# Media&Gender Monitor

No. 24

July 2013

TOWARDS 2015:
A COMMUNICATION RIGHTS AGENDA
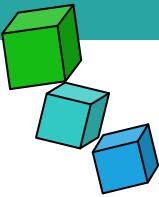
EDITORIAL

The recently released World Bank *World Development Report 2012 on Gender Equality And Development* notes persistent gender disparities in "sticky domains" identified as, economic activity, earnings, house and care work responsibility, asset ownership, and constraints to women's agency in both the private and public spheres. The report underlines a rootedness in "deeply entrenched gender roles and social norms" as one reason behind the stickiness, adding that the "gaps tend to be reproduced across generations".

Social norms are understood as those practices, attitudes, behaviours, modes of reasoning, that are institutionalized in our everyday lives, informing societal worldviews of what is "normal", natural, thus acceptable, on the one hand, and what is "deviant" or unnatural on the other hand. Social norms underpin the continued discrimination against women, gender violence and power relations of subordination of some groups and dominance of others. The challenge becomes how to expose and overturn those norms that undergird, justify and normalize inequality.

Social norms are constituent components of culture, which in turn is linked to communication in intimate and complex ways; culture and communication inform and re-inform each other. Communication processes characterized by gender-exclusionary practices and content that glorifies hypermasculinity or hyperfemininity, for instance, inform a logic that accepts skewed gender power relations and the resultant injustices as natural, normal, therefore beyond reproach.

This brings us to questions about the state of communication rights from a gender perspective, and the status of communication rights for different groups of women in particular. Communication rights are essential human rights that enable democratic participation, the exercise of civil and cultural rights, and access to, use and contribution to knowledge.

It is perhaps easier to understand the status of communication rights for women (as an undifferentiated category) by considering the findings of the Global Media Monitoring Project (GMMP) on gender in the world news media. The research carried out over the period 1995 to 2010 reveals a continued marked communication rights deficit for women in general, with a snail's pace progress to closing the gap.

Complicating the "gender" concept to bring into view intersectional identities determined by class, race, ethnicity, sexuality or other differences would reveal a communication rights deficit that becomes more acute the further away a group is located from the core of dominant power structures.

Awareness about different aspects of women's communication rights has grown remarkably during the past two decades. Civil society initiatives at the same time continue to break new ground, and the current issue of *Media & Gender Monitor (*MGM) profiles illustrative work by WACC's project partners in Asia, Africa, Latin America and Eastern Europe.

Vigilance is necessary to ensure that communication rights, for women and marginalized groups especially, secure space and remain on the agenda in the processes underway, in the lead up to the 2015 events of the Beijing +20 review, adoption of a post-2015 development framework and the World Summit on the Information Society (WSIS) 15-year review.

I hope that the current issue of MGM inspires you to step up efforts to raise the prominence of women's communication rights concerns in the ongoing
 agenda-setting debates.

Sarah Macharia, Ph.D. Editor

Only 24% of News Subjects* are Women

24%

76%

Women make up only 24% of the persons heard, seen or read about in the world news media
Who makes the news? The Global Media Monitoring Project 2010

INSIDE THIS ISSUE

Cover photo by Vu Viet Thanh for the Research Centre for Gender, Family and Environment in Development (CGFED) , Vietnam. "The purpose of communication is not only to provide information, but also to orient public opinion".

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Media and Gender Monitor (MGM) is a bi-annual publication from WACC's Initiative "Communication Rights and Public Voices: Gender and Communication".

The Initiative supports civil society organizations to conduct gender-focused media monitoring and to engage with media professionals on gender issues in media policy and practice. Learn more about our work here.

MGM is distributed to more than 3,000 individuals and organisations worldwide. It aims to articulate concerns about media and communication broadly, from a gender perspective.

Gender in journalism: Status of gender in media codes
Research findings

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 concern with 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 worldwide. (1) 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, inter alia, 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. (2)

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 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 in Book 1 of the Learning Resource 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. (3) Classification is useful for enabling comparison, revealing lacunae and overall, promoting a greater understanding of the codes.
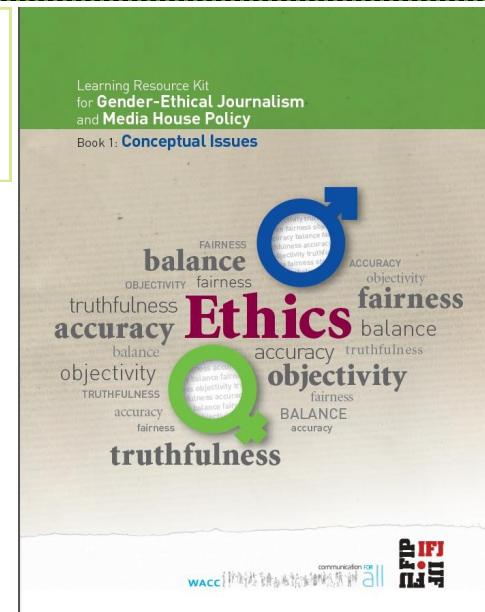
A simple database was created in which the codes were documented and the gender-specific clauses recorded. Codes that were entirely focussed on gender were entered into the database and described. The typology of codes emerging from the analysis can potentially provide direction to strengthen existing 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.

See Book 1 for further information about the typology.

Summary of key survey 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-house level codes and guidelines. In the few instances where gender-fairness, balance or sensitivity are underscored, the clauses are often generalized and ambiguous. 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
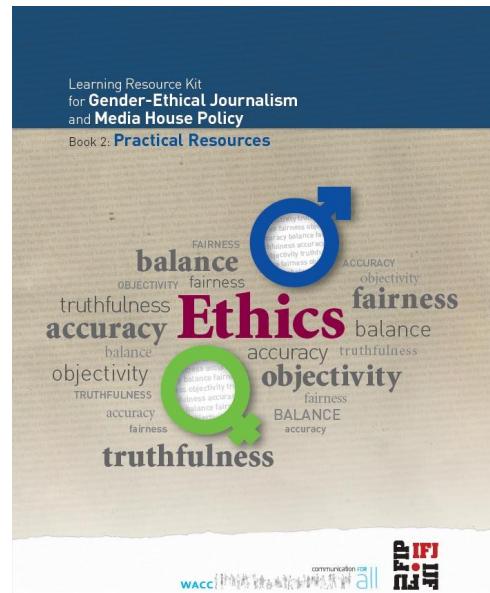
critical approach that disrupts the often unquestioned routines at the base of gender-unfair, unbalanced and discriminatory reporting.

