



**FRIEDRICH
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Broadcasting for All: Focus On Gender

**BROADCASTING FOR ALL:
FOCUS ON GENDER**



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“We have to start looking at the world through women’s eyes’ how are human rights,
peace and development defined from the perspective of the lives of women?
It’s also important to look at the world from the perspective of the lives of diverse women,
because there is not a single women’s view, any more than there is a single men’s view.”

~ Charlotte Bunch ~

The bottom of the page features a decorative graphic consisting of several overlapping, wavy, horizontal bands in shades of light gray and white, creating a sense of movement and depth.



Acknowledgment

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Foreword

For many years, the Asia-Pacific Institute for Broadcasting Development (AIBD) as a unique inter-governmental organisation has focused on addressing issues surrounding gender equality. However, in 2011 AIBD reached another level of achievement where it calls upon media organisations to apply the gender guidelines as enshrined in **'Broadcasting for All: Focus on Gender'**, a publication that responds to the changing competitive media landscape with innovative approaches and best practice for gender awareness to promote empowerment and equality in media organisations.

This publication is supported by the Friedrich-Ebert-Stiftung (FES) and affirms AIBD's commitment over the years in promoting gender equality in the media. It offers simple yet practical suggestions and aims to draw the attention and interest of broadcasting organisations as a roadmap highlighting the need to maintain ethics, improve standards and recognise the power of words and images in order to resist stereotypes in program content to ensure the delivery of a balanced and fair representation of women and men as equal partners in society.

AIBD together with FES invite media organisations to fulfil their responsibility to represent women and men in a fair and balanced way

which in turn will enable them to better enhance industry standards and technical and professional excellence reflecting back to audiences many different voices and images that will foster media and information literate societies on universally accepted norms and values on gender equality.

'Broadcasting for All: Focus on Gender' is a result of a long-term project based on extensive research, review and analysis undertaken in the region by a working group from a broad range of countries beyond the geographical boundaries of the Asia-Pacific region. AIBD places on record its sincere gratitude to all individuals and organisations, members, partners and our own colleagues at FES and AIBD who were committed throughout and for their invaluable contributions towards this publication.

Yang Binyuan

*Director, Asia-Pacific Institute for Broadcasting Development
April 2011*

Preface

The media – one of the twelve critical areas of concern in the Beijing Platform for Action – is one of the most important yet challenging areas of work for advancing gender equality. Today, with greater access to online participation and the expansion of social networks, the media is influencing societies and communities more than ever. However, the media itself, who is claiming to reflect society, is in many cases unrepresentative of that society. In fact, even though an important factor for broadcasters – especially public broadcasters – is how to ensure all voices are heard in a community, women are often simply missing.

Freedom of speech does not only mean “the right to freedom of opinion and expression”. It also means giving equal voice and air-time to women and men, and representing both in their multiple roles in society. And as much as the media has a duty to serve as a societal watchdog, the media itself must lead by example in its own operations. The striving for journalistic values and ethical principles such as honesty, accuracy and impartiality should include the elimination of stereotypical bias against women likewise. Although female stereotypes such as the selfless mother so popular in advertisements have a lot of positive connotations, they are nevertheless stereotypes, which certainly do not reflect every woman’s experiences and aspirations. Media, as an important part of society’s communication, should opt to contribute changing public mind-sets that are shaped by centuries of socialisation and cemented by custom, culture and religion. In that process, programme-makers, critics and viewers all share part of the responsibility.

In fact, presently more women than ever are working in media, but they do not play an equal role. Few women are advancing to senior or management levels which gives them only limited control over what is newsworthy and what not, which and most all of which way stories are covered. Additionally, in many countries, women seeking to enter the media industries face discrimination in the workplace, unequal and unfair treatment in terms of payment, assignments and promotions, inflexible work environments, and a lack of support mechanisms for working women.

