

2015 GADtimpala for Media

GAD Transformation & Institutionalization through Mainstreaming of Programs, Agenda, Linkages & Advocacies

I. Rationale

In October 2013, the Philippine Commission on Women (PCW) launched the GADtimpala Awards or the search for the most outstanding gender-responsive agencies which is a response to the Section 42 of the Magna Carta of Women (MCW), which states that “There shall be established an incentives and awards system which shall be administered by a board under such rules and regulations as may be promulgated by the PCW to deserving entities, government agencies, and local government units for their outstanding performance in upholding the rights of women and effective implementation of gender-responsive programs.”

The awarding ceremonies of the first GADtimpala for government agencies was held on March 28, 2014 at the Grand Ballroom Hall of Diamond Hotel in Manila, as part of the Culminating Activities of the 2014 Women’s Month Celebration.

Following the success of the aforementioned activity, the PCW, in cooperation with the Media and Gender Equality Committee (MGEC) shall be adopting the same incentive and award system for media organizations in upholding the Section 16 of the MCW or the “Non-discriminatory and Non-derogatory Portrayal of Women in Media and Film.”

The incentive and award system is also suggested in the Book 3 (Gender Equality Guide) of the Towards a Gender Fair Media wherein the Committee shall establish an annual gender media awards in recognition of best practices in gender-fair, gender-balanced media practice; and mainstream the gender equality criteria of gender balance in content and programming, gender fair language, positive portrayal of women in media and film awards and other works by professional and students.

One of the integral components of this system is the yearly conferment of awards to deserving media organizations.

II. Objectives

The incentive and award system aims to recognize the outstanding achievement and/or performances of media organizations in promoting gender-fairness.

Specifically, it aims to achieve the following:

1. To recognize best practices in gender-fair, gender-balanced media practice.
2. To mainstream the gender equality criteria of gender balance in content and programming, gender fair language, positive portrayal of women in media and film awards and other works by professional and students.
3. To help media organizations, schools of communication and journalism to



develop gender-fair policies and instructional materials including information Communications Technology to eliminate gender biases and discrimination.

4. To encourage advertising and media industry to provide free use of space to end discrimination and violence against women.

III. Categories/Criteria of Awards

The GEC shall confer four (4) categories of awards: the **Gender-Fair Radio Program**, the **Gender Fair TV Program**, the **Gender Fair Print Media**, and the **Gender-Fair Film**.

A. Gender-Fair Radio Program

The **Gender-Fair Radio Program Award** recognizes the role of radio broadcast in mainstreaming gender-fairness. Said women-focused program must have been implemented for one (1) year.

Award criteria

Observes Code of Ethics for Media (Book Number 1)	-	20%
Use of Gender-Fair Language	-	20%
Balanced representation of men and women in the program-		20%
Positive portrayal of women	-	40%

B. Gender-Fair TV Program

The **Gender-Fair TV Program Award** recognizes the role of television in mainstreaming gender-fairness. Said women-focused program must have been implemented for one (1) year.

Award criteria

Observes Code of Ethics for Media (Book Number 1)	-	20%
Use of Gender-Fair Language	-	20%
Balanced representation of men and women in the program-		20%
Production of women empowerment-focused TV programs -		40%

C. Gender-Fair Print Media

The **Gender-Fair Print Media Award** recognizes the role of print media in mainstreaming gender-fairness, particularly the non-derogatory presentation of women in print media across all issues. Said women-focused feature or section in the print media must have been implemented for one (1) year.

Award criteria

Observes Code of Ethics for Media (Book 1)	-	30%
Use of Gender-Fair Language	-	25%
Balanced representation of women and men in print media -		25%
Production of women empowerment-focused articles	-	20%





D. Gender-Fair Film

The **Gender-Fair Film Award** recognizes the role of film in mainstreaming gender-fairness.

Award criteria

Use of Gender-Fair Language	-	25%
Balanced representation of women and men in film	-	50%
Non-derogatory portrayal of women in film	-	25%

IV. Number of Awardees

There shall be one awardee for each category. Special citations may be given to deserving organization/s.

V. Form of Award/Incentives

The awardees shall receive a plaque/trophy from the Media and Gender Equality Committee.

VI. Conferment of Awards

The GADtimpala for Media will be one of the highlights of the annual Women's Month Celebration starting March 2015.

VII. Nomination Process

- A. Nominations can be made by any individual, or agency with extensive or first-hand knowledge of the outstanding performance of the nominated organization.
- B. Self-nomination is accepted.
- C. Nominating parties must submit to any MGEC member agency an accomplished official nomination form along with necessary supporting documents in original or certified true copy.
- D. All entries must be those media works released from January 2014 to December 2014.

VIII. Requirements

A. For Gender Fair TV Program, Gender Fair Radio Program and Gender Fair Film

- a) Clippings/recordings stored in CDs/DVDs and must be in three (3) clear copies
- b) One page description – Must be in three (3) copies
- c) Program logo (in jpeg or png file)
- d) Transcription of dialect into English (For regional/provincial entries)





B. For Gender Fair Print Media

- a) Scanned or photocopied clippings - must be in three (3) clear copies
- b) One page description – Must be in three (3) copies
- c) Print Media Logo (in jpeg or png file)
- d) Transcription of dialect into English (For regional/provincial entries)

IX. Award Procedure and Selection Process

A. Eligibility Screening

1. Submission of nomination forms and supporting documents to MGEC.
2. The MGEC Secretariat reviews whether the nominees meet the eligibility criteria through document review.
3. The Selection Committee evaluates and recommends short listed nominees for validation.

B. Validation of Short-listed Nominees

1. Selection Committee validates claims and clarifies concerns raised during screening.
2. Selection Committee ranks the nominees based on the results of validation.

C. Selection of Awardees

1. Selection Committee presents the final list of nominees
2. MGEC Secretariat deliberates and selects final awardees

IX. Timeframe

Nomination period starts on **November 25, 2014** and will end on **February 20, 2015**.

