

Media&Gender Monitor

No. 20

Julio/Juillet/July 2009

WACC



GMMP
Proyecto
de Monitoreo
Global
de Medios



GMMP
Projet
Mondial
de Monitorage
des Médias



GMMP
Global
Media
Monitoring
Project

Noticias / Nouvelles / Update GMMP 2009/2010

Aun falta un poco mas de 4 meses para que se lleve a cabo el día mundial de monitoreo de los medios para GMMP 2009/2010!

El GMMP es una investigación longitudinal de los medios de comunicación y un proyecto de incidencia publica en ejecución desde 1995 con objetivos de lograr una representación justa y equilibrada de género en y a través de los medios de comunicación. El día mundial de monitoreo de los medios para GMMP 2009/2010 será a principios de noviembre de 2009.

El más reciente GMMP en el 2005 halló que las mujeres tiene una doble posibilidad de ser presentadas como víctimas que los

I nous reste quatre mois avant la quatrième journée mondiale de monitorage des médias pour le GMMP 2009/2010!

Le Projet Mondiale du Monitorage des Médias (GMMP) est une étude globale réalisée chaque cinq ans depuis 1995. Elle cherche à promouvoir une représentation juste et équilibrée de genre dans et à travers les médias de nouvelles. La journée mondiale de monitorage pour 2009/2010 aura lieu début novembre, 2009.

Le GMMP le plus récent mené en 2005 a constaté que les femmes ont deux fois plus de chance que les hommes d'être représentées comme victimes. Il a aussi constaté que 86% des porte-paroles dans les nouvelles sont hommes, pen-

Just over 4 months are remaining before the global media monitoring day for GMMP 2009/2010 takes place!

The GMMP is a longitudinal news media research and advocacy project running since 1995 aimed at achieving fair and balanced gender representation in and through the news media. The global media monitoring day for GMMP 2009/2010 will be in early November, 2009.

The most recent GMMP in 2005 found that women are more than twice as likely to be portrayed as victims than men in news stories. 86% of all 'spokespeople' in the news are men while women are featured as 'experts' only 17% of the time. Women make up more

Editorial

'The GMMP can be likened to a giant workshop where the participants are active audiences from all over the world. Those who join the GMMP realize for the first time that they are all seriously thinking about the same media issues at the same time'. These are the words of the late Dr. Midori Suzuki reported in the Journal of the Asian Network of Women in Communication (Issue 1, Dec. 2005). Dr Suzuki, a feminist, media researcher and professor of Media Studies at Ritsumeikan University in Kyoto who was actively involved in the GMMPs of 1995, 2000 and in the GMMP 2005 steering committee recognized the GMMP's value as a 'practical media literacy activity'.

Dr. Suzuki's passion for active audiences catalyzing media transformation lives on in the hundreds of volunteers all over the world preparing to participate in the global media monitoring day for the Fourth GMMP in November, 2009. Not to forget the others working behind the scenes to make GMMP happen. The working group of civil society activists, media practitioners and university researchers drawn from every continent engaged in a virtual discussion on different aspects of the preparatory process. International allies and partners including the International Federation of Journalists (IFJ), UNIFEM, UNESCO, global feminist associations, individuals and organisations whose recognition of the GMMP as a tool for change is manifested in a multitude of ways. Thank you for being part of the movement.

Indeed the GMMP is a movement uniting individuals, groups and organisations across all identities imaginable, with divergent motivations for taking part. How we explain our reasons for engagement is important. That we engage in the first place is arguably more important. In this issue are articles by some who participated in the Third GMMP in 2005. You will also find information on how you too can join the movement.

In this issue WACC's partners in Argentina, Bolivia and Nepal

Media&Gender Monitor

WACC, 308 Main Street
Toronto, Ontario, M4C 4X7
Canada

Editor: Sarah Macharia.

Team: Chloe Shantz-Hilkes,
Gisèle Langendries, Maria
Teresa Aguirre

Contact us:
info@whomakesthenews.org
www.whomakesthenews.org



Sarah Macharia, Editor

Inside this issue:

	Page
News On(the)line: Monitoring Internet news	4
La Mujer Mediatisada. Sonia Santoro, Asociación Civil Artemisa Comunicación, Argentina	5
The GMMP: Unity, Partnerships, Change	6
GMMP Experiences	
Stop, rewind, replay. Judith Smith Vialva, SAMGI, South Africa	6
Heightened awareness. Aniela Gella Saaiman, SAMGI, South Africa	7
Generating Media Accountability: Making the GMMP happen in Nigeria. Nkem Fab-Ukozor, SMI, Nigeria	8
Gender Equality in the Newsroom. IFJ Conference on Gender and Ethics. May 2009 Lavinia Mohr, WACC	9
Ethique et Genre: Egalité dans les salles de redaction. Déclaration de Bruxelles	10
Getting the Balance Right: IFJ handbook on gender equality in journalism	11
Mujeres y medios de comunicación. Miriam Suárez, Casa de la Mujer, Bolivia	12
Campaign on Media Literacy for Women. Manju Thapa, ASMITA, Nepal	13
How to gather evidence to support advocacy. From Mission Possible: A Media Advocacy Tool- kit, WACC	14
Las Mujeres en los Medios de Comunicación	16

*What issue do you consider most important for
media monitoring from a gender perspective?**

Environm

ent

3%

Health

2%

Peace/con
flict

12%

Politics

30%

Poverty

18%

Gender
Based
Violence

35%

*Online poll at www.whomakesthenews.org

EI GMMP ...de la página 1

los "portavoces" en las noticias son hombres, mientras que las mujeres se presentan como "expertos" sólo el 17% del tiempo. Las mujeres constituyen más de la mitad de la población mundial pero sólo aparecen en el 21% de los titulares de las noticias del mundo. Los medios de comunicación tienen una doble posibilidad de reforzar los estereotipos de género en vez de desafiarlos. ¿Cómo ha cambiado la imagen y la representación de género en y a través de los medios de comunicación desde el 2005? Participa en el GMMP 2009/2010 en este mes de noviembre para poder averiguarlo.

El éxito de anteriores iteraciones de la GMMP se debe en gran parte a la dedicación de cientos de voluntarios de alrededor del mundo para monitorear la radio local, la televisión y los medios de comunicación impresos. Los voluntarios aplican las guías de monitoreo para descifrar noticias que son publicadas en cada uno de los medios de comunicación durante el día mundial de monitoreo. Ofrece tus servicios de voluntario para monitorear en:

www.whomakesthenews.org/contact-us.html.