As can be seen, gender equality in media has many dimensions: access, representation, participation, visibility, space and language. We hope that these Guidelines will help Asia-Pacific broadcasting organisations deal with the gender gap by using accessible language and examples. Compiled by a Working Group which comes from a broad range of Asia-Pacific countries and organisations, the Guidelines bring together important and useful considerations and ideas in one valuable resource that can support broadcasters as a roadmap towards a more gender-inclusive workforce, coverage and output. The Friedrich-Ebert-Stiftung would like to thank the Asia-Pacific Institute for Broadcasting Development (AIBD) and all the committed contributors that made this publication possible.

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Message

The International Association of Women in Radio and Television (IAWRT) is proud to be able to contribute in producing these important Guidelines, which build on the long-standing commitment and cooperation of AIBD and FES to support gender equality in the Asia-Pacific media.

IAWRT exists to unite professional media women working for gender equity in the media, a fairer treatment for women in broadcasting and a more honest portrayal of women and girls in radio, television and online. Our several hundred members around the world provide a unique professional resource we are happy to put to the service of the ongoing struggle for gender equity and the fight against the discrimination and exploitation of women and girls. One of IAWRT's greatest strengths is being comprised of women journalists, documentary makers and program producers who have not only demonstrated their commitment to the principles of gender equity but are, importantly, showing how they work in practice.

The biennial IAWRT Awards for Excellence, sponsored along with many of our activities by the Norwegian women's development agency FOKUS, showcase an impressive range of documentaries tackling issues of prejudice and oppression of women and girls. IAWRT also provides a network to support professional media women and others involved in the struggle around the world, providing vital support for women working on their own in sometimes oppressive circumstances to make a difference. The exchange of information crosses borders,

cultures and all levels of social, economic and media development because gender inequality is a problem in nations of the North just as much as those of the South.

We must always keep in mind that gender inequality is a problem for both men and women. If, as we believe, gender equity is morally right, socially beneficial and economically efficient, then it follows that where it is not practiced men and women, boys and girls must suffer the damaging effects of bias and inequality. Although women such as our members fight daily battles over individual stories or employment practices, the greatest advances will obviously come through systemic changes at national and organisational levels when men as well as women take responsibility for ensuring that women's stories are properly told and workplaces are open and fair for all genders.

This guide will play a vital role in demonstrating what can be done and that gender equity need not be frightening or destructive and will benefit men as well as women. Most importantly, it will be a resource for younger women now entering the struggle. If we are all firm in our commitment and practical in our achievements perhaps their daughters will not need it.

Olya Booyar
President, IAWRT

Introduction

Focusing on Gender Can Make A Difference in Broadcasting

Across the range of current and emerging media, organisations and individuals within the Asia-Pacific region need to consider and reflect the diversity of their communities and audiences by providing inclusive and accessible content and services, by and for women and men.

There is a greater awareness of gender inequalities and discrimination and an increasing presence of women in the media which has mediated a change, with the inclusion of women as experts, greater sensitivity in language and contextualising the issues within the framework of human rights. However, there is a need for more consistency across programmes, genres and the workforce. Achievements have been made in political commitments but their implementation has been uneven in the media due to the lack of guidelines, training and monitoring systems.

The media in the Asia-Pacific region can set the agenda and implement a more balanced representation of men and women to achieve gender equality. By having a gender inclusive approach to employment – in recruitment, development and leadership – the full range of skills, attributes and views are brought to the workplace to enhance the business. Media organisations also benefit from a workplace that values all of its employees and provides a co-operative and harmonious environment that enables all to work to the best of their ability.

When focusing on gender, it is widely recognised that the representation of women in the media has generally been lower across many occupational groups and in particular in decision-making roles, as newsmakers, as technical operators and as presenters. The content, when measured, has reflected less emphasis on women's stories and views and has not always portrayed the range of issues and balance. Women's perspectives can be enhanced by increasing their participation as sources, subjects, commentators and experts ... as examples.

With a greater influence of online participation, the expansion of social media and increasing access and awareness by younger people, news, stories and programmes are shaped by a broader gender input with more relevant output of what can and should be delivered to audiences.

