to take place online instead of in person, making it more difficult to sensitize the editors.</p> <p><u>Mitigation</u>: 1. Liaise with BBC Media Action Bangladesh if this would be the case. Include participation of SACMID-activities in the engagement plans with the media outlets. 2. See and discuss what is possible within the Covid19 measures per meeting per quarter. When the Covid19 measures allow for it, organize the meeting with assuring 2m distance and face-masks, no shaking hands. Include BBC MA BD in the process of organizing.</p>
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Annex-1

i. Experience in Partnership and Collaboration

- **Free Press Unlimited (FPU):** FPU has been supporting SACMID to Promote Media and Information Literacy from 2017.
- **University of Liberal Arts Bangladesh (ULAB):** SACMID is the formal partner of University of Liberal Arts Bangladesh (ULAB) and signed an MoU with the university to work more effectively in the area of digital literacy.
- **Access to Information:** SACMID has partnership with A2i Program under ICT Ministry to jointly undertake different awareness raising initiatives in the area of improving digital literacy of the adolescent and the youth students.
- **Press Institute Bangladesh (PIB):** SACMID has the collaboration with PIB in the area of engaging mainstream media professionals through capacity building, research and advocacy as regards to freedom of expression and media literacy.
- **National Curriculum and Text Book Board (NCTB):** Under collaboration with NCTB SACMID is working to sensitize the government ministry and decision makers to assess the secondary students' ICT text book contents, assess the Secondary teachers' training curriculum and identify the gaps in both the area in context of the demands of 21st century digital citizenship. SACMID advocates for incorporating appropriate digital literacy content in the text book.
- **UNICEF:** SACMID has collaborated in the year-long initiatives of developing the "21st Century skill development Framework" undertaken by UNICEF and NCTB, where SACMID succeeded to incorporate the digital literacy as the important component of the policy paper that has been recently endorsed by the government.
- **Community radio stations:** Partnership in content production and broadcasting regarding media safety, access to information and freedom of expression.

ii. SACMID's Experience in Research:

- Conducted media literacy competency research among the secondary level students of Dhaka city (2018)
- Conducted media literacy competency research among the secondary level students in 8 divisions of Bangladesh (2019)
- Assess and analyse the gaps of digital literacy in all ICT books at secondary level
- [findings submitted to government ministry]
- Assess and analyse the gaps of digital literacy in the Secondary teachers' training curriculum
- Conduct the study on exploring digital media usage of Dhaka city dwellers in corona lockdown period.
- Publish the Book - Journalism in Bangladesh during corona pandemic (where 10 professional journalists of mainstream media told their reporting experience and 200 journalists joined in the on-line (expressing their opinion and views regarding free flow of information, digital security act and access to information).
- Conduct four Online survey on different age group of communities on Free Flow of Information, Social Media using Behaviour, Trust on Mainstream media and Influence of Media in Education.

Attachment 2 - Outcome Harvesting Template

Outcome Harvesting

Name of your organization:

Your name:

Description of the Outcome:	
Who has changed when and where , and what is the change?	
<i>Who and what?:</i>	<i>When? (dd/mm/yyyy)</i>
	<i>Where?</i>
Type of Outcome:	
<i>Was the outcome planned at the start of the project? Y/N</i>	
<input type="checkbox"/> <i>Is the outcome positive or negative?</i>	
<i>Comments, lessons learned (especially when unplanned or not good):</i>	
<input type="checkbox"/>	
Significance of the Outcome	
<i>Why is this change important? Is it the first time that it happened? Is it long-lasting?</i>	
	<i>Rating:</i> <input type="checkbox"/> <i>Very high significance</i> <input type="checkbox"/> <i>High significance</i> <input type="checkbox"/> <i>Medium significance</i> <input type="checkbox"/> <i>Low significance</i>
Contributions to the Outcome:	
<i>Who were involved and what did they do to make this change happen?</i>	
<i>Describe what you did:</i>	
<input type="checkbox"/>	
<i>Describe what others did:</i>	
Evidence	
<i>Sources of information to verify the outcome:</i>	
<i>Document(s):</i>	
<i>Website(s):</i>	
<i>Individual(s) outside your organisation (name/function/email):</i>	

Attachment 3 - Aggregate Monitoring Data

Following OUTCOMES can be cited as reference for each media outlet

Gramer Kagoj

Indicators	1 st Quarterly monitoring	2 nd Quarterly monitoring	3 rd Quarterly monitoring	4 th Quarterly monitoring	5 th Quarterly monitoring	6 th Quarterly monitoring	7 th Quarterly monitoring
Female reporter	1.80%	2.56%	0.85%	2.70%	3.70%	1.32%	2.09%
Female 1 st person	17.57%	22.22%	20.94%	22.39%	20.40%	16.67%	18.87%
Female spokesperson	8.97%	8.54%	19.23%	16.89%	13.48%	20.73%	19.85
Female expert	0.00%	10%	0.00%	0.00%	0.00%	0.00%	0.00
Female victims	58.97%	57.69%	30.61%	28.88%	21.95%	32.35%	25.78%
Female family role	33.33%	53.85%	24.49%	42.22%	34.15%	29.41%	30.44%

Dainik Gramer Kagoj has a very low female reporters than male in every quarter. This is a matter of concern. But the positive side is that their female spokespersons are increasing in every quarter and female victims are decreasing in news stories.