Visita el foro de debate de GMMP para publicar temas de discusión o responder a comentarios. Únete a la comunidad de GMMP en Facebook y invita a tus amigos! Ayudar a difundir el mensaje sobre el GMMP e inversamente, inicia una reflexión crítica sobre las dimensiones de género de los medios de comunicación.

Le GMMP ...de page 1

dant que moins de 17% des personnes figurées comme 'experts' sont femmes. Les femmes constituent 52% de la population mondiale mais ne représentent que 21% des personnes qui figurent dans les nouvelles. Il est aussi deux fois plus probable que les médias vont renforcer les stéréotypes du genre au lieu de les défier. Comment la représentation du genre dans les médias a-t'il changé depuis 2005 ? Participez au GMMP 2009/2010 ce novembre pour savoir !

Le succès du GMMP est grâce aux efforts et du dévouement des centaines de volontaires partout dans le monde qui ont contribué au moniteur de leurs médias locaux de nouvelles y compris les journaux, les stations de radio et de télévision. Chaque fois que le GMMP se déroule les volontaires appliquent les guides de moniteur pour coder les nouvelles de la journée. Visitez www.whomakesthenews.org/contact-us.html pour vous inscrire comme volontaire!

Sur le site web il y un forum de discussion où vous pouvez poser des questions, contribuer vos idées ou réagir aux postes des autres. Le GMMP est aussi sur Facebook—devenez membre de notre communauté en ligne de Facebook et invitez vos amis!

Aidez nous à propager le GMMP et à catalyser la prise de conscience sur la nécessité d'une représentation médiatique plus sensible à l'égalité des sexes.

The GMMP ...from page 1

than half of the world's population but are featured in only 21% of the world's news headlines. News media are twice as likely to reinforce gender stereotypes than to challenge them. How has gender representation and portrayal in and through the news media changed since 2005? Participate in GMMP 2009/2010 this November to find out.

The success of previous iterations of the GMMP owes largely to the commitment of hundreds of volunteers around the world to monitor their local radio, television and print news media. The volunteers apply GMMP monitoring guides to code news stories appearing in each media during the set global media monitoring day. Numerous more volunteers are needed in every participating country. Volunteer as a monitor at

www.whomakesthenews.org/contact-us.html.

Visit the GMMP online discussion forum to post discussion topics or react to comments.

Join the GMMP community on Facebook and invite your friends! Help spread the word about the GMMP and inversely, trigger critical reflection on the ways in which news media are implicated in perpetuating or dismantling gender-based inequalities.

Mayor información
de plus amples informations
More information
www.whomakesthenews.org

News On(the)line

...monitoring news on the Internet

While the statistics vary starkly by region and country, it is undeniable that Internet use is rising. Further, several studies show the number of internet users obtaining their news online is increasing.

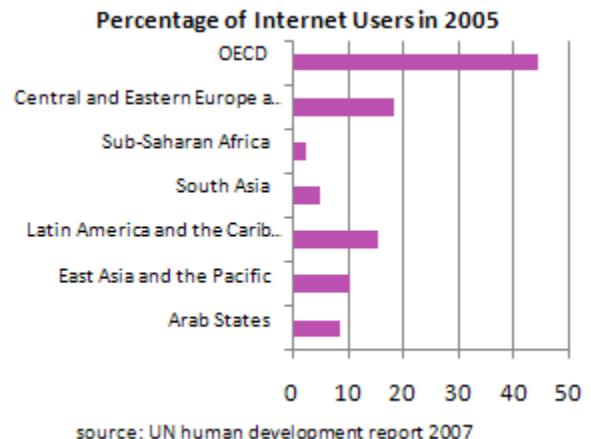
This is the impetus for the inclusion of 'online news sources' as a medium to be monitored on a pilot basis, during the Fourth Global Media Monitoring Project (GMMP 2009/2010).

A number of considerations arose when attempting to develop guidelines for monitoring internet news. What criteria could be applied to determine which countries could participate in the pilot monitoring? How were internet sites to be selected and how many could monitors in participating countries include? How many stories could be coded and

how were these to be selected? Questions like these opened up a veritable floodgate of uncertainties. After all, in the world of online journalism, the line between article and blog is sometimes faint, duplicated content is often hard to avoid and practically anyone can be a 'reporter'.

After extensive consultation and research, a pioneering methodology has been established for the first ever GMMP internet monitoring. The methodology will be distributed along with the materials for monitoring print, radio and television news.

While almost every country has a local major online news source, structural barriers make such sources less important than tradi-



source: UN human development report 2007

tional media news sources for the larger percentage of the population. Notwithstanding, it is important that internet news sources not be left out of gender media monitoring, however complex this may be, as such sources also contain gender dimensions that need closer attention in the current era of rapid globalisation ♀

In Sudipto Das' winning picture from WACC's 2009 Photo competition, "Portraying Gender," rural women in West Bengal, India challenge the men of their village to a boat race. Photographers were invited to submit photos that portray women or men in ways that offer new perceptions about their roles and responsibilities, photos challenging



'gender stereotypes' or, conventional understandings of 'femininity' and 'masculinity'. The Global Media Monitoring Project (GMMP) is particularly concerned with gender stereotyping in the news ♀

La Mujer Mediatizada

Por Sonia Santoro, directora ejecutiva de la Asociación Civil Artemisa Comunicación, Argentina

En octubre de 2009 comenzamos a realizar el proyecto “Video de comunicación y género para incidencia en medios masivos de comunicación”.

Este proyecto consistía en la realización de un video documental que hablar de las mujeres en los medios de comunicación, cuántas aparecían, como eran tratadas, si eran abordados o no y de qué manera temas vinculados a las mujeres, por un lado; y por otro, las mujeres en los medios desde la profesión: es decir, cómo vivían las mujeres periodistas el ejercicio de su trabajo en los medios masivos de comunicación.

La idea fue entrevistar a directivos y directivas de medios masivos de nivel nacional de Argentina, más que como forma de obtención de información como estrategia de acercamiento a ellos, de mostrarles la agenda de temas que se pueden abordar desde el género, y empezar, muy de a poco, a incidir en ellos. Esta estrategia respondió a nuestra experiencia previa en trabajo con periodistas a partir de capacitaciones y generación de contenidos, entre otras acciones. Veíamos que las periodistas, la mayoría mujeres, tenían un techo para abordar sus temas con una perspectiva más amable con los derechos de las mujeres y por la equidad entre mujeres y varones. Ese techo era el medio mismo en el que trabajaban.

