



United Nations  
Educational, Scientific and  
Cultural Organization

**IPDC** THE INTERNATIONAL PROGRAMME  
FOR THE DEVELOPMENT OF COMMUNICATION

# Gender-Sensitive Indicators for Media

**DRAFT FRAMEWORK OF INDICATORS  
TO GAUGE GENDER SENSITIVITY IN MEDIA  
OPERATIONS AND CONTENT**

**INTERGOVERNMENTAL COUNCIL OF THE IPDC**

**(Twenty-eighth session)**

**UNESCO HEADQUARTERS, PARIS**

**22 – 23 MARCH 2012**



## TABLE OF CONTENTS

Page N°

<b>Introduction</b>	<b>5</b>
<b>Category A: Actions to foster gender equality within media organizations</b>	<b>9</b>
<b>A1 Gender balance at decision-making level</b>	<b>10</b>
<b>A2 Gender equality in work and working conditions</b>	<b>11</b>
<b>A3 Gender equality in unions, associations, clubs and organizations of journalists, other media professionals and media self-regulatory bodies</b>	<b>14</b>
<b>A4 Media organizations promote ethical codes and policies in favour of gender equality in media content</b>	<b>17</b>
<b>A5 Gender balance in education and training</b>	<b>19</b>
<b>Category B: Gender portrayal in media content</b>	<b>21</b>
<b>B1 Gender portrayal in news &amp; current affairs</b>	<b>22</b>
<b>B2 Gender portrayal in advertising</b>	<b>26</b>
<b>Gender Glossary</b>	<b>29</b>

# Introduction

*In relation to media organizations, “Men hold the vast majority of the seats on governing boards and in top management across seven regions, at 74.1% and 72.7% - Global Report on the Status of Women in the News Media, 2011*

*“76% of the people heard or read about in the world’s news are male. The world seen in news media remains largely a male one.” – Who Makes the News, Global Media Monitoring Project, 2010*

The aim of the Gender-Sensitive Indicators for Media is to contribute to gender equality and women’s empowerment in and through media of all forms, irrespective of the technology used.

There are arguably three waves of thinking about women and their empowerment since the 1900s into the 21st Century<sup>1</sup>. The first wave was that of women’s suffrage, a demand for the right to vote, which started in the United States in 1845 and began to be conceded in several countries by 1920. The second wave was that of social movements for women’s liberation. Emerging in the United Kingdom, the United States and other countries in the 1960s, these movements were concerned with a broader agenda than the right to vote. They advocated for a broad spectrum of social and cultural phenomena that hampered women’s freedom vis-à-vis that of men. These included issues such as images of women in advertising and media, unequal salaries and career opportunities. The third wave went beyond these issues of women to delve deeper into the question of gender roles of all people. Its concern is on how these roles can perpetuate inequality and constrain individual choice and expression.

Media (newspaper, radio, television) and new technology are a part of culture and society. It is widely accepted that media are transmitters of culture and engines behind globalising cultures. In countries of high media density, there is no aspect of society on which media have not had an impact, albeit to varying degrees. Media can also be framed as social actors in and of themselves, with the power to give impetus to social development. It was Amartya Sen who famously observed, that never before has there been mass poverty where there are free media<sup>2</sup>.

---

<sup>1</sup> See detailed analysis by Liesbet Van Zoonen, 1995 in Questioning the Media: A Critical Introduction, Edited by Downing, Mohammadi and Sreberny-Mohammadi: Sage Publications, London and New Delhi

<sup>2</sup> See At the Heart of Change: The Role of Communication for Sustainable Development: Panos London, 2007 – [www.panos.org.uk](http://www.panos.org.uk).

As with the history of women, media have also evolved into what they are today, starting with the newspaper in the nineteenth century, radio in early 1900s, television, in the 1940s, and the explosion of new technologies in the 1990s<sup>3</sup>. The development of media with respect to ownership, independence, pluralism and diversity can roughly be placed in four overlapping trajectories: Government controlled, private enterprises, pure public service models and community owned media. These four forms impact on levels of diversity in operation and content.

There is a clear intersection between women's empowerment and media development. Media were explicitly implicated in the second and third waves of women's empowerment. The proliferation of media, the explosion of new technologies and the emergence of social media in many parts of the world have provided multiple sources for access to gender-related information and knowledge. The news media, regardless of the technology used, remain one of the main sources of information, ideas and opinion for most people around the world. While inequalities and gender stereotypes exist in social structures and the minds of people, media have the potential to propagate and perpetuate or to ameliorate these. Furthermore, the conscious or unconscious biases that many media professionals, both men and women, sometimes have towards one-sidedly reductionist masculinist perspectives is partially due to the lack of capacity to report on women and gender more broadly.

Germane and central to media development is the recognition that if the media are to accomplish their democratic potential then they should reflect diversity in society<sup>4</sup>. Social diversity embodies a variety of complex characteristics of the human population such as language, culture, religion, race, ethnicity and gender. For the media to accurately mirror our societies and produce coverage that is complete and diverse, it is critical that the news in particular reflects the world in a way that goes deeper than a male-centric and stereotypical perspective. All journalists can play a role in opening up thinking on gender equality and gender-based stereotypes in and through media.

The Gender-Sensitive Indicators for Media (GSIM) seek to address this intersection of women's empowerment and media development. Its main focus is on the equality and gender dimensions of social diversity in the media.