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 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.

Download kit here

Notes

(1) http://www.rjionline.org/MAS-Codes-of-Ethics
(2) http://journalismethics.info/research_ethics/codes.htm
(3) 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.

COMPRENDRE LE GENRE

➡ Kit de ressource destiné spécialement pour les professionnels des médias et acteurs de la société civile de l'Afrique.
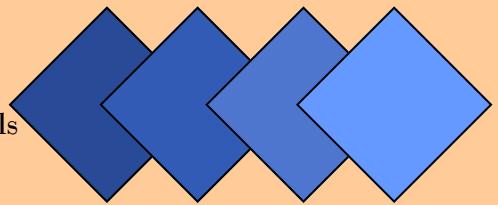
Seck Medoune et Amie-Joof Cole, FAMEDEV, Dakar, Senegal.

COMPRENDRE LE GENRE

KIT DE RESSOURCES DESTINÉ AUX PROFESSIONNELS DES MÉDIAS ET DE LA SOCIÉTÉ CIVILE

Ce Kit est à la fois pratique mais aussi théorique. Il est la réponse à une demande formulée suite aux insuffisances constatées lors de la dernière édition 2010 du Projet Mondial de Monitorage des Médias (GMMP).

Le GMMP initié par l'Association Mondiale pour la Communication Chrétienne (WACC) et dont le Réseau Interafricain pour les Femmes, Médias, Genre et Développement (FAMEDEV)avait la charge de coordonner dans les pays francophones de l'Afrique centrale et occidentale a clairement montré que aussi bien la représentativité des femmes dans les médias que la visibilité des actions menées par les femmes étaient très faibles.

Suite à ce constat, une réflexion ardente fut menée pour aboutir à l'élaboration de ce Kit pour accompagner les professionnels des médias et les acteurs de la société civile dans leurs activités quotidiennes de collecte et de traitement de l'information. Au-delà d'une simple analyse et de compilation d'informations, ce Kit a pour fonction générale d'accompagner dans leur formation pratique et quotidienne, les professionnels des médias et acteurs de la société civile de l'Afrique.

L'objectif de ce Kit réside uniquement dans la volonté de diffuser les concepts liés au genre, tout en gardant à l'esprit l'importance des médias lorsqu'il s'agit de faire ressortir les rôles attribués aux genres et de renforcer les dimensions du genre, ainsi que la justice et l'égalité sociales.

Il permet de familiariser le personnel des médias avec les concepts clés du genre, dont notamment la répartition des rôles et ressources, ainsi que le renforcement des capacités et la participation des femmes, et avec les stratégies et mécanismes nécessaires en vue d'inclure le genre dans les plans du développement. Il permet également d'établir un lien entre le genre et les médias, briser les stéréotypes du genre et déterminer le rôle des médias à ce niveau. Il permet de familiariser les participants avec la définition du genre et la relation entre le développement et le genre.

Finalement, il permet de faire la lumière sur l'importance du genre et des médias et acquérir la capacité de relier les questions du genre entre elles et avec les médias.

Téléchargez le kit ici
Pour plus de renseignements, veuillez contacter
FAMEDEV à : famedev@gmail.com. www.famedev.net

Journalistic professional development: New Russian language resource

Solange De Santis

Gender inequality "affects each member of society," says U.N. agency

The United Nations Population Fund in Belarus has created a Russian version of the *Learning Resource Kit for Gender-Ethical Journalism* published by WACC and the International Federation of Journalists (IFJ), which is also available in English, Arabic, French and Spanish. UNFPA published the kit for students and teachers of journalism at Belarusian universities, according to UNPFA Communication/Advocacy Assistant Paulina Ivanko.

UNFPA used the kit in a seminar in early June for journalists on "gender and the media."

According to Ivanko, "many people treat gender inequality and the issue of gender itself as unimportant, meanwhile it's a part of our life that affects each member of the society in many ways. Because of the low levels of understanding of gender in society, sometimes the word "gender" acquires negative connotations".

"We want to provide our nationals with modern and sound information on gender and therefore to give them choice to decide whether they share the idea of gender equality or treat it with reserve. In this regard it's critical for journalists, university students and professors of the departments of journalism to understand 'gender' and write about it in an educated manner, to avoid simplification, as the media is the main instru-

ment to form public opinion and to change situations for the better," she added.

"We are grateful to the World Association for Christian Communication for cooperation and support and will be happy to spread the Russian version of the resource kit for wide use," Ivanko said.

The kit is the result of collaboration between WACC and IFJ to redress gender disparities in news media content. It aims to provide an answer to the gender gap in news content and lack of self-regulatory mechanisms - where these do not exist - to confront gender bias.

The kit is organised in two books that may be used independently. Book 1 discusses conceptual issues pertaining to gender, media and professional ethics. Book 2 presents gender-ethical reporting guidelines on several thematic areas.

> ❝ *We are delighted with UNFPA's initiative to translate the kit into Russian, and in so doing, increase the possibility of reaching Russian-speaking journalists, educators and communicators. The interest expressed to translate the kit into additional languages is indicative of its pertinence as a training, learning and reference resource on gender-responsive media practice.* ❞
>
> *Dr. Sarah Macharia — WACC*

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Ivanko@unfpa.org

Download links
Book 1: http://unfpa.by/filedownload.php?file=1972
Book 2: http://unfpa.by/filedownload.php?file=1973

www.whomakesthenews.org/index.php/resource-kit#Russian

Towards 2015: On guard for women's communications rights

Sarah Macharia, PhD

Seven years ago Annabelle Sreberny wrote "The major lesson in political communication for women is that incessant vigilance and repetition is needed to keep gender issues salient within WSIS debates and communication issues alive within the Beijing debates"(in *Media Development* 2005:3) (1). Vigilance and repetition could not be more urgent now as the 20-year review of the Beijing Platform for Action approaches, the WSIS 15-year summit, and the Millennium Development Goals (MDGs) target date and agreement on a Post-2015 development framework.

