Learning Resource Kit
for **Gender-Ethical Journalism**
and **Media House Policy**

Book 1: **Conceptual Issues**

WACC communication FOR all

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Resource Kit for **Gender-Ethical Journalism** and **Media House Policy**

Book 1: Conceptual Issues

Editors
Sarah Macharia and Pamela Morinière

Copy editor
Philip Lee

Contributors

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I **Rationale.** *Ammu Joseph*
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1. Gender portrayal guidelines in Canadian broadcasting. *Dr. Kathleen Cross*
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6. Peace and security. *Sharon Bhagwan Rolls*
7. Politics and government: Reporting on women in public office. *Marcela Gabioud* and *Claudia Florentin*
8. Violence against women: Reporting sexual violence. *Mindy Ran*

Research assistants
Patty Eddu Federica Caso

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Preamble

This *Learning Resource Kit for Gender-Ethical Journalism and Media House Policy* is the result of collaboration between the World Association of Christian Communication (WACC) and the International Federation of Journalists (IFJ) to redress gender disparities in news media content.

Little progress has been made since the 1995 Beijing Platform for Action called for more gender sensitivity in the media and self-regulatory mechanisms to eliminate gender-biased programming. Research such as the Global Media Monitoring Project shows just how marginalised women remain in the news. In 2010, the GMMP[1] revealed that women make up only 24% of the people heard, read about or seen in the news.

The IFJ launched the Ethical Journalism Initiative[2] to confront on-going discrimination in the news and reconnect journalists to their mission by enforcing core ethical standards. Challenging sensationalism and stereotypes, checking facts, abiding by codes of conduct, supporting independent self-regulatory bodies are some of the actions identified to uphold media quality and rebuild the public's trust in the news. Fair gender portrayal is one of the issues to be given priority if media hope to fully reflect the role women play in society. The widespread use of social media, blogs and the development of online news should not be overlooked. Numerous cases reveal a failure to portray gender issues fairly and accurately and very few initiatives exist to develop ethical standards and avoid unfair and outdated stereotypes.

This learning resource kit aims to provide an answer to the current gender gap in news content and lack of existing self-regulatory mechanisms to confront gender bias. It is organised in two books that may be read independently of each other. *Book 1* discusses conceptual issues pertaining to gender, media and professional ethics, while *Book 2* presents gender-ethical reporting guidelines on several thematic areas.

In what ways are gender ethics critical to media professional practice in democratic societies? What is the impact of adopting a gender lens when reporting a news story? What does a snapshot of gender in the world news media look like presently and how has this changed since 1995? To what extent do media codes of ethics prescribe the integration of gender concerns in media practice? These and other questions are addressed in *Book 1* centred on conceptual issues regarding gender, media and professional ethics. *Book 1* also contains case studies of experiences in the adoption and implementation of gender-focussed media codes in 2 countries – Canada and Tanzania. A third case study profiles the experience of the Inter-Press Service in a groundbreaking initiative to cover stories on gender equality and women's empowerment related to the third Millennium Development Goal (MDG3). All case studies distill lessons learnt through the processes. *Book 1* will appeal to media decision makers as well as to civil society actors interested in gender media policy adoption or improvement.

Book 2 will be of interest to media practitioners – journalists, reporters and editors – including educators and civil society engaged in gender-focussed media monitoring. It provides practical guidelines for gender-ethical reporting on eight thematic areas, namely: climate change; disaster reporting; economic news – accounting for women; sexual and reproductive health; human

1. The GMMP is a longitudinal research and advocacy initiative on gender in the world news media, globally co-ordinated by WACC. The research has been carried out in 5-year cycles since 1995 to monitor change in selected indicators of gender in news media content. Data was collected in 108 countries for the fourth research in the series, in 2010. The report is available at http://www.whomakesthenews.org/images/stories/website/gmmp_reports/2010/global/gmmp_global_report_en.pdf
2. http://ethicaljournalisminitiative.org/en

trafficking; peace and security; political news – reporting on women in government; and, sexual violence. What are the gender dimensions of climate change that a journalist should be conscious about when covering a related story? What is the gender angle in seemingly "gender-neutral" economic issues stories? What are the common pitfalls to avoid when writing about women in public office? How can a journalist integrate a gender perspective when writing about sexual and reproductive health issues? What are the challenges in reporting on violence against women? The guidelines provide direction on these and other questions. The guidelines can be adapted for different social contexts and realities, and the basic principles running across them may be used to inform the development of gender-ethical approaches to covering stories in other thematic areas.

Gender and media experts from Africa, Asia, the Caribbean region, Europe, Latin America, North America and Oceania/Pacific region have made this kit a reality. The resource brings together their knowledge and insights as media practitioners, educators or communication researchers committed to playing a role in professionalizing journalistic practice from a gender-ethics perspective. In this regard, we thank Dr. Kathleen Cross (Canada), Lic. Marcela Gabioud (Argentina), Prof. Maximiliano Guzman (Puerto Rico), Lic. Claudia Florentin (Argentina), Gladness Munuo Hemedi (Tanzania), Ammu Joseph (India), Suvendrini Kakuchi (Japan), Mindy Ran (The Netherlands), Sharon Bhagwan Rolls (Fiji) and Sabina Zaccaro (Italy) for contributing to different sections of the kit and/or providing critical comments to improve it. We also thank Grupo de Apoyo al Movimiento de Mujeres del Azuay (GAMMA), Ecuador, for partnering with us on the research.

A number of well-established media guidelines and journalists' ethical codes specify the need not to discriminate on the basis of gender. This resource kit will not replace them. Rather, it will provide media professionals, media accountability bodies, journalists' unions and associations and employers with practical guidelines, where they do not exist, to enhance women's representation in media content, improve the gender balance reflected in by-lines and encourage dialogue within media structures and self-regulatory bodies together with civil society groups.

Gender portrayal is not a women's issue. Portraying gender in a fair and ethical manner will only occur when it becomes a concern for everyone in the newsroom and beyond. Journalists, photographers, news editors, camerawomen and cameramen, cartoonists, media employers, self-regulatory bodies, journalists' schools, associations and unions, all have a role to play in ensuring that media become an effective mirror of society. Civil society actors can support this process through monitoring, dialogue and positive partnerships with media.

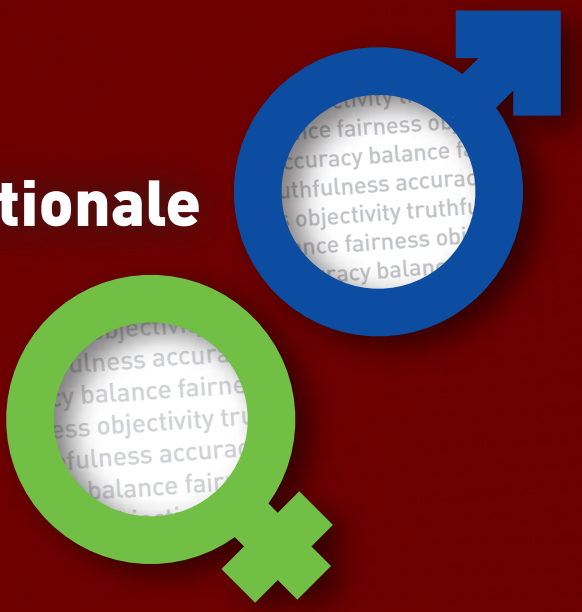
The media content production environment is fraught with structural, ideological and practical complexities that work together to generate the resultant visible gender disparities. Creating a gender culture in the media should become a priority to fight the effects that gender-biased content has on the public's perception of women

and men, and the relations between them. Adopting guidelines and increasing the robustness of codes from a gender perspective are only initial steps. Attention should also be given to fair and transparent recruitment policies, lifelong training (paid for by management), for all professionals and regular progress monitoring.

Pamela Morinière
IFJ

Sarah Macharia, Ph.D.
WACC

I. Rationale



Among the major news stories of 2011 was the multi-dimensional, on-going disaster in Japan. At 2:46 pm Tokyo time on Friday 11 March 2011 an 8.9-magnitude earthquake struck the north-east coast of the island nation. The most powerful quake to hit the country since record-keeping began triggered a massive tsunami that sent walls of water washing over coastal cities in the region. Waves as high as 30 feet rushed to shore, carrying boats, cars and buildings several miles inland.

Thousands of homes were destroyed, many roads were rendered impassable, train and bus services ground to a halt, power and water supply were disrupted and cell phone networks went down. The Japanese people, while accustomed to frequent earthquakes, were stunned by the magnitude of this one and the more than 100 aftershocks that followed over several weeks, quite a few of them equivalent to major quakes. Together the earthquakes and tsunami are estimated to have killed close to 20,000 people, besides injuring thousands more and displacing around half a million.

To make matters worse, as details of the severe damage caused to the Fukushima Daiichi nuclear power station emerged, it became evident that the natural disaster had resulted in the world's worst nuclear accident in 25 years. A month after the meltdown at the plant the Japanese government raised its rating of the severity of the crisis from 5 to 7, the highest internationally recognised alert level.

At the end of 2011 more than 80,000 residents remained evacuated across the country, with no immediate prospect of being able to return to their destroyed or abandoned homes and workplaces. The devastating impact of the disaster on the local economy persisted, with industries, farm produce and tourism in the area adversely affected by the association of the name, Fukushima, with nuclear contamination.

The triple disaster in Japan expectedly received extensive media coverage over several weeks across the world. Human interest stories focussing on survivors, their plight, as well as their resilience, appeared in the early days of the crisis. A year after calamity struck the still grave situation at the Fukushima reactors continued to draw international media attention, as did the negative after-effects of the disaster on the Japanese economy. However, an important aspect of the catastrophe got little attention throughout: its implications for and repercussions on women.

Why women?

As a journalist who questioned the scant coverage of women's concerns in the aftermath of the December 2004 Indian Ocean tsunami – during an international conference on the media's role in the post-disaster scenario – was asked, "Why should the media concentrate on women? People died, not just women."[1]

In Japan, too, men, women and children in the disaster-affected area lost their lives, loved ones, homes, belongings and sources of livelihood. So can there be any justification for the suggestion that journalists ought to find out whether or not the disaster and its aftermath had any particular ramifications for women? The answer is yes.

Take, for example, the nuclear accident and its fallout. First consider these facts:

- A woman is at significantly greater risk of suffering and dying from radiation-induced cancer than a man who gets the same dose of ionising radiation.[2]
- Ionising radiation has long been regarded as the most established environmental risk factor for breast cancer.[3]
- Women of reproductive age are at significant

1. Deepa Kandaswamy, "Media forgets female face of tsunami," Women's E-News, 27 July 2005, http://www.womensenews.org/article.cfm/dyn/aid/2390.
2. Mary Olson, "Atomic radiation is more harmful to women," Briefing Paper, Nuclear Information and Resource Service, October 2011, http://www.dianuke.org/nuclear-radiation-is-more-harmful-to-women-new-nirs-breifing-paper/.
3. "Women and nuclear power, nuclear weapons," Nuclear-news, May 2010, http://nuclear-news.net/information/women/.

risk from the effects of radiation on their bodies and reproductive systems. Studies show that women's exposure to radiation can impair their fertility and cause premature aging.[4]
- Pregnant women's exposure to even low doses of radiation can lead to stunted growth, deformities, abnormal brain function, or cancer later in life among the children born to them. [5]

Now look at these realities:

- Although women have rarely been part of decision-making about nuclear power, they have been at the forefront in opposing it. [6]
- Mothers form the vanguard of various grassroots movements working together to stop the operation of all nuclear plants in Japan from 2012. [7]
- "Our movement (against the nuclear power plant in Koodankulam in India) gathered momentum after women took active interest. Now it's almost taken over by them."[8]
- Opinion polls over many years, and in many countries, consistently show that women are generally opposed to nuclear power and nuclear weapons.[9]
- More women than men seem concerned about the health and environmental effects of the nuclear industry.[10]
- Polling conducted days after the nuclear disaster began unfolding in Japan revealed that, while a significant majority of American men favoured the construction of new nuclear power plants in the United States, a substantial majority of American women opposed it.[11]

It seems clear that there are specific ways in which women's health – and that of their children, born and unborn – may be seriously and adversely affected by radioactive leaks from the nuclear power plants. And it appears that gender may be one of several factors that shape people's attitudes towards nuclear energy and weaponry. Would it not be logical and worthwhile, therefore, for journalists to explore such notable aspects of the developing story?

The consequences of the damage caused to the nuclear reactors represent just one, albeit critical, part of this particular disaster. What about other aspects of the March 2011 calamity and, indeed, disasters in general? A fact that has been fairly well-established in recent years is that disasters, natural or otherwise, tend to be profoundly discriminatory. Wherever they hit, pre-existing socio-economic structures and conditions generally ensure that some members of the community are more or less affected by the crisis than others.

Gender is one of several socio-economic variables – such as class and caste, race or ethnicity, age and health status – that influence people's experience of disasters, as well as their access to subsequent help in coping with the consequences and rebuilding their lives. "Gender" here refers to the "socially constructed roles, behaviours, activities, and attributes that a given society considers appropriate for men and women,"[12] whereas "sex" refers to the biological and physiological characteristics that define males, females and transsexual/intersex persons.