Entonces, la mujer mediatiza fue realizado con dos objetivos principales:

1-Acercaos a directivos/directivas de medios para empezar a informarlos y sensibilizarlos sobre la necesidad de empezar a prestar atención al enfoque de género, tener ciertos cuidados al abordar lo que hacen las mujeres y sus derechos, darles más visibilidad a las mujeres, etc.

2-Informar y sensibilizar a periodistas y comunicadoras/as acerca de que el modo en que los medios masivos cuentan lo que cuentan, puede ponerse en cuestión y pueden generarse otras maneras de hacer periodismo.

Así fue que participaron del video 19 entrevistados/as. Por otro lado, entrevistamos a periodistas y licenciadas en comunicación para que nos dieran su punto de vista. Ellas fueron elegidas tratando de mostrar un abanico lo más abierto y amplio posible de ideas acerca del planteo



Panelistas asisten al lanzamiento del video

del video, buscamos que tuvieran diferentes edades, que trabajaran en distintos tipos de medios y que tuvieran mayor y menor (ya hasta nulo) compromiso con el enfoque de género y el feminismo.

Con ese material editamos un video de 26 minutos en donde las voces, diversas, se preguntan y contestan entre sí, dejando abierto el debate sobre el quehacer de los medios y las responsabilidades en torno al tratamiento de las cuestiones de género. Hicimos dos presentaciones con el material. Un taller para periodistas y docentes de periodismo, y luego una presentación abierta al público en el marco del Festival de Cine de Derechos Humanos, donde fue grata la presencia de espectadores más propios del festival que de los círculos del movimiento de mujeres de Buenos Aires.

Como resultado de la difusión del video y de los talleres hemos recibido muchos mensajes de agradecimiento de periodistas y especialistas en género y comunicación de distintas partes del mundo. Varias consideraron que el material les resultaba muy útil para sus clases de periodismo; otras decidieron colgarlo en sus páginas web; hubo muchas propuestas de seguir trabajando con el video en diferentes espacios educativos y del Estado.

El video hace sinergia con todo nuestro trabajo previo y el que seguimos haciendo, entonces, se potencia su impacto y se multiplican sus posibilidades de lograr la sensibilización que buscamos. Creemos que ha sido un proyecto que influyó y seguirá influyendo positivamente en la producción de mejores contenidos sobre mujeres y niñas, y también sobre varones, y por lo tanto, a una sociedad más equitativa ♀

The GMMP: Unity, Partnerships, Change

After the last media monitoring day—February 16th, 2005—emails flooded into WACC's offices from all over the world. Some were all business, containing summaries of the day's headlines or FYIs about the monitoring process. The vast majority were enthusiastic expressions of solidarity, excitement and goodwill.

"It's a great feeling of being a part of worldwide event!" wrote Gitiara Nasreen, national coordinator for the GMMP in Bangladesh.

"It is really exciting to know people all over the world are doing the same thing... we can hardly wait to see the results!" said William, Gemma, Nonceba, Jack, George and Adaobi, a media monitoring team in Sweden.

WACC was copied onto messages from media monitors in Japan, the Philippines, London and South Africa all wishing each other good luck.

"We've done it!" exclaimed an email from monitors in Georgia. "Have fun!" said another.

As Margaret Gallagher author of the GMMP 2000 and 2005 reports once said, "[the GMMP is] one of the most extraordinary collective enterprises yet organised within the global women's movement.'

The GMMP's multi-faceted approach is unparalleled and the facts and figures that it produces

have proven to be an invaluable tool for change.

The project's quantifiable benefits are only a small portion of its merits. Indeed, perhaps the most significant attribute of the GMMP are the national, regional and global partnerships the project generates across nations, regions and the globe, among grassroots groups, international organisations, activists, media practitioners, researchers in academia, students and all those who participate.

It is this collaborative spirit that allows the GMMP to have such an impressive scope. In 2005, monitors in over 70 countries collected data on almost 13,000 news stories. Altogether, information was collected on nearly 40,000 people—including sources, presenters and reporters—in the news.

GMMP 2009/2010 aims to have over 100 countries participating. Assuming there will be a similar breakdown on the number of sources coded per country, GMMP 2009/2010 will collect data on over 60,000 people in the news in just one day!

Aside from its broader-than-ever-before scope, GMMP 2009/2010 is important for a number of other reasons. It is intended to contribute to the Beijing + 15 review planned for March 2010 and the UN Millennium Development Goals summit scheduled for September 2010 ♀

GMMP Experiences

Stop, rewind, play

Judith Smith Vialva, Southern African Media and Gender Institute, South Africa

I was with great excitement that we approached the 2005 Global Media Monitoring Day. Our partners, MISA (Media Institute Southern Africa) South African Chapter, GenderLinks, Media Monitoring Africa and ourselves had chosen the media that we would be monitoring.

We had to limit the amount of media to be monitored as South Africa's media density is quite large in relation to some parts of the world. We had selected a diversity of media (print and broadcast) and we waited with bated breath for the 16th day of February. We monitored seven newspapers, five television stations and three radio stations.

Finally, the monitoring day dawned. It was a day unlike any other. The most extraordinary thing about that day was the lack of newspaper headline posters in the city centre. Travelling from home to the office it is a usual practice for us to read the newspaper headlines posted on lampposts, fences and anything really that will support the poster.

At the office the atmosphere was charged electricity; all the SAMGI media monitors were collecting the newspapers, gathering tapes to record the television and radio news. The photocopy machine was busy spewing out copies of the media monitoring grid whilst monitors were making sure that they had all the pages of their media monitoring guide. We agreed that we would start monitoring the morning newspapers first and would stagger the remaining monitoring over the next three days.

We had great fun monitoring the broadcast news as the monitors



Media Monitoring in South Africa, 2005

shared playful banter about who said what, when and where. Much rewinding, replaying and arguing and suddenly everyone starts remembering monitoring codes without having to refer to the monitoring guide. The camaraderie that brought us all together is unlike any team building workshop or task. We are united in our efforts with our colleagues around the world all focussed on the same event.

To quote South Africa's first female deputy president, Phumzile Mlambo Ncuka at her speech at the launch of the GMMP 2005 results, "At first glance 16 February 2005 was just another ordinary day around the world. What made it different was that thousands of people and hundreds of groups in 77 different countries across the world all sat down to monitor how women and men were seen, heard, and portrayed in newspapers, television, and radio."