*Only 16%, 27% and 69%  
of the sample of media companies  
studied have company-wide  
policies on gender equality in  
Eastern Europe, Middle East and  
North Africa and the Sub Saharan  
region of Africa, respectively -  
Global Report on the Status of  
Women in the News Media, 2011*

---

<sup>3</sup> See Mass Communication and the Modern World by Ken Ward, 1989: MacMillan Press, London  
<sup>4</sup> Media Reflects Diversity of Society is a key indicator of Category 3 – Media as a Platform for Democratic Discourse in the Media Development Indicators: A framework for assessing media development: UNESCO, 2008, Paris - <http://unesdoc.unesco.org/images/0016/001631/163102e.pdf>

### Target Audience and Design of the GSIM

The GSIM is a non-prescriptive set of indicators<sup>5</sup>, designed particularly for media organizations. The purpose is to encourage media organizations to make gender equality issues transparent and comprehensible to the public, as well as to analyze their own internal policies and practices with a view to take necessary actions for change. The hope is that media organizations will, through their own mechanisms, decide to adapt and apply these indicators to enhance media development and quality journalism. In saying that the GSIM is non-prescriptive and requires adaptation, UNESCO recognizes that it is not a “one-size-fits-all” approach. It is expected that individual media organizations could use the indicators as a whole or in part depending on relevant context and the statistical generalizability sought.

The GSIM is an extension of the Media Development Indicators (MDIs)<sup>6</sup>, bringing to the forefront UNESCO’s global priority gender equality. The MDI has been used to assess while giving impetus to media development in our Member States. Already assessments have been carried out in ten countries and are ongoing in another eleven. In addition, the MDIs is being used as a basis for project proposals submitted to UNESCO’s International Programme for the Development of Communication (IPDC), with the end result being a cumulative contribution to initiatives that will ultimately achieve in Member States, the principles for media development outlined in the MDIs. The GSIM bears much relevance to all five categories of the MDIs, and in particular Categories two and three relating to plurality and diversity of media and democratic discourse.

A key starting point for the application of these indicators will be publicly funded media organizations which logically carry the obligation to demonstrate gender-sensitivity as a part of reflecting social diversity. This is not to say that private sector media organizations ought to ignore gender equality issues, especially those that also benefit from the use of the broadcast spectrum which is a public good. However it is important to establish initial achievable targets to create momentum.

An underlying intention is that these gender indicators will enable all free and independent media institutions to effectively assess their gender-sensitive responsiveness. The indicators can further serve as a tool whereby civil society can in turn evaluate this responsiveness. The content of the document is categorized in such a way so as to address issues related to:

- Internal institutional policy requirements necessary for ensuring gender-sensitivity in media;
- Capacity building for media professionals
- The role of professional associations/unions and academic institutions. Civil society groups, therefore, are the secondary target groups of this resource.

This comprehensive set of gender-sensitive indicators takes into consideration both qualitative

---

<sup>5</sup> “An indicator is an instrument which provides information about the status and progress of a specific situation, process or condition. They enable simple, straightforward and accessible knowledge regarding specific phenomenon. They may be simple or complex, depending on whether they are a set of specific and precise data or the result of a number of simple indicators gathered together.”- Study Assessment Criteria for Media Literacy Levels,” Final Report edited by EAVI for the European Commission, 2009

<sup>6</sup> Media Development Indicators: A framework for assessing media development: UNESCO, 2008, Paris - <http://unesdoc.unesco.org/images/0016/001631/163102e.pdf>

and quantitative data collection and is conceived to embrace the input and process necessary to monitor gender equality in media.

It is divided into two interrelated rather than discrete categories, each addressing the main axes of gender and media: Category A – Actions to foster gender equality within media organizations (divided into five subsections) and Category B – Gender portrayal in media content (two subsections). Each category is organized according to five dimensions, namely: User group; Critical area of concern; Strategic objective; Indicators; and Means of verification.

### Application of the GSIM

The use of this instrument will first and foremost depend on context such as budget, goal of the media organization or institution, the status of gender equality and women's empowerment in the organization, and the availability of expertise. With any combination of these factors, adaptation of the instrument may be required. The first application of the indicators can generate findings that can serve as a baseline against which subsequent applications can be compared. Compiling the findings into a status report can be used to articulate policy and strategic direction, set measurable and achievable targets and carry out monitoring and assessment to map progress.

As is the case with any piece of research undertaken, defining the scope is of absolute necessity. It would require a large investment of time and money to conduct a comprehensive assessment using all the indicators at the same time. It may also be complex to assess the operations and content of a single media organization, let alone to assess each media organization in a country. Selecting the right sample is salient and requires expert guidance. For instance, there is no magic sample size in assessing content or time period in analyzing organizational practices. Sensitivity is needed however to ensure that meaningful patterns are not overlooked by employing too short an assessment timeframe or too small a sample size from which certain generalizations will be drawn. Either way, these parameters should always be made explicit in regard to qualifying any findings.

It should be noted that the existence of certain content in media, for example, does not necessarily mean that this content is having a particular effect on audiences. Just as if the head of newsroom is a woman, this does not necessarily mean gender stereotypes will automatically be reduced. Audience research<sup>7</sup> is often necessary to assess the significance of findings from content analysis or institutional analysis to ascertain the way in which the public is affected by particular content. The GSIM does not substitute for this.

The final point to be made is that this resource is a living document. The indicators, while generally comprehensive, are by no means exhaustive. The hope is that the instruments will be used by key stakeholders and lessons learnt will in turn inform the continued evolution of the GSIM.

---

<sup>7</sup> Audience research is a type of communication research methodology that is carried out on a specific audience to collect information about attitudes, knowledge, interests, preferences, or behaviours in relation to messages received from the media. A specific audience grouping may be based on characteristics such as gender, race and ethnicity, age, education, or family income.