4. Whitney Graham and Elena I. Nicklasson, "Maternal Meltdown: From Chernobyl to Fukushima," Inter Press Service, 26 April 2011, http://ipsnews.net/news.asp?idnews=55391.
5. Ibid.
6. "Women and nuclear power, nuclear weapons," Nuclear-news, May 2010, http://nuclear-news.net/information/women/.
7. Suvendrini Kakuchi, "Mothers Rise Against Nuclear Power," Inter Press Service, 22 December 2011, http://ipsnews.net/news.asp?idnews=106282.
8. Jeemon Jacob, "The movement gathered momentum only after women took an interest," Tehelka, 24 September 2011, http://www.tehelka.com/story_main50.asp?filename=Ws240911NUCLEAR.asp
9. "Women and nuclear power, nuclear weapons," Nuclear-news, May 2010, http://nuclear-news.net/information/women/.
10. Ibid.
11. Robert Drago, "The gender of nuclear disaster," MomsRising.org, 18 March 2011, http://www.momsrising.org/blog/the-gender-of-nuclear-disaster/.
12. World Health Organisation, http://www.who.int/gender/whatisgender/en/index.html.

Gender-related differences in the impact of disasters have been progressively well-documented in recent times.[13] However, media coverage of recurring disasters across the world remains gender-blind, by and large. This is despite the fact that women and children commonly comprise the majority of victims seen in the media's visual representation of disasters.

As Oxfam's March 2005 Briefing Note on the impact on women of the Indian Ocean tsunami pointed out: "There is no scarcity of reflections and commentary on the impact of the disaster that shook the coasts of several Asian countries on 26 December 2004. The media have … looked into almost every conceivable angle: the impact on tourism, the impact on the environment, revealed underwater villages, even the impact on animals. One area that has … received less attention is the gender impact of the tsunami, and its impact on women in particular.[14]

The gender lens

A gender lens can reveal whether or not an event or process affects women and men, girls and boys in particular ways, thereby allowing reporters to uncover a possible gender angle that may well add a significant and striking dimension to the story

The primary reason for such gaps in coverage is that gender has not yet been integrated into the news agenda. There is still an assumption within the profession that gender is, at best, a "niche" issue that can be left to those who choose to specialise in such "soft" stories and need not concern those who cover "hard" – read weighty – news. It is not yet widely recognised that coverage of events and issues traditionally categorised as hard news – such as conflicts and disasters, politics and business, crime and punishment – can actually benefit from a gender perspective.

It is time for the news media – and media professionals – to realise the importance of gender as a key lens through which all events and issues must be examined in order to tell the whole story. For coverage to become more inclusive and balanced, not only reporters/correspondents but the range of professionals who together shape media content – including visuals – have to be conscious of the need to factor gender into the process of deciding what to cover and how to cover it.

A gender lens enables journalists to view and report the world through women's eyes, thus reflecting women's experiences, concerns and opinions in news coverage, and helping women to tell their stories in their own voices. A gender lens can reveal whether or not an event or process affects women and men, girls and boys in particular ways, thereby allowing reporters to uncover a possible gender angle that may well add a significant and striking dimension to the story. A gender lens can also

13. See, for example, Ammu Joseph, "Disasters, conflicts and gender,"in Missing Half the Story: Journalism as if Gender Matters, ed. Kalpana Sharma. (India: Zubaan Books, 2010); Ammu Joseph, "Gender and disasters: Tracing the link," in Communicating Disasters: An Asia Pacific Resource Book, eds. Nalaka Gunawardene and Frederick Noronha, (TVE Asia Pacific and UNDP Regional Centre – Bangkok, 2007), http://www.tveap.org/disastercomm/Chapters_in_seperate_PDFs/Chap-16.pdf; World Health Organisation, "Gender and disaster," http://www.searo.who.int/EN/Section13/Section390_8282.htm; Women Thrive Worldwide, "Women, natural disaster, and reconstruction," Fact Sheet, http://www.womenthrive.org/index.php?option=com_kb&page=articles&articleid=5; "Women and disaster: What's the connection?" http://www.gdnonline.org/resources/womenanddisasterbrochure.pdf; Gender and Disaster Network, http://www.gdnonline.org/; Joni Seager, "Eye of the storm," The Daily Beast, 4 November 2011, http://www.thedailybeast.com/articles/2011/11/04/climate-change-and-natural-disasters-why-women-get-hit-hardest.html.

14. "The tsunami's impact on women," Oxfam Briefing Note, March 2005, http://www.oxfam.org.uk/resources/policy/conflict_disasters/downloads/bn_tsunami_women.pdf.

facilitate broader and deeper insights into the range of events and issues covered by the media.

It is important to recognise that "women" do not constitute a homogenous group. While seeking to use a gender lens journalists must be conscious of the need to include the experiences and perspectives of women from a variety of social, cultural and economic backgrounds, mirroring as far as possible the invariably complex composition of the society they belong to (taking into account, for example, class, race/caste/ethnicity, religion, age group, location, educational level and health status).

It is equally vital to focus on issues faced not only by women but also by other traditionally vulnerable groups in society, such as children, the elderly, racial/ethnic or religious minorities, persons with disabilities, and others who are socially and/or economically disadvantaged. Of course, within these groups, too, women and girls are likely to face additional hurdles.

It is also essential to remember that gender is not only about women but relates to men and sexual minorities, too. As a February 2010 document of the Gender Disaster Network points out, "Sex and gender shape men's lives before, during and after disasters. While gender relations typically empower men as decision makers with more control than women over key resources, gender identities and gender norms can also increase their vulnerability."[15]

Gender-ethical journalism

The customary focus on women in discussions on gender ethical journalism stems from the fact – recently reconfirmed by the Global Media Monitoring Project 2010[16] – that an overwhelming proportion of news continues to be male-centric. It remains true that men, taken as a whole, are situated higher on the ladder of gender hierarchy. However, since power and privilege are determined by a complex array of factors such as economic class, race/ethnicity, age, education and other social and cultural markers, several categories of men are disadvantaged within other hierarchies, and their experiences and perspectives are often not adequately represented in the media either. And, of course, sexual minorities have only recently gained some visibility and acceptance in certain parts of the world, while continuing to be marginalised in many others.

Media professionals – not only reporters but also editors and producers, photographers and videographers, researchers and fact-checkers, even designers and illustrators – need to be mindful of the fact that most events, developments and policies have different implications for different sections of society. After all, journalism is storytelling with a purpose. And the purpose of media coverage is not only to report news as it happens but also, surely, to highlight the impact of what has happened on diverse sections of the people affected – especially those at most risk – so that action to deal with the situation can be equitable and responsive to the special needs of different groups.

15. "Women, gender & disasters: Men & masculinities," Gender Note #3, Gender Disaster Network, 8 February 2010, http://www.awid.org/News-Analysis/Special-Focus-Crisis-in-Haiti/Disasters-from-a-women-s-rights-perspective2/Gender-Note-3

16. World Association for Christian Communication, Who makes the news? Global Media Monitoring Project 2010, (Toronto: WACC, 2010) http://www.whomakesthenews.org/images/stories/website/gmmp_reports/2010/global/gmmp_global_report_en.pdf.

For example, by focusing attention on the inevitable social, economic and health consequences of disasters, the media can alert both communities and authorities to the impact of the event and its aftermath on different sections of the affected population, including various categories of women. They can also, simultaneously, highlight the importance of taking into account the experiences, opinions, needs, vulnerabilities, strengths and resources of different sets of people in the relief, rehabilitation and reconstruction process. If the government and other agencies involved do not, as a matter of course, pay attention to women and other vulnerable groups, it is for the media, as the watchdogs of society, to ask them why and to underscore the necessity and value of doing so.

It may not always be possible for journalists to look into gender and other such variables in the initial days of covering breaking news such as a major disaster. However, awareness of the fact that gender (and other factors) can influence people's experience of the event and what follows can help them find distinctive, memorable, valuable and commendable follow-up stories. Conversely, by not being aware of the way gender (among other features) can shape lives, by not really listening to what affected women have to say (beyond expressing initial shock and grief), media professionals may miss out on meaningful stories that are also appealing. By seeking out women and talking to them about their encounters with and opinions on disasters, conflicts and other news-making events, journalists would not only be fulfilling their professional duty but also ensuring that their stories are out of the ordinary and therefore more likely to stand out in the customary media blitz.

So practising gender-aware journalism is not only about upholding professional standards and ethics. It is additionally about advancing journalistic career prospects by unearthing exceptional and engaging stories. But there is more to it than that: one of the guiding principles of ethical journalism is the public's right to know.

By seeking out women and talking to them about their encounters with and opinions on news-making events, journalists would not only be fulfilling their professional duty but also ensuring that their stories are out of the ordinary and therefore more likely to stand out in the customary media blitz.

Journalism and democracy

Gender-conscious, ethical journalism is in line with the news media's traditional, key role in democratic societies: creating what is known as the "public sphere," where information essential to citizen participation in national and community life is presented and where issues of importance to the public are discussed and debated. Democracy critically depends upon an informed populace making political choices. For this to happen, it is clearly important that a wide range of experiences and viewpoints, and the interests and concerns of all sections of society – including the least powerful – be represented in the media.

The findings of the Global Media Monitoring Project (GMMP) over the years, as well as other research in many parts of the world, have established that the map has so far been quite flawed. Many aspects of news coverage need to change substantially if society is to be realistically and accurately portrayed, and if women are to be proportionately and fairly represented in the news media.

Journalism sets the context for national debates on important current events and thereby affects public perception of issues across the socio-economic and political continuum – not just what are commonly seen as "women's issues." By determining who has a voice in these debates and who is silenced, which issues are discussed

and how they are framed, the media have the power to maintain the status quo or challenge the dominant order. The news media – in their time-honoured, fundamental roles as the Fourth Estate, the watchdogs of society, defenders of the public interest – have a duty to try and reflect the experiences, concerns and opinions of diverse sections of the population, including the female half of the human race.

As an editorial in the daily paper brought out by gender/media activists – during the March 2005 Beijing Plus Ten review meeting at the United Nations in New York – put it: "Institutions that are not changed cannot become agents of change. Just as gender has to be mainstreamed in government it has to be mainstreamed in the media." [17]

In the final analysis, unless gender is acknowledged as one of several factors that affect people's experience of almost everything, and accepted as one of the angles to be explored while covering anything, the media will continue to tell only part of the story – whatever that story may be.

17. Gender and Media Initiative Partners, Editorial, "Ignoring the media a big mistake," Gem News @ Beijing Plus 10, March 9, 2005. http://oldsite.genderlinks.org.za.dedi1086.nur4.host-h.net/docs/bejing/9-march-p8.pdf.

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II. Gender in journalism today

1. Status of gender in the news media

One key objective of the *Learning resource kit for gender-ethical journalism and media house policy* is to encourage and support the adoption and implementation of comprehensive media house policies and practices from a gender equality perspective in news content.

This section presents the current-day media environment in two respects. First, it outlines the status of gender in the news media, based on the findings of the 2010 Global Media Monitoring Project (GMMP), an initiative to monitor several indicators of gender in the world news media. Second, it presents findings from research undertaken in 2011 to establish the status of gender in media codes of ethics worldwide.

In January 2012 a coalition of women's groups in the United Kingdom seized a moment to make a submission to the Press Complaints Commission established to investigate a matter of ethical misconduct of British news media houses. "The media creates, reflects and enforces attitudes in society. Those who work in the media should be conscious of this and should actively seek not to reproduce attitudes which condone violence against women or girls."[1] The coalition demanded action against media sexism, inaccurate reporting of violence against women and the proliferation of sexualized images of women particularly in the print news media.

The coalition's critique directed largely at tabloid newspapers and their contribution to exacerbating gender violence may be extended to broadsheet journalism in print, broadcast and online media worldwide that approaches professional ethics with a lens devoid of a gender filter. That is, journalism in which gender justice concerns are neglected in the understanding and application of the principles of truth, balance and fairness.

Evidence from the Global Media Monitoring Project

Evidence from the Global Media Monitoring Project (GMMP) reveals a dearth of gender ethics in news journalism the world over. Every five since 1995, the GMMP has recorded one-day snapshots of gender in the news media, gathering data on the portrayal and representation of women in contrast to men.

In 1995, GMMP research in print and broadcast news media in 71 countries found that only 17% of news subjects, that is people seen, heard or read about, were female, betraying a characteristic of media as exclusive spaces largely reserved for male participation. Research in 76 countries a decade later found some progress with respect to women's presence in the news; 21% of news subjects were female. Further analysis revealed a twist; despite the small though positive change, only 3% of the stories challenged gender stereotypes while the vast majority 97% either reinforced stereotypes or did nothing to trouble the status quo.

In the most recent GMMP research published in 2010, an analysis of 17,795 stories reported in 1,365 newspapers, online news websites, radio and television newscasts from 108 countries found further progress in women's presence as voices in and subjects of the news. Females comprised 24% of persons in the news, evidencing a second 3 percentage point increase over the 5 year period. This finding also came with a twist: women's presence in topics of lesser importance to the news agenda, as well as women's voices as 'ordinary' people giving personal or popular opinion in the news, accounted for the bulk of the increase:

"… the rise in women's visibility in stories on

1. Citing Marai Larasi from End Violence Against Women who together with representatives from Equality Now, Eaves, Object made submissions at a UK national investigation on regulation of the media following a malpractice scandal. The story "Leveson inquiry must address sexist media stereotypes, say women's groups" by Alexandra Topping was published in The Guardian online at http://www.guardian.co.uk/media/2012/jan/24/leveson-inquiry-sexist-media-stereotypes?CMP=twt_gu, January 24, 2012.