In a recent Post MDG High Level Panel CSOs teleconference I was struck by the sheer spread of thematic concerns raised by callers-in as imperative for inclusion in the Post-2015 agenda, from environmental accountability to youth poverty, children's education and a host of multiple competing priorities. (2)

The multi-stakeholder consultations, rights and people-centered approach adopted for the post-2015 framework process have opened space to imagine possibilities of a new development agenda in which every relevant issue stands a relatively equal chance of prioritization.

The High-Level Panel eventually recommended a Post-2015 agenda driven by "five big transformative shifts" (report, May 2013), the fourth of which – "Build peace and effective, open and accountable institutions for all" – may perhaps provide the only opening for communication-related interventions.

A review of the sea of documents coming out of the post-2015 debates shows some lobby for certain components of women's communication rights concentrated largely on capacity-building on use of different media forms, and on elimination of gender stereotyping in media.

In my view, the greatest promise for women's communication rights in the processes leading to the 2015 targets seems to lie in the World Summit for the Information Society (WSIS) events, despite past disappointments as discussed by Sreberny. To note, the gender-related session in the first WSIS+10 Review (Paris, February 2013) produced a remarkable list of final recommendations. (3)

The Paris recommendations are noteworthy in their articulation of an inclusive Information Society as one that is guided by two landmark commitments important for gender equality and women's rights, namely, the Beijing Declaration and Platform for Action (BPfA, 1995) and the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW adopted in 1979). Reference to both commitments was absent in the outcome documents of the first and second WSIS phases in Geneva (2000) and Tunis (2003).

The comprehensiveness of the Paris recommendations is indicative of lessons learnt on the need for attentiveness to check potential erosion of past gains in any new framework. Further, that women made up less than 15% of the special guest speakers at the WSIS Forum in Geneva this past May points to another dimension of the struggle, that is, for gender equality in representation in *all* agenda-setting spaces.

Borrowing from Sreberny, continuous vigilance is needed to keep gender concerns prominent in the WSIS +15 processes and communication rights issues alive within the Post-2015 Development Agenda and Beijing +20 debates.

Notes

(1) http://www.waccglobal.org/en/20053-women-reclaim-media/539-Why-Sis!-Gender-WSIS-and-Tunis.html

(2) http://www.post2015hlp.org/wp-content/uploads/2013/05/Graca-Machel-and-Gunilla-Carlsson-Post-2015-TC-May-2-2013-Full-Report.pdf

(3) See UNESCO WSIS +10 website, http://www.unesco.org/new/en/communication-and-information/flagship-project-activities/unesco-and-wsis/wsis-10-review-meeting/

See recommendations on page 9.
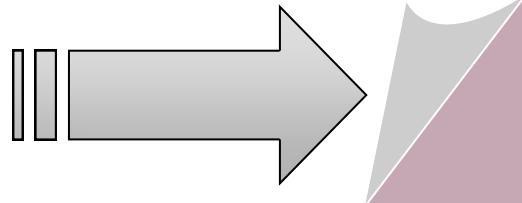
WSIS+10 Review Event: Final Recommendations
Session 40: Reviewing gender equality and women's empowerment in the knowledge society: Setting an agenda for WSIS+10*

- In accordance with UN Declarations and Conventions, a people-centred, inclusive and development-oriented Information Society must be guided by the principles of gender equality, non-discrimination and women's empowerment as contained in the Beijing Declaration and Platform for Action (Fourth World Conference on Women) and the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW).

- Women are not only consumers or beneficiaries of ICT, they must be equal producers, innovators and decision-makers in the knowledge society. To achieve this, we need to fully integrate gender analysis and principles in WSIS related strategies and facilitate their implementation. Efforts should go beyond techno-centric solutions towards advancing women's innovative and meaningful use of ICTs for their empowerment and development.

- Establishing equality in women's access to ICTs, in all its forms, by taking into account the differences in levels of access, opportunity and participation of women and men and addressing the disadvantages and barriers that women and girls experience in the knowledge society.

- Integrating gender analysis and principles in national digital and e-strategy frameworks and agendas and developing proactive policies and programmes across all sectors for women as active and primary agents of change in owning, designing, using and adapting ICT.

- Developing and collecting gender and sex-disaggregated data, and undertaking research and impact analysis on gender and ICT, including for evidence based policy making and programming & adopting effective monitoring and accountability frameworks, including actual targets within WSIS framework, for commitments on gender equality and women's empowerment.

- Building capabilities of women and girls to use ICTs for agency, empowerment and citizenship. To empower girls and women throughout their life cycle, as shapers and leaders of society, gender responsive educational programs and appropriate learning environments need to be promoted.

- Ensuring parity in women's representation in high levels and decision-making in the ICT (public and private) sector and governance structures.

- Building the skills and environments necessary for women to enter, remain and progress in ICT careers.

- While ensuring shared responsibility of all stakeholders to contribute efforts, resources and investments to reach WSIS commitments on gender equality, it is important for there to be mechanisms for holistic monitoring of gender commitments across all spheres of the review process.

- Promoting awareness and prevention of prevalent discriminatory and negative gender stereotypes and violence against women in the online world.

Source: Final recommendations of the First WSIS+10 review event, Paris, February 2013

Elsi Angulo, DESPERTAR, Nariño, Colombia

Desde sus comienzos la Fundación para la Educación, la Cultura y el Deporte de las Comunidades Negras e Indígenas de la Costa Pacífica de Nariño – DESPERTAR – ha mantenido un claro interés por el trabajo con los jóvenes y por la inserción de la juventud en las nuevas tecnologías de la comunicación, como forma de inclusión social, que contribuya a superar la marginalidad a la que históricamente ha estado sometida la población afrodescendiente en Colombia. Sin embargo, el acercamiento desde lo étnico a los medios de comunicación no es grato y en menor medida cuando se entrecruzan factores étnicos y de género. Es común identificar el uso por parte de los medios de comunicación de estereotipos racistas, sexuales y de discriminación, de manera particular frente a las mujeres afro e indígenas, aún en contextos en donde estas minorías étnicas, constituyen la mayoría de la población como ocurre en el municipio de Tumaco.