Indeed many of us were tasked with the question – "Who makes the news?" It was clear from the many monitoring sheets that we had completed, that very little had changed since the 2000 GMMP Report.

SAMGI through its media watchdog project, Women's Media Watch, has a long history of monitoring for the GMMP. This was our third global

media monitoring contribution and the second as the South African country coordinator. We had successfully used the results of the previous media monitoring studies with notable success in our engagements with the media and our grassroots constituencies alike.

We have used the GMMP reports as an advocacy and training tool in our efforts to make an impact on the quest for gender equality. We have since trained many women in the outlying areas of South Africa to deconstruct the media and to critically analyse what the media is saying or not saying about women and men.

In the words of Professor Lizette Rabe, Head of Journalism, Stellenbosch University, "to train a group of rural volunteers in such a project is a novel approach to monitoring, with a synergistic outcome. Not only were the aims of the project achieved, but a group of individuals were empowered in the process to become media activists in their own right".

We eagerly look forward to our participation in the fourth GMMP, for that day when we will gather with a common purpose like anxious voters at the ballot box. What will the results be, will women ever make the news?

www.samgi.org.za

Heightened awareness

Aniela Gella Saaiman, South Africa

In preparation for the 16th of February 2005 the day the Southern African Media and Gender Institute (SAMGI) would part take in the Global Media Monitoring Project, staff were fortunate to have the expertise of William Bird, of the Media Monitoring Africa, at our Cape Town offices for a two-day workshop.

The purpose of the workshop was to provide an overview of the GMMP and to practice using the coding sheets when monitoring the media.

The workshop would at times become a lively debate and these were sparked by different perceptions on what constituted stereotyping and whether some of the broadcasts and publications required further analysis. But as much as there was debate there was also consensus on many issues and knowledge was shared among staff.

Being part of the GMMP was an exciting event especially knowing that the process was happening in tens of countries.

Being a monitor for the GMMP made me aware of the negative stereotypes within the South African media. I now scrutinise articles I read, and broadcasts I listen to and watch on television. I also question the ethics of the journalists and editors who should also be held responsible.

It's sad and worrying how negative stereotypes are used in tabloids especially the language used to describe females, both young and old as they are read extensively by the public.

I am very pleased that I could take part in the process and more so that I gained the knowledge of media monitoring and gender sensitivity within the media. It has assisted me personally with the articles I write and research as I concentrate on women's voices especially in the industries in which I work which are male dominated ♀

GMMP Experiences

Generating Media Accountability: Making the GMMP happen in Nigeria

Nkem Fab-Ukozor, Society and Media Initiative, National Coordinator for Nigeria, GMMP 2005 and 2009/2010.

Being the first time I'd handled a project of that magnitude. I was really excited about it. What's more, my research in the area of media and gender had helped to stoke the fire. The GMMP was like a baby I must help to nurture.

However, as events were unfolding I got challenged with the task of mobilization and fundraising in order to sustain the project in Nigeria.

As Nigeria is made up of six geo-political Zones including South-East, South-West, South, North, East, North-West, North-Central and the Federal Capital Territory, Abuja, the logistics and planning required a certain amount of prowess in terms of media selection for the monitoring.

In the end, a total of 18 media establishments, comprising of seven newspapers, five radio stations and

six television stations were chosen as sample for the study.

A group of 22 people made up of lecturers, students and media practitioners participated in the media monitoring. They were divided into six monitoring groups so as to effectively monitor media across such a vast nation. The monitoring zones included Enugu, Owerri, Umuahia, Uyo, Lagos and Abuja.

While some of the monitors assigned to the newspapers did not have to travel, about 15 of the radio and television monitors had to travel the day preceding the monitoring day to their respective monitoring zones. This was done to take care of logistical problems.

With 910,770 square kilometers of land and a population of over 150 million, Nigeria obviously occupies a large geographical space and presents certain other difficulties as

well. Monitors did not find it easy getting to their respective zones and in many regions they had to contend with limited facilities and periodic power outages.

In Lagos, Uyo, Owerri, Umuahia monitoring groups rented generators so that in the event of an outage they would be able to continue working. The monitoring group in Owerri had an even harder time of it with an outage occurring at the television station and disrupting the first major newscast of the day which came up at 17.00hrs. The monitors could not record the newscast but managed to collect the bulletin and also recorded the last major newscast for the day which came up at 19.30hrs.

In spite of the many hiccups, however, media monitors in Nigeria managed to collect enough data not only to contribute to the GMMP, but also to produce a national report following the analysis.

The report was eventually presented formally to the Minister of Information and Communications in Nigeria. Its production was made possible by the financial support of Chief Achike Udenwa, the former governor of Imo State, Nigeria. ♀



Media Monitoring in (clockwise from top left) Croatia, Guatemala, Argentina, Jamaica, Haiti, and China, 2005

Gender Equality in the Newsroom

International Federation of Journalists Conference on Gender and Ethics

By Lavinia Mohr, WACC

There is a new and fresh consciousness of gender equality and women's rights within journalism and the International Federation of Journalists' Aidan White, General Secretary of the International Federation of Journalists (IFJ) told representatives of about sixty journalists unions from forty-five countries around the world.

They gathered in Brussels to attend a two-day conference on Gender and Ethics: Gender Equality in the Newsroom on 30 -31 May 2009. The event was part of the IFJ's Ethical Journalism Initiative launched in 2008. In his remarks to the opening session, Mr White underlined the importance of upholding ethical standards within journalism. Journalism that reinforces stereotypes builds barriers to equality, he said.

The IFJ considers fair gender portrayal as part of ethical journalism, and sees it as a vital ethical challenge in journalism. He stated that fair portrayal goes beyond journalistic choices about pictures and language to include how the news agenda itself is defined and by whom. He underlined the benefit to journalism of partnerships with civil society groups such as WACC to make journalism stronger.

The working sessions of the conference began with a presentation by Lavinia Mohr, WACC's Director of Programmes, on the Who Makes the News? report of the Third Global Media Monitoring Project (GMMP 2005) on the representation of women and men in the news around the world. The GMMP is the largest and longest running research and advocacy project on gender repre-

sentation in the news. It provides extensive evidence about how journalistic routines and practices lead to unfair and unbalanced representation of women and men in the news worldwide. Its findings, based on monitoring over 13,000 news stories in 76 countries, show that fair and balanced representation in the news around the world remains an aspiration rather than a reality. The findings show some change for the better compared to the previous survey five years earlier. But if the rate of change is not increased, it will take decades to

reach fair and balanced gender portrayal in the news around the world. WACC invited the participants to take part in the next Global Media Monitoring Project.