# **Category A**

## **ACTIONS TO FOSTER GENDER EQUALITY WITHIN MEDIA ORGANIZATIONS**

## **A1** Gender balance at decision-making level

*Users: Media organizations*

*Critical area of concern: Decision-making levels in media managements*

**A1.1-Strategic objective 1:** Gender balance among decision makers within media organizations

### **Indicators**

1. Proportion of women in ownership, business management and board positions
2. Proportion of women holding leadership positions within media (editors-in-chief, editors, heads of department, heads of desks)
3. Cyclical review and reporting on actions to ensure gender balance at decision-making levels
4. Effective equal opportunity policies with comprehensive implementing measures, targets, timeline and monitoring mechanisms
5. Equal opportunity policies developed within media houses in a cooperative manner and with endorsement of staff
6. Measures/policies adopted for the removal all obstacles to equal opportunities and for the enhancement of women's work. (e.g. company nurseries, part-time employment; shared and transparent selection criteria to reach management level, etc.)
7. Specific budget to support comprehensive equal opportunity policies
8. Existence of specific quota system for representation of women in decision-making
9. Existence of affirmative actions and affirmative action committees to increase female presence in media at all levels of the organizational structure
10. Proportion of job announcements made in a transparent method, accessible to everyone in the workplace
11. Publicity of policies on gender balance in decision-making
12. Efforts to assess awareness of equal opportunities policies
13. Reporting of performance results in relation to implementation of equal opportunities policies

### **Means of verification**

- ✓ Mapping of workplaces highlighting women holding decision-making positions, either internally (including with unions) or by external audit
- ✓ Internal policies
- ✓ Staff interviews
- ✓ Financial records
- ✓ Relevant HR records
- ✓ External policies such as Employment Equity Act
- ✓ Affirmative Action reports

## **A2** Gender equality in work and working conditions

*Users:* Media organizations

*Critical area of concern:* Working conditions

### **A2.1-Strategic objective 1:** Equal treatment and recognition of capacities for women and men in the workplace

#### **Indicators**

1. Existence of gender desk or gender mainstreaming officer(s) for monitoring and evaluation of gender equality in the workplace
2. Awareness among staff members that the gender desk or gender mainstreaming officer(s) exists to address concerns of both women and men
3. Existence of systems for monitoring and evaluation of gender equality in the workplace
4. Proportions of women and men working in media organization sections (eg. according to newsroom and production) and at all levels ( junior, middle and top management)
5. Cyclical review and reporting on actions to increase the percentage of women working in the newsroom
6. Existence of media policies securing equal treatment with respect to general working conditions/environment and rights including wages and promotion opportunities
7. Cyclical reviews and reporting on equal wages and promotion rates of women and men
8. Proportions of women and men promoted annually and offered wage increases as per established policies
9. Equal conditions of employment and benefits, including pension schemes
10. Equal and transparent recruitment practices (e.g. all interview panels should be gender balanced, gender officer involved in the recruitment process/programme of the organization at some point)
11. Existence of collective agreement securing equal treatment between women and men
12. Alignment of all gender equality related policies to relevant articles of CEDAW such as Article 2, 4, 10, 11, etc.
13. Monitoring for gender-responsive budgeting with participation of women
14. Existence of human resources policies on gender including on equal treatment
15. Publicity of human resources policies on gender
16. Media organizations facilitate the dissemination/availability of labour legislation concerning equal treatment of women and men to their staff members
17. Proportions of men and women staff members with part-time contracts
18. Proportions of men and women with fixed-term contracts
19. Proportions of men and women producing or reporting various news subjects (e.g. sports, politics and armed conflicts)
20. Specific actions to increase percentage of women who produce or report various news subjects where this is low (e.g. quotas)
21. Cyclical review and reporting on actions to increase women's involvement (e.g. producing or reporting) in all news subjects

### **Means of verification**

- ✓ HR records related to recruitment, job descriptions, etc.
- ✓ Internal evaluation of policies, procedures, facilities regarding equal treatment of staff
- ✓ External evaluation of policies, procedures, facilities
- ✓ Surveys of staff on working environment
- ✓ Collective agreements provisions on equal treatment
- ✓ Gender analysis report of media organizations
- ✓ Sex-disaggregated wages and promotion ratio
- ✓ Sex-disaggregated data on staff members with fixed term contracts
- ✓ Sex-disaggregated data on participation in various news subjects

## **A2.2-Strategic objective 2: Safe working environment for women and men**

### **Indicators**

1. Existence of facilities taking into account the different needs of women and men (including safe transport and/or dormitory facilities after late night duty for women, separate toilets for women, safety equipment for women covering war zones)
2. Existence and implementation of comprehensive prevention, complaints, support and redress system with regards to sexual harassment and bullying in the workplace
3. Alignment of media policies to relevant articles of CEDAW<sup>8</sup> concerning safe working environment for women and men and actions taken to address gaps

### **Means of verification**

- ✓ Provisions on safety, harassment, and bullying in collective agreements
- ✓ Workplace inspection
- ✓ Policies against sexual harassment and bullying
- ✓ Dignity at work clauses in media house policies
- ✓ Number of complaints and successful resolutions of complaints
- ✓ Surveys of staff in working environment
- ✓ Internal evaluation of policies, procedures, facilities regarding safety
- ✓ External evaluation of policies, procedures, facilities regarding safety
- ✓ Collective agreements