En este sentido, el reto para DESPERTAR con el apoyo de WACC fue iniciar un proceso local en Tumaco que aporte a dignificar la corporeidad de la mujer afrocolombiana, en contraposición a los mensajes estereotipados. En este trabajo era necesario trabajar con los medios de comunicación y desde los medios, así como con las mujeres, en especial con las jóvenes y adolescentes, cuyas capacidades de liderazgo tienen el potencial de generar cambios culturales, en la manera en que las mujeres nos vemos y nos proyectamos. Fue así como se convocó a 10 medios locales de comunicación y se trabajó de la mano con 25 jóvenes de colegios del Municipio, quienes involucraron a sus familias y maestros. Durante el proceso de sensibilización y capacitación llevado a cabo en el marco del proyecto, se lograron evidenciar cambios en la percepción de los participantes frente al tema étnico y de género. La línea de partida, daba cuenta de una baja percepción ante el problema. Es decir, tanto para los medios de comunicación como para las jóvenes resultaba normal ver imágenes de mujeres afrodescendientes en oficios domésticos, desempeñando labores de limpieza y cocina, o en

Comunicaciones que dignifican e identifican a la Mujer:
Visión desde los valores Afro-colombianos

imágenes publicitarias basadas en la exageración de su atributos corporales, o bien, como víctimas de la pobreza, del desplazamiento, de la exclusión y de todos los males que aquejan a nuestra sociedad.

La visibilización y análisis abierto de estas situaciones, constituyó el primer paso para que los mismos medios de comunicación reconocieran el papel que juegan en la creación y manipulación de las representaciones que una sociedad crea acerca de sí misma y de otras y que contribuyan a elaborar unos modelos y, al mismo tiempo, unas normas a través de la imagen y ciertas definiciones que reflejan una lectura de nuestras sociedades que, a menudo, permanece estancada.

Reconociendo esta situación de partida, el proyecto pasó por la realización de talleres de sensibilización a periodistas y directores de los medios para el manejo adecuado del tema, el diseño y producción de piezas publicitarias que dignifique la corporeidad de la mujer, la emisión de un programa radial y la producción de un periódico hecho por mujeres, desde su visión de "dignificación de la corporeidad en los medios de comunicación". Vale la pena resaltar que tanto en la formulación como en la ejecución, el proyecto siempre mantuvo clara la estrategia de trabajar con los medios y desde los medios de comunicación. Este fue sin duda uno de los mayores logros alcanzados, pues más allá de las actividades comprometidas, se dio continuidad a la elaboración del periódico denominado Afroinformativo y al programa radial "Radio Etnia" en Tumaco, que cuenta cada día con mayor audiencia.

El proyecto permitió colocar por primera vez en el contexto público del Municipio, el tema del uso del lenguaje como un elemento generador de estereotipos racistas, particularmente frente a las mujeres afrodescendientes e indígenas y generó la necesidad de tratar la problemática, de sensibilizar y capacitar al respecto.

Progresivamente, se han venido identificando cambios en el uso del lenguaje por parte de los medios de comunicación. Por otra parte se logró avanzar en el proceso de auto-reconocimiento de las mujeres afrocolombianas desde la diferencia étnica y la valoración de la diversidad que esto les confiere. Este es un paso primordial para superar el racismo estructural que existe en la sociedad colombiana.

En términos generales se identifica en el contexto un reconocimiento y valoración de la cultura afrocolombiana y características fenotípicas étnicas. Se destaca por ejemplo la tendencia entre las mujeres a llevar el cabello afro natural, como un símbolo de la diversidad y de la identidad. Este hecho que parece simple, tiene un significado profundo.
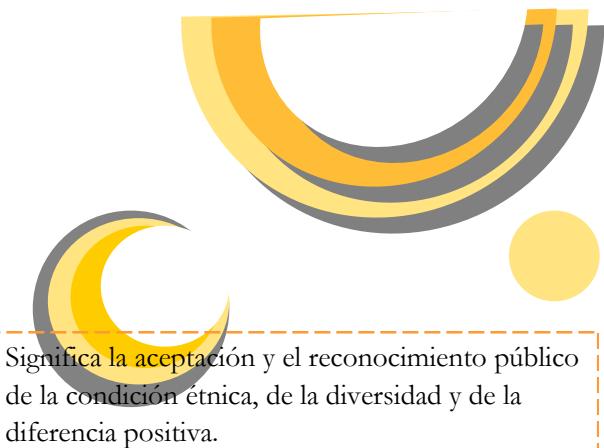
Significa la aceptación y el reconocimiento público de la condición étnica, de la diversidad y de la diferencia positiva.

El trabajo con jóvenes y adolescentes de los colegios permitió identificar y fortalecer a líderes naturales y procesos de liderazgo incipiente. Los talleres entregaron herramientas para el empoderamiento étnico, en la medida en que hicieron que jóvenes se autoreconocieran como afrocolombianas y negras, sin temor al estereotipo peyorativo que se ha generado en torno al tema étnico.

Otra consecuencia importante del proyecto, fue la articulación del proceso con otras organizaciones locales. A nivel público, se destaca la positiva atención y participación de una instancia del gobierno a nivel nacional, el Programa Presidencial para Comunidades Negras, Raizales y Palenqueras. Esta vinculación, que no estuvo pensada inicialmente por nuestra organización, planteó además la necesidad que se inicien unas políticas públicas en comunicación que incluya el componente étnico y de género.

DESPERTAR cree que para que la imagen de la mujer afro sea plural y esté mejor representada en su diversidad, es urgente seguir trabajando sobre los estereotipos existentes, no tanto desde dentro y como desde fuera. Hace falta defender la permanencia de las mujeres en la escuela más allá de la educación primaria, para que éstas puedan progresar socialmente, pero, sobre todo, para que sepan hacerse oír en un mundo en el que la comunicación es algo primordial. Así mismo, creemos que es necesario centrar nuestros esfuerzos en torno a un liderazgo femenino afro fuerte y democrático, con el objetivo de incrementar su impacto positivo en todas las acciones relativas a la imagen de la mujer.

