

Guideline on Protecting the Rights of Women in Broadcasting

The Portrayal of Women in Content Production

1. **Content must not promote stereotyped concepts of the roles of men and women in the society or other customary practices of prejudice against women. The following principles must be observed in this respect:**
 - a. The restriction of women's social and economic contribution within the confines of their domestic household must not be given a positive portrayal.
 - b. Women must not be portrayed as being less progressive and enterprising than men in the economic, social and political spheres of the society as well as in domestic and family life.
 - c. Both genders must be given opportunities for equal representation in the production of social, economic and political programs.
 - d. Women must not be portrayed as being utterly dependent on their male counterparts.
 - e. Women must not be portrayed as sex objects.
 - f. Content which insinuate the notion that when women pursue careers or work away from home, it would lead to marital discord and breakup of families, must not be broadcast.
 - g. When reporting on cases of sexual assaults and abuse, the identity of the victim must not be revealed without her consent.
2. **Content must neither condone nor endorse violence against women. This include:**
 - a. All forms of physical and psychological abuse against a woman.
 - b. Positive depictions of the subjugation of women and their exploitation for sexual gratification.
 - c. Conveying the notion that women bring rape on themselves through provocation.
 - d. Promoting the view that women can be forced into marriage without consent.
3. **Women must not be sexually objectified in commercials, or portrayed in a manner which disrepute their dignity.**