'science & health' (from 22% of news subjects in 2005 to 32% in 2010) to a large measure accounts for women's increased presence in the news. This topic in reality occupies the least space on the news agenda when compared to the other major topics. The percentage increase in female news subjects is less pronounced in topics of high priority on the news agenda: Women's presence in stories on politics and government increased from 14% to 19% during the period while in stories on the economy there was no change, remaining at 20%."[2]

Inter-regional similarities are noticeable in women's prominence in two major topics, namely social/legal and science/health news[3]. One or both of these two topics contain the highest comparative ratios of female news subjects in all regions. (*see* Chart 1). Inter-regional similarities are evident in women's relative obscurity in relation to men, in news stories on politics/government. At the time of the monitoring, the gap was most pronounced in the Middle East & North Africa region where only 10% of people in political news were female, although it is possible the divide may have narrowed with women's active participation in the Arab Spring political uprisings that began in December, 2010. The North American region stands outside this trend with relatively higher percentages of women in political news.

Chart 1. GMMP 2010. Female news subjects by region by major topic

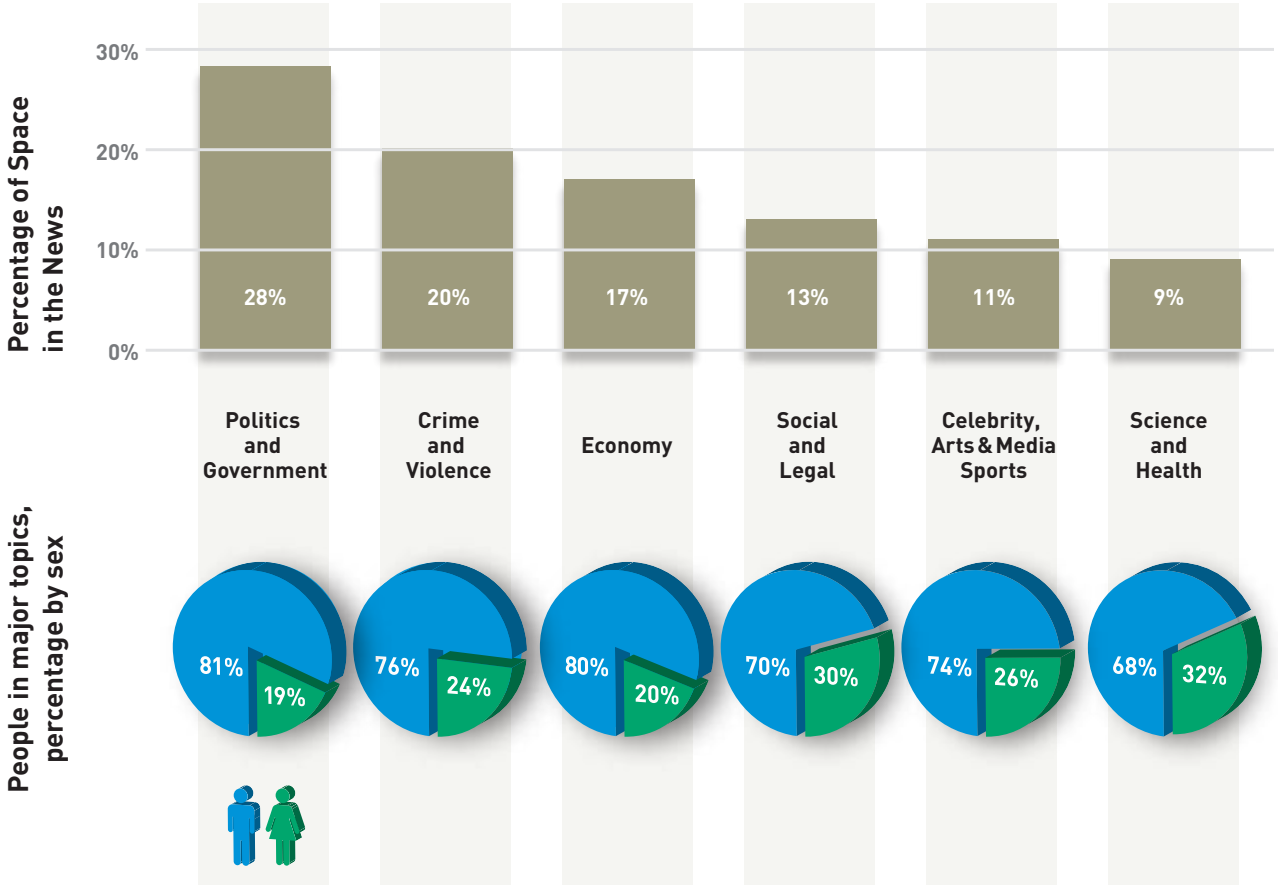
	Africa	Asia	Caribbean	Europe	Latin America	Middle East & North Africa	North America	Pacific	**Global AVG**	**% share of topic on the news agenda**
Politics and Government	15%	16%	17%	21%	20%	10%	31%	20%	**19%**	**28%**
Crime and Violence	22%	22%	21%	28%	31%	21%	20%	33%	**24%**	**20%**
Economy	17%	15%	19%	22%	29%	20%	37%	24%	**20%**	**17%**
Social and Legal	20%	29%	31%	31%	36%	23%	37%	31%	**30%**	**13%**
Celebrity, Arts and Media, Sports	13%	24%	32%	29%	27%	35%	31%	12%	**26%**	**11%**
Science and Health	31%	28%	50%	36%	38%	18%	21%	27%	**32%**	**9%**
Other*	11%	36%	26%	42%	45%	28%	15%	40%	**38%**	**2%**
The Girl-child*	53%	70%	89%	50%	82%	82%	100%	67%	**69%**	*
Global AVG	19%	20%	25%	26%	29%	16%	28%	25%	**24%**	

*Number of stories less than 1% of the overall total

2. World Association for Christian Communication, Who makes the news? Global Media Monitoring Project 2010, (Toronto: WACC, 2010). http://www.whomakesthenews.org/images/stories/website/gmmp_reports/2010/global/gmmp_global_report_en.pdf
3. With the exception of stories classified under 'the girl child' and 'other' that accounted for less than 1% of the overall sample.

The overall evidence suggests that women's visibility tends to diminish as news value, demonstrated by the proportion of space accorded to a topic, increases. (*see* Chart 2)

Chart 2. GMMP 2010. Percentage share of major topics in the news, and presence of women and men in each topic



The GMMP 2010 research found that:

Women are inching closer to parity as people providing popular opinion in the news, at 44% of persons interviewed in the news in this capacity compared to 34% in 2005. Women's presence as persons speaking based on personal experience, as spokespersons (people representing or speaking on behalf of others) and as experts (those providing comment based on specialist knowledge), has improved appreciably. Despite the gains, only 19% of spokespersons and 20% of experts are women.[4]

4. WACC. op. cit.

The changes across the geographical regions are mixed. (*See* Chart 3) The percentages of females appearing as experts, popular opinion givers and in other capacities increased across all interviewee categories in Europe, Latin America and North America. This consistency was absent in all other regions where increases as well as decreases were registered across different types of interviewees.

The female to male ratio of people interviewed as experts narrowed most dramatically in the Caribbean region during the five-year period; the percentage of female experts in the news rose by 13 points to reach 32%, more than double the second highest rise of 6 percentage points found in European news. The sex gap in people interviewed as spokespersons narrowed most visibly in Latin American news by 11 percentage points to reach 23% while it increased in the Middle East/North Africa and Caribbean regions.

Females giving views based on personal experience rose by over 10 percentage points in Africa (+20%), the Caribbean (+13%), Europe (+13%) and Latin America (+11%), but dropped by 5 percentage points in Asia. With the exception of the Pacific region whose results should be interpreted in the light of the much larger sample size in 2010, the percentage of females providing popular opinion improved most dramatically in Europe (+19%) as the result on this indicator depreciated most visibly in the Caribbean (-12%).

Chart 3. GMMP 2005-2010. Functions of female news subjects, by region

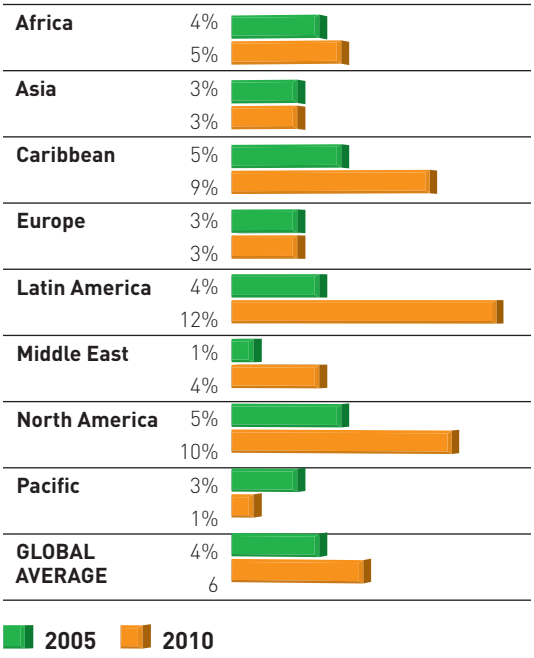
		Africa	Asia	Caribbean	Europe	Latin America	Middle East	North America	Pacific	GLOBAL AVG
Spokes-person	2005	15%	11%	22%	14%	12%	17%	21%	21%	14%
	2010	15%	16%	18%	21%	23%	12%	27%	24%	19%
Expert	2005	19%	15%	19%	16%	20%	14%	21%	19%	17%
	2010	17%	14%	32%	22%	22%	19%	26%	16%	20%
Personal experience	2005	14%	37%	26%	26%	28%	24%	33%	39%	31%
	2010	34%	32%	39%	39%	39%	31%	37%	39%	36%
Eye-witness	2005	36%	29%	22%	24%	39%	34%	25%	69%	30%
	2010	33%	17%	31%	32%	43%	49%	33%	47%	29%
Popular opinion	2005	38%	33%	46%	35%	45%	36%	27%	10%	34%
	2010	34%	35%	34%	54%	51%	30%	29%	37%	44%

Other indicators studied in the GMMP 2010 research address pertinent gender concerns in media content including evoking gender (in)equality issues and gender stereotyping in reporting. It is accepted that important in professional ethics is the need for journalists to be accountable to the public and to promote social transformation towards more democratic societies.[5] Considering that females

5. International Principles of Professional Ethics in Journalism. http://ethicnet.uta.fi/international/international_principles_of_professional_ethics_in_journalism

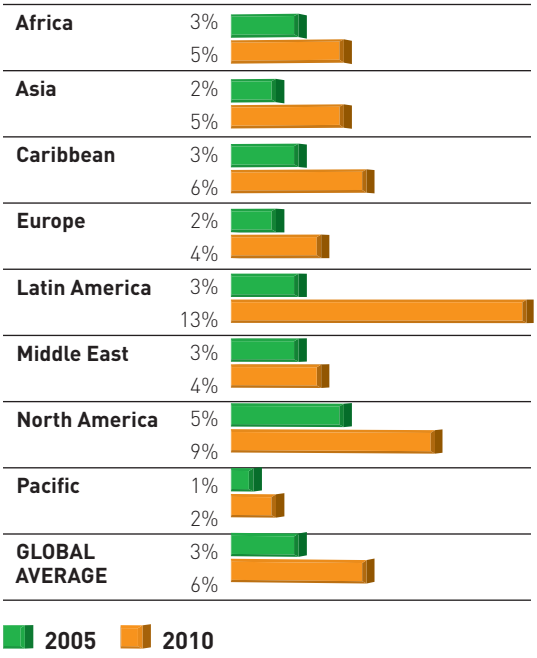
comprise over 50% of this public, the relative exclusion of women from participation in public arenas continues to be an on-going concern. It follows then that reporting practices that keep gender inequality issues in the limelight are in keeping with journalist responsibility and professional ethics. The proportion of stories that miss the opportunity to raise questions on inequality is extremely high; the research found that only 6 % of stories overall highlight issues of gender equality or inequality, an improvement nevertheless from 2005 when only 4% of stories highlighted (in)equality issues. Latin American news performed remarkably on this indicator, closely followed by North American and Caribbean region news, at 12%, 10% and 9% of stories respectively raising issues on gender equality and inequality. (see Chart 4).

Chart 4. GMMP 2005-2010. Stories in which issues of gender (in)equality are raised, by region.



Gender stereotypying in the media refers to reporting and portrayals that present hypermasculinity and hyperfemininity as real when these in fact are caricatures non-existent in reality. Hypermasculinity refers to the exaggerated behaviour or traits associated with masculinity such as violence, dominance and strength, while hyperfemininity pertains to the overstated and polar opposite traits associated with femininity such as docility, subordination and weakness. Stories that challenge stereotypes include those that overturn common assumptions about women and men in terms of their expected gender roles and behaviour. Only 6% of stories were found to clearly challenge gender stereotypes, a rise from 3% in 2005. A remarkable 13% of Latin American and 9% of North American news were found to clearly challenge gender stereotypes. (see Chart 5). The five-year period (2005-2010) witnessed rising trends, some marginal and others more dramatic, in the tendency to output stories that overturn perceptions about gender across all geographical regions.

