

24.08.2006

The Press Council of BiH and Association "BH Journalists", in co-operation with journalistic associations in BiH, Association Q, Gender Centre of the RS, Agency for Gender Equality in BiH and Gender Centre of the FBiH, have discussed and defined **Recommendations for Media on Treating Gender Issues** in regular journalistic reporting and public informing, in period July-August 2006.

Recommendations for Media were adopted at the Press Council session held on 24th of August 2006.

Activities within UNDP/CIDA Projects preceded this adoption – Seminar on usage of the gender sensitive language in media, held in July 2006 in Neum, with participation of journalists and representatives of the Gender Centres. Also, discussion on annex to the Press Code regarding defining precise terms in which gender issues can be treated in accordance with Articles of the Press Code.

Secretariat of the BiH Press Council, Sarajevo

RECOMMENDATIONS FOR MEDIA

In accordance with generally accepted ethical and professional standards of journalism, Universal Declaration on Human Rights, International Pact on Economical, Social and Cultural Rights, Convention on the Elimination of All Forms of Discrimination against Woman (CEDAW), Beijing Declaration and Action Platform, Declaration on Men and Women Equality of the Council of Europe, Annex 1 of the Dayton Peace Agreement, EU Gender Road Map and Gender Action Plan of BiH

THE PRESS COUNCIL OF BIH AND ASSOCIATION "BH JOURNALISTS"
have adopted

R E C O M M E N D A T I O N S O N

"TREATMENT OF GENDER ISSUES AND USAGE OF GENDER SENSITIVE LANGUAGE IN BIH MEDIA"

Editors and editorial staff of print and electronic media in BiH shall, via editorial policy, make effort to assure respect of equality based on gender, sex, sex identity, gender identity, gender expression and sexual orientation, through:

1. Showing positive examples of non-discrimination and respect of human rights in both private and public aspects of life
2. Showing all persons in equal and non-stereotyped manner, fully respecting their personality and human dignity
3. Raising awareness on equal participation of women and men in economical and social development
4. Elimination of sexism, gender-phobia, homophobia, bi-phobia, trans-phobia and other prejudice and stereotypes in media language
5. Usage of gender sensitive language in terms of functions, titles and academic status of persons in question
6. Raising public awareness on problem of sexual violence, incest, family violence, economic violence, trafficking and consequences of such violence on victims and society in general
7. Raising public awareness on presence of different sorts of violence based on gender, sex, and sexual orientation, and disastrous reflect of such violence on victims

8. Education of journalists on equality based on sex, gender, sexual identity, gender identity, sexual orientation and usage of gender sensitive language in everyday journalistic practice

9. Promotion of equal participation and representation of persons with different sex and gender identity on decision making positions at media, especially at leading, programming and regulatory bodies.

Press Council of BiH
Steering Board of the Association "BH Journalists"