---

<sup>8</sup> The Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), adopted in 1979 by the UN General Assembly, “is often described as an international bill of rights for women. Consisting of a preamble and 30 articles, it defines what constitutes discrimination against women and sets up an agenda for national action to end such discrimination.” – UN Women 2012

### **A2.3 - Strategic objective 3: Equal pay**

#### **Indicators**

1. Comparative wages of women and men media professionals for work of equal value  
Implementation of ILO's<sup>9</sup> equal remuneration convention (100)
2. Transparent pay scale within the media company, using the same criteria to determine pay structure for men and women
3. Transparent pay audits on yearly basis
4. Cyclical internal evaluation of wages
5. Cyclical external evaluation of wages
6. Staff/collective agreements provisions securing equal pay for women and men

#### **Means of verification**

- ✓ HR records
- ✓ Internal evaluation of policies, procedures, facilities regarding equal pay
- ✓ External evaluation of policies, procedures, facilities regarding equal pay
- ✓ Collective agreements' provisions on equal pay
- ✓ Audit reports
- ✓ Sex-disaggregated data for wages/promotion ratio (percentage of men and women)

### **A2.4 - Strategic objective 4: Work-life balance**

#### **Indicators**

1. Existence and implementation of flexible working arrangements for women and men
2. Collective agreements providing for flexible working arrangements
3. Specific policies on flexible working arrangements
4. HR records on uptake rates of flexible working arrangements
5. Access to paid maternity and paternity leave for all media professionals for an adequate duration
6. Availability and accessibility of quality childcare and support facilities for all staff members
7. Specific clauses and policies on maternity/paternity and parental leave and support for children
8. Cyclical surveys of users of childcare

#### **Means of verification**

- ✓ HR records on uptake of leave
- ✓ Records on use of childcare facilities
- ✓ Financial records
- ✓ Internal evaluation of policies, procedures, facilities regarding equal pay
- ✓ External evaluation of policies, procedures, facilities regarding equal pay
- ✓ Collective agreements' provisions on flexibility, maternity and paternity leave

---

<sup>9</sup> Convention concerning Equal Remuneration for Men and Women Workers for Work of Equal Value (Note: Date of coming into force: 23:05:1953.) - <http://www.ilo.org/ilolex/cgi-lex/convde.pl?C100>

## **A3 Gender equality in unions, associations, clubs and organisations of journalists, other media professionals and media self-regulatory bodies**

<i>Users:</i>	<i>Unions, associations, clubs and organizations of journalists, other media professionals and media self-regulatory bodies</i>
<i>Critical area of concern:</i>	<i>Unions, associations clubs and organisations of journalists, other media professionals and media self-regulatory bodies</i>

### **A3.1-Strategic objective 1: Equal presence and participation in decision-making of women leaders in these structures**

#### **Indicators**

1. Existence and implementation of a system of monitoring and evaluation of the presence and participation of women in decision-making at all levels in these structures
2. Availability, accessibility and promotion of training on leadership for women in these structures
3. Availability, accessibility and promotion of voting rules associated with membership
4. Existence of quota systems for representation of women in decision-making in these structures
5. Existence of affirmative actions to increase female leadership presence in these structures
6. Proportions of women and men in membership records
7. Proportions of women and men in voting presence records
8. Proportions of men and women working in the organisations
9. Proportions of women and men in decision-making positions at all levels in these structures
10. Yearly evaluation of these structures to ascertain and report on women's participation in leadership and in all activities/programme

#### **Means of verification**

- ✓ Voting rules documents
- ✓ Statutes
- ✓ Quota policies
- ✓ Survey of membership
- ✓ Internal evaluation of policies, procedures, facilities regarding access to decision-making positions
- ✓ External evaluation of policies, procedures, facilities regarding access to decision-making positions
- ✓ HR records on staff employed in these structures/bodies
- ✓ Sex disaggregated data on women and men in membership records
- ✓ Sex disaggregated data on women and men in voting presence records

**A3.2 - Strategic objective 2:** Gender mainstreaming in all the activities of these structures

**Indicators**

1. Periodic gender analysis carried out to inform policies and activities of these structures
2. Effective equal opportunity policies with comprehensive implementing measures, targets, timeline and monitoring mechanisms and budget developed within these structures in a cooperative manner and with endorsement of all members
3. Existence of mechanism to promote and discuss gender equality (e.g. gender council)
4. Existence of training courses on gender equality and gender-mainstreaming, and on all forms of harassment
5. Regular assessment and reporting on progress and challenges faced by these mechanisms to promote gender equality and achieve gender-mainstreaming
6. Existence of systems and structures of cooperation with gender networks or other partner organizations concerned with gender equality
7. Unions develop and negotiate collective agreements that support gender equality (wages, working conditions, leave, etc.) in the workplace
8. Yearly gender analysis of activities in these organisations
9. Regular meetings of structures promoting gender

**Means of verification**

- ✓ Statutes
- ✓ Policy documents
- ✓ Surveys of membership on perception of gender friendly policies
- ✓ Financial records
- ✓ Internal evaluation of policies, procedures, facilities regarding gender mainstreaming
- ✓ External evaluation of policies, procedures, facilities regarding gender mainstreaming
- ✓ Minutes/reports of structures in charge of gender equality
- ✓ Gender analysis report

**A3.3 - Strategic objective 3:** Structures which promote gender equality in the workplace

**Indicators**

1. These structures develop and propose recommendations for more gender equality (decision-making, wages, leave, etc.) to media executives and local, regional and national governments.
2. These structures undertake regular gender audit of media organizations
3. These structures organize awareness-raising on gender-equality in the workplace
4. These structures advise and support their members in cases of gender inequality in the workplace, providing or pointing them to mechanisms of defence against discrimination or legal challenge, etc.
5. Existence of transparent mechanism to receive recommendations on gender equality
6. Existence of transparent mechanism to receive alerts and cases on gender equality