These guidelines have brought together important and useful considerations and ideas that can support broadcasters as a roadmap towards a more gender-inclusive workforce, coverage and output – promoting a culture of opportunity – and a FOCUS ON GENDER.

The Principles

Worldwide women and girls make up about half the population and need to be recognised and included in society and the media in all their forms, not only because it is socially fair or economically wise, but because it is morally right.

This imperative is firmly based on international principles of human rights and gender equity to which most nations of the world are committed and from whom observable change is required. The increasing importance of the media in most societies means that practitioners bear a great and growing responsibility to deliver those changes and drive development.

The Beijing Platform for Action for Equality, Development and Peace places specific obligations on the media, both in the way women participate and in how they are portrayed.

Objective 1 requires signatory nations and their citizens to ‘increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication’. Objective 2 demands that governments and other organisations, businesses and individuals ‘promote a balanced and non-stereotyped portrayal of women in the media’.

To implement these principles, media organisations and individuals should take action including:

- Increase women’s roles in production and decision-making.
- Promote the presentation of non-stereotyped images and other portrayals of women.
- Refrain from presenting women as inferior beings and exploiting them as sex objects and commodities.
- Develop gender perspectives on issues of concern to communities, consumers and civil societies.
- Research and monitor progress on creating greater equity for women in the media.
- Promote training for media professionals and others in ways to overcome gender-based discrimination.
- Encourage networks and the sharing of information and expertise on gender issues.
- Create workplaces where the strengths and talents of men and women can flourish equally.

The great challenge for media organisations and professionals, for governments and for women and men in the wider society is to achieve these aims while preserving and progressing other human rights – including freedom of expression and personal advancement – and remaining true to virtues such as honesty, accuracy, openness and justice.

The Practice

These Guidelines look at the challenges of implementing the Principles from three overlapping perspectives:

- Determining the content
- Applying specific production techniques
- Creating more equitable and efficient media workplaces

Some of these require action by organisations, some by journalists and programme makers and most by partnership between organisations, employees and individuals and groups in the wider community.

At the end of these Guidelines there is information on further resources which you can draw upon.

“Nepal Television has a very good example of workforce composition of content producers from the gender perspective. It has 56 percent women producers within its programme division whereas women share less than 51 percent in the wider population of the country. This composition of creative producers reflects direct and positive results on television screen.”

Content What Matters, Who Speaks and How?

Understanding the decisions that guide broadcast production can help enrich and diversify programme content, and ensure the delivery of a balanced and fairer representation. Getting smart on gender is about understanding diversity, equity and how we make decisions as media professionals. This, in turn, helps to better apply media ethics and enhances industry standards and technical and professional excellence.

Whether in radio or television, and across the range of work areas and levels, making sense of

gender means reflecting back to audiences the many different voices that are out there. It can mean rethinking the structure and delivery of programme content – and being better at ways to do what we do best.

Choosing Content

Improving gender equity in content starts with choosing which events or issues are covered and which are not. Journalists and other programme makers act as gatekeepers for their audiences so the decisions must be made responsibly and with respect for viewers and listeners while at the same time understanding the context in which events happen. These can include:

- Does the story perpetuate gender inequity, stereotyping or degradation? If it does, should it be covered or can the issue be covered in a different way?
- How will coverage progress human rights or fight injustice or inequity? Not all broadcasting has to do this, but the question should still be asked.
- Can the story be told from a perspective of gender equity? This may not need to be overt or obvious and may simply consist of stripping the story of gender bias and asserting balance.
- Can the larger picture of inequality be contextualised with personal stories and gender dimensions of inequality? A broader range of perspectives (particularly in developing stories), as well as the identification of the ‘missing’ sources in programmes and reaching the right balance can make the coverage stronger.
- Does coverage comply with the requirements of your media organisation? If it does not, can the organisation’s agenda be

influenced so that an issue with gender equity concerns or perspectives can be covered?