Chart 5. GMMP 2005-2010. Percentage of stories that clearly challenge gender stereotypes



Gender in internet news:

The GMMP 2010 pilot internet news monitoring led to a conclusion that the underrepresentation of women in traditional news media has been carried over into the virtual news world. The pilot monitoring analysed stories from 76 national reputable news websites in 16 countries and 8 international news websites. Women comprised only 23% of online news subjects, an insignificant difference from the 24% finding in print, television and radio news combined. Only 4% of internet news stories challenged gender stereotypes compared to 6% of traditional news media stories. On every indicator studied, the status of gender in online news was found to be comparable and at times worse than stories reported in traditional media. Following this, we may conclude that internet news is a magnifying lens through which gender biases propagated through traditional news mediums become even more visible. Further research on a larger sample is needed to confirm the findings, nevertheless, the rapid rise of the internet as a news source calls attention to the need to establish gender-conscious professional ethics for online news production.

The expanded report on the research findings is published in *Who Makes the News? The Global Media Monitoring Project, 2010.* (WACC)

2. Status of gender in media codes

The resource kit places central emphasis on gender-focussed media codes as well as on reporting guidelines, as instruments to promote gender-ethical journalism. This emphasis is not meant to minimize the roles played by systemic factors within and outside the media environment that contribute to gender biases and inequalities in journalistic output. Rather, the emphasis on codes and guidelines is driven by an understanding that these factors interact with age-old journalistic routines to produce and maintain the gender inequities and inequalities seen in media output. Robust, gender-focussed media codes of ethics can potentially institutionalize a different kind of practice that is cognisant about and responsive to gender concerns. The instruments are a first step towards professionalising practice from a gender-ethics perspective.

Research was conducted in 2011 to establish the status of gender in media codes of ethics globally. The research found that there exist more than 400 general media codes of ethics[6] worldwide. These codes are crucial in making journalists accountable provided that the codes are known to the profession, enforced and that their application is monitored. Despite the abundance of codes, analyses point to significant gaps in compliance. The gaps are explained as stemming from, among other factors, lack of clear articulation, insufficient understanding and absence of practical guidelines for implementation.

Codes nevertheless remain essential to guide media professionals in ethical thinking, to increase professional accountability and equally important, to enable the public to hold media accountable for their practice.[7]

Survey findings: Gender in media codes and industry guidelines

Media professionals, members of journalists' unions and associations, gender and communication civil society groups and researchers in over 100 countries were invited to

6. http://www.rjionline.org/MAS-Codes-of-Ethics

7. http://journalismethics.info/research_ethics/codes.htm

complete the survey whose immediate objective was to unearth gender-related ethical codes, industry policies and guidelines. The survey was complemented by desk research that also reviewed gender-related journalist professional development resources.

The survey uncovered relevant industry guidelines, media house, broadcasters' and codes of ethics from 65 countries. Codes that did not make reference to "gender" (or "sex") were excluded from the sample. Over 30 gender-centred journalism training resources were assessed, and these are included in the list of resources annexed at the end of this kit.

From a gender-focus perspective, it was observed that a basis for classifying the codes was present given the shared characteristics in the formulation of the relevant clauses. An analytical framework centred on the length, focus, level of detail and tone of the gender-specific clauses was thus applied to understand the codes and develop a classification system.[8] Classification is useful for enabling comparison, revealing lacunae and overall, promoting a greater understanding of the codes.

A simple database was created in which the codes were documented and the gender-specific clauses recorded. Codes that were entirely focussed on gender were entered into the database and described. The typology of codes emerging from the analysis can potentially provide direction to strengthen existing codes or develop new ones from a gender perspective, a central objective of this resource kit. The typology clusters codes on the basis of the number of statements about gender (or sex), the focus and depth (or lack thereof) of explanation and, the overall tone of the prescriptions. The typology begins from the most basic formulation – single clause, no or minimal explanation, mild tone – to the most elaborate – multiple clauses, extensive explanation, strong requirement to comply.

Below is a summary of key findings, followed by a discussion of the typology emerging from the analysis.

Summary of key findings

1 Numerous survey respondents either stated they were unaware of any stipulations concerning gender in codes governing professional ethics, or averred that relevant codes were in effect non-existent. This finding is in direct contrast to insights from the desk research; there in fact *are* industry and association-level codes containing clauses relevant to gender-ethical practice in the same countries that survey respondents were categorical such provisions did not exist. The contradiction suggests a larger problem of non-dissemination, non-publication and a pervasive general lack of awareness of the codes in contexts where they are, in effect, present. Undoubtedly, factors within and outside media environment thwart wide dissemination and awareness of the codes, including competing interests, lack of commitment by both media policy makers and practitioners, and other structural barriers.

2 Macro industry and association-level policies are more likely to underscore gender concerns in journalistic professional practice while such awareness tends to fade out as the policies are concretized into implementable media-house level codes and guidelines. An examination of the different categories of documents revealed that gender considerations in journalistic practice are more often than not absent in media codes and guidelines. In the few instances where gender-fairness, balance or sensitivity are underscored, the clauses are often generalized and ambiguous. This shortcoming tends to be prevalent in codes by press councils and media organisations. Industry-level policies were more attentive to gender concerns albeit to contrasting degrees of analytical depth; most remain at a level of superficial abstraction while a commendable few make effort to provide helpful, detailed direction.

8. A similar approach to studying codes of ethics is proposed by Gaumnitz and Lere, "A Classification Scheme for Codes of Business Ethics," Journal of Business Ethics, Vol. 49, No. 4 (February, 2004): 329-335.

Prescriptions common across all policy levels include use of non-sexist language, diversity in role portrayal and, gender equality and equity in story assignment. Evidently lacking is grounded direction, the 'how-to', a gap the resource kit attempts to address.

3 Practical guidelines on reporting with a gender lens concentrate on a handful of thematic concerns. The first is reporting on gender violence, an issue that appears to have attracted the highest attention with regard to resources for journalists covering stories under this theme. The second is on reporting politics from a gender lens, and particularly writing on women in news pertaining to elections, government and politics in general. A third area is reporting on HIV and AIDS. The research found little evidence of focus on other thematic areas, yet, gender bias and stereotypical coverage cut across reporting in all story topics.

The resource kit makes a significant contribution to the field by providing concise gender-aware reporting guidelines on an array of key topic areas. In view of the links between media discourse and lived realities, the guidelines are essential to provide practical, quick reference tools for media professionals, to in turn, encourage a critical approach that disrupts the often unquestioned routines at the base of gender-unfair, unbalanced and discriminatory reporting.

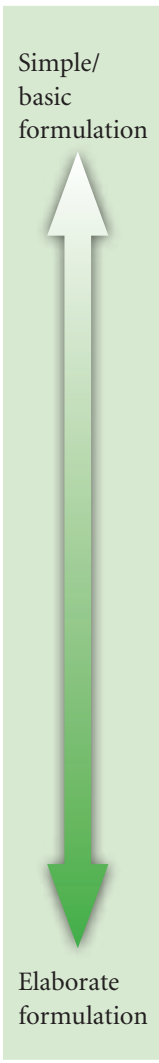
4 Mechanisms for implementation or enforcement of regulations are often lacking. The research found widespread non-enforcement or lack of follow-up in pursuing redress or corrective action when regulations are flouted.

5 On the one hand, journalism training resources are rich in terms of: (i) providing analyses of gender in media reporting and programming practice, and; (ii) offering practical exercises to help students develop gender-aware critical skills in journalism. On the other hand, 'gender' as a concept denoting socially constructed notions of femininity and masculinity leading to power inequalities between women and men continues to be misunderstood in media practice. The challenges in interpretation are more acute in some contexts than others, with the more problematic interpretations being simplistic renditions that reduce 'gender' to mean 'women' as well as media content on 'women's issues', the latter being understood as concerns related to women's social reproductive roles.

The kit is important in bridging the gap between journalism training resources and tools immediately available to media professionals as a continuous learning and reference resource.

A typology of codes: Framing gender in media professional ethics

The analysis reveals the existence of at least five approaches to introducing and framing gender in media policy and codes. While the gender-relevant clauses[9] may contain elements of two or more of these approaches, the clauses tend to fit clearly into one specific distinct approach. The typology is presented below, beginning from the most basic to the most elaborate formulation, highlighting elements of each approach. The discussion that follows illustrates each approach with examples of media codes of ethics unearthed during the research.



Type	Description
Integration of gender concerns as a general norm	Gender concerns are articulated in clauses broadly as general human values, respect for human dignity or other basic human rights norms. The clauses tend to be simple and provide little or no direction to facilitate interpretation.
Integration of gender concerns as a pledge to uphold ethics	Clauses are expressed as pledges or agreements among journalists to observe gender–related ethics during the course of professional practice.
Integration of gender concerns as a recommendation	Gender concerns in clauses clustered here are articulated as recommendations on what is desirable, expressed in oftentimes mildly prescriptive 'should not' or sometimes descriptive 'should' statements.
Integration of gender concerns as an imperative	Clauses transcend 'should' statements to subsequently outline the broader societal consequences of failing to adhere to the code.
Integration of gender concerns as a strong prescription	Clauses tend to be relatively more exhaustive and firmer than those in the preceding categories. Gender concerns are articulated in the light of journalists' responsibility as participants within communities in which behaviour is sanctioned by given norms, rights, duties and obligations.

9. In most cases gender considerations are contained in clauses within broader codes, hence the focus on "clauses" in the analysis. The discussion indicates some rare cases where codes are centred in their entirety on gender.

1. *Integration of gender concerns as a general norm.*

Gender concerns are placed within a broad "human rights" framework in clauses under this category. The clauses evoke human values, respect for human dignity or other basic human rights norms. The clauses tend to be simple, single statements and provide little or no direction to facilitate interpretation.

Country or Region	**Code title** (and year adopted if new or last revised, where stated)	**Description of gender-related clause(s)**
Armenia	Armenia Code: Yerevan Press Club (2002).	One statement on common human values, specifically, not to promote "gender, language discrimination, violence, pornography".
Ukraine	Code of Ethics of Ukrainian Journalists (2002).	One general statement that states "no one can be discriminated against by reason of gender...". At the same time, the clause adds it is possible to point out the subject`s identity if the information "is a necessary part of the story".

2. *Integration of gender concerns as a pledge to uphold ethics.*

Clauses grouped here are presented as pledges or agreements by the media professionals concerned to observe gender–related ethics during the course of journalistic practice.

Country or Region	**Code title** (and year adopted if new or last revised, where stated)	**Description of gender-related clause(s)**
Armenia	Code of Ethics of Gyumri Journalists (2002).	One clause framed as a pledge. "We do not make sexual, religious, ethnic, racial, mental, physical, or other discrimination in our work. We do not promote or encourage intolerance, prejudice, or stereotypes". The wording suggests a process of collective reflection was undertaken to reach and adopt the positions outlined.
Belgium	Code of Journalistic Principles (1982)	One clause framed in terms of balancing three different and at times counterpoising rights and freedoms: respecting diversity of opinion, press freedom to publish different points of view and respect for fundamental human rights.

3. *Integration of gender concerns as a recommendation.*

Gender concerns are articulated as recommendations on what is desirable, expressed in oftentimes mildly prescriptive 'should not' or sometimes descriptive 'should' statements.

Country or Region	**Code title** (and year adopted if new or last revised, where stated)	**Description of gender-related clause(s)**
Australia	Statement of Principles, Australian Press Council.	One clause prohibiting gratuitous emphasis on different characteristics of diversity with a caveat that emphasis is permissible when relevant and in the public interest.
Caribbean	Code of Ethics of the Association of Caribbean Media Workers.	One general prohibition on making offensive and unnecessary references to and discrimination against a person on the basis of identity, sex included.
Central Asia	Central Asia Code: Professional Ethics Code. Uzbekistan, Kyrgyzstan and Tajikistan.	One clause recommending that media avoid publishing 'information comprising elements of race, sex, religious, ethnic or political discrimination'.
Ghana	The Ghana Journalists Association Code of Ethics (1994).	Several forms of diversity are underscored in one clause concerned about encouraging discrimination through practice.
Hong Kong	Joint Code of Ethics of Four Journalistic Organizations, Hong Kong	One clause recommending that journalists steer away from reporting news that will lead to discrimination on various grounds, including gender or sexual orientation.
Kenya	Code of Conduct for the Practice of Journalism in Kenya (2007).	One clause recommending equal treatment of women and men. While titled a 'code of conduct', the document provides no direction to promote implementation or adherence.
Nigeria	Code of Ethics for Nigerian Journalists (1998).	One clause recommending that journalists refrain from making pejorative reference to a person's traits, including sex.
South Africa	Press Code of Professional Practice, South Africa (2006).	Several forms of diversity are addressed within two clauses highlighting discriminatory reference, and introducing a caveat that it is acceptable to identify a person by her characteristics when such information adds to readers` understanding. The code makes reference to sexual orientation and preference.
Uganda	Press Code of Professional Practice.	This code contains two relevant clauses. One lists several forms of diversity and cautions against discriminatory reference, the other introduces a caveat that allows identification of a person by her characteristics where this adds to readers` understanding.

4. *Integration of gender concerns as an imperative.*

Clauses classified here go beyond 'should' statements; they underscore the societal consequences of failing to comply with the code.

