

Media & Gender Monitor

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WACC



GMMP
Proyecto
de Monitoreo
Global
de Medios



GMMP
Projet
Mondial
de Monitorage
des Médias



GMMP
Global
Media
Monitoring
Project

GMMP 2009/2010

El Cuarto Proyecto de Monitoreo Global de Medios (GMMP) se llevará a efecto en el mes de noviembre del 2009.

Voluntarias y voluntarios participarán en el monitoreo de los medios en lo que constituye un esfuerzo global masivo para recoger información de acuerdo a los indicadores de género seleccionados, en los medios noticiosos locales.

El monitoreo de los medios se lleva a efecto este año para que la publicación de los resultados coincida con procesos globales claves programados para el año 2010, incluyendo el reunión de Beijing +15 y la Cumbre para la Revisión de los Objetivos de Desarrollo del Milenio.

El GMMP

El Proyecto de Monitoreo Global de Medios (GMMP) es la investigación del género en los medios más extensa que existe.

Es también la iniciativa de incidencia pública más grande en

**Le quatrième projet mondial de monit-
rage des médias
(GMMP) aura lieu en novembre 2009.**

Les moniteurs des médias par-
ticiperont à un effort mondial géant pour
recueillir des données sur quelques indicateurs sélectionnés de genre dans les médias.

Le monitoreo des médias aura lieu cette année afin de publier les résultats à temps pour les procé-
dés mondiaux clés planifiés pour 2010, notamment la révision du programme d'action de Beijing +15 ainsi que le sommet pour la révi-
sion des objectifs du Millénaire pour le développement.

Le GMMP

Le GMMP est la plus vaste étude globale sur la représentation des femmes et des hommes dans les médias. C'est aussi la plus grande initiative de plaidoyer mondial qui évalue le changement dans la re-

The Fourth Global Media Monitoring Project (GMMP) takes place in November, 2009!

Media monitors all the over world will participate in a massive, global effort to collect data on selected indicators of gender in their local news media.

The media monitoring takes place this year in order to publish the results in time for key global processes scheduled for 2010, including the Beijing +15 review and the Millennium Development Goals Review Summit.

The GMMP

The GMMP is the largest and longest longitudinal study on gender in the world's news media. It is also the largest advocacy initiative in the world on changing gender representation in the media. It is unique in involving participants

Editorial

Welcome to the 19th issue of Media & Gender Monitor (MGM)!

The Fourth Global Media Monitoring Project (GMMP) takes place in November, this year! Media monitors all over the world will once again collaborate in a massive effort spanning seven continents to collect data on selected indicators of gender in their local news media. It is hoped that the spirit and enthusiasm that characterized the monitoring effort of GMMP 2005, born out of a common commitment to gender equality in and through media, will emerge once again.

Media monitoring as a tool for change was officially recognized by the United Nations in 1995, in Section 'J' of the Beijing Platform for Action.(GMMP 2005 report) The idea of the GMMP one-day study of the representation and portrayal of women in the media worldwide had been conceived in 1994 at the 'Women Empowering Communication' conference in Bangkok organized by the World Association for Christian Communication (WACC), Isis International-Manila and International Women's Tribune Centre (IWTC). The GMMP has grown to be the largest, longest-running study on gender and media, and remains an important source of data on the status of gender in media across the world. To participate in GMMP 2009/2010 which is open to any individual, group and organisation, email your contact information to whomakethenews-subscribe@gn.apc.org or alternatively register online at <http://mailman-new.greennet.org.uk/mailman/listinfo/whomakethenews>.

The current issue of MGM attempts to capture key discussions on gender and media at WACC's Congress held in October, 2008, in Cape Town. The Congress experience re-affirmed the importance of continued engagement with a thematic area that, despite its significance for gender equity and women's struggles, has been overshadowed by other, equally crucial thematic areas of concern.

The network of gender and communication groups has however not wavered in underscoring the importance of media as a source of cultural production, as a site through which material gender inequalities and injustices are reinforced and reproduced. The unshaken commitment is visible through the case studies featured in the current issue of MGM.

We hope the articles contained here will be inspirational, energizing and even spur increased commitment to working with and through media for gender equality ♀

Sarah Macharia, Editor

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THE NEWS



Only 1% of news stories focus on Gender-Based Violence – GMMP 2005 Report

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el mundo que evalúa cómo ha ido cambiando la representación de género en los medios. Y es el único proyecto que incluye entre sus participantes a miembros de organizaciones populares y de base así como estudiantes universitarias, investigadoras y comunicadores profesionales. Todas y todos los participantes lo hacen en forma voluntaria.

¿Por qué es necesario un GMMP 2009/2010?

La decisión de coordinar un Cuarto GMMP es una respuesta a las llamadas hechas por grupos que trabajan el tema de género y comunicación en todo el mundo.

El GMMP 2009/2010 es necesario para hacer un levantamiento y ver si las representaciones de mujeres y hombres que hacen los medios han cambiado, y en qué forma, desde el año 2005. Se hace necesario entregar a las activistas de género y comunicación una herramienta que les permita hacer lobby a favor de mejores políticas de comunicación que tomen en consideración el género en sus entornos nacionales y regionales.

El GMMP 2009/2010 proveerá datos concretos para apoyar el trabajo de incidencia pública. El estudio incentivará a las personas que trabajan a favor de los derechos de la mujer y la equidad de género para que aborden a los medios de comunicación.

Planificación

La planificación del GMMP 2009/10 se ha llevado a cabo en colaboración con la red del GMMP, red que está integrada por miembros en más de 100 países en cada continente del mundo.

La red incluye grupos de género y comunicación, asociaciones de mujeres que trabajan en los medios, grupos de mujeres populares e investigadoras académicas que participaron en los GMMP previos, en el 1995, 2000 y 2005.

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présentation des femmes et des hommes dans les médias. C'est un projet unique dans son inclusion des participants volontaires provenant des groupes de base communautaires ainsi que des étudiants universitaires et chercheurs tout aussi bien que des professionnels des médias.

Pourquoi un GMMP 2009/2010 ?

La décision de coordonner un quatrième GMMP est en réponse aux demandes faites par des groupes qui travaillent sur le thème du genre et de la communication partout dans le monde.

Le GMMP 2009/2010 est nécessaire pour analyser si et comment les représentations des femmes et des hommes dans les médias ont changé depuis 2005. C'est nécessaire pour fournir aux activistes dans le domaine du genre et de la communication avec les outils pour faire pression en faveur de meilleures politiques de communication plus sensibles au genre dans leurs contextes nationaux et régionaux.

Le GMMP 2009/2010 fournira des données concrètes pour soutenir le travail de plaidoyer. L'étude attirera l'attention des personnes qui travaillent pour les droits des femmes et l'égalité entre les sexes d'engager les médias.

Planification

La planification du GMMP 2009/2010 a été effectuée en collaboration avec le réseau du GMMP dont l'adhésion couvre plus de 100 pays dans chaque continent à travers le monde.

Le réseau inclut des groupes de genre et de communication, des associations de femmes qui travaillent dans les médias, des groupes de base de femmes et de cher-

The GMMP ...from page 1

ranging from grassroots community organizations to university students and researchers to media practitioners, all of whom participate on a voluntary basis.

Why GMMP 2009/2010?

The decision to coordinate a Fourth GMMP is a response to calls from gender and communication groups worldwide.