- How can coverage be made interesting and engaging and news be made new, significant and about people?

Beyond the coverage of individual events and issues, broadcasters and managers should question how the media organisation as a whole operates in the context of gender equity. Ethics and content guidelines are examples of context, as are policies and management directives which can help to ensure fair, balanced and quality representation in all aspects of broadcasting work.

Sources and Resources

Whatever the format, improving the gathering of sources for content production enables a better quality of public debate and a diverse range of people to feed into the discussions about our societies. An important factor for broadcasters – especially public broadcasters – is how to ensure all voices in a community are heard. Addressing the gap in gender leads to more featured voices outside of ‘traditional’ sources for talking heads. From women and girls, to the elderly, marginalised, men and boys, widening the range of sources brings different views to the broadcast agenda and boosts fairness and balance.

“At the Maldives National Broadcasting Corporation (MNBC), programme executives generate a report on the number of appearances by male and female on both news and programmes separately each month. This report gives a clear indication of female and male guests invited to the studio, number of females interviewed, comments generated, female hosts, etc; the report is presented and discussed at the monthly forum of production staff.”

Staffing: Who will actually cover what story or make which programme? Traditionally, women have been assigned so-called ‘softer’ stories – about family, fashion and food, while men cover ‘hard’ news such as politics, conflict, economics, international affairs as well as sport. Who decides in your organisation who covers what and are they making fair and effective decisions? Sometimes stories and issues can be given new life by having someone else cover them. If male colleagues have always covered sport, why not also assign interested, competent women to coverage.

Sources: All good broadcasting is about quality and variety of sources and talent. Check your contact book or database to ensure that there is as wide range as possible of sources for information and talent for interviews. Most especially, ensure that there are women you can call on any topic.

Representation: It is not enough to have more women’s voices if the authoritative opinions are still always delivered by men. Bringing the voices of women into mainstream content provides a space where they can speak with dignity and authority. Respected male sources may not be gender-aware even while discussing gender. What they say potentially needs to be balanced or challenged by those with an awareness of the gender issues, particularly when it comes to coverage of politics, campaigns and emotive and sensitive issues.

Monitoring: Media monitoring in many countries and internationally is showing how the industry can do more to highlight women as strong and vibrant sources for information, ideas, and commentary on their own lives. Monitor what you do and learn from external, independent and formal gender audits of media content. An easy global template to follow is via the Global Media Monitoring Project at www.whomakesthenews.org.

Internal accountability: Procedures at the editorial and production level can help open up spaces to talk about gender and diversity in workplaces to increase understanding, awareness and quality of debate amongst broadcast colleagues.

Develop resources: Hold in-house ethics seminars illustrating and explaining how to avoid material which is judgmental or reinforces double standards, stereotypes and stigma in your broadcasting approach. This commitment to resist rather than reinforce negative stereotyping along the lines of gender, race, religion, ethnicity, language, sexuality, age and class also means that while the work is undertaken with the right to freedom of expression via the media, there is a duty to not use material that condones or incites discriminatory views, vilification or violence.

Network: Seek out and partner others working for gender equity and the elimination of discrimination. Such contacts can include media councils and standards groups, professional associations, researchers, activists and students. Encourage and strengthen networking among women journalists and media professionals.



Awards: Recognise quality and creativity for stories that probe, uncover and provoke public debate, especially debate that leads to change for gender justice.

Develop advisory groups: Use consultation to develop and refine standards, broadcasting guidelines, complaints procedures and codes of conduct which reflect a gender perspective – and monitor all feedback about content.

Language

Language is the basis of most human communication. The words, expressions and ideas give many cues to the ways we think and the attitudes which inform our thinking.

All languages have gender-specific terms which people working in broadcasting also use. Recognising the power of words and images, spoken and visual language to label and represent, to include or exclude, to celebrate or commiserate, to please or to offend is key to becoming better communicators.