La mujer afro tiene una opinión que transmitir, pero, ante todo, debe permitirse a sí misma dejar atrás la historia de marginalidad y levantar con dignidad la bandera de la diversidad y del valor de la diferencia.

LENGUAGE
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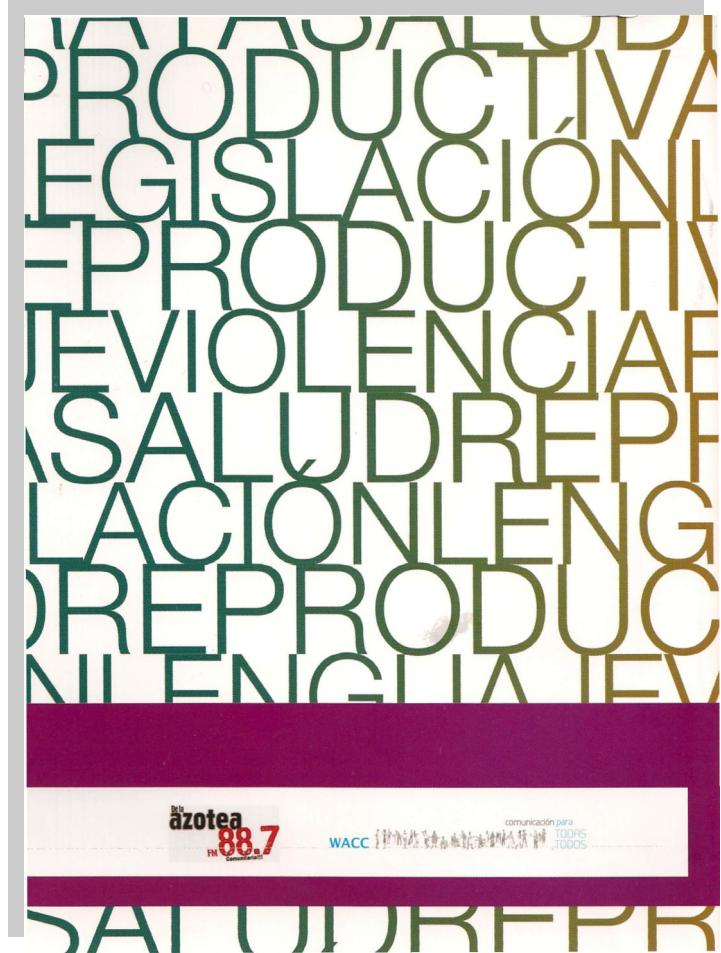
MANUAL

TOWARDS GENDER-AWARE JOURNALISM: CREATING GOOD PRACTICES

(Hacia un periodismo con conciencia de género: Creando buenas prácticas)

Concerned about the dearth of gender-aware training and resources for journalists, De la Azotea embarked on an ambitious initiative to build capacity and produce journalistic professional development materials relevant to the Argentinean context.

Hacia un periodismo con conciencia de género: Creando buenas prácticas covers masculinities, strategies for reporting on gender violence, sexual and reproductive health and human trafficking, and brings together texts from relevant national and provincial rights' legislation.

The manual is the first reference tool of its kind relevant at the local and national levels, which is freely available and communicates collectively-generated knowledge grounded in local practical experiences.

The manual was distributed to several radio stations, newspapers, 50 journalists and 120 students in the two local journalism schools. It was presented at the 8th Mar del Plata book fair in November 2012, attracting reviews from across the Latin America region.
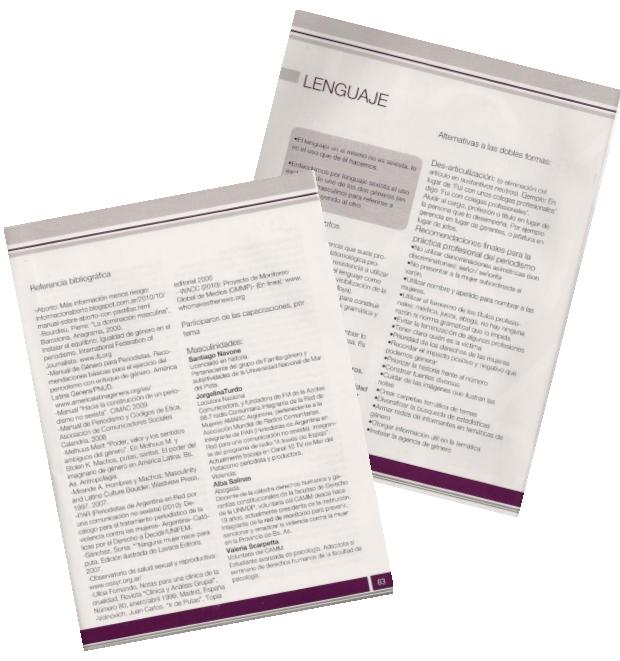
De la Azotea equipped journalists with skills on reporting stories from a gender-aware perspective. The journalists learnt about the need to ensure diversity of sources, for instance, seeking input from organisations working on issues affecting women's lives. Debates from the training were reported in the major local newspaper.

Organizations addressing gender violence continue to benefit indirectly from a new awareness in media which reinforces their anti-violence efforts.

De la Azotea is a non-profit civil society association established in 2003 by a group of women and men committed to creating alternative media for people and groups marginalized from mainstream media. The Association runs the community radio FM de la Azotea 88.7. Its interventions are anchored in a participatory approach to communication.