Alton Grizzle, UNESCO Communication Development Division Programme Specialist, stated that gender equality in the media is still an aspiration rather than a reality. He pointed out that gender equality in the newsrooms and in the news agenda are inextricably linked. It is crucial, he said, that the news "reflect the world as seen through the eyes of women as well as men."

The contributions of conference participants made clear their concerns with three separate aspects of gen-

der equality and journalism: equality within the journalistic profession and working conditions for journalists; equality in journalists unions and union leadership, and equality in news content.

The final declaration recognised that "it is essential to hold strong to principles of ethical reporting to fight gender stereotypes, to combat aggressive behaviour, harassment, inequality in promotion, training and pay, and to stand up for dignity in our work as journalists and media pro-



Participants at the 'Gender and Ethics' Conference, Brussels, May, 2009

fessionals" and that "all media workers, journalists, and trade unionists should work together to improve ethical journalism, to respect the rights and dignity of all women, and to ensure that the images of women in media and society reflect the need to end all discrimination in social, economic, political and cultural life..."

The IFJ has recently published "*Getting the Balance Right: Gender Equality in Journalism*" in English, Spanish and French.

The conference was supported by the Norwegian Ministry of Foreign Affairs, UNESCO, International Media Support, and LO/TCO Trade Union Development ♀

Ethique et Genre: Egalité dans les salles de rédaction

*Déclaration de Bruxelles**

Nous, les 60 participants issus de 45 pays à travers le Monde et assistant à la Conférence de la Fédération Internationale des Journalistes intitulée *Ethique et Genre : Egalité dans les salles de rédaction* qui s'est tenue à Bruxelles les 30 et 31 mai 2009,

Considérant Les conventions internationales de l'OIT sur l'égalité de traitement entre les hommes les femmes

La Déclaration de la Fédération Internationale des Journalistes sur l'égalité des chances entre les hommes et les femmes adoptée en 1993 à Harare

La résolution et le plan d'action adoptés lors du Congrès de la FIJ à Séoul en 2001 et la résolution sur l'égalité des genres adoptée lors du Congrès mondial de la FIJ à Athènes en 2004.

Convaincus Qu'il est essentiel de s'appuyer sur des principes de reportages éthiques dans la lutte contre les stéréotypes liés au genre, contre les comportements agressifs, le harcèlement, l'inégalité dans des domaines tels que la promotion, la formation et le salaire, et dans la défense de la dignité dans notre travail de journalistes et de professionnels des médias,

Notant Qu'en cette période de crise économique mondiale qui souvent affecte les femmes plus que les hommes,

Insistant Sur le fait que tous les travailleurs des médias, journalistes et syndicalistes devraient travailler ensemble pour améliorer le journalisme éthique, pour respecter les droits et la dignité de toutes les femmes et pour s'assurer que les images des femmes dans les médias et la société reflètent la nécessité de mettre un terme à toute discrimination dans la vie sociale, économique, politique et culturelle, c'est d'une seule voix que nous

Condamnons Toutes les formes de violence, de harcèlement sexuel et d'intimidation dans notre profession et déclarons notre volonté de redoubler d'efforts pour mettre un terme à toutes ces menaces afin que toutes les femmes puissent évoluer dans le journalisme dans des conditions de sécurité et sûreté égales à leurs collègues masculins.

Les participants à cette réunion exigent que ces questions soient intégrées aux travaux fondamentaux des syndicats

et mis en lumière grâce à une formation sur les questions d'égalité des droits et de genre.

En **Afrique**, les journalistes se battent pour promouvoir l'égalité des genres non seulement dans les médias mais aussi dans la société en général. Les participants africains appellent à la promotion de la solidarité avec les femmes dans le journalisme et demandent aux syndicats plus de mesures prenant en compte les besoins des professionnelles des médias et encourageant une couverture médiatique plus sensible au genre.

En **Asie**, où les journalistes luttent pour la sécurité de l'emploi et l'égalité des genres dans les salles de rédaction, les participants venus d'Asie a) soutiendront des programmes et des formations basés sur l'égalité des genres sur le lieu de travail destinés aux syndicats et impliquant les journalistes, les rédacteurs en chef et les propriétaires de médias ; b) élaboreront des campagnes sur la sécurité de l'emploi organisées par des syndicats à l'attention de tous les journalistes ; c) soutiendront une formation sur la sécurité destinée à tous les travailleurs des médias évoluant dans des zones de conflit et d) organiseront des réunions annuelles sur le thème de l'égalité de genre avec des affiliés de la FIJ en Asie.

En **Amérique Latine**, les journalistes s'efforcent de défendre les droits universels des femmes dans le sillage des principes de la Déclaration de Buenos Aires datée du 30 août 2008. Ils exhortent la FIJ, par l'intermédiaire de son bureau régional, à mener une étude sur le statut socio-économique des travailleuses et demandent à la FEPALC, groupe régional de la FIJ, de créer un poste de Secrétaire au Genre qui collaborera avec les syndicats de la région en vue de l'élaboration de campagnes concrètes destinées à renforcer le genre et le leadership chez les femmes.

En **Europe**, les participants à la réunion notent que les journalistes luttant

pour endiguer les effets de la crise financière affrontent une mutation profonde impliquant la convergence des différentes plateformes médiatiques. Les problèmes actuellement rencontrés par les femmes sont accentués par les employeurs qui utilisent l'excuse des difficultés financières pour tirer profit de la position déjà vulnérable des femmes journalistes.

En cette période de crise de l'emploi, de baisse du niveau de commandes et de dégradation des conditions de travail, les syndicats doivent s'assurer que la question de l'égalité n'est pas marginalisée et oubliée lors de futures négociations majeures. Les participants à la réunion demandent à la FIJ et son organisation régionale, la Fédération Européenne des Journalistes, d'assurer une promotion vigoureuse de l'égalité des droits comme un élément de négociation dans les travaux syndicaux et de prendre des mesures pratiques afin de les affirmer.

Au **Moyen-Orient**, les participants à la réunion notent que les journalistes luttent contre la discrimination et l'existence d'un plafond de verre excluant les femmes des positions dirigeantes et des promotions professionnelles. Les participants de la conférence insistent pour que la FIJ et son Conseil du genre encouragent les leaders syndicaux à mettre en place des structures de genre dans les syndicats où elles n'existent pas et à insister pour que tous les affiliés encouragent les femmes jouer davantage un rôle de leader. Il est particulièrement nécessaire de lutter contre les violations des droits des journalistes dans les zones de conflit tels que la Palestine et l'Irak où les journalistes sont sous le feu de tous les bords politiques. Une liberté de mouvement doit exister, tout comme la liberté de travailler librement dans le monde du journalisme.