GMMP 2009/2010 is necessary to map whether and how media representations of women and men have changed since 2005. It is necessary to provide gender and communication activists with a tool to lobby for more gender-sensitive communication policy in their national and regional contexts.

GMMP 2009/2010 will provide factual data to support advocacy work. The study will call the attention of those engaged in women's rights and gender equality work to engage with media.

Planning

The thinking that has gone into planning GMMP 2009/2010 has been carried out in collaboration with the GMMP network whose membership spans over 100 countries in every continent across the world.

The network includes gender and communication groups, women's media associations, women's grassroots groups and researchers in academia who participated in the previous GMMPs of 1995, 2000 and 2005.

WACC in collaboration with lead organizational partners in the GMMP network convened seven regional training workshops for civil

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EI GMMP ...de la página 3

La WACC en colaboración con las principales organizaciones en la red del GMMP convocó siete talleres regionales de capacitación para grupos de la Sociedad Civil que trabajan el tema de género e incidencia en los medios de comunicación.

Los talleres, que dieron seguimiento a los resultados cumulativos del monitoreo de los medios durante el GMMP 2005, fueron una actividad clave para construir capacidad institucional de incidencia entre grupos que trabajan para lograr medios con sensibilidad de género. Las discusiones de los talleres de capacitación han contribuido a dar orientaciones para el GMMP 2009/10.

Durante el mes de octubre del 2008, delegadas de grupos que asumieron roles claves de coordinación durante el GMMP 2005 se reunieron en Ciudad del Cabo durante una reunión consultativa global para discutir, entre otros temas, las orientaciones para el próximo GMMP 2009/10.

Se identificaron varias áreas a ser enfatizadas por el GMMP 2009/10. Una de ellas es la necesidad de que los resultados del monitoreo sean usado como insumo para importantes procesos nacionales, regionales y globales que se llevarán a efecto en el 2010. Es así como el día de monitoreo global de los medios de comunicación está siendo planificado para noviembre 2009.

La WACC prevé la participación de integrantes de grupos de mujeres populares y de base, asociaciones de profesionales de medios de comunicación, otras organizaciones de la Sociedad Civil y del mundo académico. La participación está abierta a cualquier persona u organización interesadas en la investigación del monitoreo de medios de comunicación, aquellas que se interesen por la dimensión del género en los medios y que necesiten evidencia que apoye el trabajo para lograr justicia de género en los medios ♀

Le GMMP ...de page 3

cheurs dans le milieu universitaire qui ont participé aux GMMP précédents en 1995, 2000 et 2005.

La WACC en collaboration avec les organisations principales dans le réseau du GMMP, a organisé sept ateliers régionaux de formation en plaidoyer pour des groupes de la société civile. Les ateliers, qui ont donné un suivi aux résultats cumulatifs du monitorage des médias pendant le troisième GMMP en 2005, ont été une activité principale pour bâtir la capacité en plaidoyer pour des médias sensibles au genre. Les discussions aux ateliers de formation ont contribué à donner des directions pour le prochain GMMP 2009/2010.

En octobre 2008, les délégués de groupes qui ont entrepris les rôles principaux de coordination pour le GMMP 2005 se sont réunis au Cap en Afrique du Sud pour une consultation mondiale pour discuter entre autres des directions pour le prochain GMMP. Ils ont identifié plusieurs domaines d'intérêt pour le GMMP 2009/2010. L'un était le besoin d'introduire les résultats du monitorage dans des processus nationaux, régionaux et mondiaux importants programmés pour 2010. La journée mondiale du monitorage des médias est donc prévue pour le mois de novembre 2009. La WACC envisage la participation des groupes de base de femmes, des associations de médias et d'autres organismes de la société civile et du milieu universitaire d'au moins 100 pays autour du monde.

La participation est ouverte à tout individu ou organisation intéressés dans la recherche du monitorage des médias, intrigués par la dimension du genre dans les médias ou nécessitant l'évidence concrète pour soutenir leur travail ♀

The GMMP ...from page 3

society groups on gender and media advocacy. The workshops were a key activity to build advocacy capacity for gender responsive media, as a follow-up to the cumulative findings of media monitoring during the third GMMP in 2005. Discussions at the training workshops have contributed to shaping directions for GMMP 2009/2010.

In October 2008, partners who undertook key co-ordination roles for GMMP 2005 met in Cape Town in a global consultative meeting to discuss directions for the next GMMP, among other issues.

They identified several areas of emphasis for GMMP 2009/2010. One was the need for the monitoring results to feed into significant national, regional and global processes scheduled for 2010. The global media monitoring day is therefore planned for November, 2009.

WACC envisions participation of partners from women's grassroots groups, other civil society organisations, media associations and academia from at least 100 countries around the world.

Participation is open to any individual or organisation interested in media monitoring research, intrigued by the gender dimensions of media or in need of 'hard' evidence to support their work for gender-just news media ♀

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Media and Gender Justice at WACC Congress, 2008



Imagine media that promotes gender justice

Keynote speech by Joanne Sandler, UNIFEM

Imagine media that promotes gender justice. We have to imagine it because it needs to proliferate at all levels: in the mainstream media, in the blogosphere, in alternative media. It needs to exist because gender justice is critical in its own right, central to the achievement of justice in general and inter-dependent with the achievement of social and economic justice.

The media has huge and largely untapped power to promote and protect gender justice. The concept of gender justice is complex, but we certainly know gender injustice when we see it. Around the world, the distortion by media of women's voice and women's lives is increasingly being recognized, but the response has been inadequate. This is an issue of accountability.

UNIFEM just issued its biannual publication, *Progress of the World's Women*, which focuses on gender and accountability and asks the question: *Who Answers to Women*. We identify two dimensions of accountability from a gen-

der justice perspective.

The first is **answerability** – that is, the ability of women and men to call for answers for the policies, programmes and resources that power-holders make available to promote and protect women's rights.

The second is **corrective action** – that is, power-holders, once confronted with the need for answers, must take corrective action to ensure redress.

In relation to gender justice and the media, the media's answerability and willingness to take corrective action depends to a large extent on the push that women's rights defenders provide, the extent to which women and men together use their power of choice to show a preference for media that promotes gender justice, and the generation of high quality content for social justice media produced by women's human rights defenders.

One of the key assets that women are bringing – along with other social justice groups – is a purposeful use of the media to

achieve broader social justice and gender justice aims, to challenge discriminatory gender norms, and make visible solutions that lead to change.

Fundamental institutional transformation in the media is imperative if we are to have a media that actively promotes gender justice. There are four areas of work ahead of us that I think are crucial and receiving too little attention.

1. The first goes back to accountability: Commercially-owned media understands its accountability in the context of shareholders and profit; state-owned and public media has not been much better on gender justice. So, how do we understand and strengthen their accountability?

Progress of the World's Women makes the point that there are two pathways that women are using to demand greater accountability from power-holders: voice and choice. That is using the power of organizing and monitoring and their power as consumers or voters. We need to strengthen media monitoring to build media literacy so that both women and men are demanding media that promotes – rather than erodes – gender justice and that they have the capacity to call for corrective action when the opposite is taking place.

2. We need to produce gender and social justice content with high production values. Too often, the media that social justice groups produce cannot compete with the production quality that mainstream media offers. There needs to be a huge increase in skills, resources and partnerships so that gender just media gets produced and can compete in the marketplace.

