

BROADCASTERS AMPLIFY GBV AND HUMAN RIGHTS

As the world celebrates International Human Rights Day today (10 December 2021) critical societal issues such as gender-based violence (GBV), highlight the important role broadcasters play in addressing GBV and promoting human rights. This is particularly pertinent in light of this year's theme: "All human beings are born free and equal in dignity and rights".

By hosting debates and discussions, broadcasting messages and news on GBV and informing the public of their rights, broadcasters have and continue to play a crucial role in fighting GBV and advocating for human rights and dignity. In this way broadcasters not only raise awareness on GBV but also provide a vital lifeline to victims, giving information on how to seek help. Broadcasting in South Africa's 11 official languages, as well as in all other of the country's spoken languages, broadcasters maximize their impact, reaching all corners of the country and all sectors of society with critical messaging.

With GBV regarded as a pandemic in South Africa and the United Nations annual 16 Days of Activism against Gender-Based Violence campaign ending today, on International Human Rights Day, the call is stronger than ever to STOP GBV NOW!"

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