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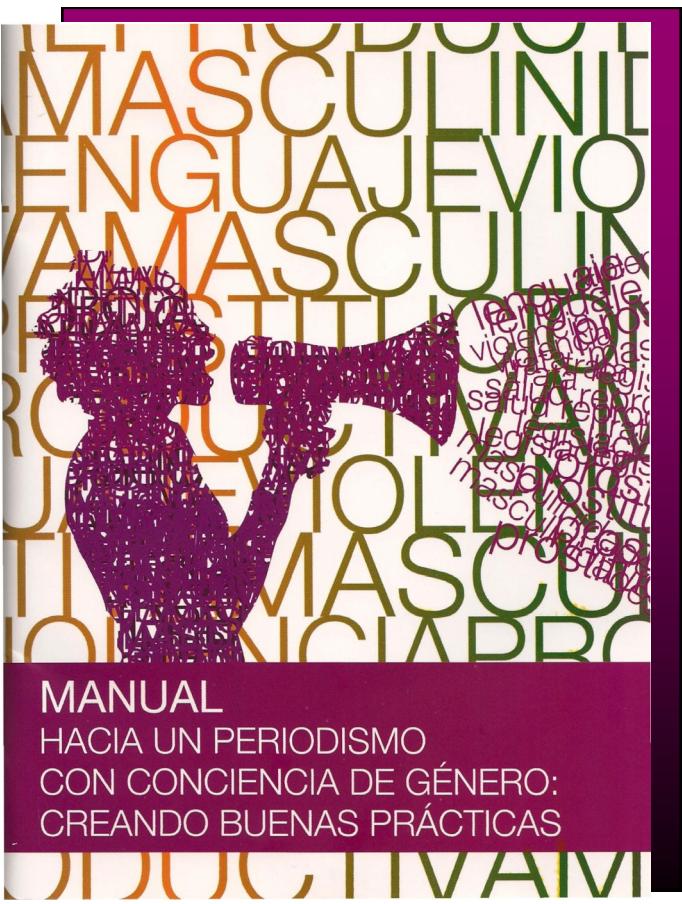
Justicia de género en medios de comunicación ecuatorianos: Estereotipos y representaciones sobre las mujeres

Centro Internacional de Estudios Superiores de Comunicación para America Latina (CIESPAL), Ecuador

Proyecto "Investigación, capacitación y redes sociales para la justicia de género en los medios de comunicación del Ecuador"

El documento presenta los resultados del monitoreo a dos tipos de medios de comunicación: prensa y TV. El estudio realizado incluye seis diarios de circulación nacional, y tres programas de tres distintos canales de televisión, cuya señal abarca si no todo, sí buena parte del territorio ecuatoriano.

En el caso de la prensa, se seleccionaron dos semanas: la una típica, correspondiente al mes de julio del 2012, y la otra atípica, de marzo del mismo año, debido a que en ella se incluía la celebración del 8 de Marzo, Día Internacional de la Mujer.

En el caso de la TV, fue difícil ubicar la muestra correspondiente a los mismos dos períodos seleccionados para la prensa; por ello, se escogió una semana continua de tres programas cuyos contenidos, se presupuso, podrían convertirse en terreno propicio para el análisis: dos dedicados a informar sobre sucesos diversos y hechos judiciales, En Carne Propia (Canal 1) y Sorprendente (RTS), y el uno, dirigido preferencialmente a las mujeres, construido a partir de un panel de discusión sobre temas diversos que les competen, y con el explícito propósito de cambiar mentalidades, sobre todo machistas.

El objetivo fue conocer las representaciones que estos medios hacen sobre las mujeres, mediante el conocimiento de los estereotipos que podrían incluir los contenidos y las tendencias expresadas por el discurso de cada programa, en cuanto a conservarlos o cuestionarlos.

Se obtiene, así, un panorama diverso y, no obstante, homogéneo, en la medida en que en los tres programas se hace evidente la tendencia a conservar o reforzar estereotipos y, en consecuencia, las representaciones sobre las mujeres continúan apegadas a parámetros del sistema patriarcal, que responde asimismo a un pensamiento androcéntrico que aún es predominante en la sociedad ecuatoriano, a pesar de buenos propósitos, como es el caso de Así somos, y de alguna intención de desafiar estereotipos, como evidencia el programa Sorprendente.

El estudio fue realizado por personal del Área de Investigación del CIESPAL que, desde 2009, con el cambio de la misión institucional, que promueve el derecho a la comunicación, se propuso también incluir el enfoque de género tanto en ese derecho como en los estudios que se efectúen.
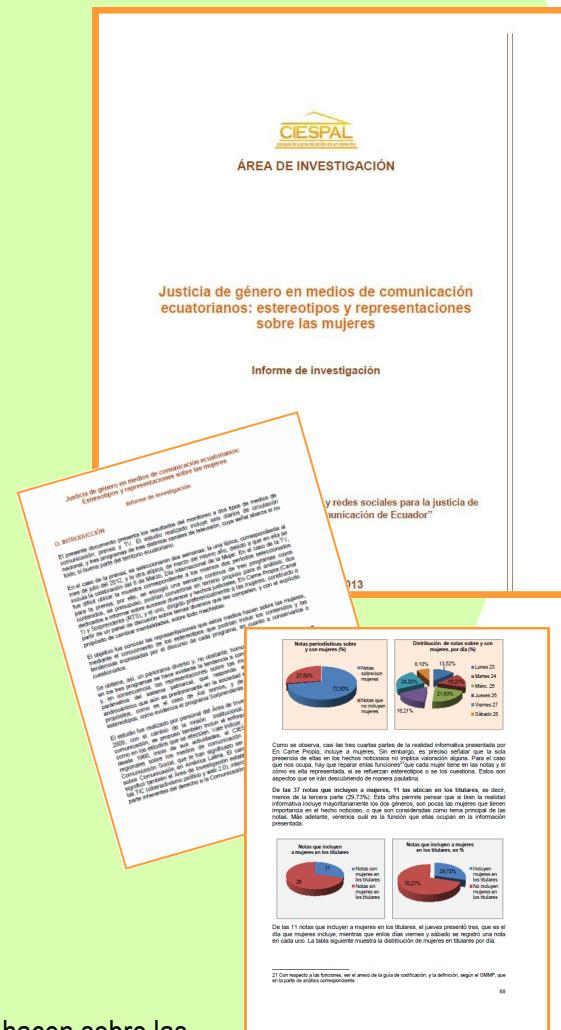
Vale indicar, al respecto y como antecedente, que desde 1960, inicio de sus actividades, el CIESPAL realiza estudios nacionales y regionales sobre los medios de comunicación y otros temas relacionados con la Comunicación Social, que le han significado ser institución pionera en la investigación sobre Comunicación en América Latina.