En conclusion, les participants remercient le Ministre norvégien des Affaires étrangères, l'UNESCO, International Media Support, le développement syndical LO/TCO et la FIJ d'avoir rendu cet événement possible et ils exhortent la FIJ et ses affiliés, toutes régions confondues, à adopter en priorité les mesures et propositions nées de cette réunion ♀

*available in English / disponible en español www.whomakesthenews.org/news/brussels-declaration-may-2009-from-the-ifj-conference-on-gender-and-ethics.html

Getting the Balance Right: IFJ Handbook on Gender Equality in Journalism

"In every region and culture there are fixed images, deeply entrenched prejudices and biased reflexes that pose challenges to journalists and media." (Getting the Balance Right, 2009)

Getting the Balance Right is a new handbook on gender equality in the journalism released by the International Federation of Journalists in collaboration with the United Nations Educational, Scientific and Cultural Organisation (UNESCO).

Part one of the handbook is devoted to examining the role of women journalists . This section cites findings from GMMP 2005, that "57% of all television news presenters [are] women, yet only 29% of news items [are] written by female reporters."

The handbook dissects the troubling tendency of news media houses to relegate women to certain stereotypical beats while shunning them from the coveted realms of hard news, and from the editorial process. It reminds us that the age old problem of gender discrepancies in remuneration still persists and that workplace harassment remains a pertinent concern in many newsrooms.

Valuable strategies such as pay audits, health and safety assessments, equal opportunity legislation, and 'dignity at work clauses' are suggested as potential ways of avoiding gender inequality in the workplace. Guidelines—courtesy of the *International News Safety Institute*—are provided to help female journalists avoid sexual abuse while on assignment.

The subsequent section of the handbook is devoted to the coverage of women subjects by media practitioners—both female and male. Here, the limited coverage of female subjects in the news is highlighted both in terms of the *number* of stories with female subject and the *types* of stories with female subjects.

Women are far more likely to be featured in "soft stories" which deal with celebrity gossip, the arts, or lifestyle news than they are to make an appearance in the realm of hard news. Stories about politics, crime, and the economy nearly always feature men. Similarly, sources introduced as experts are almost exclusively male.

This section of the handbook also gives tips on how to ensure more equitable coverage of female and male subjects in the news ♀

The full text of the handbook is available for download at the UNESCO website:
portal.unesco.org/ci/en/ev.php-URL_ID=28397&URL_DO=DO_TOPIC&URL_SECTION=201.html



Lavinia Mohr (WACC) and Jim Boumelha (President, IFJ)

IFJ and WACC partnership for gender equality in media

On June 12th, 2009 the International Federation of Journalists (IFJ) and the World Association for Christian Communication (WACC) together drafted a memorandum of understanding intended to illuminate the shared goals of the two organisations and map out a path towards their achievement.

The two organisations recognized the need for gender equality in the work of media and for the promotion of ethical and quality journalism that would help build a culture of respect for gender rights in society at large.

This memorandum is symbolic of the partnership between the Global Media Monitoring Project (GMMP) and journalists worldwide.

The GMMP seeks to create a joint venture where media monitors and media practitioners are working *together* in the pursuit of gender justice in and through news media across the globe.

Just as the volunteer media monitors participating in the GMMP are diverse, so too are the groups that partner with the GMMP in the pursuit of news media policy and practice that are more gender-equitable, balanced and fair ♀

Mujeres y medios de comunicación

Miriam Suárez, Casa de la Mujer, Bolivia



Participantes en un taller organizado por Casa de la Mujer

La comunicación juega un rol principal en la tarea de contribuir a que las asimetrías de género se eliminan, la comunicación es transmisora de contenidos y por lo mismo, formadora de opinión. A través de la comunicación recreamos la cultura, los conocimientos, los afectos y también los estereotipos que reproducen, la discriminación contra las mujeres.

Casa de la Mujer, es una institución defensora de los derechos de las mujeres, capacita, difunde y defiende legalmente, ante los estrados judiciales a las víctimas de la violencia ejercida de distintas formas. Tiene como una de sus estrategias el abordaje a la violencia con la intervención multidisciplinaria de profesionales en el campo del derecho, la psicología, el trabajo social y los medios de comunicación. Entre los años 2007 e inicios del 2008, logramos un acuerdo con la WACC para trabajar de modo coordinado, productos radiofónicos donde las voces se mezclaran con pedazos de vida de las mismas mujeres. Lo sorprendente en este trabajo es el dolor, la vergüenza y en algunos casos, la resignación como factores comunes en los testimonios de las señoritas que decidieron romper el silencio y hablar.

El propósito del trabajo era que mujeres y hombres de la ciudad de Santa Cruz, adquieran una actitud crítica y constructiva sobre los medios de comunicación (radio, prensa y televisión), frente al tratamiento sexista y nega-

dora de los aportes de las mujeres a los procesos de transformación de la sociedad.

Se trata de que los medios de comunicación asuman la responsabilidad de ejecutar procesos comunicacionales, donde se trabaje el relato de la noticia con sentido crítico, sin el uso del lenguaje sexista que constantemente, reproduce el pensamiento masculino y de dominación. Casa de la Mujer considera que Bolivia vive un proceso de transformación cualitativa que pretende acabar con las matrices de la discriminación colonial, capitalista y patriarcal, el gobierno habla de una Revolución Cultural en marcha, nosotras las mujeres, afirmamos que no podrá haber Revolución Cultural, sino se cambian las condiciones de subordinación y desventaja de las mujeres en el país.

En Bolivia la representación femenina en el parlamento nacional, en lugar de incrementarse, disminuyó, hoy en la Cámara de Diputados tenemos 19 titulares y 37 suplentes, mientras que en la Cámara de Senadores, sólo hay una titular y 9 suplentes, algo similar ocurrió en la Asamblea Constituyente, la representación femenina no alcanzó la paridad esperada por las mujeres. De 255 curules sólo 88 fueron ocupados por mujeres. La histórica exclusión de las mujeres no acabó.