দৈনিক পূর্বাঞ্চল

দক্ষিণ-পশ্চিমাঞ্চলের সর্বাধিক প্রচারিত সংবাদপত্র

Dainik Purbanchal

Indicators	1 st Quarterly monitoring	2 nd Quarterly monitoring	3 rd Quarterly monitoring	4 th Quarterly monitoring	5 th Quarterly monitoring	6 th Quarterly monitoring	7 th Quarterly monitoring
Female reporter	0.00%	0.43%	0.43%	0.00%	0.00%	0.00%	0.00%
Female 1 st person	35.96%	38.03%	42.74%	34.87%	31.63%	29.59%	28.78%
Female spokesperson	20.97%	32.88%	29.17%	31.03%	21.98%	30.77%	25.96%
Female expert	16.67%	0.00%	0.00%	0.00%	50%	0.00%	0.00%
Female victims	58.97%	53.93%	59%	45.59%	41.94%	32.76%	33.58%
Female family role	46.34%	50.56%	55%	33.82%	33.87%	29.31%	30.95%

Dainik Purbanchal has the least number of female reporters. Female spokespersons are not in continuous growth, it has ups and downs. On the other hand, female victims and family role are decreasing at a continual basis.

Indicators	রাশিয়া ট্রিবিউন		Bangla Tribune				
	1 st Quarterly monitoring	Quarterly monitoring	3 rd Quarterly monitoring	4 th Quarterly monitoring	5 th Quarterly monitoring	6 th Quarterly monitoring	7 th Quarterly monitoring
Female reporter	1.25%	3.42%	1.28%	2.14%	5.12%	3.85%	4.69%
Female 1 st person	20.83%	24.79%	23.50%	21.26%	18.40%	19.46%	22.95%
Female spokesperson	16%	15.90%	19.19%	12.39%	13.68%	11.54%	12.12%
Female expert	25%	30%	23.08%	0.00%	11.11%	22.22%	0.00%
Female victims	42%	39.66%	30.91%	34.09%	38.46%	34.88%	35.95%
Female family role	24%	20.69%	27.27%	27.27%	33.33%	27.91%	26.85%

Banglatribune.com is in a mid-range level in terms of gender of media. It has increased its female reporters in every quarter. But it has not worked to increase female voices. That is the reason its female spokespersons and experts have not been increased.



Jagonews24.com

Indicators	Jagonews24.com						
	1 st Quarterly monitoring	2 nd Quarterly monitoring	3 rd Quarterly monitoring	4 th Quarterly monitoring	5 th Quarterly monitoring	6 th Quarterly monitoring	7 th Quarterly monitoring
Female reporter	0.42%	0.00%	0.00%	2.56%	0.43%	0.43%	0.86%
Female 1 st person	17.08%	13.25%	14.53%	13.33%	21.57%	18.18%	19.85%
Female spokesperson	12.90%	13.76%	17.14%	14.93%	24.26%	19.25%	25.85%
Female expert	33.33%	7.14%	21.43%	0.00%	25%	0.00%	20.45%
Female victims	43.90%	29.03%	17.65%	11.54%	2.44%	2.77%	5.67%

Female family role	26.83%	16.13%	11.76%	15.38%	12.20%	5.56%	6.11%
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Jagonews24.com also has a few female reporters. But it has increased its female spokespersons and experts after the editors meeting on 27 September, 2022. It is really a good practice. On the other hand it has decreased its female victims a lot.



Jamuna Television

Indicators	1st Quarterly monitoring	2nd Quarterly monitoring	3rd Quarterly monitoring	4th Quarterly monitoring	5th Quarterly monitoring	6th Quarterly monitoring	7th Quarterly monitoring
Female reporter	10.92%	8.71%	10.48%	5.37%	7.08%	6.91%	7.25%
Female Presenter	56.72%	74.62%	67.34%	63.22%	80.97%	79.72%	78.45%
Female 1st person	20.59%	20.45%	21.77%	28.56%	27.27%	26.38%	25.36%
Female spokesperson	5.63%	23%	19.59%	23.08%	23.66%	27%	26.54%
Female expert	13.20%	10%	16.67%	0.00%	0.00%	40%	14.50%
Female victims	32.65%	20.37%	12.96%	12.73%	18.75%	13.95%	14.27%
Female family role	36.59%	7.41%	12.96%	7.27%	4.17%	9.30%	8.75%

Jamuna Television has the highest number of female reporters in every quarter. One reason behind it might be that female reporters are recognizable in television by their voice over. But in print & online media it cannot be found without byline news. The number of presenters has increased in every quarter. Female spokespersons and experts have also increased. On the other hand, female victims and family role have decreased a lot in Jamuna Television. Jamuna television has done very well in every indicator.



Bangla Vision

Indicators	1st Quarterly monitoring	2nd Quarterly monitoring	3rd Quarterly monitoring	4th Quarterly monitoring	5th Quarterly monitoring	6th Quarterly monitoring	7th Quarterly monitoring
Female reporter	2.75%	4.49%	2.17%	2.73%	2.92%	4.05%	3.89%
Female	70.59%	65.17%	64.98%	78.91%	81.25%	85.14%	83.77%

Presenter							
Female 1st person	19.61%	24.72%	17.69%	24.52%	21.24%	24.03%	25.44%
Female spokesperson	10.75%	31.39%	17.69%	24.52%	21.24%	20.22%	19.58%
Female expert	0.00%	0.00%	8.33%	0.00%	7.69%	0.00%	0.00%
Female victims	25.58%	15.15%	12.24%	9.80%	9.76%	2.78%	3.57%
Female family role	11.36%	7.58%	4.08%	5.88%	2.44%	2.78%	2.93%

Banglavisision has a very low number of female reporters than Jamuna Television. It has also increased its number of female presenters, female spokespersons. But it couldn't increase its number of experts. On the other hand, female victims and family role has decreased in Banglavisision.