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## Diversity Policy

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Sarajevo, December 2017.

## **Introduction**

Since its founding, Start BiH has, through its editorial policy, sought to ensure respect for equality on the basis of gender, sex, gender identity, gender expression and sexual orientation.

After the 24th of August 2006 The Press Council in Bosnia and Herzegovina, The Self-Regulatory Body for Print, made the Recommendation For Media-Treatment of Gender Issues In Media / Recommendations on the Treatment of Gender Issues and the Use of Gender Sensitive Language to which we include these Recommendations and which we follow in our work. Thus, Article 1 - Diversity was supplemented by Article 2 - Recommendations. The document was revised after registration of the media [www.startbih.ba](http://www.startbih.ba) in 2017.

Editors and publishers of our print and online media shall ensure that all relevant staff is informed about this Document.

Editors and publishers of our print and online media shall further ensure that the provisions of this Document are fully complied with.

### ***Article 1 - Diversity***

(1) START must ensure it reflects the diverse communities of the whole BiH in the content of its output, the means by which its output and services are delivered (including where its activities are carried out and by whom) and in the organisation and management of START.

(2) START must ensure that its output and services overall provide a duly accurate and authentic portrayal and representation of the diverse communities of the whole of the BiH.

(3) START must ensure that it assesses and meets the needs of the diverse communities of the whole BiH.

### ***Article 2- Recommendations***

(1). ..showing positive examples of non-discrimination and respect for 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 economic 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 effects 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 in decision-making positions at media, especially at leading, programming and regulatory bodies.

These Recommendations were adopted at the session held on 24th of August 2006, in cooperation with Q Association, Gender centres of the RS and FB&H and Gender Equality Agency of B&H.

The Recommendations were adopted in accordance with generally accepted ethical and professional standards of journalism, and International and Bosnia-Herzegovina regulations on human rights and gender equality:

- European Convention on Human Rights and Basic Freedoms and Protocol 12
- International Pact on Civil and Political Rights (1966) and Optional Protocols (1966 and 1989)
- International Pact on Economical, Social, and Cultural Rights
- Convention on Children's Rights (1989)
- CEDAW, Convention on the Elimination of All Forms of Discrimination against Woman
- Beijing Declaration and Action Platform
- Declaration on Men and Women Equality of the Council of Europe
- EU Gender Road Map and Gender Action Plan of BiH
- Law on Gender Equality in B&H
- Annex 1 of the Dayton Peace Agreement

*Diversity Policy Document was amended in December 2017 after the registration of the website [www.startbih.ba](http://www.startbih.ba), or Start online under ISSN 1840-1015 of May 11, 2017. The document is valid until a new amendment is made.*

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