La pobreza abarca al 70 % de la población total de 9 millones de habitantes. Cada día mueren dos mujeres por complicaciones en el embarazo, en el parto, postparto y por abortos. De 10 mujeres, 7 sufren violencia, lo peor, es que el 73 % de estas agresiones, ocurren en el hogar. El salario femenino es la mitad o menos de los salarios de los hombres. En Bolivia, el 30 por ciento de los hogares están a cargo de las mujeres.

Los medios de comunicación no contribuyen a visibilizar esta realidad que coloca a las mujeres en condiciones de absoluta desventaja, invisibilizan a las mujeres y las convierten en objetos para la publicidad y el comercio, además de transmitir una imagen estereotipada que refleja a las mujeres como simples reproductoras o "mujeres bellas" listas para satisfacer el placer de los "otros". La ejecución del proyecto nos ayudó a capacitar a las mujeres en temas de su interés, nos aproximamos a sus problemas y tratamos de encontrar soluciones, aunque mu-

Campaign on Media Literacy for Women

Manju Thapa, Asmita Women's Publishing House, Nepal

The just-completed media literacy campaign for women implemented by ASMITA Women's Publishing House in Banke and Sunsari districts, Nepal is to be credited for a new consciousness in media consumers and Nepali media on the imperative for gender sensitive media.

The campaign's success is demonstrated in additional support to roll it out to 10 additional districts across Nepal, with funding from the Embassy of Finland in Nepal. The project replicated similar work undertaken in 2007 in Morang and Rupandehi districts. Both projects were supported by Women's World Day of Prayer (WWDP) through WACC.

One output of the recent project is a Media Literacy Package which fills the vacuum of a simple Nepali language publication about media for women and ordinary citizens in general. The package consists of reading materials and practical exercises. It includes a media monitoring manual developed based on the GMMP monitoring methodology. Facts and figures from the GMMP, 2005 report are included to clarify the subordinate representation of women in media throughout the world. The booklet continues to be widely disseminated in Nepal.

Evidence of unfair gender representation in Nepali media was collected through a 10-month monitoring period: Very little news directly related to women are published or broadcast in media; Other news are not presented from a gender perspective; Most of the news directly related to women pertain

to violence against women; Negative news about women is given prominence over positive news about them or their achievements.

The findings informed the edition of 70 in-depth and critical media monitoring reports . A comprehensive

...casa de la mujer

chas de éstas, no están en las manos de las ONG's y más bien, forman parte de las políticas de desarrollo con equidad de género que los gobiernos están comprometidos en aprobar y ejecutar.

Con ayuda del proyecto, descubrimos el maravilloso mundo de las mujeres indígenas, sus capacidades, sus visiones, los sueños que guardan y que tienen relación con sus historias orales, contadas por sus abuelas y mujeres ancianas de sus pueblos.

Trabajar con la comunicación es permitirnos la posibilidad de construir los nuevos discursos que respeten los derechos de las mujeres, dejan de mirarnos como objetos para promover el consumo y nos reconozcan como sujetas del desarrollo y las transformaciones sociales ♀

casa_de_la_mujer@cotas.com.bo

database for further policy advocacy was compiled. 3 concept papers on women and media were written,¹⁰ articles and several letters to the editor were published in local newspapers.

Large groups of female gender-aware media consumers were constituted as a result of workshops on media literacy from a gender perspective and 8 citizen/media interaction programs. 626 women attended the interaction programs. The media consumers internalized the need of regular feedback to media producers to make media useful in their lives. Some send feedback to media when they come across content they feel is either offensive or inspiring. They acknowledge the contribution of consumer feedback to increase media accountability.

Several journalists and media producers attending the interaction programs expressed lack of adequate and balanced coverage of women and pledged to adjust their reporting accordingly. Journalists and programme producers have started to quote and invite women as resource persons for their write-ups and broadcasts ♀

Contact: asmita@healthnet.org.np



Participants at media literacy session, Nepal

How to gather evidence to support advocacy

Training Module No. 5, 'Mission Possible: A Gender and Media Advocacy Training Toolkit'
(WACC, 2008)

<http://www.whomakesthenews.org/tools/mission-possible-a-gender-and-media-advocacy-training-toolkit.html> for full text

This module identifies different media research methods to gather facts intended to engage the media during advocacy. Approaches to gathering evidence include media monitoring, audience research and conducting a gender audit of the media.

Gender and media activists should work with facts when engaging with the media. There are different ways that activists can conduct research on the media to gather these facts, several of which are discussed in the module.

Media monitoring

Monitoring the media is an effective tool for gender and media advocacy. It is a systematic surveillance of media performance for the purpose of its description and critical evaluation. Mostly it generates knowledge about the media by focusing on content. The findings of monitoring can be documented in short reports and/or fact sheets. These can be used to raise awareness among journalists, editors and media managers, as well as advertisers, for the development of gender and media advocacy campaigns and for identifying areas where policy, codes and guidelines need to be developed.

The objectives of monitoring may differ. Analysis may be interpretative or quantitative; it may be a special 'case study'; it may focus on the language or narrative of news stories; the duration of analysis may be short or long; it can include one medium and single country or it may be comparative. Trends and changes, as well as media employment patterns can be monitored.

Monitoring how often women are quoted as primary sources is an example of quantitative monitoring. Qualitative monitoring would analyze gender biases, stereotypes, the change of value judgment, perceptions and attitudes.

Quantitative Monitoring Tool:

The GMMP tool is perhaps the most widely known for media monitoring

from a gender perspective. Monitors use the day's newspapers or a video or audio tape recording of the day's major radio or television newscast. Referring to specific questions in the tool about the story, monitors count, listen, observe, analyze and record their responses in the grid provided. Codes for all possible responses are provided to enable summary counts, averages and other statistical operations. The entire tool may be downloaded from the website www.whomakesthenews.org.

Qualitative monitoring helps to analyze the gender biases and prejudices that appear in the media. Bi-

ases are identifiable in the value judgments, perceptions and attitudes that are communicated through the language, placement of stories, sources chosen, focus of the story, and other journalistic and editorial choices.

Qualitative monitoring also helps to reveal how the media portrays the power relations between women and men, i.e., the position of women and men in the division of resources and responsibilities, benefits and rights, power and privilege. The use of gender relations as an analytical category shifts the focus from viewing women in isolation from men.

Sample questions to guide qualitative monitoring

1. Gender Roles, Power and Relationships

What activities are women and men shown doing in the media?
What activities are suggested as the ones men or women should do? Is the activity traditional or non-traditional?
Does it build the women's self-esteem?
Is the situation domestic? Public life? Community life?
What is the relationship between the people in the image or story? Who controls whom? Who helps whom?
Are women/men portrayed as active? Passive? Weak? Strong? Dominant? In control?
Who is the main character or informant in the ad, news, feature, soaps, and sitcom?
Whose views hold sway?