3. We need to link media with action and solutions, to go beyond broad-based awareness raising and offer people opportunities to

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imagine media, from Pg 5

make a difference. New media give us that opportunity. This is purposeful media that uses the full power of the media to inform, connect, change minds and act to achieve gender and social justice.

4. Partnerships are crucial. Neither women, nor men, nor faith-based groups nor even states can do it alone. If communication is peace, then partnerships are the pathway to peace.

You can't be what you can't see (Marion Wright Edelman). Neglecting to work with the media to challenge gender discrimination and gender norms that limit both women and men from exercising their rights and securing justice results in a missed opportunity to use the full power of the media.

This is especially true in the 21st century when media's reach has expanded exponentially. We have to work with the media to trouble the assumption that sexual violence is an inevitable consequence of war. We have to work with the media to question why those who make war are the ones invited to negotiate peace, while those who have an interest in peace are prevented from having a voice. We cannot imagine gender justice without media and communications to help us see it.

She or he who tells the story rules the world (a Native American adage). It is important to see or hear media that show dialogue across lines of conflict to advance gender justice. But it is not enough just to have a growing number of good examples of social justice media. We have to work on transforming media itself and democratizing ownership and leadership. Only then will stories that promote and protect gender justice regularly make it on to the nightly news ♀

16 Days of Activism Against Gender Violence: The Silent Witness Campaign

In 2008, the international campaign '16 Days of Activism Against Gender Violence' began on November 25th, International Day Against Violence Against Women and ended on December 10, International Human Rights Day.



Silent witnesses, campaign in the Port of Spain, Trinidad by the Network of NGOs of Trinidad and Tobago (T&T). November, 2008. Photo courtesy of CAFRA, T&T

Background

'November 25th was declared International Day against Violence to Women at the first Feminist Encuentro for Latin America and the Caribbean held in Bogota, Colombia in 1981. At that meeting, women condemned all types of gender violence, ranging from domestic battery, to rape and sexual harassment, to state-based violence including torture and abuses of women political prisoners. In 1999, the United Nations officially recognized November 25th as the International Day for the Elimination of Violence against Women'. (CAFRA) /T&T)

The Caribbean Association for Feminist Research and Action (CAFRA) notes the persistence of 'a high degree of social acceptance of this violence, despite the existence of a wealth of [...] instruments that classify violence against women as a serious crime. Social norms perceive violence as a normal part of women's lives that is justified when women do not live up to the stereotyped female role.'

This reality is evident not only in the silencing and/or trivialization of many acts that constitute crimes, but also in women's difficulty and reluctance to report violence and

16 Days...from Page 6

see offenders punished. The lack of timely access to justice makes matters worse for women survivors of violence as it favors impunity and thus allows such acts to become even more widespread.'

WACC issued a 'call to action' for the '16 Days Campaign' in 2008 urging groups to engage with media in innovative ways to bring visibility to violence against women, a human rights' issue often accompanied and perpetuated by silence and denial.

The Silent Witness Campaign

The Silent Witness Campaign is one such innovative application of media. It brings gender violence out of private and into public spaces, a powerful reminder that domestic violence concerns us all.

'Silent Witnesses are displays of life-sized red wooden figures of women who have been murdered in acts of domestic violence. Breastplate shields give each woman's name/or initials and her story. They are exhibited on the streets and parks, in schools, universities, exhibition spaces in order to remind and warn on possible consequences of un-prevented domestic violence'. (Nebojsa Radics)

Les reportages sur la violence sexiste ne représentent que 1 % de toutes les nouvelles bien qu'une quantité innombrable de cas et d'incidents de violence sexiste ait lieu chaque jour . . . Si des faits et des personnes ne figurent pas dans les nouvelles, ils peuvent être considérés comme étant sans importance.

—Rapport du GMMP, 2005

The Campaign was founded in 1990 in the United States. Its mission is to promote peace, healing, and responsibility in adult relationships in order to eliminate domestic murders.

The Campaign's goals are: to remember women who have been murdered through domestic violence; to raise awareness on the extent of domestic violence; to advocate for an end to the violence; and, to collect statistics to support advocacy for the enactment and implementation of anti-domestic violence laws.

The Network of NGOs of Trinidad and Tobago for the Advancement of Women replicated the Silent Witness Campaign in several locations in the Port of Spain, Trinidad.

In collaboration with UNIFEM and the University of the West Indies, the Network staged a moving 'silent witnesses' exhibit in several locations in the Port of Spain, Trinidad. The exhibit joined other events in CAFRA's March against Domestic Violence to commemorate the 16 Days on November 29, 2008 ♀

News: WACC-supported project 2008-2009

'Video on Gender and Communication in Mass Media'

Partner: Asociación Civil Artemisa Comunicación (ACAC), Argentina

The project is implemented by Asociación Civil Artemisa Comunicación (ACAC), a not-for-profit organisation that promotes equality between women and men through communication.

The project responds to the absence of gender issues in the headlines in mainstream media, as well as its' sexist treatment of women. Sexist treatment has continued despite an increase in the visibility of women in media. Images displaying an equal participation of women and men are vital in order to overcome the gender inequalities seen in media, especially since media play a significant role in producing and reproducing culture.

There are isolated journalists working on these issues however this is not enough. It is necessary to reach out to media editors and media directors from diverse outlets and mainly in the traditional outlets such as television and radio which have the greatest reach and influence.

The project will produce a documentary on gender in the mass media with the participation of news editors in the production process. The video will serve as input for educators and journalists.

The project is expected to increase awareness about discrimination against women through media and to enlist commitment for change towards less sexist reportage from at least 500 journalists and 8 mass media outlets in Argentina ♀

El observatorio ciudadano de la comunicación

Por: Nidya Pesáñez C.

Grupo de Apoyo al Movimiento de Mujeres del Azuay (GAMMA) - Ecuador



En el Ecuador, la constancia del movimiento de mujeres y la movilización mundial por los derechos de las mujeres, han conseguido visibilizar a la equidad de género como un elemento sine que non para el desarrollo de los pueblos; en este marco, el país ha definido y aprobado diversas leyes y políticas públicas tendientes a construir dicha equidad.

Sin embargo, y aún cuando podemos hablar de progreso, las medidas tomadas no han conseguido transformar el problema que subyace a la desigualdad de género, manteniendo las brechas que se manifiestan en indicadores sociales y económicos que nos demuestran que la discriminación, la subordinación y la exclusión de las mujeres se mantiene.

¿Cuál es este problema?, pensamos que se trata del imaginario social, de los sentidos comunes que han *naturalizado* la discriminación, que han incorporado como un hecho *normal* las situaciones de subordinación de las mujeres. Así,

si una mujer sufre violencia intrafamiliar se plantea que tuvo mala suerte, que eligió mal a su pareja; si gana menos que un hombre por hacer el mismo trabajo, se sostiene que hay que aceptar que los hombres son mejor preparados para el trabajo remunerado; si en una pareja la mujer deja de estudiar o de realizar el trabajo extradoméstico para cuidar del hogar se acepta como lo “lógico”; si una mujer hace el trabajo doméstico toda

la vida sin ningún salario, sin vacaciones y sin garantías ni seguridad social, lo aceptamos sin ningún cuestionamiento.