7. Percentage of alerts or cases on gender equality issues resolved transparently as a percentage of total number of cases received
8. Proportion of statements of the associations, unions and clubs in regard to cases concerning violence against women
9. Cyclical surveys of membership on perception of gender equality in the workplace
10. Awareness-raising sessions on gender equality
11. Proportions of women and men attending the awareness-raising sessions

#### **Means of verification**

- ✓ Training course participation lists (ratio of women to men)
- ✓ Gender analysis report
- ✓ Policy documents
- ✓ HR records
- ✓ Internal evaluation of policies, procedures, and facilities on gender equality in these structures
- ✓ External evaluation of policies, procedures, and facilities on gender equality in these structures

**A3.4 - Strategic objective 4:** These structures integrate gender awareness into media practice through adoption of policies and uptake of initiatives to promote gender consciousness with regard to enhancing diversity in the media

#### **Indicators**

1. Inclusion of gender-sensitivity among guiding principles and professional values of unions/professional associations
2. Promotion of these principles and values among members
3. Adoption and promotion of resources such as policies, codes of ethics, style-books/manuals reflecting the need for gender sensitivity and respect for diversity in media practice
4. Organization/facilitation of training programmes/workshops for members (male and female) and other media professionals at all levels to encourage integration of gender awareness into media practice
5. Organization of periodic/ongoing monitoring of media content to gauge gender sensitivity and respect for diversity in media practice
6. Gender-disaggregated participation lists for training opportunities

#### **Means of Verification**

- ✓ Interviews with union/association leaders and members
- ✓ Survey on or records of prevalence of written organizational policies, codes of ethics, stylebooks/manuals, on gender and media practice in journalists' unions and associations and other media professionals
- ✓ Survey on or organizational records or existence of training programmes/workshops on gender and media practice in journalists' unions and associations and other media professionals



## **A4** Media organizations promote ethical codes/editorial policies in favour of gender equality in media content

*Users:* Media organizations

*Critical area of concern:* Institutional commitment to gender sensitive practice in media houses/organizations in relation to content output

**A4.1-Strategic objective 1:** Integration of gender awareness into media practice through adoption of policies and uptake of initiatives to promote gender-conscious journalists and other creative/technical personnel contributing to production of media content

### **Indicators**

1. Existence of (written) gender policy with specific reference to media practices (such as sourcing)
2. Existence of (written) code (of ethics) that includes reference to gender representation
3. Existence of resources for gender-sensitive reporting such as stylebook/manual, directory of women experts in different subject areas, roster of individuals or agencies that can provide a gender angle or perspective on different subjects, etc., to help journalists and other creative/technical staff avoid sexism and adopt gender-sensitivity as essential ingredients of professional practice
4. Professional staff, including editors, made aware of and accept gender/diversity policy, gender and diversity sensitive code of ethics and stylebook/manual
5. Managerial personnel, including board members and senior managers, made aware of and accept gender/diversity policy, gender and diversity sensitive code of ethics and stylebook/manual
6. Organization/facilitation of training programmes/workshops to familiarise professional staff with relevant resources such as gender policy, gender-sensitive code of ethics and stylebook/manual and help them integrate awareness of gender into media practice
7. Existence of periodic/ongoing internal monitoring of media content to gauge effectiveness and assess outcomes of measures such as gender policy, gender-sensitive code of ethics, stylebook/manual, and training programmes/workshops
8. Internal mechanisms to provide the public with a forum for complaints and criticism about gender equality issues in content such as in the form of an ombudsman, readers' editor and/or press council, and to ensure that public is made aware of this mechanism
9. Publicity of gender policy and regular reporting to public regarding institutional responsiveness to complaints or perceptions of performance on gender issues
10. Adherence to gender/policy relating to media content taken into account for performance appraisal and promotion rules
11. Recognition of independent organization (or equivalent) as an external mechanism to provide the public with a forum for complaints and criticism about media content, and to make the public aware of such a mechanism
12. Sex disaggregated participation lists for workshops
13. Promotion of use of sex disaggregated data in journalistic content
14. Review of monitoring data and action on significant problems (ref. Indicator 7)

## **Means of verification**

- ✓ Survey on prevalence of written policies, codes of ethics, stylebooks/manuals, on gender/diversity and media practice in news & current affairs media organizations
- ✓ Survey on prevalence of training programmes/workshops on gender/diversity and media practice in news & current affairs media organizations
- ✓ Assessment of journalists, other media workers and managerial personnel at different levels of news & current affairs media in terms of: Familiarity with policy and processes, as well as attitudes to relevance of gender issues to journalism and programme-making

## **A5 Gender balance in education and training**

*Users: Journalism schools and universities, communication schools, training institutes and NGOs*

*Critical area of concern: Education and training/ Life-long training*

**A5.1-Strategic Objective 1:** Gender equality awareness of professors/trainers, journalism students and other students pursuing studies relating to media and communication (e.g. media management, programme content, production/editing techniques and other forms of technical areas including ICTs)