El cambio de dirección institucional en 2009, significó también el Área de Investigación establecer como ejes de trabajo el estudio de las TIC (ciberactivismo político y web 2.0), interculturalidad, género y otros temas que son parte inherentes del derecho a la Comunicación.

En el caso específico de temas relacionados con el enfoque de género en la Comunicación, uno de los trabajos fue el análisis de noticias de las primeras planas de dos diarios nacionales para conocer la representación de las mujeres, como parte del *Global Media Monitoring Project* (GMMP), en noviembre del 2009.

En el proyecto sobre ciberactivismo de organizaciones políticas y sociales, igualmente se analizó la presencia de diversas organizaciones de mujeres en el ciberespacio.

Con estos antecedentes, se presentan en el documento los resultados del estudio titulado "Justicia de género en medios de comunicación ecuatorianos; Estereotipos y representaciones sobre las mujeres", como parte del proyecto "Investigación, capacitación y redes sociales para la justicia de género en los medios de comunicación del Ecuador", que incluye los componentes de capacitación y conformación de redes sociales de carácter presencial.

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Las representaciones sobre las mujeres continúan apegadas a parámetros del sistema patriarcal, que responde asimismo a un pensamiento androcéntrico que aún es predominante en la sociedad ecuatoriano, a pesar de buenos propósitos, como es el caso de Así somos, y de alguna intención de desafiar estereotipos.

Promoting gender-ethical journalism in Bosnia and Herzegovina

Udruženje "Novi put"

PROMOVISANJE RODNO OSVIJEŠTENOG NOVINARSTVA U BiH

Team Novi Put, BaH

Negative stereotypes about women prevail across Bosnia and Herzegovina (BaH). While working with vulnerable women and girls, the non-governmental organisation "Novi put" noted the tendency in BaH media to marginalize women and to use language that aggravated gender-based discrimination.

The project "Promotion of Gender Ethical Journalism in Bosnia and Herzegovina" funded by the World Association for Christian Communication (WACC) has enabled Novi put to not only increase media commitment to gender-ethical journalism, but also the usage of gender sensitive language in reporting.

During events attended by civil society, media representatives and the general public, Novi put displayed examples of media content as evidence of gender bias and stereotypes, violation of the human rights of women and girls, and sensationalism.

The evidence illustrated the need to urgently adopt a gender-ethical approach to journalism. Confronting project participants with the bare facts produced positive results, among them, a consensus on the need to improve the quality of cooperation between media and women's civil society organisations. Further, on the need for all parties to make efforts towards overcoming the problem of gender-insensitive media, and to build awareness of media audiences about gender equality given the media's role in aggravating negative and sexist perceptions of women.

Media representatives attending the events stated that they had never considered gender ethical reporting to be important; they prioritized other issues given the extremely difficult political and economic situation in the country. They also stated that the lack of gender sensitivity cuts across media worldwide. This observation is documented in the results of the last edition of the Global Media Monitoring Project (GMMP) in 2010. The GMMP uncovers the widespread misrepresentation and underrepresentation of women in all media worldwide, albeit with varying degrees of acuteness across regions.

A platform for further cooperation has emerged as a result of the participation of NGO and media representatives at the events. Novi put has also succeeded in securing partnership with media in order to convey messages about gender equality. It will continue in collaboration with other non-governmental organisations (NGOs) to work with media in order to advance gender equality.

The events helped to identify ways in which BaH media could contribute to the promotion of NGO activities, advocacy and awareness raising.

BaH media will benefit from the expertise, knowledge and research findings of NGOs when reporting on topics that civil society organisations address in the course of their work.

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Why should we monitor news media? Learn more at #GMMP http://bit.ly/17gaChQ (Video)

Building capacity for gender-responsive journalism in Pakistan

Saima Benyamin
Women Empowerment Organisation (WEO), Pakistan

The project goal was to build the capacity of media professionals and women's rights activists to highlight gender issues in their work in order to reduce discrimination and gender violence. Overall it was an excellent experience for our staff, volunteers and partner organizations.

Successes

Women living in the project area gained knowledge and awareness about their rights, gender issues and violence against women. Now, ordinary women of the target communities have close contact and network with civil society organizations and media to amplify their voices against discrimination and gender violence. The media and women rights activists networked with each other to speak up against gender discrimination and violence against women.

Challenges

To provide awareness and education to the women of our society about their rights was a great challenge for the project given the male dominance in Pakistani society. We observe resistance to attempts to build women's awareness about their rights, strong expectations that women should obey male relatives and a social order in which the right to make decisions for women is reserved for the men.

Lesson learnt

A little effort can make enormous change. We learnt that if one is convinced to do good work, she will find many like-minded people willing to help.

In our society women live under discriminatory laws, customs and social practices. The Muslim context where women and girls are to a significant extent restricted from leaving the home made it difficult to get the women to attend project activities.

Another challenge was to work with the media on the issue of gender responsive journalism. It is commonly held that media do not depict incidents accurately and there persists a general distrust of media.

Surprises

We were pleasantly surprised to see community leaders embrace and support our work; they wholeheartedly agreed that Pakistani women should enjoy equal rights. The positive response from media professionals was equally encouraging.

Women Empowerment Organization (WEO) is a non-profit and non-political organization established in 2006 by women from grassroots communities dedicated to uplifting marginalized and oppressed women in Pakistan.

Email: weorg@brain.net.pk

Women's rights activists and journalists discuss how to highlight issues of importance to women in the media through positive coverage

©Women Empowerment Organisation, Pakistan.