“In August 2009 AIBD/FES carried out a five day workshop with program producers from the Region. The focus was on activating the participants to notice the lack of gender balance in TV-programmes and to seek out practical means to improve the quality of the TV-programmes and working routines. The workshop used practical examples to help participants to learn how to analyze TV-programmes from the gender point of view. Important hereby was also the discussion on the characteristics of male and female stereotypes in the societies as well as how stereotypes are created in the cultures of the participants.”

Plan a policy, act on it: Have an editorial policy that promotes gender sensitivity and the use of gender-inclusive language.

Newsroom and on-air language guide: Develop a newsroom-specific handbook for journalists and on-air presenters who are the frontline of inclusive language. The handbook should focus on alternatives to the conventional words used in perpetuating gender relations in societies and should strive to help users to:

- Promote women as people rather than possessions, e.g. use their own names, not their husband's or father's.
- Avoid gender stereotyping and patronising language, e.g. don't use 'girls' when speaking about professional women, unless quoting someone.
- Use gender-neutral terms for professions, e.g. 'fire fighters' not 'firemen'.
- Avoid using 'man' as a generic noun or 'he' as a generic pronoun.

Train staff: At all levels provide learning opportunities on how staff can avoid using judgmental language in their work and conduct non-confronting events where gender self-awareness can be fostered as part of team-building and corporate responsibility. In organisations with editorial hierarchies, ensure those at the top of the process – such as editors and sub-editors – understand and apply language rules and educate those further down the editorial and production chain.

Develop what works for you and your community: Develop your own organisation's country or region-specific language and communication guides to take into account your unique situations.

WITH CONTENT

GENDER SMART BROADCASTERS CAN:

- BECOME MORE FAIR AND EFFECTIVE IN THE CHOICE OF EVENTS AND ISSUES YOU COVER.
- EXPAND CONTACTS, SOURCES AND TALENT TO ENSURE A BROAD GENDER MIX IN STORIES AND PROGRAMS.
- PARTICIPATE IN FORMAL AND INFORMAL GENDER AUDITS OF MEDIA CONTENT.
- DEVELOP RESOURCES AND EDITORIAL GUIDELINES ON INCLUSIVE GENDER CONTENT AND LANGUAGE.
- DEVELOP EXTERNAL NETWORKS OF GENDER-POSITIVE CONTACTS AND INTERNAL NETWORKS TO SUPPORT GENDER INITIATIVES.
- REWARD GOOD PRACTICE.
- USE THE RESOURCES AND NETWORKS TO SUPPORT TRAINING PROGRAMMES AND SEMINARS TO BROADEN THE UNDERSTANDING AND HELP TO EMBED A **FOCUS ON GENDER**.

Production and Presentation Techniques

Gender inequity can enter news stories or programmes in all sorts of ways, some of them very subtle and difficult to spot. This can be especially so in production techniques, which radio and television programme makers often take for granted and so do not question, even when they convey subliminal messages. Just as you must question how stories are selected, staff and talent chosen and language is used, so you must pay attention to the 'nuts and bolts' of producing stories and programmes, down to the level (volume) of audio recording or the angle of a camera on an interviewee. The following are just a few things to consider.

Balanced Portrayal

To ensure appropriate depictions of both sexes, broadcasters need to provide balanced views by exploring all possible angles for a fair presentation. Negative portrayals can take many forms, including stereotyping, stigmatisation and victimisation, degrading material, and exploitation. Stereotyping is a form of generalisation that is frequently simplistic, belittling, hurtful or prejudicial.

For example, to balance the stereotype of men as rough and unemotional could mean showing men who are sensitive, caring individuals, acting as full partners in the household and with childcare responsibilities. Instead of portraying women as weak and powerless, you can show

them as pro-active, independent and having a leading role. This does not mean that you should be dishonest or invent characters or qualities. Just ask yourself whether your treatment is honest or just perpetuating a stereotype. Do not always film men in workplaces or women in kitchens.