### **Indicators**

1. Percentage of women and men teaching journalism and other media/communication related courses
2. Percentage of women and men who are heads of department, directors of programmes, deans of programmes and occupying other leadership positions
3. Professors of journalism Universities/colleges given training to integrate gender specific content and to mainstream gender in curricula and lectures
4. Existence of content specifically dealing with gender equality issues and the existence of gender mainstreaming in the curricula of schools and universities of journalism/communication and industry courses
5. The issue of gender equality included for study, research, debate and practice
6. Relevant training institutions conduct monitoring, particularly of female journalism students' performance during education and after graduation
7. Percentage of agreements between journalism schools and media organizations for internships and scholarships that make particular provision for female students
8. Proportions of female and male students attending gender training courses and exchanges of experiences made in different countries
9. Existence of courses on the production of investigative journalism that generate greater depth and discussion of gender equality issues.
10. Proportions of women and men enrolled in formal studies at tertiary level in different fields of journalism and media in technical colleges disaggregated into journalism training institutions and universities
11. Existence of quota system for female and male enrolment in different fields of journalism and media, in technical colleges, specific journalism training institutions and universities

### **Means of Verification**

- ✓ Universities' and schools' students records
- ✓ Universities' and schools' curriculum
- ✓ Specific syllabuses on gender
- ✓ Surveys among students
- ✓ Baseline Survey Report

**A5.2 - Strategic objective 2:** Gender equality awareness of journalists, other media workers and media officials (male and female) and;  
Access to education and training, including on gender related issues, for women and men in the media

**Indicators**

1. Existence of compulsory and regular training of all journalists and other media workers at all levels, including management, on gender equality in the workplace.
2. Existence of compulsory and regular training of all journalists and other media workers at all levels, including management, on gender portrayal in media content
3. Gender equality issues mainstreamed into all training courses organized or financed by media organizations
4. Proportions of women and men in gender training courses
5. Actions taken to increase female enrolment in training courses/sessions
6. Actions taken to increase male enrolment rate in gender training courses/sessions
7. Media organizations monitor career of female journalism trainees during and after completion of training courses
8. Enrolment rate of women in continuing career development programmes as a percentage of all staff enrolment
9. Actions to increase the percentage of women accessing continuing career development programmes
10. Review and reporting on actions to increase the percentage of women accessing life-long career development programmes
11. Accessibility and availability of training for women in new communication technologies
12. Proportion of training courses on gender issues in media as a percentage of all courses
13. Allocation of resources for training courses, regarding female access and contribution

**Means of verification**

- ✓ Media training participants' lists
- ✓ Internal evaluation of media trainings on gender equality
- ✓ Evaluation of impact of training courses on men and women
- ✓ Evaluation of impact of training on trainees' news content
- ✓ HR records concerning training courses and other relevant career development activities including allocated budget
- ✓ Universities' student records

## **Category B**

# **GENDER PORTRAYAL IN MEDIA CONTENT**

## **B1** News & Current Affairs

Many projects examining gender representation in the content of news media focus exclusively on news reports (and, in some cases, only those reports that appear on the front and general news pages of daily newspapers or primetime news bulletins on broadcast media). A more holistic picture may emerge if different forms of news & current affairs media (including periodicals) and different types of coverage (reportage, opinion/comment/analysis, feature articles, documentaries, etc.) in different sections/segments of the media (including special focus pages/programmes on sports, business, health, civic/environmental issues, etc.) are taken into consideration. Accordingly, this outline of indicators to measure levels of gender awareness in the editorial content of news media relates to a wider range of news & current affairs media forms and coverage than daily news reports.

**Users:** *Media organizations and secondarily journalists (including editors), programme makers, media associations, journalists' unions and clubs, other media professionals, media self-regulatory bodies, media NGOs, civil society organizations, especially those concerned with gender and media, academic institutions, research centres, government ministries or entities.*

**Critical area of concern:** *Gender parity in editorial content of news media (written, broadcast and/or posted online by private, community and/or public media)*

**B1.1-Strategic objective 1:** Balanced presence of women and men – reflecting the composition of society, and human experiences, actions, views and concerns, in media coverage of news and current affairs

### **Indicators**

1. Proportions of women and men seen, heard or read about in news & current affairs content (excluding images) over a random selection of one week
2. Proportions of women and men directly interviewed/quoted in news & current affairs content as sources of information and/or opinion
3. Proportions of women and men appearing as 1) Spokespersons; 2) Experts; and 3) 'Ordinary' citizens/vox pop in news & current affairs content
4. Proportion of external or societal orientation of women and men seen, heard or read about in news & current affairs content including images (e.g. work-related rather than home-related, relationship-related rather than family relationship-related)
5. Proportions of women and men seen, heard or read about in news & current affairs content disaggregated according to social status (e.g. wealthy, working class, political elite, poor and rural)
6. Proportions of women and men seen, heard or read about and/or interviewed/quoted as sources of information/opinion in news & current affairs content differentiated according to thematic areas such as 1) Politics & government; 2) Economics & business; 3) War & conflict; 3) Science & technology; 4) Sports; 5) Other

7. Percentage of stories focusing centrally/specifically on women and/or issues of special relevance/concern to women in news & current affairs content (e.g. gender-based violence, women's rights, women's achievements, etc.)
8. Proportion of time/space and prominence (in respect to prime time or peak hours, front page or feature story) given to stories featuring women as sources of information/opinion and/or focusing centrally on women or issues of special relevance/concern to women in news & current affairs content

### **Means of verification**

- ✓ Sex-disaggregated analysis of news & current affairs content retrieved from media archives or independent studies carried out by other stakeholders including NGOs
- ✓ Monitoring and sex-disaggregated analysis of news & current affairs content
- ✓ Assessment reports on and/or evaluations/critiques of news & current affairs content by managers, editors and/or journalists and other media workers