Ensuring Women's Fair Representation in Media for Rural Development
Bangladesh Nari Progati Sangha (BNPS), Bangladesh
bnps@bangla.net

Poverty in Bangladesh is primarily a 'rural phenomenon'. Women are more vulnerable to poverty due to their unequal access to economic resources, political participation and decision making process. While women are engaged in various productive and reproductive activities in rural areas of Bangladesh, GMMP 2005 and 2009-10 results show that their work remains underreported in media. Underreporting and non-recognition of women's contribution to the national economy ultimately result in misleading the setting of priorities in the national development planning process and the allocation of adequate resource for gender equity.

The project is monitoring prime time news coverage of 10 newspapers, 5 television and 2 radio channels to understand women's presence or absence thereof, in Bangladeshi rural development news. The project will raise awareness among journalism students and journalists, related advocacy groups, and policy-makers about the findings. Networking with journalism departments of various universities, journalists and media houses, relevant government agencies, grassroots women's organizations, and women's rights advocacy groups will ensure that the recommendations ensuing from the findings are implemented for sustainable change, through course curricula and report writing, and gradually reflected in the formulation of government development policy and planning.

Bangladesh Nari Progati Sangha (BNPS) is an activist women organization, working since 1986 to establish equal rights for women from family to state levels. Established by a group of women activists, BNPS works at the national level on policy and legal reforms and at the community level organizing and mobilizing grassroots women and the poor.

Palestinian Media Monitoring Project
Women for Women's Rights, Palestine
wfwr.wfwr@yahoo.com

The Global Media Monitoring Project (GMMP) 2010 found that women comprise only 24% of the people heard or read about in the news. The GMMP report argues for the need for change towards news media policy and practice that are more gender-aware and gender-responsive.

Evidence gathered through media monitoring has potential to propel change, yet, such evidence on Palestinian news media appears to be lacking. Media monitoring could provide a measure to indicate progress in women's status over time. Stories centered on women could support advocacy for gender equality and women's rights.

The Palestinian Media Monitoring Project aims to build the capacities of Palestinian women's rights activists to monitor the representation of the women in economic news stories. The monitoring outcomes will be used to advocate for the full respect of women rights within Palestinian society.

Women for Women Rights' Center (WFWR) is a grassroots non- government organization established to contribute towards building a Palestinian democratic society that respects gender equity and equality and fundamental human rights. WFWR works to strengthen women's economic, social and cultural rights, to raise women's mutual learning and awareness and to deliver policy and strategy change through advocacy, networking and information sharing.

Media monitoring and accountability: Mainstreaming gender in media content and structures
African Woman Child and Feature Service, Kenya
info@awcfs.org

Recent studies on gender mainstreaming in media content and structures have revealed disturbing results. In Kenya, only 19 percent of those whose views are read or heard in the media are women. One reason behind media's continued tendency to exclude women is the lack of action to demand accountability. The project is monitoring gender portrayal and representation in electoral and political news stories. The monitoring findings will be shared with key media managers in charge of content generation and human resources, with the ultimate objective to influence change in both in-house policies and journalistic practices.

African Woman and Child (AWC) Feature Service was founded in 1994 by journalists concerned about the absence of women and children's voices and issues in the media. It is the only media NGO that constantly engages media editors, through the Editors Guild, to discuss topical and pressing issues in Kenya. AWC has trained journalists on various thematic areas including reproductive health, reporting gender, reporting conflict and parliament.

Observatorio Ciudadano de la Comunicación: Ciudadanía desde la lectura crítica de medios con perspectiva de género
Grupo de Apoyo al Movimiento de Mujeres del Azuay (GAMMA), Ecuador
gamma@gammaecuador.org

The project is designed to address three intersecting problems. The first problem is the normalization of the subordination and exclusion of women through gender-biased media messaging which ultimately obstructs the possibilities available to women to exercise their rights. The second problem is the general tendency of citizens to internalize gender-biased media content without critically questioning the normative underpinnings. The third problem is the dearth of spaces for debate about the media from a gender perspective. The project combines media monitoring and involvement of citizens in critical reading and dialogue with the media. The monitoring focuses on news media reporting on politics and government.

Based in Cuenca, GAMMA's central focus since 1994 is social communication, research and training from a gender perspective. GAMMA's strategy sets off from an unmasking of the workings of patriarchal culture, to then rupture assumptions that discrimination, subordination, exclusion and violence are 'normal' and 'natural'. GAMMA is committed to establish a culture of respect for life in order to build a society where all people and society can develop and thrive.

Monitoring women's presence in political news stories: Challenges for 2014.
Centro de Comunicación Virginia Woolf
Cotidiano Mujer, Uruguay
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In 2014 the quota law requiring that a minimum of 30% of political positions be held by women will come into effect in Uruguay. Presently women make up only 13% of parliamentarians, placing the country in position 15 out of 19 in Latin America.

The project is monitoring media coverage of political and electoral news stories from a gender perspective, with the participation of select media houses. Cotidiano Mujer will work with the journalists to promote reflection and analysis on a gender-focused approach to news production. The project will also engage with women politicians to strengthen their strategies for participation and image in the public sphere. Journalists and politicians will have an opportunity to discuss preliminary results from the monitoring with a view to deepen analysis and validate the findings.

The project is designed to directly benefit women electoral candidates campaigning towards the 2014 departmental and 2015 national elections, and the gender commission of the national journalists' union.

The monitoring will be useful for other actors working to strengthen the participation of women politicians through the campaign "More Women: Better Policy" over the next two years.

Centro de Comunicación Virginia Woolf-Cotidiano Mujer was established in 1985, as a feminist cultural space focused on political communication and human rights of women. Its mission is to contribute a feminist perspective in social, cultural and political transformation efforts in order to make possible a gender equitable and just democracy.

WHAT'S HAPPENING? GET INVOLVED!

"Communication together" by Chetan Soni, India.
Commendation winner at WACC Photo Competition 2010.

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Communication for all: Monitoring gender portrayal and representation in the news since 1995.
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The #media is our campfire. (Video) Credit: @womensmediacntr bit.ly/12nC0Eh
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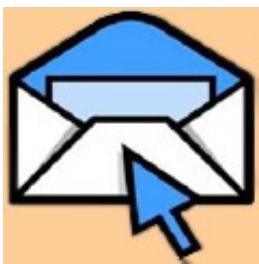
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