Este imaginario que normaliza la discriminación y la subordinación, se alimenta con el discurso de diversas instituciones sociales entre las que se cuentan los medios masivos de comunicación. Hemos constatado la incidencia que tiene el discurso mediático en el pensamiento y en la conducta humana, por ello, asumimos como reto propiciar un cambio en dicho discurso a través de la creación de un Observatorio Ciudadano de la Comunicación (OCC). En este observatorio convergen el gobierno local, la sociedad organizada y no organizada y las empresas de comunicación.

Desde junio de 2004, fecha en que se creó el OCC, la fundación GAMMA (equipo técnico

del OCC) ha realizado 9 estudios técnicos sobre publicidad y 2 sobre programas de entretenimiento: concursos, comedias y farándula.

Para la sensibilización social se han establecido cuatro estrategias: a) capacitación directa a organizaciones sociales y a estudiantes y docentes de colegios y universidades; b) formación mediática por medio de la radio; c) asesoría a agencias publicitarias; y, d) movilización de la participación ciudadana a través de dos mecanismos, el primero, llamadas de denuncia al OCC y el segundo, el Salón de la Comunicación.

¿De qué se trata este Salón de la Comunicación? Veamos, con base en los resultados de los estudios técnicos, que permiten conocer los mensajes más sexistas y los no sexistas, se elige una muestra de publicidades y de programas de entretenimiento que se expone al público durante la semana del 8 de marzo en un evento que lleva el nombre de “Salón de la Comunicación”; durante esta semana, la ciudadanía visita el Salón para dar su voto por la publicidad y por el programa de entretenimiento más sexista y por aquel que considera no sexista. En el primer Salón votaron 500 personas, en el segundo 900, en el tercero alcanzamos las

Continúa página 9



Participantes votan

gobierno local y el OCC entregan públicamente dos premios creados para las publicidades y programas que aportan a la construcción de la equidad de género, así como tres sanciones a aquellos que sustentan la discriminación, la subordinación y la exclusión de las mujeres. La premiación y la sanción pública han servido de incentivo para que las empresas de comunicación comiencen a producir nuevos mensajes, para el efecto, la fundación GAMMA da asistencia técnica sobre género y comunicación a las empresas que lo solicitan.

Los primeros tres años el OCC trabajó exclusivamente sobre publicidad, sin embargo, en su cuarto año y gracias al apoyo recibido de la WACC, fue posible ampliar el área de estudio y observación a los programas de entretenimiento.

El impacto del OCC ha sido evidente, por ejemplo, la publicidad impresa producida en Cuenca ha disminuido su nivel de sexism de manera visible, teniendo resultados similares pero a menor escala, en la producción publicitaria de radio y televisión. En el caso de los programas de entretenimiento, al ser éste el primer año de exposición y estudio, podremos medir el impacto en el siguiente período; empero, se puede adelantar la satisfacción ciudadana sobre la posibilidad de calificar dichos programas, la expresión de apoyo ha sido pública. Nos parece además, que otro logro importante es el incremento de la participación ciudadana en el Salón de la Comunicación, participación que da cuenta del interés y sustento que tiene el OCC en la población.

Hasta el momento los pasos dados han sido exitosos, sin embargo, sabemos que el trabajo requiere de paciencia y perseverancia pues un imaginario social no cambia en el corto plazo, por ello asumimos el compromiso de dar continuidad a la tarea ♀

Why Gender should be an issue for the media

From WACC's Gender & Media Advocacy Training Toolkit, Module 2.

Gender biases and prejudices in the media emerge through the 'choices' media managers, advertisers, and media professionals make each day.

Media professionals' beliefs about gender to some extent undergird decisions on content, story choices, the angle to adopt and the choice of spokespeople .

Gender inequalities, biases and prejudices manifest themselves in the numerous ways in the media.

In the newsroom

Opportunities in the workplace. Women often comprise the rank and file of journalists and presenters in the print and broadcast media but few are in the top leadership positions.

Equal professional opportunity. Women reporters are often assigned to health, education, and social issues, while men are given the political and economic assignments which are seen as part of the career path to senior editorial and media management positions.

In the content

News sources. The majority of those who are quoted in stories on events of the day are men, although women and men live in the societies reported on and both have views on the events and issues. Women are made 'invisible' by the media's omission of their voices and images.

Gender stereotypes. When women do appear in the media, they most often are portrayed as sex objects, as homemakers and as victims (of violence, poverty, natural disasters, war and conflict). Women become front-page and headline news when they engage

in activities which are not in line with society's prescription of what women 'should' and 'should not' do.

News focus. News on the violations of women's human rights and discrimination against women are few and far between. When the media does cover gender issues, these articles are often confined to special pages and segments in the media and tagged as 'women's issues', rather than being placed on the news pages as issues of concern to everyone.

Invisible women. Certain categories of women receive even less attention in the media, such as elderly women, women from minority ethnicities and religious groups, the working class, and women with different sexual orientations.

The fight to free the media of gender biases and inequalities has come largely from gender activists who have identified the media as a key institution in the struggle for gender equality. Gender and feminist activists see the media as:

- News and communications channels that can put women's rights and gender equality on the agenda of public policy makers. One way the media can do this is by holding governments accountable to international and regional women's rights conventions and instruments they have signed in the same way they hold governments accountable to conventions on other human rights.

- Institutions that practice sex-based discrimination, and therefore also sites where the struggle for gender equality must be confronted.

TALLER REGIONAL: GENERO Y MEDIOS DE COMUNICACIÓN

Plan de acción consensuado con todas las participantes.

Quito el día 18 de julio 2008



A. Fortalecimiento de las destrezas institucionales

1. FODA en las organizaciones de cara al conocimiento y manejo del enfoque de género y de las destrezas con que contamos
2. Capacitación y actualización en contenidos y metodologías relativas al género y diversidades
3. Incorporación y fortalecimiento del enfoque de género en instituciones y en ejes de acción
4. Fortalecimiento de destrezas en herramientas comunicacionales y de metodologías de monitoreo

B. Establecimiento de alianzas

1. mapeo de posibles aliados/as considerando: actores claves: organizaciones de mujeres, instituciones del Estado, academia, periodistas y comunicadoras/es de medios
2. primeros contactos
3. revisión los instrumentos jurídicos
3. definición de puntos de encuentro
4. estrategia comunicacional (campaña dirigida a estos actores)
5. definición y ejecución de acuerdos

C. Sensibilización, formación y capacitación en la perspectiva de género a estudiantes de comunicación, periodistas que trabajan en medios, decidores de los medios

1. búsqueda de avales académicos que motiven la participación
2. definición de contenidos
3. posicionamiento de los procesos de formación (campañas)
4. definir formas alternas de formación en el marco de la academia: pasantías, investigaciones, cátedras específicas

D. Investigación y sistematización

1. actualización de la información con que contamos: contar con indicadores cualitativos (a más de los cuantitativos del GMMP y de los específicos de cada país)
2. sondeos sobre el pensamiento de los grupos de llegada para la definición de contenidos, mensajes y estrategias (según target)
3. monitoreo de medios

Red-Ada (Bolivia), Rede Mulher de Educação / Asociación Mujeres por la Paz, (Brasil), WACC (Canadá), Isis Internacional (Chile), Comunicarte (Colombia-México), Universidad Bíblica Latinoamericana (Costa Rica), Cátedra de la Mujer de la Universidad de La Habana (Cuba), Corporación Estatal de Radio y Televisión (Rep. Dominicana), Espacios de Comunicación Insular (Rep. Dominicana), Fundación GAMMA, (Ecuador), Radialistas Apasionadas y Apasionados (Ecuador), ALER (Ecuador-EEUU), Programa radial sobre derechos humanos (PRODH, Ecuador), Casa de la Mujer (Paraguay), Radio Viva (Paraguay), Calandria (Perú), Feministas en Marcha (Puerto Rico), Cotidiano Mujer (Uruguay), Radio Fe y Alegría (Venezuela).



