



Commission for Gender Equality
A society free from gender oppression and inequality

Media Advisory

24 September 2025

CGE EXAMINES ROLE OF MEDIA ENTITIES IN ADDRESSING SYSTEMIC GENDER ISSUES IN SOCIETY

The Commission for Gender Equality (CGE) invites members of the media to a critical stakeholder engagement on the role of broadcasting and electronic media entities in addressing gender discrimination and systemic gender issues in society.

The media has a role to play in challenging harmful gender stereotypes, promoting inclusivity, and amplifying voices that are often marginalised. The Commission has noted concerns regarding gender stereotyping in media reports, unequal representation, and inadequate coverage of gender-based issues. This underscores the urgent need for media institutions to take a more transformative role.

This stakeholder engagement will bring together regulators, public and private broadcasters, electronic media platforms, gender experts, and civil society to:

- Examine how broadcasting and electronic media reflect or perpetuate gender inequalities.
- Explore strategies for mainstreaming gender in media content, advertising, and programming.
- Discuss the responsibilities of media entities in advancing gender equality as enshrined in the Constitution.



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- Strengthen partnerships between human rights institutions, broadcasters, and digital platforms to accelerate systemic change.

The stakeholder engagement will be held as follows:

Date: 26 September 2025

Venue: Radisson Blu Sandton, Corner Daisy & Rivonia Streets

Time: 09h00 – 15h00

End,

Issued by the Commission for Gender Equality

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