### **B1.2- Strategic objective 2: Fair portrayal of women and men through elimination of stereotypes and promotion of multi-dimensional representation/portrayal**

*Critical area of concern: Gender portrayal in editorial content of news media (written, broadcast and/or posted online by private, community and/or public media)*

### **Indicators**

1. Proportion of stories with stereotypes (openly sexist interpretations of the characteristics and roles of women and men in society)
2. Proportions of stories with stereotypes (depiction of traditional "feminine"/"masculine" characteristics and male/female roles, thereby making them appear normal and inevitable while excluding other possible traits and functions for men and women in society)
3. Proportions of women to men portrayed as victims (e.g., of crime, violence/atrocity, conflict, disaster, poverty, etc.)
4. Proportions of women to men portrayed as survivors (i.e., with evidence of active agency despite adverse experiences/circumstances such as crime, violence/atrocity, conflict, disaster, poverty, etc.)
5. Percentage of stories that include multi-dimensional representation/portrayal of men and women (indicating journalistic effort to challenge/counter gender-based stereotypes)
6. Percentage of stories that contain sexist language used by reporters or broadcasters excluding in case of direct quote from a source (i.e., indicative of bias, discrimination or stereotyping based on sex or gender role)

### **Means of verification**

- ✓ Monitoring and sex-disaggregated analysis of news & current affairs content or independent studies carried out by other stakeholders including NGOs
- ✓ Sex-disaggregated analysis of news & current affairs content retrieved from media archives
- ✓ Application of the rule of inversion or role reversal (to help illustrate the meaning of stereotype)
- ✓ Assessment reports on and/or evaluations/critiques of news & current affairs content by managers, editors and/or journalists and other media workers

**B1.3 - Strategic Objective 3:** Coverage of gender equality and equity issues as an important and integral part of the media's acknowledged role as a watchdog of society

***Critical area of concern:*** *Gender equality in editorial content of news media (written, broadcast and/or posted online by private, community and/or public media)*

**Indicators**

1. Percentage of stories focusing on issues of gender equality/inequality (stories about specific cases of equality or inequality between women and men, relevant policies, legislative issues, programmes designed to protect and promote human rights, women's rights and gender equality)
2. Percentage of stories highlighting gender equality/inequality aspects of events and issues (including politics & government, economics & business, war & conflict, crime, violence/atrocity, poverty, science & technology, sports, etc.)
3. Percentage of time or space and prominence (in respect to prime time or peak hours, front page or feature story), as compared to other stories, given to stories highlighting gender-related issues or drawing out the gender aspects of events or issues

**Means of verification**

- ✓ Monitoring and sex-disaggregated analysis of news & current affairs content
- ✓ Sex-disaggregated analysis of news & current affairs content retrieved from media archives
- ✓ Assessment reports on and/or evaluations/critiques of news & current affairs content by managers, editors and/or journalists and other media workers

**B1.4 - Strategic Objective 4:** Evidence of gender consciousness in different types of editorial content (e.g., reporting, editing, commentary, features, documentaries, interviews, talk shows, etc.) and across the spectrum of subject-areas (politics & governance, economics & business, science & technology, etc.) and content categories/sections (e.g., news pages, edit/op-ed page, business section, sports section, etc.)

***Critical area of concern:*** *Gender awareness across editorial content of news & current affairs media*

**Indicators**

1. Percentage of such stories on the front page or during prime time bulletins, on the editorial or op-ed pages, in columns, studio discussions/interviews, features/documentaries, talk shows, etc.
2. Percentage of stories on gender-related issues or gender aspects of events/issues in subject areas such as politics (including election coverage), economics & business, science & technology, rural development, sports, etc.
3. Percentage of stories that include sex-disaggregated data on such events or issues



## **Means of verification**

- ✓ Sex-disaggregated analysis of news & current affairs content retrieved from media archives
- ✓ Monitoring and sex-disaggregated analysis of news & current affairs content
- ✓ Assessment reports on and/or evaluations/critiques of news & current affairs content by managers, editors and/or journalists and other media workers

**B1.5 - Strategic Objective 5:** Evidence of accurate and holistic understanding of gender-based violence in all its forms as an internationally recognized violation of human rights (ref. UN Declaration on the Elimination of Violence against Women, 1993)

*Critical area of concern: Coverage of gender-based violence*

## **Indicators**

1. Use of non-judgmental language, distinguishing between consensual sexual activity and criminal acts, and taking care not to blame the victim/survivor for the crime
2. Use of the term 'survivor' rather than 'victim' unless the violence-affected person uses the latter term or has not survived
3. Identification of persons affected by gender-based violence as sources, with their evident consent
4. Percentage of stories that: 1) invade privacy and/or 2) denigrate dignity, of the violence-affected person on gender/sex lines
5. Use of background information and statistics to present gender-based violence as a societal problem rather than as an individual, personal tragedy
6. Inclusion of local contact information for support organizations and services available to persons affected by gender-based violence
7. Proportion of time or space and prominence given to stories on gender-based violence in relation to other stories

## **Means of Verification**

- ✓ Monitoring and sex-disaggregated analysis of news & current affairs content
- ✓ Assessment reports on and/or evaluations/critiques of news & current affairs content by managers, editors and/or journalists and other media workers
- ✓ Sex-disaggregated analysis of news & current affairs content retrieved from media archives

## **B2 Advertising**

### *Users*

1. *Media organizations*
2. *Unions, associations, clubs and organisations of journalists, other media professionals, media self-regulatory bodies*
3. *Citizens' media groups and other NGOs*
4. *Journalism schools and universities, communication schools, training institutes and NGOs*