Participantes en el taller

E. Abogacía. Llegada a los medios

1. Desarrollo de un discurso incluyente que de cuenta de la riqueza de la categoría género para los cambios sociales
2. Ampliación de las experiencias de observatorios ciudadanos de medios
3. Divulgar y socializar la producción editorial, audiovisual, materiales en línea, digital
4. Talleres y reuniones de capacitación con expertos internacionales con aval académico.
5. Desarrollar actividades de impacto que llamen la atención de los medios de acuerdo a coyunturas específicas
6. Relacionarse directamente con los contactos que tengamos y que tengan niveles de influencia en los decidores
7. Encuentros directos con dirigentes y decisores de las políticas
8. Acercamiento directo con directoras/es, editores/as y periodistas en cada medio
9. Involucrar a los medios en las actividades que realizamos visibilizando su aporte
10. Concursos latinoamericanos, regionales y/o nacionales sobre producciones con enfoque de género
11. Premiar y sancionar a las producciones mediáticas (como hacen los observatorios)
12. Conformar un grupo que se haga responsable de la vocería (mujeres y hombres), con el que haremos

Plan de acción general:

- módulos de capacitación en abogacía y manejo de los ejes que nos guían
- formación y capacitación a compañeras y compañeros considerando las experticias de cada quien
- tener una imagen corporativa que nos distinga y posicione (se propone una imagen regional)
- desarrollar materiales comunicacionales que posicione la imagen y el discurso y mensaje que vamos a trabajar
- desarrollo de mecanismos de flujo de información permanente con “alertas tempranas”. Para esto es necesario fortalecer el trabajo de las bases de nuestras organizaciones a fin de que respondan a las llamadas

de las alertas y ejerzan presión social

Plan de medios

- elaborar un directorio de medios: quién tiene la propiedad, quiénes están en puestos de decisión, quiénes son las personas de contacto, cuál es la línea del medio, en qué países actúan las cadenas internacionales conociendo cuál es la corporación que está detrás y estableciendo qué cadenas nacionales son parte de estas corporaciones.
- elaborar un directorio de las instituciones rectoras y ejecutoras de políticas públicas de información y comunicación.
- cuándo debemos aparecer en qué medios
- quiénes deben aparecer con qué tema en qué coyuntura
- demandas oportunas de campañas
- relacionarse directamente con los contactos que tengamos y que tengan niveles de influencia en los decidores
- encuentros directos con dirigentes y decisores de las políticas
- generar información para los medios y facilitar su acceso a información relativa al género

13.- Análisis de coyuntura

F. Divulgación de nuestro trabajo como impulsor de procesos (tenemos, por ejemplo, que posicionar los resultados de GMMP)

*Para mayor información enviar un correo electrónico a
gamma@gammaecuador*

Caribbean Region Gender and Media Advocacy Training Workshop

PLAN OF ACTION

A. PROJECTS AT A NATIONAL LEVEL

PROJECT 1: Gender Awareness Workshop for Media

Summary: This project will use the most recent GMMP findings and the timeline for the project will be 2008 – 2011.

Objectives:

- To sensitize the media to the importance of including a gender perspective or analysis in their news coverage;
- Capacity- building activities, enabling the media to use gender sensitive language in order to minimize gender stereotyping;
- To encourage the media's use of GMMP research findings.

Target Audience: Editors, sub-editors, journalists, radio disc jockeys, news presenters, freelancers, civil society groups that produce media features, government information service, media policy makers, Broadcast Commissions; Ministries of Transport, Communication and Tourism etc.

PROJECT 2: Civil Society Media and Gender Awareness Project

Summary : This project will target civil society, with specific emphasis on youth groups. The decision to focus on youth groups is based on two key factors: (i) the short life span of the project, which may not allow for activities that would cover the broad spectrum of CSO's; and (ii) the belief that this audience will be more receptive to interventions aimed at changing cultural values and norms in the areas of gender and the media. The project will be completed in two phases.



Objectives:

- To increase people's awareness of gender as it relates to the media, in order to facilitate their participation as media 'watchdogs'.
- Phase one: Hold awareness sessions with groups with proven experience in activism;
- Phase two: Select participants (from the first phase) with clear leadership skills to train as PEER EDUCATORS. These peer educators will function as a satellite group, and will then continue the awareness in other community groups;
- Incorporate popular education and interactive sessions.

Target Audiences: Civil society organizations and community groups.

B. PROJECTS AT A REGIONAL LEVEL

PROJECT 3: Regional GMMP Training of Trainers

Summary: This project will use the most recent GMMP findings and the timeline for the project will be 2008 – 2011. The regional training will be a preparatory step towards WACC's GMMP Monitoring in 2010. The training will be offered to persons who will participate in the next round of GMMP monitoring, and will draw on the expertise of past participants. The proposed venue for the regional training is Grenada; and the target countries are: *Jamaica, Suriname, Trinidad and Tobago, Guyana, Grenada, Haiti, Barbados, Belize, St. Lucia, Antigua, Curacao, Cuba, Santo Domingo, Martinique, Guadeloupe, St. Vincent & the Grenadines and Anguilla*.

Objectives :

- To develop a cadre of dedicated individuals who will be able to effectively participate in the 2010 GMMP monitoring; and in the long term, to produce regional statistics on gender issues within the news media.

Target Group: The regional training will be provided for two participants from each territory

PROJECT 4:Research into Codes of Practice, Codes of Conduct, Style Books, Codes of Ethics

Summary: As a follow up activity to the regional training outlined above (Project three), research will be conducted to provide a broad understanding of the policy guidelines and practices employed by the regional media industry. Participants of the regional GMMP training workshop will be required to collect data, at the national level, on codes of conduct and practice etc.

Coming out of this, a regional workshop will be held, with the objective of developing a Plan of Action for further intervention.

Objectives

- To develop standardized codes and practices for media practitioners, both at the national and regional levels.

PROJECT 5: Gender Intervention in all communication courses for Community Colleges

Summary: Recognising that most media workers are trained at the community college level, the aim of the project will be to integrate gender into their curriculum, thus sensitizing them to their role in producing gender aware news reports. The proposed output will be the introduction of 'gender issues' into existing curricula.

Objectives:

- To sensitize journalists to gender and media issues during their basic training.

Target group: Tertiary institutions in the Caribbean offering communication courses accessed by journalists and trainees. Emphasis will be placed on community colleges.

PROJECT 6: Regional Directory of Female Experts and Spokespersons

Summary: This project will provide media houses with a regional directory of female experts and spokespersons, collectively representing a broad range of knowledge on diverse issues. At the national level, participating organisations will compile a list of female experts and spokespersons with an interest in working with the media. This national-level research will be fed into the completion of a regional directory.

Objectives:

- Based on the understanding that the news media typically portrays men in positions of authority, the directory will provide media persons with a clear and user friendly directory of female experts and spokespersons who are also 'media-friendly', ie, willing to facilitate the media by giving expert analysis and interviews.

