

# Gender Mainstreaming Through Media

## A. Objectives

- The objective of seeking consultancy services is to raise general awareness about the gender reforms and address capacity issues of relevant stakeholders, in particular GRAP implementers whose meaningful participation and subsequent actions will have a sustainable impact on mainstreaming gender in public policy.

## B. Scope of Services

- The project is envisaged to be implemented in two phases. The 1st phase is Electronic Media Campaign followed by the 2nd phase of policy dialogue and consultation;

Phase I: Electronic Media (TV) campaign on gender reforms:

- A consultative content development process for TV Programmes will be initiated on GRAP areas to include (i) Women's Political Participation; (ii) Institutional Restructuring; (iii) Women's Employment in the Public Sector; (iv) Policy Reforms; (v) Capacity Development Interventions. During TV Programme content development - Federal, Provincial and Local levels will be consulted to ensure concerned stakeholders have the opportunity to contribute;
- Subsequent to the above, 12 TV programs of 25 minutes each will be produced and aired through two TV channels (PTV and an area specific regional channel). These programmes will constitute talk shows, panel discussions and interviews with eminent national, provincial and local personalities from throughout Pakistan; generating debate and discussion on gender reforms. These participants shall include but not be limited to policy makers, scholars, civil society representatives, women rights activist, students, young entrepreneurs, and researchers;
- Prior orientation of TV producers and anchor persons will be ensured to strengthen their effective role in program production and dialogues/discussion co-ordination.
- The results of the media campaign i.e. the 12 programmes produced will provide the discussion basis for the 2nd phase i.e. the outreach program through policy dialogue.

Phase II: Policy debate, dialogue and consultation:

- The policy dialogue team will use the themes of the 12 programmes of Phase-I and club the emerging issues and potentials into the five GRAPs reform areas. On each theme a briefing paper shall be prepared elaborating relevant detail about the theme, included sub-components, the problem areas and recommendations. After a thorough review by ADTA - DSP and relevant IA all final papers will be processed for printing; both in Urdu and English; these five papers will form the basis for the policy dialogues.
- Five policy dialogues one at federal level and one each at the four provincial capitals will be held; deliberating on the contents of the papers, inviting a range of stakeholders – most importantly GRAP implementers, eminent speakers, and policy makers. Senior policy level participation will be ensured by inviting individuals in important positions as Guest speakers during the policy dialogues;

- Each policy dialogue will be widely publicized both before and after the event and results will be documented and recorded (video) and disseminated to key policy players. The publicity will be made through press releases prior to and after the event.