**Critical area of concern:** *Gender portrayal in advertisements*

### **B2.1 - Strategic objective 1:** Fair portrayal of women and men in commercial messages in the media

#### **Indicators**

1. Proportions of women and men in advertisements (voices and images)
2. Proportions of women and men as ad voice-overs (voice of authority)
3. Proportions of women and men appearing assertive rather than passive in advertisements (voices and images)
4. Proportions of women and men featured in ads as expert/advisor, informed/intelligent/conscious/cautious consumer, uninformed / gullible / pliant consumer, decorative prop
5. Occupations of women and men in ads
6. External or societal orientation of women and men in ads (e.g. work-related, home-related, family/relationship-related, etc.)
7. Appearance (including closing and posture) of women and men in ads that are presented as primary, and other characteristics only secondary or absent
8. Proportions of women and men in ads for various product categories that stereotype or naturalise gender roles (e.g. household goods associated with cooking and cleaning, food, beverages (alcoholic/non-alcoholic), grooming & hygiene products, products for children, electronic goods, automobiles, sports equipment/accessories, etc.)
9. Proportions of women and men in ads for different categories of services/activities which stereotype or naturalise gender roles (e.g. travel & leisure, hospitality, education, health, childcare, telecommunications, banking & investment, real estate, sports events)
10. Depiction of sexuality in ads (e.g. relevant or not)

#### **Means of verification**

- ✓ Monitoring and sex-disaggregated analysis of ads appearing in news & current affairs media

**B2.2 - Strategic Objective 2:** Identification of gender-based stereotypes in commercial messages in media

**Indicators**

1. Percentage of ads depicting subtle stereotypes (which emphasise traditional “feminine”/“masculine” characteristics and male/female roles, making them appear normal and inevitable)
2. Percentage of ads that include multi-dimensional representation/portrayal of men and women (indicating creative efforts to challenge/counter gender-based stereotypes and other forms of sexist representation)

**Means of verification**

- ✓ Monitoring and sex-disaggregated analysis of ads appearing in news & current affairs media



# **GENDER GLOSSARY**

**Empowerment:** Collective and individual process of women and men having control over lives, setting their own agendas, gaining skills, building self-confidence, solving problems and developing self-reliance.

**Gender:** Differences between males and females that are socially constructed, changeable over time and have wide variations within and between cultures. As opposed to biologically determined characteristics (sex), gender refers to learned behaviour and expectations to fulfil a specific image of masculinity and femininity. Gender is also a socio-economic and political variable with which to analyse people's roles, responsibilities, constraints and opportunities. The term *gender* is not synonymous with *women*; rather the term is used to refer to human or social attributes concerning both women and men collectively.

**Gender awareness (Gender-sensitive):** Commitment to recognising male-female social inequalities, in order to redress these through addressing women's needs and priorities, and to analyse programmes and projects for the differential impacts that they have on women and men. This awareness includes knowing that women, as well as men, should be involved in consultations about media practice.

**Gender balance:** See *gender parity*

**Gender-based violence:** Any act that results in, or is likely to result in, physical, sexual, psychological or economic harm or suffering based on male/female lines or on the gender adopted by a person. It usually refers to women and girls, but includes violence against lesbians, gay men and transgender people. It includes threats, coercion, and deprivation of liberty, deprivation of the right to work or earn income, sexual or mental rape, stalking or other forms of harassment, whether occurring in public or private life.

**Gender equality:** Women and men enjoy the same status and have equal opportunity to realize their full human rights and potential to contribute to national, political, economic, social and cultural development, and to benefit from the results. It is the equal valuing by society of both the similarities and the differences between women and men and the different roles they may choose to play. The UN Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) sets the principles of gender equality through ensuring women's equal access to, and equal opportunities in, political and public life as well as education, health and employment.

**Gender equity:** Balanced presence and participation of women and men in order to bring about equality in specific environment. It is the process of being fair to women and men. To ensure fairness, measures are often needed to compensate for historical and social disadvantages that prevent women and men from otherwise operating as equals.

**Gender mainstreaming:** This is a 'methodology', a means to an end; the process of integrating a gender perspective in all activities carried by an organisation, including its policies, programmes, trainings, recruitment and evaluations with the main aim being to achieve gender equality.

**Gender parity:** This is a numeric concept for representation and participation. Gender parity is a necessary but not sufficient step on the road to gender equality. *Gender parity* is the same as *gender balance*.

**Gender portrayal:** Representation of gender roles, behaviour and characteristics.

**Gender-responsive:** The first step in gender-responsiveness is being *gender aware* or *gender-sensitive*. The second step is to articulate policies and initiatives which address the different needs, aspirations, capacities and contributions of women and men

**Gender stereotype:** Socially constructed beliefs about men & women, often but not necessarily, sexist and negative, which ignore complexity and serve to rule out exceptions and choices.

**Gender-transformative:** Policies and initiatives that change existing and biased/discriminatory policies, practices, programmes and affect change for the betterment of life for all.

**Sex-disaggregation or sex-disaggregated data:** Data are cross-classified by sex, distinguishing information for women and men.

**Sexism:** Supposition, belief or assertion that one sex is superior to the other, often expressed in the context of traditional stereotyping of social roles on the basis of sex, with resultant discrimination practised against members of the supposedly inferior sex.<sup>10</sup>

---

<sup>10</sup> IPS gender and development glossary, <http://www.ips.org/mdg3/GenderandDevelopmentGlossary.pdf>