Target group: Regional media houses, community radio programmes, government information services.

Signed: The Caribbean Association for Feminist Research and Action (Barbados, St. Lucia, Suriname and Trinidad & Tobago), Youth Council (Barbados), Women Issues Network of Belize (Belize), Grenada National Organisation of Women, Toucan Club (Guyana), Artists in Direct Support (Guyana), Rezo Fanm Radyo Kominotè Ayisyen (Haiti), AIDS Support for Life (Jamaica), PANOS Caribbean (Jamaica), Woman Inc. (Jamaica), Women's Media Watch (Jamaica), Women's Resource and Outreach Centre (Jamaica), SVG Human Rights & Women in Support of Equity (WISEE) (St.Vincent), Network of NGOs for the Advancement of Women (Trinidad & Tobago)

Kingston, Jamaica April 10 – 12, 2008

For more information, please send an email to Women's Media Watch, Jamaica at wmwjam@hotmail.com.

'Gender and media' at WACC's Congress 2008

The learning stream on 'Media as a Tool for Communications on Gender Justice and Women's Human Rights' at the WACC Congress explored: key issues that are central to feminist, and gender and media discourse and advocacy; how issues of gender equality and women's human rights are central to media accountability and professionalism in and through the media; and, how communication can advance gender justice and women's human rights struggles. On the next five pages you will find case study presentations by participants.

Case Study 1. Feminist Media Research

'People's Communication for Development Campaign: Feminist Media Research in the Pacific.'

Report on a case study presented by Sharon Bhagwan-Rolls, FemLINKPACIFIC: Media initiatives for women, Fiji.

Does access to new Information and Communications Technologies (ICTs) lead to the empowerment of women? This was the central question in research undertaken over three years in the Philippines, India, Thailand, Fiji and Papua New Guinea under the co-ordination of ISIS-International.

While ISIS-International has championed the use of ICTs among women's and other social movement organisations, it at the same time engages women in the participatory study to explore the critical question regarding the legitimacy of thinking in international circles that ICTs are beneficial, indeed necessary, for the development and empowerment of grassroots communities.

The specific research questions were how intermediary groups (defined as organisations that target grassroots women and respond to social issues) view new ICTs, how they have used them for grassroots women's empowerment, how grassroots women themselves view empowerment and new ICTs and how the work of intermediary groups has made an impact in their lives.

FemLINKPACIFIC in Fiji was one of the five country partners for



the research. Sharon Bhagwan-Rolls who led the team of researchers from femLINKPACIFIC presented a case study of the research. She explained the significance of the study, the research process, the findings, lessons learnt and recommendations for policy and practice.

RESEARCH FINDINGS

Technical barriers

While the internet, email, computers and mobile phones have much to offer, these are the least accessible to ordinary women. "Technology deprivation" is a result of the absence of the necessary infrastructure such as electricity and networks particularly in rural areas. Low levels of technological literacy among rural women and high costs of the new technology render new ICTs inaccessible.

In effect, according to the research report, the researchers found new ICTs to be more useful

in 'addressing the administrative concerns of organisations and in communicating outside of immediate community spaces'.

Oral Communications

The most empowering way of sharing information between intermediary groups and grassroots women remain oral communications, that is, story telling, popular theatre and face-to-face interaction. Interpersonal relationships are crucial for women's engagement in development projects and activities, in empowering women. The personal and human touch still overrides everything and should not be ignored despite the prevalence and power of new technologies.

Old is Gold

The study found communications tools such as radio and film to be the most effective tools in interacting with grassroots women. Radio was identified as the most accessible communications tool for grass-

roots women in four of the five countries studied, namely, Fiji, Papua New Guinea, India and the Philippines. Television was the most popular medium in Thailand. The popularity of radio stems from several factors. Radio reaches rural areas unlike other media whose reach is often times confined to rural areas. Radio is linguistically flexible given the possibility of using vernacular languages. Literacy is not an issue for radio, access costs are relatively low, electricity is not required and the technology is simple and easy to use.

Print media in the form of books, newsletters, posters and brochures were rated highly in Papua New Guinea and Fiji, especially given the lack of electricity for large segments of the Pacific Islands' populations.

Women's Realities to access information

One lesson learnt regards women's realities in terms of access to information. A woman's personal empowerment is closely linked to the availability of information in a format that she can understand or share further. Planning developments relating to new ICTs need to consider infrastructure issues, whether communities are able to contribute to local programming. There is an information and digital divide that exists in most societies, in particular between the urban and rural areas, between women and men, young and old, the disabled and those who do not suffer from disabilities.

The research reaffirmed the role of women's media, information and communication networks.

Research recommendations

The information society should be pluralistic and grounded in the practices of those at its core, that is, the people. There is a need for a more women-centered approach



Rural women in Fiji record their stories for broadcast on femTALK89.2FM, a women's community radio initiative by FemLinkPACIFIC

to information and communication, with a focus on developing community-centered information and media forms.

Access to information is a most powerful way to invest in women and girls especially in rural areas and remote communities. Information and communication networks should be strengthened to help overcome access and lack of information issues. This will contribute to addressing the ongoing marginalization of women.

The research report concludes that although 'new ICTs were not seen as empowering or effective communication tools, the lack of access to new ICTs further widens the divides that marginalise grassroots women. (Research report)

Beyond the issue of exclusion is the need for a more gendered understanding of the 'information society' phenomenon. [there is] also a need to recognize the value of communication in feminist and social movements'. (Research report)

The research report is published by Isis-International Manila in

'People's Communications for Development: How intermediary groups use communication tools for grassroots women's empowerment' (2007) edited by Tesa Casal de Vela and Mira Alexis P. Ofreneo.

The other country partners for the study were Aalochana Centre for Documentation and Research on Women in India, Civil Media Development Institute in Thailand and Help Resources Inc. in Papua New Guinea ♀

*FemLinkPACIFIC's URL:
www.femlinkpacific.org.fj*

Beyond the issue of exclusion is the need for a more gendered understanding of the 'information society' phenomenon. There is also a need to recognize the value of communication in feminist and social movements'.

- PC4D report, 2007

Case Study 2. Feminist Media Research

'Gender and Advertising in Southern Africa, 2007'

*Report on a presentation by
Sikhonzi Ndlovu, Gender Links,
South Africa*

Sikhonzi Ndlovu presented a second case study on feminist media research. The case study focused on innovative research by Gender Links on 'gender and advertising' in Southern Africa.

The purpose of the research was to establish how advertisements in Southern Africa represent women and men by analyzing the extent to which women and men appear in adverts, the roles that women and men play in advertising, the extent to which adverts promote or challenge gender stereotyping and how audiences perceive or are affected by such adverts.

Advertisements from Mauritius, South Africa, Zambia and Zimbabwe were included in the study.

Sources and subjects in advertising

The study found that women are more likely to feature in adverts than as news sources. While the Global Media Monitoring Project (GMMP) in 2005 found only 21% of news subjects – people who are interviewed or whom the news are about – are female, the Gender Links study found that the statistics virtually doubled in advertisements; 41% of advertisement subjects – voices and images - are women.