Country or Region	Code title (and year adopted if new or last revised, where stated)	Description of gender-related clause(s)
Azerbaijan	Code of Professional Ethics for Journalists.	One clause prohibiting journalists from "condemn(ing) people" on the basis of identified forms of diversity or exaggerating such information.
Bulgaria	Journalists' Code of Ethics (1999).	One clause prohibiting journalists from developing subjects in a manner as to incite discrimination on the basis of specified forms of difference, including gender and sexual orientation.
Cook Island	Cook Island Code: Media Commission Print Code of Media Practice.	One clause on discrimination prohibiting publications from placing "gratuitous emphasis" on specified characteristics of diversity – including gender – unless when "it is relevant and in the public interest", in which case, reporting and expressing opinions is permissible.
Georgia	Professional Standards of Media (2003).	One clause on discrimination stating in what case a journalist can mention a person's identity, that is, when "that information is directly relevant to the issue being covered".
Kosovo	Press Code for Kosovo.	Two clauses directing the press to "do its utmost not to incite or inflame hatred or encourage discrimination" by treating people with contempt or employing derogatory terms on the basis of specified identities, including sex. The clauses provide a caveat that reference to identity may be made only when directly relevant to the event being reported.
Macedonia	Principles of Conduct (2001).	One clause prohibiting journalists from processing information that would thwart human rights and freedoms, encourage discrimination on the basis of specified forms of diversity including sexual identity and sexual orientation.
Moldova	Code of Professional Ethics for Journalists (1999).	One clause evoking professional conduct, journalist obligations on the "minimize harm" principle and within the framework of protecting democratic values and opposing discrimination based on specified forms of difference.
Switzerland	Declaration of the Duties and Rights of a Journalist (1999).	One clause framed in the context of respect for human dignity, binding journalists to avoid disclosing a subject`s identity that could be discriminatory.
Zimbabwe	Code of Conduct for Zimbabwean Media Practitioners.	One clause raising concerns about engendering hatred through practice.

5. *Integration of gender concerns as a strong prescription.*

In contrast to clauses in the preceding categories, those grouped here tend to be relatively more exhaustive and firmly worded. Gender concerns are articulated in the light of journalists' responsibility as participants within communities in which behaviour is sanctioned by understood norms, rights, duties and obligations. The most robust codes from a gender perspective fall under this category.

Country or Region	**Code title** (and year adopted if new or last revised, where stated)	**Description of gender-related clause(s)**
Albania	Code of Ethics of Albanian Media (2006).	One clause that places non-discrimination and respect for diversity of opinion in the context of enabling democracy, with a caveat - providing that expression is not "in contradiction with the respect for fundamental human rights".
Australia	Australia Code: Broadcasting Corp Code.	Two clauses with pointers on how the prescriptions can be achieved, namely, avoiding discrimination by "not us[ing] language or images in a way which is likely to disparage or discriminate against any person or section of the community on account of" specified forms of difference, including sex and sexual preference. A caveat is introduced that allows broadcast of factual, genuinely-held opinion, legitimate humour, satire, dramatic work which may open the door wide for arguments for non-compliance. The second clause maps the means through which avoiding stereotypes should be operationalised, detailing role diversity and gender balance in selection of experts and commentators.
Australia	Commercial Television Industry Code of Practice. Australian Communications and Media Authority (2010).	Gender concerns are integrated throughout the length of the document, referring to gender equality, gender portrayal and as well, a section dedicated to the equal portrayal of women and men in television, gender equality in news reporting and in advertisements. The code defines technical terms as they are introduced into the text, leaving little room for ambiguity or misinterpretation. As a code of practice, the document provides clear guidelines on ethics and their application.
Botswana	Press Council of Botswana Gender Code of Ethics (2011).	The code, informed by international, regional, sub-regional and national policy frameworks, states that members of the council "recognise that gender equality is intrinsic to freedom of expression; that all women and men have the right to communicate their views, interests and needs", and that "giving voice to the voiceless" is critical to citizenship, participation, and responsive governance. The code sets out basic principles in reporting from a gender perspective and outlines provisions on equitable treatment of women and men in media coverage. It addresses gender stereotyping and coverage of gender-based violence under a broader clause on minimizing harm. A glossary of terms is provided.

Country or Region	Code title (and year adopted if new or last revised, where stated)	Description of gender-related clause(s)
Bosnia and Herzegovina (BiH)	Press Code of Bosnia and Herzegovina (2011).	Rather than specific clauses on gender and other forms of diversity, the initial general provisions stipulate the necessity to interpret the *entire* code in the light of journalistic ethics, responsibilities to defend right of fair comment and critical journalism, obligation to abide by standards of human rights, develop awareness of gender equality and protect rights of the individual while at the same time upholding the right to know in the public interest.
Canada	Canadian Association of Broadcasters' Equitable Portrayal Code (2008).[10]	This exhaustive code is the successor of the Sex Role Portrayal Code for Television and Radio Programming (1990). It is dedicated in its entirety to equitable portrayal of all groups. It documents the background to the code development, contains a statement of intent, application and administration guidelines. The code addresses human rights, negative portrayal, stereotyping, stigmatization and victimization, derision of myths, traditions or practices, degrading material, exploitation, language and terminology, and contextual considerations. It goes further to seek input on whether the code is clear and whether the list of groups to which it applies should be expanded.
Guatemala	Code of Ethics of the Association of Journalists of Guatemala.	This code is firmly rooted in concerns about social justice, inclusion and democracy. Three clauses set gender concerns in the context of promoting human rights and values in terms of a journalist's duty to contribute to the construction of an inclusive nation, a journalist's ethic to reject "violence, discrimination, and all stereotypes" based on specified indicators of difference, including gender, and a journalist's responsibility to contribute to democratization of the media through observance of the right to free expression in order to achieve stated ends.
Romania	The Journalists' Code of Ethics.	One clause placing non-discrimination, taking care not to incite hatred and violence on the basis on different forms of diversity, within the framework of journalist responsibility or professional ethics.
Tanzania	Media Gender Code of Ethics, Tanzania.[11]	The code is dedicated in its entirety to gender equality in media. Technical terms are defined, issues such as accuracy, fairness, balance, credibility, accountability and gender stereotyping are discussed and a process for application is outlined.

10. See case study (page 41) on gender portrayal guidelines in Canadian broadcasting.

11. See case study (page 45) discussing the code development process and the implementation experience.

3. Markers of comprehensive codes

Codes found to be comprehensive from a gender perspective contain the following elements:

1 Recognition of different forms of diversity in the implementation context. The codes spell out various forms of diversity relevant to the locality, such as race, ethnicity, religion, sex, ability, sexuality, age and class.

2 Clear delineation of unacceptable practice, including:

- Making discriminatory and/or denigrating reference to a person/group
- Presenting a person/group in a prejudicial and/or pejorative context
- Publishing material intended or is likely to engender hostility/hatred towards a person or group based on their characteristics
- Publishing material that contributes to dehumanizing a person/group
- Publishing material that encourages discrimination on grounds of characteristics of group
- Portraying a person/group in a negative light by placing gratuitous emphasis on their characteristics
- Demeaning the person/group
- Condemning people on the basis of their identity
- Promoting hatred, intolerance, discrimination and violence towards a person/group on the basis of their characteristics
- Using insulting expressions which may cause moral or physical injury
- Creating or processing information that jeopardizes human rights and freedoms

3 Recognition and respect of diversity of opinion

4 Placing responsibility on media professionals to develop awareness of gender equality as integral human rights

5 Articulating non-discrimination as a responsibility of journalists

6 Articulating the need to contribute to democratizing media as a duty of journalists for the purpose of increasing popular participation, strengthening identity and building a culture of peace

7 Clear identification of:

- The entities responsible for code's application
- The entities to whom enquiries should be directed
- The entities responsible for dealing with enquiries
- Procedures for complaints

8 Gender-specific provisions address the following concerns:

- Equitable portrayal of all genders
- Respect for human rights
- Negative portrayal
- Gender stereotyping
- Stigmatization of persons on account of gender
- Victimization
- Exploitation
- Degradation
- Language and terminology choice
- Equal treatment
- Inappropriate or irrelevant emphasis on gender, physical characteristics, family status or marital status
- Gender balance of commentators and experts

5 ways to increase the usefulness of codes in enabling media professionalism from a gender-ethics perspective

1. Ensure clauses are clear and unambiguous
2. State the reasons behind the provision
3. Provide comprehensive guidelines on application
4. Publicise the clauses within and outside the profession
5. Establish accountability mechanisms to encourage compliance

The roots of gender discrimination in media

"It is not as if media have a policy to discriminate against women". This remark by a male media house manager reacting to global research findings on gender discrimination in the news media typifies a frustration by concerned media professionals to how to sustainably rectify the disparities.

Feminist theorists argue that patriarchy is embedded within all modern-day mainstream institutions, or, that system that works to ensure continued male dominance and female subordination. Media as one such institution is likewise influenced by patriarchal practices and attitudes manifested in journalistic routines that have tended to remain relatively unchanged even as women's real world gains in narrowing the gender inequality divide have progressed. As such, journalistic choices made on how to portray women in relation to men, who to interview, and other such decisions, result in a wide gap between the world seen in the media and the reality.

Therefore, while explicit policies to practice gender discrimination or to marginalize women may not exist, the status quo of historical inequalities is maintained by a 'business as usual' approach that fails to acknowledge and redress women's continued subordination, including the marginalisation of less powerful sub-strata within societal groupings. Ethical and practice codes that establish gender concerns solidly within the framework of journalists' professional responsibility and accountability can potentially steer transformation towards more balanced, less stereotypical, fairer and more representative output."

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Annex 1.

Media policy and codes survey (2011)

Relevant clauses within general codes or focus areas for codes entirely dedicated to gender

Region	Country	Title	Year adopted or last revised	Relevant clause(s) or Focus Areas
Africa	**Botswana**	Press Council of Botswana Gender Code of Ethics	2011	The entire four-page code is focussed on gender ethics. The provisions include: Equitable treatment of women and men in media coverage; professional accountability; balance, credibility and impartiality in reporting; gender stereotyping and reporting gender-based violence discussed under a general clause on minimizing harm; advertising, and; workplace gender equity policies.
Africa	**Ghana**	The Ghana Journalists Association Code of Ethics	1994	**6.** A journalist should not originate material, which encourages discrimination on the grounds of ethnicity, colour, creed, gender or sexual orientation.
Africa	**Kenya**	Code of Conduct for the Practice of Journalism in Kenya	2007	**15.** Women and men should be treated equally as news subjects and news sources
Africa	**Nigeria**	Code of Ethics for Nigerian Journalists	1998	**6.** A journalist should refrain from making pejorative reference to a person's ethnic group, religion, sex, or to any physical or mental illness or handicap.
Africa	**South Africa**	Press Code of Professional Practice	2006	**2.1** The press should avoid discriminatory or denigratory references to people's race, colour, ethnicity, race, colour, ethnicity, religion, gender, sexual orientation or preference, physical or mental disability or illness, or age. **2.2** The press should not refer to a person's race, colour, sexual orientation or preference, physical or mental illness in a prejudicial or pejorative context except where it is strictly relevant to the matter reported or adds significantly to readers' understanding of that matter
Africa	**Tanzania**	Media Gender Code of Ethics	undated	The entire document is about gender equality in the media. The different components include: definition of terms, application of code, accuracy and fairness, balance, credibility and impartiality, accountability, gender stereotyping, language, marketing and advertising, and gender sensitivity within workplaces.

Region	Country	Title	Year adopted or last revised	Relevant clause(s) or Focus Areas
Africa	**Uganda**	Press Code of Professional Practice	undated	2.1 The press should avoid discriminatory or denigratory references to people's race, colour, ethnicity, religion, sexual orientation or preference, physical or mental ability or illness, or age. 2.2 The press should not refer to a person's race, colour, ethnicity, religion, sexual orientation or preference, physical or mental illness in a prejudicial or pejorative context except where it is strictly relevant to the matter reported or adds significantly to readers' understanding of that matter.
Africa	**Zimbabwe**	Code of Conduct for Zimbabwean Media Practitioners	undated	11. a) Media practitioners and media institutions must not publish material that is intended or is likely to engender hostility or hatred towards persons on the grounds of their race, ethnic origin, nationality, gender, sexual orientation, physical disability, religion, or political affiliation
Asia	**Hong Kong**	Joint Code of Ethics of Four Journalistic Organizations	undated	8. Journalists should avoid reporting news which will lead to discriminate on grounds of age, race, colour, creed, disability, marital status, illegitimacy, gender or sexual orientation
Asia	**Uzbekistan, Kyrgyzstan and Tajikistan**	Central Asia Code: Professional Ethics Code	undated	6. Avoid publication of information comprising elements of race, sex, religious, ethnic or political discrimination.
Caribbean	**Caribbean (regional)**	Caribbean Code: Code of Ethics of the Association of Caribbean Media Workers	undated	6. Making offensive and unnecessary references to and discriminating against an individual on the basis of race, colour, sex, nationality, religion or ideology;
Caribbean	**Cook Island**	Cook Island Code: Media Commission Print Code of Media Practice	undated	8. Discrimination - Publications shall not place gratuitous emphasis on gender, religion, minority status, sexual orientation, age, race, colour or physical or mental disability. Nevertheless, where it is relevant and in the public interest, publications may report and express opinions in these areas.