2. Treatment of Violence

Who are the perpetrators of violence? Women? Men? Heroes? Good guys? Bad guys?
Are the perpetrators of violence punished or rewarded?
Can you identify a link between how violence is reported and the gender of the reporter?
How do the media show people resolving conflicts?
How are rapes and assaults reported in the media? Are these reports sensationalized or trivialized? Sensitive or unbiased? Are the victims ridiculed or blamed?
How are violent crimes against women treated in entertainment (films videos)? Is the violence excessive?

-adapted from Whose Perspective? A guide to gender-sensitive analysis of the media, published by Women's Media Watch Jamaica, 1998

(Women's Media Watch
Jamaica, 1998)

The key areas in which women are often misrepresented in news media and therefore needing special attention in qualitative monitoring are:

1. Beauty Ideals
2. The Commodity/The Decoration
3. Sexuality/The Sex Symbol
4. Gender Roles, Power and Relationships
5. Treatment of Violence

Quantitative and qualitative monitoring combined can provide a rich resource to support gender and media advocacy work and to build effective campaigns ♀

What to look for when monitoring media images

Images that appear in the media also can be monitored for gender, as well as other characteristics, that help activists to establish patterns on how women and men are portrayed in the media. When monitoring images, look for:

- Age
- Sex
- Ethnicity
- Socio-economic group
- Location/Setting; rural, urban, inner-city
- Physical appearances
- Activity
- Occupation
- Situation/Place/Context
- Family Role/Family Status
- Personality Traits

*Source: Whose Perspective?
A Guide to Gender-Sensitive
Analysis of the Media,
Women's Media Watch, Jamaica, 1998*

Tips on how to present media monitoring findings

- Present findings to the change agents within the media (media management and media policymakers).
- Write articles to the media supported by the findings
- Distribute the recommendations widely and adopt a strategic lobby campaign for the relevant media houses to implement them.
- If the media interviews you about your gender and media issues of concern, extend the discussion to some on the spot media monitoring (*use the newspaper or broadcast of the day to illustrate, for example, women as sources, absence or portrayal of women, etc.*)

*Source: Getting Smart –
Strategic Communications for
Gender Activists in Southern Africa,
Colleen Lowe Morna & Lene Overland,
(eds), Gender Links and
Women's Media Watch, 2002*

Below: A sample
GMMP coding sheet
for print news.

Story					Journalist s/ Reporters	People										Analysis			Basic information		
1 Page number	2 Subject	3 Scope	4 Relevant policies	5 Sex		6 Person or secondary source?	7 Sex	8 Age - only if stated	9 Occupation/position	10 Function in story	11 Family relationship	12 Victim	13 Survivor	14 Direct quote	15 Photograph	17 Women central	18 Inequality	19 Stereotypes	20 Further analysis	Monitor code	Country code
6	46	4	2	-	1	1	0	8	2	0	0	0	0	0	2	1	3	2	321	55	El Universal
					1	4	0	2	2	0	0	0	1	0							
					1	1	0	2	2	0	0	0	0	1							
					1	1	0	2	4	0	0	0	1	1							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	17	18	19	20			

NEWSPAPER CODING SHEET - Example 1

Official use only

Comments & Explanations
Continue on back of sheet if necessary

16. In my opinion the photo

The next story starts here

Page ____ of ____

Global Media Monitoring Project 2009/10

Las Mujeres en los Medios de Comunicación

Extractos de un manual de los medios de comunicación producida por la Casa de la Mujer, Bolivia

Luchando por una lenguaje no sexista...

Las mujeres en la prensa escrita boliviana son sujetos secundarios, se ocupan de ellas en menos de la quinta parte de la cobertura global informativa y constituyen sólo el 18.49% del volumen noticioso.

Pero además son fuentes o referentes noticiosos sólo si acceden al ámbito público y representan una figura con poder, prestigio y jerarquía dependiendo de la coyuntura y los temas del momento. Las mujeres alejadas de los ámbitos de poder y cercanas a los mundos privados, cotidianos donde las principales protagonistas son ellas no tienen valor noticioso, a no ser que los hechos presenten elementos de impacto, violencia o sensacionalismo, allí si se habla de las mujeres golpeadas, violadas y otros casos similares.

Por otra parte, la mayoría de las noticias responden a la visión masculina / universal / natural del mundo a través del uso de términos genéricos que designan tanto a hombres como a mujeres, de esta manera se construyen los discursos sexistas o lenguaje excluyente de lo femenino.

Con relación al trabajo que se realiza en las emisoras, la visibilidad de las mujeres encuentra mayores espacios en el ámbito radial. Sin embargo también estos medios

pecan en la difusión de sus mensajes comunicacionales, que en muchos de los casos son conservadores machistas, contribuyendo de ese modo a la consolidación de la ideología patriarcal que tanto daño hace a los derechos de las mujeres.

Con relación a la producción televisa, aún continúa en algunos canales de TV, el abuso de la imagen de las mujeres principalmente jóvenes y adolescentes a través de la profanación visual de sus cuerpos apelando a una serie de recursos técnicos. Existen medios televisivos que claramente utilizan la imagen de las mujeres como simples accesorios, adornos adicionales a las escenografías, estableciendo así un mensaje implícito que es

captado de inferioridad de las mujeres y su consideración como objeto sexual.

¿Mujer como desearías verte en los medios?

“Visibilidad a través del lenguaje que deberían manejar las / los comunicadores.”

-Patricia Vargas, Comunicadora.

“Una persona que trabaja día a día, desempeña diferentes roles y colabora al desarrollo de nuestro país.” -Silvia Tacoo, Abogada.

“Ciudadana que aporta a la reflexión y al debate político , etc., en los temas de interés para las mayorías.” -Magali Iriarte, Psicopedagoga.

“Que me vean como una ciudadana, igual que a otra mujer de la ciudad.” -Yolanda Mengarí (Concepción).

“LOS MEDIOS DE COMUNICACIÓN: QUE DECIMOS LAS MUJERES? ES UN MATERIAL SENCILLO PERO QUE CONSIDERAMOS PUEDE SER UN INSTRUMENTO DE SENSIBILIZACIÓN Y APRENDIZAJE EN MANOS DE LAS MUJERES.”