In no country included in the study were there equal numbers of women and men subjects. 'More women' however does not mean greater gender sensitivity, in fact, women's physical attributes are relied upon as a marketing ploy. The research also found that women are more likely to be seen than heard; they dominate in images on billboards (54% of sub-

jects), in print (42%) and on radio (35%).

Gender stereotyping

Advertisements perpetuate gender stereotypes to a very large extent with 62% of monitored adverts portraying women and men in stereotypical ways.

Billboards have the highest number of stereotypes, to the extent of more blatant stereotypes where the relationship between image and product is non-existent.

Older women were non-existent in the images. There were however a few examples of gender aware adverts.

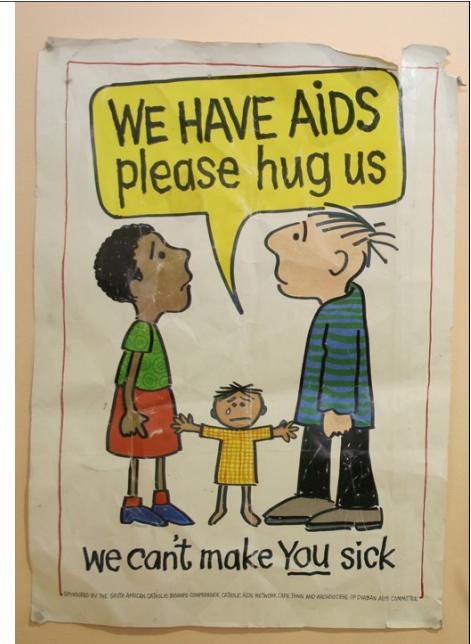
Roles

The study found that women appear more in domestic settings e.g. home-maker at 58%, parent/caregiver (80%), domestic worker/gardener (76%). When they appear outdoors, the emphasis is on their femininity, for instance as beauty queens at 84%. When men appear in advertisements, they are portrayed more in professional roles at 67%; as business people (62%), sales people/marketers at (66%) and politicians (68%).

The invisibility of older women in advertisements reinforces subtle stereotypes. No matter what the product, from eye glasses to food, younger women dominate. 48% of women in advertisements are in the 20 – 35 years age bracket.

Gender aware adverts

Among the countries in which the study was implemented, Mauritius was found to have the highest number of gender-aware adverts while Zimbabwe had the lowest.



Gender aware consumers

The study found consumers have a high degree of gender consciousness. Both women and men have started to question the objectification of women in adverts.

Significance

Advertisements not only influence what the public consume but they also influence public opinion and shape worldviews. Advertisements portray and interpret society's definition of roles for women and men, that is, definitions on 'femininity' and 'masculinity'. Research on advertising is important given the reach of advertisements in homes and all over public spaces.

Lessons learnt

There is a thin line between freedom of expression and sexist advertising. It is important to engage with the advertising industry as a space for struggle for those concerned with respect for women's human rights and gender equality.

*For more information on this study, contact Gender Links at
research@genderlinks.org.za
www.genderlinks.org.za*

Case Study 3. Advocacy in Action

'Elements of Children's Code for Programming Jamaica: The Women's Media Watch Journey'



*Report on a presentation by
Dawnette Hinds-Furzer, Women's
Media Watch, Jamaica*

Women's Media Watch (WMW) began to advocate for a code in 1996. We started by writing letters to the editor contesting the broadcasting of content inappropriate for children at times when children primarily watched television.

In 1997 we began engaging the Broadcasting Commission – the regulatory organization – in dialogue. This led to the sensitization of managers so they would be able to view programmes through 'our' lenses. Many debates with media personnel ensued, persons who felt what we wanted was censorship.

Media roundtables were organized strategically by collaborating with the University of the West Indies MONA, Media Dept. CARI-MAC, with the view of sensitizing media practitioners and other NGOs and community based or-

ganizations on issues of gender.

Out of this grew a course taught by WMW. More voices were now added to the call from many NGOs, faith based organizations, community based organizations and individuals.

The Children's Code for Programming was born in 2002 while implementation commenced three years later in 2005. In early 2007 public education began regarding the use of the Code by the print media.

Elements of Children's Code for Programming

The Children's Code has 3 broad elements.

The first is *rating*, that is, the assessment of the nature of problematic material in all programming. The degree of violence, sexual content and offensive language are rated.

The second is *scheduling/filtering*, meaning, ensuring that programming is only transmitted to the appropriate audience, according to the type of problematic material it contains.

The third are *advisories*, that is, information about the nature and amount of problematic material in programme or channel. Advisories are presented as a written graphic and aurally as voice-over.

Lessons learnt

The journey to successfully lobbying for the Children's Code for Programme taught us of the need to be aware of the target audience, to offer alternatives in addition to critiques, and to consult with all relevant stakeholders at the very start of the advocacy process.

*For more information on this experience, contact
Women's Media Watch Jamaica
wmwjam@hotmail.com
www.womensmediawatch.org*

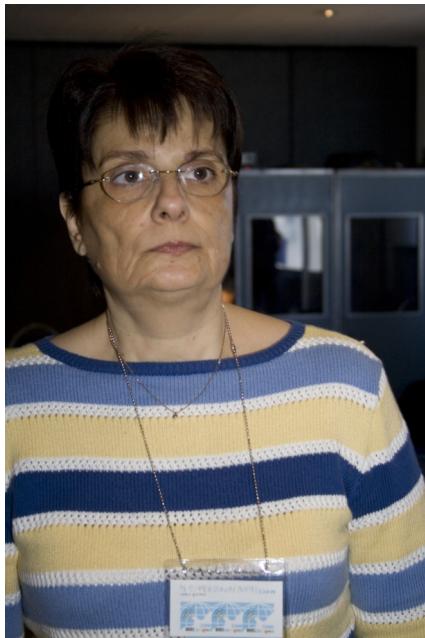
Ce qui fait la force du GMMP en tant qu'outil de changement, c'est qu'il propose des résultats tangibles et des chiffres concrets ... Lorsque l'on discute des carences ou des défauts observés dans les images des médias internationaux, les résultats tangibles, accompagnés d'exemples concrets, attirent l'attention des professionnels des médias de façon beaucoup plus immédiate que ne le peuvent les arguments théoriques ou abstraits. Voilà l'essence du moniteur des médias, et plus particulièrement du GMMP.

—Rapport du GMMP, 2005

Case Study 4. Practical response to the findings of the GMMP

'Online directory of women experts' - Middle East and North Africa region

Report on a presentation by Hoda Badran, Community Media Network, Jordan



Hoda Badran from Community Media Network (Jordan) presented a case study of the 'online directory of women experts' to illustrate concrete action responding to the findings of the 3rd GMMP.

The directory is the outcome of recommendations at a training workshop on gender and media advocacy for the Middle East and North Africa (MENA) region. The workshop was one in a series of regional training seminars organised in the context of the follow-up to the 3rd Global Media Monitoring Project (GMMP) held in 2005.

The MENA workshop was co-organized by WACC and Community Media Network (formerly known as AmmanNet) in Jordan in

December, 2006. Participants from gender and media organisations in Jordan, Syria, Lebanon, Palestine, Egypt, Morocco and Algeria attended.

The GMMP found that expert opinion in the news is overwhelmingly male. Women barely make the news as authorities and experts. Men constitute 83% of the experts in the news and 86% of spokespersons. By contrast, women appear in personal capacity as eye witnesses, giving personal views or as representatives of popular opinion. Women's opinions from their standpoints as professionals are silenced in the news in as much as the women are invisible as experts.