Region	Country	Title	Year adopted or last revised	Relevant clause(s) or Focus Areas
Europe	**Albania**	Code of Ethics of Albanian Media	2006	Freedom of speech, freedom of information and criticism, freedom of the press and access to official documents are basic elements of a democracy. The press recognizes and respects the diversity of opinions, opposing all discrimination based on sex, race, nationality, language, religion, ideology, culture, class or conviction, provided that the convictions thus professed are not in contradiction with the respect for fundamental human rights.
Europe	**Armenia**	Code of the Yerevan Press Club Member	undated	Code of the Yerevan Press Club Member Not to promote war, national, religious hatred and intolerance, political, social, gender, language discrimination, violence, pornography.
Europe	**Armenia**	Code of Ethics of Gyumri Journalists	2002	**11.** We do not make sexual, religious, ethnic, racial, mental, physical, or other discrimination in our work. We do not promote or encourage intolerance, prejudice, or stereotypes.
Europe	**Azerbaijan**	Code of Professional Ethics for Journalists	undated	**3.1** A journalist must not condemn people by reason of nationality, race, sex, language, profession, religion, and place of birth nor exaggerate such information.
Europe	**Belgium**	Code of Journalistic Principles	1982	**4.** Respect for the diversity of opinions The press recognizes and respects the diversity of opinions, it defends the freedom to publish different points of view. It opposes all discrimination based on sex, race, nationality, language, religion, ideology, culture, class or conviction, provided that the convictions thus professed are not in contradiction with the respect for fundamental human rights.

Region	Country	Title	Year adopted or last revised	Relevant clause(s) or Focus Areas
Europe	**Bosnia and Herzegovina**	Press Code of Bosnia and Herzegovina	Adopted in 1999, last amended in 2011	**Article 1** - General Provisions Journalists and their publications have an obligation to the public to maintain high ethical standards at all times and under all circumstances. It is the duty of journalists and publishers to respect the needs of citizens for useful, timely and relevant information and to defend the principles of freedom of information and the right of fair comment and critical journalism. The press in Bosnia and Herzegovina shall observe generally accepted community standards of civility and respect for the ethnic, cultural and religious diversity of Bosnia and Herzegovina. The press shall abide by standards of human rights defined by the international and BiH acts on human rights. The press shall develop awareness of gender equality and respect for individuality as an integral part of human rights. The press is to protect the rights of the individual while at the same time upholding the right to know which is in the public interest. This Code is to be interpreted in light of both these considerations.
Europe	**Bulgaria**	Journalists' Code of Ethics	1999	**3.** i) journalists must not create or shape any subject in such a manner as to incite discrimination on the basis of race, skin colour, religion, gender, or sexual orientation.
Europe	**Georgia**	Professional Standards of Media	2003	**Discrimination** A journalist shall mention a person's ethnic, racial, political, religious, social identity, colour and sexual orientation only if that information is directly relevant to the issue being covered.

Region	Country	Title	Year adopted or last revised	Relevant clause(s) or Focus Areas
Europe	**Kosovo**	Press Code for Kosovo	undated	**2.** The press shall do its utmost not to incite or inflame hatred or encourage discrimination by engaging in the following: **a.** Treat with contempt an individual or a group on the basis of ethnicity, religion, sex, race, colour, marital status, age or handicap; **b.** Employ derogatory terms likely to hurt and intimidate an individual or a group on the basis of ethnicity, religion, sex, race, colour, marital status, age or handicap. **3.** References to a person's ethnic group, race, religion, gender, sexual orientation or physical or mental illness or disability shall be made only when directly relevant to the event being reported.
Europe	**Macedonia**	Principles of Conduct	2001	**10.** The journalists shall not consciously create or process information that jeopardizes human rights and freedoms, shall not use invective and shall not encourage discrimination of any sort (nationality, religion, sex, social class, language, sexual orientation, political orientation...)
Europe	**Moldova**	Code of Professional Ethics for Journalists	1999	**10.** The journalist will respect the honour and reputation of the individuals who become objects of his professional interest. He will refrain from any contemptuous remarks or comments regarding the race, nationality, colour, confession, social origin or sex, as well as regarding a physical disability or illness affecting the person he reports on. The journalist will refrain from publishing such information except for the cases when such circumstances are directly linked to the story. The journalist is under the obligation to avoid using insulting expressions which may cause moral or physical injury. When dealing with any kind of issues the journalist will protect democratic values by peaceful means and in the spirit of tolerance, will oppose violence, hate speech and confrontation, will oppose any discrimination based on culture, sex or creed.

Region	Country	Title	Year adopted or last revised	Relevant clause(s) or Focus Areas
Europe	**Romania**	The Journalists' Code of Ethics	undated	**2.1.5.** A journalist has the responsibility not to discriminate against any person on the basis of race, ethnicity, religion, sex, age, sexual orientation or any kind of disabilities and also he/she should refrain from any incitement to hatred and violence while stating facts or expressing opinions.
Europe	**Switzerland**	Declaration of the Duties and Rights of a Journalist	1999	**8)** In respecting human dignity, the journalist must avoid any allusion by text, image or sound to a person's ethnic or national origin, religion, gender, sexual orientation as well as to any illness or physical or mental handicap that could be discriminatory in character. The reporting of war, acts of terrorism, accidents and catastrophes by means of text, image and sound should respect the victims' suffering and the feelings of their loved ones.
Europe	**Ukraine**	Code of Ethics of Ukrainian Journalists	2002	**15.** No one can be discriminated against by reason of gender, language, race, religion or ethnic, social origin or because of political preferences. Such information could be pointed out only if it is a necessary part of the story.
Latin America	**Guatemala**	Guatemala Code: Code of Ethics of the Association of Journalists of Guatemala	undated	**Chapter VIII** - The Promotion of Values and Human Rights **Article 30.** The journalist must contribute to the construction of an inclusive Nation. In his/her daily work, the journalist should contemplate, assume, and practice multiculturalism, the diversity of languages, and the recognition and equality of all indigenous towns and communities. **Article 31.** The journalist must reject violence, discrimination, and all stereotypes based on race, gender, age, religion, ethnicity, geographic origin, sexual orientation, disability, physical appearance, or social or political condition. **Article 32.** The journalist should contribute to the democratisation of the media so as to increase the participation of the people, and to strengthen identity and the culture of peace, through the right to the free expression of thought
North America	**Canada**	Canadian Association of Broadcasters' Equitable Portrayal Code	2008	The code focuses on equitable portrayal of all groups. Issues addressed include human rights, negative portrayal, stereotyping, stigmatization and victimization, derision of myths, traditions or practices, degrading material, exploitation and language choice.

Region	Country	Title	Year adopted or last revised	Relevant clause(s) or Focus Areas
North America	**Canada**	Sex Role Portrayal Code for Television and Radio Programming	1990	This code is a predecessor of the Equitable Portrayal Code. It focuses in its entirety on the fair and equitable portrayal of women and men in broadcast media. Contained later in this resource kit is a case study of the process through which both Canadian codes listed here were adopted and the experiences in implementation.
Oceania / Pacific	**Australia**	Commercial Television Industry Code of Practice (Australian Communications and Media Authority)	2010	The document at various points refers to gender equality and portrayal of gender throughout the document and also has a section dedicated to the equal portrayal of men and women in television. It refers to gender equality on TV, in news reporting, in advertisements and also to children.
Oceania / Pacific	**Australia**	Statement of Principles (Australian Press Council)	undated	Publications should not place any gratuitous emphasis on the race, religion, nationality, colour, country of origin, gender, sexual orientation, marital status, disability, illness, or age of an individual or group. Where it is relevant and in the public interest, publications may report and express opinions in these areas.
Oceania / Pacific	**Australia**	Australia Code: Broadcasting Corp Code	undated	2.4 Discrimination To avoid discrimination programs should not use language or images in a way which is likely to disparage or discriminate against any person or section of the community on account of race, ethnicity, nationality, sex, marital or parental status, age, disability or illness, social or occupational status, sexual preference or any religious, cultural or political belief or activity. The requirement is not intended to prevent the broadcast of material which is factual, or the expression of genuinely held opinion in a news or current affairs program, or in the legitimate context of a humorous, satirical or dramatic work 3.4 Avoidance of Stereotypes Programs should not promote or endorse inaccurate, demeaning or discriminatory stereotypes. Programs will take care to acknowledge the diverse range of roles now performed by women and men. Irrelevant references to physical characteristics, marital status or parental status will be avoided. In programs using experts, interviewees and other talent to present opinions, program makers should ensure a gender balance of commentators and experts where possible.

Annex 2.

Gender in media policy: an assessment checklist[1]

Overarching framework

- ✓ Does the policy place gender concerns clearly within the context of journalistic professional ethics and responsibility of media practitioners as participants in the broader societal context?
- ✓ Does the policy require journalists to treat all people irrespective of gender, class, race, ethnicity, sexuality, ability, religion, etc., with respect and dignity, upholding their basic human rights to non-discrimination?

Editorial department

Does the policy require:

- ✓ Reporting all stories from a gender-aware angle?
- ✓ Establishment of regular feature pages or programmes exploring stories in-depth from a gender-aware perspective?[2]
- ✓ Equitable assignment between female and male reporters, of in-depth stories exploring issues from a gender-aware perspective?
- ✓ Equal and fair coverage of women and men?
- ✓ Integration of gender-equality awareness training within the ongoing, in-house professional development and training programme?
- ✓ Continuous training of reporters and editors on gender and emerging issues?

Story sources/ interviewees, commentators and experts

Does the policy require:

- ✓ The proportion of persons interviewed, by sex, reflect the gender composition of the media audience reached?
- ✓ Consultation with civil society organizations knowledgeable about the issue being reported?
- ✓ Dedication of special effort to allow female and male sources equitably air their views willingly and freely?

Representation and portrayal of women and men

Does the policy require:

- ✓ Portrayal of women in a manner that reflects their diversity, strengths and participation in all aspects of social, political, economic and cultural life?
- ✓ Portrayal of relations between women and men in a manner that promotes gender equality, respect and non-discrimination?
- ✓ Journalists to refrain from stereotyping subjects on the basis of gender, sexualizing or objectifying women?
- ✓ Journalists to refrain from stigmatizing, exploiting and degrading subjects on the basis of gender?

1. Adapted from gender and media policy statements template developed by the African Women's Child and Feature Service (www.awcfs.org).
2. The following illustrate regular gender-focussed feature stories:
   Pages of The Guardian (UK) online news portal, http://www.guardian.co.uk/world/gender.
   Pages of the Integrated Regional Information Networks (IRIN) humanitarian news and analysis service, http://www.irinnews.org/Theme/GEN/Gender-Issues.
   "Women in the news: The Gender wire," InterPress Service (IPS), http://ipsnews.net/genderwire/.

Language

Does the policy:

- ✓ Require development and implementation of clear language guidelines[3]:
- ✓ Prohibiting use of sexist language and euphemisms?
- ✓ Providing instructions, with examples, on socially inclusive, non-sexist terminology?
- ✓ State a clear position on the use of sexist language within the editorial?

Images

Does the policy require:

- ✓ Obtaining consent before publishing photographs of women and others who have suffered violence or other abuse?
- ✓ Applying the 'minimize harm' principle to images of women particularly who have suffered tragedy or misfortune?
- ✓ Exercising ethical responsibility in obtaining photographs?
- ✓ Training of photojournalists on gender sensitive images?
- ✓ Accepting for publication only those images that do not contain gender-stereotypical content?
- ✓ Seeking, analyzing and using audience feedback on the images in order to inform new directions?

Broadcast content

Does the policy require that:

- ✓ The timing of broadcast programming take into consideration gender differences in time-use patterns of audiences, for instance in the case of development-related programming important for women?
- ✓ Audience feedback be sought, analyzed and used to inform new directions?

Advertising

Does the policy require that:

- ✓ Standards for material that may be accepted for publication correspond to editorial standards in regard to gender responsiveness?
- ✓ Advertisements accepted for publication be those that do not contain gender-stereotypical content?
- ✓ Where clarity is needed, gender experts be consulted to determine whether materials meet standards of gender-responsiveness?

Other

- ✓ Are penalties for violation of any of the provisions clearly stated?
- ✓ Are the entities responsible for policy implementation specified?
- ✓ Are the entities to which enquiries should be directed indicated?
- ✓ Are the entities responsible for dealing with enquiries identified?
- ✓ Are procedures for complaints clearly stated?

3. For instance:

   Johanna Son, ed., Gender and Development Glossary, Third Edition, (Philippines: Inter Press Service Asia-Pacific, 2010), http://www.ips.org/mdg3/GenderandDevelopmentGlossary.pdf.

   María Julia Pérez Cervera, Manual para el uso no sexista del lenguaje. Lo que bien se dice... bien se entiende, (Manual for the non-sexist use of language published in Spanish), Fourth Edition, (Mexico: mc editores, 2011).

III. Case studies

1. Gender portrayal guidelines in Canadian broadcasting

The story of the development of gender portrayal guidelines for Canadian broadcasters is a story of timing, public involvement, and the willingness of industry to respond to the concerns of audiences. The Canadian Association of Broadcasters (CAB) published the "Voluntary Guidelines on Sex Role Stereotyping" in 1982, followed eight years later by the "Sex Role Portrayal Code for Television and Radio Programming" adopted in 1990. The Code was revised and subsequently replaced with the broader "Canadian Association of Broadcasters' Equitable Portrayal Code" in 2008 whose mandate includes further concerns such as negative portrayal of race and ethnic origin.

This case study follows the code development processes and highlights experiences in implementation and compliance monitoring. Despite the impressively comprehensive series of instruments, implementation has been a disappointment to those who monitor the media. Still, both the successes in Code development and the weaknesses in implementation can serve as important lessons for how to create and maintain equitable gender portrayal in the media.

Historical background

The origins of the guidelines can be traced back to the establishment of the Royal Commission on the Status of Women in 1967 by the federal government of Canada. The Commission reported its recommendations two years later and by 1972 the National Action Committee on the Status of Women (NAC) was formed as a non-governmental entity to pressure the government to implement the Commission's recommendations. One of the main concerns of women's groups expressed to the Commission was the depiction of women in the media. Numerous women's organizations used academic and media research to illustrate the negative effects of stereotypical representations and began to lobby for changes to media portrayals.

Broadcasting was seen as a likely place to start the lobbying efforts since broadcasters were required by law to apply for their license renewals to the regulating body. In Canada, the regulating body for broadcasters is the Canadian Radio-television and Telecommunications Commission (CRTC). NAC conducted formal interventions and appearances at broadcast networks hearings where they expressed concern about the performance of these broadcasters in three areas:

- The unrepresentative and stereotypical portrayal of women;
- The underemployment of women by the broadcasting industry; and,
- The industry's negative treatment and portrayal of the women's movement.

The timing for these interventions was significant. The United Nations had declared 1975 the International Women's Year and 1976 – 1986 the Decade of the Woman. In 1979, the government of Canada responded to the political and public discourse and created a plan of action titled *Toward Equality for Women* in order to raise the status of women in Canada. One of the aspects included in the plan of action was to improve the status of women in the media.

Developing guidelines

The government of Canada directed the CRTC to create a task force to help the broadcasting and advertising industries develop guidelines for the elimination of sex role stereotyping. Key to the direction was that the task force had to have representation from the public as well as from industry. Two of the women appointed were the president of NAC along with filmmaker Sylvia

Spring from the non-governmental group the Vancouver Status of Women. This inclusion proved essential to the comprehensiveness of the guidelines, although the collaboration of industry and interest groups was not without conflict.

When the Task Force on Sex-Role Stereotyping in the Broadcast Media was set up in 1979 to analyze and devise guidelines to improve the portrayal of women, there was conflict from the first meeting. The private broadcasters and advertisers were reluctant to agree there was a problem, reluctant to consider guidelines, and were hostile to the idea of regulation. There was considerable animosity to the appointment of the public representatives as well, suggesting they did not represent Canadian women and were too "feminist". Interestingly this animosity improved somewhat when the required public hearings demonstrated significant public concern about sex role representation. The advertising industry representatives were particularly responsive to consumers' complaints, and began to develop their own guidelines for their industry. This willingness to listen to the views of the public was an important step in the process of developing guidelines.

What emerged from the two year Task Force was a set of guidelines, written jointly by the committee and introduced on a voluntary trial. The collaboration in writing the guidelines is apparent in their expressive explanation of both the problems associated with sex role stereotypes and the suggested approaches to implementing the plan. Evidence of collaboration in content development may be seen further in the comprehensive explanations provided in the 1990 Sex Role Portrayal Code that subsequently replaced the voluntary guidelines. In Section 3 of the 1990 Code for instance, it is stated that:

> *Women and men shall be portrayed with fair and equitable demographic diversity taking into account age, civil status, race, ethnocultural origin, physical appearance, sexual orientation, background, religion, occupation, socio-economic condition and leisure activities, while actively pursuing a wide range of interests. Portrayals should also take into account the roles and contributions of the mentally, physically and socially challenged.*

This is followed by a section explaining the rationale behind this prescription, as follows:

> *Guidance: Compared to men, the portrayal of women in television programming has often been more restricted with respect to age, appearance, background, occupation, lifestyle and interests. Additionally, the elderly, the disabled, and native peoples have also been under-represented. Special attention should be paid to increasing the portrayal of ethnic and visible minorities, whose presence constitutes an ever-expanding aspect of Canadian society.*

Such depth of explanation facilitates understanding of the underlying principles that, in turn, contributes to encouraging compliance.

Experiences in implementation

During the two year trial period (1982-1984) the Canadian Association of Broadcasters (CAB) was tasked with providing educational programs for its members, informing the public of the complaints process, as well as improving their gender representation. In the meantime, the public representatives created a national lobby group – *MediaWatch* - to educate the public and monitor the industry progress. At the end of the trial period the CRTC decided to make adherence to the Sex Role Stereotyping Guidelines a condition of license renewal for all broadcasters, but allowed the Canadian Broadcasters Association to set up a broadcast standards council to self-manage complaints.

The Canadian Association of Broadcasters established the Canadian Broadcast Standards Council (CBSC) in 1989, loosely modelled after press councils. The CBSC's public complaint process requires the public to first contact the broadcaster with the complaint, then the CBSC if the response from the broadcaster is not satisfactory, and only then to the CRTC if the consumer is still not satisfied. Critics have said this process places too much onus on the individual members of the public to follow a complex process, thus discouraging even the most knowledgeable complainant. *MediaWatch* was particularly critical about the process by noting that:

- The onus is on the public to lodge a series of complaints, and there is no monitoring of the industry's performance, and thus no goal for positive change.
- There is a lack of consumer awareness about the Code and the complaint process,
- There are no effective deterrents for non-compliance: no penalties or financial implications, only a "non-binding" decision.

The Sex Role Portrayal Code issued in 1990 remained in effect until 2008 when it was replaced by a broader regulatory policy of the CRTC, the "Equitable Portrayal Code" which enlarged the mandate to include negative portrayal of race, ethnic origin, religion, gender, sexual orientation and disability (CRTC Notice 2008-3).

As with the Sex Role Portrayal Code, the new Equitable Portrayal Code is a complaints-based process where audience members first submit a complaint to the broadcaster and if not satisfied can then complain to the CBSC. The Council then rules if a contravention has occurred. Penalties remain minor, with the station usually required to broadcast an apology twice. If the broadcaster is not a member of the CBSC (membership is voluntary) complaints are forwarded directly to the CRTC for consideration, and the CRTC may require a broadcaster to meet the Code guidelines as a condition of license renewal.

During the period 2008 to 2011, the CBSC has rendered 73 formal decisions, only one of which was a complaint concerning gender discrimination under the Equitable Portrayal Code. Further, this number does not take into account complaints that were summarily dismissed by the Council as not amounting to a Code violation. Most of the successful complaints were related to religious discrimination and discrimination on the basis of sexual orientation.

Lessons

From this case study, the following recommendations may be made about the development and implementation of a gender-focussed media code:

Include public representatives who are knowledgeable about gender representation in Code development: It is clear that the inclusion of the public representatives was a key aspect in the development of a successful code. Make alliances with community groups to help implement the Code and measure success.

- *Include public hearings and/or public opinion research:* It is often surprising to media organizations how concerned their own audience is with gender stereotypes. Consult the women, who are part of the audience. Good research can build the support within the organization for such changes.
- *Conduct credible monitoring:* As with all goals, it is necessary to have a good picture of the present status, and thus the ability to establish reasonable targets in order to assess success. Monitoring studies, statistical information and a dedication to look honestly at progress is important.
- *Establish targets:* It is essential not to rely on complaint-based guidelines. These are unlikely to have results and do not indicate how well media are doing. Instead, use monitoring and other methods to measure success.
- *Report on results:* Celebrate successes and be honest about areas needing improvement.

Code development

- Include public representatives who are knowledgeable about gender representation
- Include public hearings and/or public opinion research

Code implementation

- Conduct credible monitoring
- Establish targets
- Report on results

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2. Media Gender Code of Ethics in Tanzania

The Media Gender Code of Ethics was introduced by the Media Council of Tanzania (MCT) in 2008 and adopted by the stakeholders in 2009. Established by media professionals in 1995, MCT regulates the Tanzanian media in order to reinvigorate free, responsible and ethical press. Its ultimate objective is to create an enabling environment for strong and ethical media that contributes towards a more democratic and just society.

Historical background

The growth of journalism in Tanzania in the past decade has been phenomenal. From the five state–party owned newspapers and one radio station in 1992, the industry now has 20 daily papers, 53 weeklies and 42 other regular papers. There are also 26 radio stations, 15 television stations and 20 cable operators scattered thought the country. 99.9% of the private media houses are owned by men.

Local female and male journalists operate in an environment that is far more conducive and inclusive than it was over two decades ago. The generation of Tanzanians born after 1990 is exposed to a more diverse media industry than their parents were accustomed to seeing, with both female and male media personalities. In many ways, the change in the composition and form of the media in Tanzania was influenced by the audacious and multi-pronged style of media advocacy introduced by women working in the media, most notably the Tanzania Women's Media Association (TAMWA). TAMWA's style of media advocacy is targeted towards influencing different aspects of media, from story coverage to media management awareness and attitudes.

The number of journalists has increased from 230 in 1990 to around 3,000 today, while the labour force in the industry is now estimated at 10,000. The proliferation of private media and the resultant competition have expanded consumer choices for news and information. There are, however, a number of concerns regarding the quality of journalism, from questions of factual accuracy to biased reporting.

The Media Gender Code of Ethics

The Media Gender Code of Ethics was introduced by the MCT in 2008 and adopted by the stakeholders during the Dar-es-Salaam 12th National Convention in June, 2009. Nevertheless, Tanzanian media still face multiple challenges in achieving gender equality in both their content and structures. Within the media, women are concentrated in administrative and support positions.

After a review of the various international and African regional instruments including the ratification of the Southern African Development Community (SADC) Gender and Development Protocol on August, 2008, the MCT decided to work on a Media Gender Code of Ethics. The organisation *Gender Links* based in Johannesburg supported the code adoption process.

Salient issues behind the pressure to develop the code included the following:

- Majority of Tanzanian news media houses had no gender components in their reporting;
- All managerial positions were owned by men while women were relegated to clerical and junior positions;
- Deficiencies were observed in the larger share of programmes and news articles, where sources were largely male. Only in "human interest" stories were women, children, people with disabilities and other marginalized groups present as sources;
- The sex distribution of stories in media houses was problematic; male reporters covered field stories while women were concentrated in stories about cookery, fashion and other "women's interest" issues;
- Statistics on the number of reporters, editors and media directors had not been collected, yet, were necessary in order to understand the gaps and redress disparities; and,
- Lack of encouragement for upcoming young female journalists to work in newsrooms.

On the basis of these issues the MCT developed its Gender Code of Ethics for media professionals covering: Media owners/publishers; managers/editors; broadcasters; photographers and video producers; news agency, and; journalists, public relations practitioners and advertisers. The code was intended for use by journalists in their daily practice.

The code calls on members to increase programmes on gender specific topics and allow more women to be involved in the production of such programmes. It further provides that media houses shall at all times give fair and equal space to women and men in their reporting in all their diversity.

> *The Media Council of Tanzania (MCT) recognises the importance of freedom of expression as the cornerstone of a participatory and functional democracy and that women and men in all their diversity have a right to be heard.*
>
> Media Council of Tanzania

Developing the Media Gender Code of Ethics

A three-step process was applied to develop the code.[1] First, the special committee established for this purpose determined the need, prepared a proposal and submitted it to the council. Second, the council consulted with professionals such as academicians, media owners, experienced journalists, gender specialists and other stakeholders. Several discussions on the draft were held with stake holders. In November 2008, the MCT held a final stakeholders' meeting to review and finalise the document. The task was later transferred to a small committee of gender and media experts, most of who were practising journalists and civil society activists. Finally, the draft underwent peer review and consultancy with the council's ethics committee. The code was finally launched in 2009.

The committee faced obstacles in the code development process, one of which was the lack of media professionalism. The trend was a "free for all media", and, individuals who could, established media companies and published stories freely without regard to any ethical standards. A second obstacle was rejection from journalists for whom the concept "gender" was alien; it is difficult to abide by that which one does not understand.

1. Interview notes, 2012.

Experiences in implementation

Popularising the code

In February 2010 the MCT printed an enormous volume of copies of the Code and distributed them to journalists, editors and media owners in different media houses. The Code is printed in the national language Kiswahili and in English.

In 2011, the council stepped up the Code popularization effort, serializing it in newspapers and running training courses for practitioners.

The council has conducted intensive training for journalists across Tanzania mainland and Zanzibar. A large proportion of female and male journalists has received foundational training on gender as well as on skills to mainstream gender in their work. The council continues to encourage women to work as photojournalists and in other journalistic technological areas such as transmission.

The Editors Forum in Tanzania has received special coaching to remain vigilant on the application of the Code. The MCT in collaboration with other media stakeholders such as TAMWA and Media Institute of Southern Africa – Tanzania Chapter (MISA-TAN), has established awards for journalists in different disciplines including gender, this, to encourage more journalists to apply a gender lens in their work.

The council has ensured incorporation of the Code into the curriculum of journalism and communication training institutions. To illustrate, "Media and Gender" courses are offered to diploma and undergraduate students in St. Augustine University of Tanzania, Tumaini University and, the School of Journalism and Mass Communication at the University of Dar es Salaam.

Compliance monitoring and accountability

Monitoring compliance with the Code requires tremendous resources including human, financial, and time. The Council welcomes complaints on cases of non-compliance.[2] The Ethics Committee judges those suspected of violating the Code and journalists, editors and media houses found guilty are sanctioned in various ways. The council monitors print and broadcast news, identifies weaknesses or code violations, writes letters to the respective media or calls the editors responsible. The council files cases of reported gender violations by all media across Tanzania. Monitoring reports are available online on the council's Internet website[3].

Challenges

Challenges in implementation include the following.

1 Changing gender terminologies necessitate continuous revision of the code to include additional definitions.

2 Routine journalistic practice often ignores tenets of professionalism such as fairness and objectivity in reporting which is contrary to a gender-ethical focus.

3 In the local context, journalists often prefer to cover stories on politics or economics because of the financial gains to be had from interacting with powerful individuals. As such, stories focussing on ordinary people are ignored,

2. See complaints procedures at http://mct.or.tz/mediacouncil/index.php?option=com_content&view=article&id=398&Itemid=481.