Such reporting has implications at the individual, the family and societal levels. It constitutes a structural barrier for women's progress as professionals and negates their contribution and participation in societal development.

The directory of women experts is intended to mitigate these gaps by making available a reference tool for journalists and reporters committed to producing gender-equitable news content.

Badran explained that the directory would be a reference tool for journalists and reporters as well as increase the number of women offering advice and information on

different issues in their capacity as experts.

Community Media Network in collaboration with a local information technology (IT) company developed a bilingual (Arabic/English) website to host the online directory. Populating the directory entailed innumerable telephone calls to women renowned in their fields to lobby for their support by way of agreeing to be included in the directory. The women as well provided additional names of other women to be contacted and facilitated links with the new contacts.

The website was launched in July, 2008 and an email with the link to the site was circulated to all the contacts in the directory. While the website is already live, it is also a work in progress. It is searchable by country and its functionality will be improved by making it searchable by theme as well.

Efforts to popularize the directory in media houses in the MENA region are underway to ensure the directory becomes an indispensable tool for gender-conscious media practitioners committed to producing gender-fair, gender-balanced media content ♀

The directory can be accessed at www.ammannet.net/look/woman

دليل المرأة العربية

Arab Woman Activities Directory

عربي

Links

Documents

Arab Countries

Directory

Advocacy Tools: Policy Frameworks for Advocacy

Several international and regional conventions and declarations provide a rights-based framework for gender and media advocacy, as well as a basis for the role the media should and can play in promoting women's human rights and gender equality.

National legislation, policies and guidelines by public regulatory bodies and codes by the media industry itself provide a further basis for advocacy for gender-just media. Knowledge and awareness of policy frameworks is crucial for gender and media activists to properly focus and shape their advocacy initiatives.

Case study of a regional policy framework

The Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa

The Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa was adopted at the 2nd Ordinary Session of the Assembly of the African Union in July 2003 by 53 countries. Signatories to the protocol committed themselves to promoting gender equality and protecting the rights of women.

The following sections of the Protocol calls on states to ensure that gender equality is emphasised and upheld in communication:

Article 2: Elimination of Discrimination Against Women

- States Parties shall commit themselves to modify the social and cultural patterns of conduct of women and men through public education, information, education and communication strategies, with a view to achieving the elimination of harmful cultural and traditional practices and all other practices which are based on the idea of the inferiority or the superiority of either

of the sexes, or on stereotyped roles for women and men'.

Further more, on the rights of women to education and training (Article 12), the Protocol calls on states to take all appropriate measures to:

- Eliminate all forms of discrimination against women and guarantee equal opportunity and access in the sphere of education and training;
- Eliminate all stereotypes in textbooks, syllabuses and the media, that perpetuate such discrimination;

Lastly, Article 26 which focuses on implementation and monitoring requires:

- States Parties to ensure the implementation of this Protocol at national level, and in their periodic reports submitted in accordance with Article 62 of the African Charter, indicate the legislative and other measures undertaken for the full realisation of the rights herein recognised.
- States Parties to adopt all necessary measures and in particular provide budgetary and other resources for the full and effective implementation of the rights herein recognised.

The Protocol's emphasis on protecting women's rights and promoting gender equality through information, education and communication strategies as well as the importance it gives to the elimination of stereotypes in the media, provide a continent-wide framework for me-

dia and gender advocates in Africa to draw on in various advocacy campaigns.

Advocacy may entail:

- Lobbying respective national governments to ratify the Protocol.
- Monitoring the implementation of the Protocol by governments, regulatory bodies and the media (for instance through the development of media policy guidelines which recognise and value gender equality and emphasise the elimination of stereotypes of women in the media).

The Protocol has been ratified by 53 African countries.

*Complete text of the Protocol at:
www.achpr.org/english/_info/women_en.html*

*Version française:
http://www.achpr.org/francais/_info/women_fr.html*

News: WACC-supported project

'Media and Gender Justice in Swaziland'

Partner: Swaziland Media Gender Watch

The project is implemented by Swaziland Media Gender Watch (SMEGWA).

The project aims to increase women's voices in the media so that issues affecting women who are often the marginalized group are heard through the media in Swaziland.

Activities include training of journalists on gender, poverty and HIV and AIDS reporting and engaging media managers, editors and journalists on the GMMP findings to increase women's voices in the news.

The project is expected to increase the capacity of journalists in gender-sensitive reporting on poverty and HIV and AIDS and to correct the gender imbalance of voices in the news in Swaziland.

PROGRAMME 'MÉDIAS ET JUSTICE POUR LES GENRES'

Soutien de projet

La représentation stéréotypée et inégale des femmes et des hommes dans les médias principaux constitue l'obstacle majeur pour atteindre l'égalité des genres, un développement durable et les droits à la communication pour tous. Les projets devront promouvoir une représentation équitable et équilibrée des femmes et hommes dans les médias.

La WACC considérera un soutien pour les projets qui :

1. Développent la capacité des organisations travaillant sur les questions du genre et les médias pour le monitorage des médias selon une perspective du genre.
2. Développent la capacité des organisations travaillant sur les questions du genre et les médias pour préconiser des médias sensibles aux questions du genre.
3. Etablissent une relation avec les médias pour élaborer des politiques, des directives et des codes de conduite pour des médias sensibles aux questions du genre.
4. Promeuvent l'éducation aux médias du point de vue du genre mettant l'accent sur l'éducation aux médias pour jeunes femmes.

Media & Gender Monitor
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PROGRAMA JUSTICIA DE GÉNERO Y LOS MEDIOS DE COMUNICACIÓN.

Apoyo a proyectos

La representación desigual y estereotipada de la mujer en los medios de comunicación de masa es uno de los mayores obstáculos para lograr igualdad de género, desarrollo sostenible y derechos a la comunicación para todos. Los proyectos apoyados promoverán una representación justa y balanceada de mujeres y hombres en los medios.

La WACC considerará apoyo para proyectos que:

1. Desarrollen la capacidad de aquellas organizaciones que trabajan en temas de género y medios para monitorear los medios desde una perspectiva de género.
2. Desarrollen la capacidad de aquellas organizaciones que trabajan en temas de género y medios de hacer campañas de incidencia a favor de medios que tengan sensibilidad de género.
3. Establezcan una relación con los medios de comunicación masivos para que éstos desarrollen y adopten políticas, pautas y códigos de conducta en relación al género.
4. Promuevan la educación para los medios desde una perspectiva de género con énfasis especial en la educación para los medios para mujeres jóvenes.

MEDIA AND GENDER JUSTICE PROGRAMME Project Support

Stereotyped and unequal representation of women and men in the mainstream media is a major impediment to attaining gender equality, sustainable development and communication rights for all. Projects will promote the fair and balanced representation of women and men in the media.

WACC will consider support for projects that:

1. Develop the capacity of organisations working on gender and media issues to monitor the media from a gender perspective.
2. Build the capacity of organisations working on gender and media issues to advocate/campaign for gender-sensitive media.
3. Establish a relationship with the media to develop policies, guidelines and codes of conduct for gender-sensitive media.
4. Promote media literacy from a gender perspective with a particular focus on media literacy work with young women.

Results of online poll at
www.whomakesthenews.org

Q. Do you think there is a strong link between gender representation in the media and gender-based violence in society?.