3. Reports available at http://mct.or.tz/mediacouncil/index.php?option=com_phocadownload&view=category&id=1&Itemid=867.

representing enormous lost opportunities to write on community issues where a gender focus can also be made visible.

4 A by-product of the code publication was overwhelming demands for guidelines for reporting on different groups and topics. The council's forthcoming "Guidelines in Children and Court reporting" is a response to one such demand. The exigencies lessen the time and effort possible to concentrate on monitoring and implementing the gender code.

Gender bias remains a challenge in Tanzanian media practice, especially so in the extensive tabloid press. A comment by a senior reporter that "editors needed to be sensitized more, because most of the time when [journalists] bring a gender focus into a story, they are the ones who kill it", [4] signals the need to extend training to media professionals at all levels.

Influence on media in-house self regulation

Together with the SADC Protocol on Gender and Development (GAD)[5] and the Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa[6], the MCT Media Gender Code of Ethics has provided a framework for media houses in Tanzania to develop their own internal codes. The challenge now is for all media, whether public or private, to adopt and commit to implementing the abundantly available regulatory instruments.

Gender protocols and gender ethical codes change nothing if they are not accompanied by intensive coaching.

4. Interview notes, 2012.
5. Some of the media provisions in the SADC Protocol on Gender and Development include:
   - Ensure gender is mainstreamed in all information, communication and media policies, programmes, laws and training in accordance with the Protocol on Culture, Information and Sport.
   - Take measures to promote the equal representation women in the ownership of, and decision making structures of the media accordance with Article 12.1 that provides for equal representation of women in decision making positions by 2015.
   - Take measures to discourage the media from: Promoting pornography and violence against all persons, especially women and children; Depicting women as helpless victims of violence and abuse; Degrading or exploiting women, especially in the area of entertainment and advertising, and undermining their role and position in society; and Reinforcing gender oppression and stereotypes.
   - Encourage the media to give equal voice to women and men in all areas of coverage, including increasing the number of programmes for, by and about women on gender specific topics and that challenge gender stereotypes.
   - Take appropriate measures to encourage the media to play a constructive role in the eradication of gender based violence by adopting guidelines which ensure gender sensitive coverage.
6. Adopted at the assembly of the African Union in July 2003. http://www.africa-union.org/root/au/Documents/Treaties/Text/Protocol%20on%20the%20Rights%20of%20Women.pdf.

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3. Getting voice, visibility and impact for gender equality

In 2009, Inter Press Service (IPS) embarked on an ambitious and groundbreaking project that brought women's voices from the margins to the core of the discourses around ending violence against women, women's empowerment and, land and labour rights. This formed IPS' critical strategy to contribute to the achievement of the Millennium Development Goals broadly through coverage of the goal of promoting gender equality and women's empowerment (MDG3).

The project "Communicating for Change: Getting Voice, Visibility and Impact for Gender Equality"[1], told stories that gave audiences front row seats to the struggles of women around the world. It went around the world seeking unsung heroines and told "herstories" to inspire other women and inform the development agenda. In so doing, the project enabled the rest of the world to bear witness to invisible stories of ordinary people taking on adversaries and – against all odds – emerging as powerful players in their own worlds.

The project builds on similar initiatives by IPS that have provided a platform and voice for women to celebrate the achievements of women across political, national, racial and socio-economic divides.

About IPS

IPS is a communication institution with a global news agency at its core. Since its inception in 1964, IPS has understood the role of information as an agent of change, and a precondition for lifting communities out of poverty and marginalization. Within the framework of a rights–based approach, IPS devotes specific, consistent and systematic attention to the rights of women and to various forms of gender–based discrimination.

IPS has developed and adopted a set of detailed guidelines for mainstreaming gender in its copy in order to ensure that a gender perspective is adequately reflected in all news stories. As part of its capacity–building efforts, the agency developed a set of media tools for reporting on gender.

Strengthening media and civil society linkages

The work began by assessing how effectively journalists and editors in the regions could cover MDG3 issues and the extent to which non-governmental organisations (NGOs) interacted with the media. Three national needs assessments were conducted in Africa, Asia and Latin America to inform the project's strategy for capacity building of editors and journalists in order to produce informed reports. These were followed by regional seminars that brought together journalists, editors and civil society organisations.

The seminars were successful in raising awareness about MDG3 issues among civil society, journalists and editors. More importantly, participants were able to make

1. Funded from the Dutch MDG3 fund, UN Women, the Government of Italy and in-kind contributions from partner NGOs.

recommendations on what needed to be done. Some of the recommendations shaped the project process.

The project led to several partnership building opportunities. By acknowledging that there was much to be gained from forming strategic partnerships with like-minded organisations as well as others with the potential to feed into the project's vision, IPS partnered with women's organisations in Africa, Asia, Latin America and North America.

NGOs found the partnerships mutually beneficial and reinforcing, because they opened up opportunities for stronger media engagement and strengthened organisational skills to navigate the media terrain with more confidence. The overall result was increased impact and visibility of their media efforts.

The partnerships provided a springboard for a host of other initiatives. Training materials and resources were produced by the project to support the work of partners and as well, editors and journalists. In collaboration with the organisation Karama and Foundation for the Future, the IPS Gender and Development Glossary was trans-edited into Arabic and distributed in Arabic speaking countries.[2]

Success

This project strengthened IPS' gender performance dramatically: a baseline survey at the beginning of the project revealed that only 22 percent of the sources in IPS stories were women. By the end of 2009, content analysis showed that female sources had increased significantly as a result of the project's interventions. Females dominated as newsmakers in the MDG3 project news content, rising to peaks of 94 percent and 73 percent in 2009 and 2010 respectively.

From building capacity…

One of IPS' core objectives is to produce independent news content for distribution through diverse multi-media platforms.

In generating stories for the project, editorial staff were guided by the MDG3 theme, which seeks to "promote gender equality and empower women". A set of editorial guidelines were produced to ensure consistency of high quality reporting throughout the project period. The guidelines in many ways set the basis for increased coverage of gender as they set out the framework and standards of reporting gender in general and MDG3 in particular. The guidelines are part of a broader *IPS MDG3 Project Editorial Handbook*, which provides both editors and journalists with the necessary background and key pointers for covering gender and MDG3 issues.[3]

Editors reported that they found these guidelines to be useful in commissioning stories as well as editing. Reporters found the guidelines to be indispensable given that the majority, especially male journalists, had not consistently reported on gender issues prior to participation in the project. Other journalists found the guidelines to be useful as a training tool, as they did not receive training on reporting gender. "The guidelines are easy to understand, they demystify reporting on gender and other thematic areas for me", says Chris Arnold Msipa, who reports for the project from Zimbabwe.

Media monitoring research found that stories produced by the project adhered to the IPS MDG3 Editorial Policy, with stories in 2010 registering better compliance of 91.4% compared to 88% in 2009. This result stems from editors' efforts to ensure that the guidelines were followed during commissioning and editing, and journalists' use of the guidelines in the news gathering and writing processes.

2. The Arab glossary is available on the IPS Gender Portal, http://www.ips.org/mdg3/Category/publications/.
3. The MDG3 Project Editorial Handbook is available for download at http://www.ips.org/mdg3/do-you-wear-gender-lenses/.

A study conducted by IPS at the launch of this project found that in the 270 stories monitored, only 22% of the voices were women, only 11.5% of people affected appeared in the stories and 40% of these were women.

A follow-up monitoring study of stories produced through the project generated the following results:

1 Prioritization of female sources: 77% of all sources were female, while 23% were male. Female sources dominated most topic categories, with the exception of "politics and government". Stories on "economic policies" reflected greater gender balance.

2 With regards to functions/roles in stories, female voices dominated across almost all functions monitored with the exception of "popular opinion" and "eye witness". The function "spokesperson" registered the highest incidence, dominated by female voices.

3 Women sources tended to be predominant in all fields including traditionally male-dominated fields such as government, business and science.

The project reporting guidelines contributed to increased voice and visibility of women in the news stories. This result is attributed to the compliance expected from editors and journalists alike. In line with objectives of the project to achieve gender equality, the project deliberately tried to achieve gender balance of its own reporters by ensuring that both male and female journalists were assigned to report for the project.

...To telling stories

Over 500 stories from Africa, Asia, Latin America, Europe and North America were produced.[4] Reports looked at a cross-section of themes including social and legal issues affecting women, science and health, women's economic empowerment, violence against women, activism and movement building, gender, democracy and governance, human rights, gender relations, women in politics, environment and many others.

The stories often reflected national and regional issues and priorities. The bulk of coverage out of Africa looked at issues of violence against women as well as economic empowerment of women. Stories from Asia included critical analysis of the rights of women living in Islamic regimes as well as the impact of migration. Interestingly, coverage from Asia also focused on women's strong activism in a region where they actively seek space in politics and government, regardless of the boundaries imposed primarily by religion.

A high proportion of news coverage, around 85% in both 2009 and 2010, covered issues of inequality, which responded directly to the project's ambitions. As well as

4. Women in the News, http://www.ipsnews.net/genderwire/.

flagging the issues of equality, a significant amount of coverage (47% and 43% in 2009 and 2010 respectively) directly challenged gender stereotypes.

In Latin America, coverage highlighted the inequalities in labour laws and domestic violence as well as rights of indigenous women. Notably, the project followed and profiled the work of Michelle Bachelet as President of Chile and continues to highlight her achievements as she was appointed as Under-Secretary-General and Executive Director of the recently constituted UN Women. Profiling work of such trailblazers through the media plays a critical role in inspiring current and future generations.

A multimedia platform to reach multiple audiences

The information produced by the project was made available to audiences through a diversity of media platforms that catered directly for people's preferences in content, tone, and delivery. Platforms included stories published on project-specific websites in various languages (English, French, Spanish, Portuguese and Swahili); a dedicated blog *Gender Masala*; and, the radio platform *Women's Voices*. Stories were also circulated through a subscriber only newsletter the *Gender Wire*, IPS' global wire service and the social media platforms Facebook and Twitter.

Mainstream media thirst for gender-related coverage that is well written, nuanced and resonates with national issues.

- *Gender Masala*[5] is a creative space that has given audiences and bloggers a platform for women to think, write and dialogue about issues affecting them in their different contexts. The blog was set up to draw attention to, and create engagement around, gender issues and development. The blog is anchored by IPS journalists, with contributing guest bloggers. Feedback from readers indicates that that the blog has provided a space for critical thinking and analysis of women's issues through new lenses.
- The project knowledge site[6] caters for a diverse audience ranging from NGOs, researchers and journalists, to the general public. It is a knowledge repository that links to a multitude of other resources.
- The *Gender Wire*[7] is updated daily with stories from around the world. A selection of stories is distributed to 10,950 subscribers as an e-newsletter. The site receives an average of more than 270,000 visitors each month. Students use materials on the site as background reading for assignments while civil society actors use the information to support their advocacy and lobbying efforts. The online newsletter has attracted a following on Twitter and Facebook.[8]

Speaking your language: The project gave audiences the power to access content in their own languages. Project content was translated into Spanish, English, Arabic,

5. http://www.ips.org/blog/mdg3/
6. http://www.ips.org/mdg3/. The site receives 1,500 to 3,000 visitors every month.
7. http://ipsnews.net/genderwire.
8. Find the Gender Wire on Facebook www.facebook.com/thegenderwire and Twitter @ thegenderwire.

Dutch, Portuguese, Swahili, French, Thai, Tamil, Hindi, Indonesian, Nepali, Bahasa, Quecha (Peru), Aymara and Kagchiquel (Bolivia).

Giving media what they want: The clipping service set up by IPS to track pick-up clearly demonstrates that mainstream media thirst for gender-related coverage that is well-written, nuanced and resonates with national issues. Interest in gender stories transcended geographical boundaries indicating how the different issues the countries were struggling with were often mirrored elsewhere. Tanzanian newspapers, for example, picked up stories on women and politics from Asia.

The lessons learned from the MDG3 project are key to continuing and reinforcing IPS' gender-related activities in the future. Activities planned include news production, online and face-to-face trainings for the media.[9]

9. Further resources are accessible from the IPS Gender Portal www.ips.org/mdg3/Category/publications/.

√ *Editor's checklist*

An IPS MDG3 story:

- ❑ Reports on and analyse the priority objectives
- ❑ Contextualizes the information in terms of the gendered experience of women
- ❑ Illuminates some aspect of gender relations
- ❑ Probes the gender issues that underlie in stories
- ❑ Quotes women in a variety of capacities
- ❑ Backs claims with recent data
- ❑ Avoids presenting women only as passive victims
- ❑ Looks at women as economic agents (unpaid housework and childcare are work with an economic value)
- ❑ Includes the perspective of race, ethnicity, class, age and disability.
- ❑ Avoids reinforcing gender stereotypes
- ❑ Challenges gender stereotypes

A dozen pointers for MDG3 stories

Does your story:

1. Illuminate some aspect of gender relations?
2. Have fresh data to back it up?
3. Quote a diversity of voices?
4. Try hard to talk to women who are invisible in the media?
5. Avoid presenting people in gender-stereotyped roles?
6. Recognize race, ethnicity, class and age differences?
7. Challenge sexist language or assumptions?
8. Avoid using development jargon?
9. Have context, analysis and an attractive lead?
10. Avoid armchair journalism?
11. Use a gender lens throughout?
12. Ask why?

Bonus question:

Ask why not?

List of Resources

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