One quick way to check for balance is to ask yourself: 'If I do it this way or ask this question of a woman, would I do it a similar way or ask a similar question of a man?' If the answer is no, ask yourself how you can shoot or record it differently or ask better questions. Sometime, of course, a gender-specific question is appropriate. For example, it is valid to ask a woman appointed as your country's first female Chief Justice what it means that she's a woman, even if you wouldn't ask a man such a question.

Diversity

Ensure that production techniques and routines reflect the diversity of your society and the women and men within it. And remember, each person in a programme will have several social, cultural and dramatic dimensions. Considering the diversity of participants and what they can bring to a role or programme can enhance production values.

Include women:

- in different roles in the story;
- in different occupations, positions and social status;



"HUM TV, standing out as the most viewed entertainment channel in Pakistan, owes its popularity to the fact that its content covers the entire family with special focus on females of Pakistan. Its programmes offer everything from soap operas and game shows, to shows about modern women's issues such as child care and careers. Additionally, HUM TV also stands out in its composition of workforce. Ms Sultana Siddiqui, the president of HUM TV who has won many awards for her work on gender issues, is currently the only woman in South Asia to be heading a Television Channel. Apart from that, many other departments such as human resources, programmes, script etc are headed by women as well."



“In 2010 the Thai Public Broadcasting Service (Thai PBS) conducted the ‘Women Backpack Journalists Training Programme’ in the southern provinces of Thailand, sponsored by Canada Fund and coordinated by the Asia-Pacific Institute for Broadcasting Development (AIBD). The programme was designed to create not only awareness of the women trainees on gender imbalanced portrayals found in the generally male-dominated media culture. It was also designed to equip the participating women villagers with functional skills to produce a short TV documentary of their own stories or their roles in families and communities, from a female perspective, to be broadcasted on Thai PBS.

79 women from 14 southern provinces participated in this training programme. They came from all walks of lives, i.e., housewives, farmers, students, teachers, and social workers. None of them was media professional. The programme provided these female trainees an opportunity to discuss gender issues, to understand how the media work, to create their own content and to tell their stories through TV documentary. Whether or not their documentaries met professional standard was not as important as how much they were able to learn to exercise ‘their rights to tell’ which has contributed to the women empowerment endeavours.”

- of different ages, ethnicity and religions;
- who may be under-represented in the media, for example, women with disabilities and in rural locations; and
- who have won recognition for their achievements.
- Avoid portraying women only in connection to the family relationship, for example: ‘mother of five’ or ‘the wife of Mr. X’. Give them a voice in their own right.
- Do not sensationalise women just because they have achieved something men have achieved, unless this factor can usefully advance gender equity or provide role models for other women or girls.

Interviewing

Interviewing techniques can be very revealing and can also carry subtle messages about gender. Consider gender dimensions when choosing interviewees, before the interview in preparing questions and afterwards when editing material. Some other things to consider include:

- Use appropriate, neutral and non-intimidating approaches – verbal and non-verbal – when interviewing victims of trauma, but do not patronise interviewees whether female or male.
- Avoid language that stereotypes men and women according to traditional gender roles. Terms such as ‘housewife’ are often misleading and not useful.
- Avoid the inappropriate use of gender dimensions to prove a point. For example, do not ask a woman: ‘As a woman, how do you feel about rape?’ unless the issue is the difference between male and female attitudes towards it.

Framing

Camera angles, sound and light are subtle influences in shaping

the image of the status of a person and creating meaning. There are many things you can do to avoid gender bias including:

- Use similar quality of sound and light for both genders. For example, do not use softer focus for women but sharper light for men.
- Use non-discriminatory techniques and camera angles when framing people. For example, do not shoot all men at eye-level but shoot down at women.
- Choose locations carefully to tell the story, not to represent gender stereotypes. For example, if you would interview a male judge in his chambers about a legal case, film a female judge in a similar environment rather than sitting in her garden drinking tea.
- Do not objectify woman and do not portray them as 'sex symbols' if you would not use a similar approach for a man.

Sensitivity

Treatment of sensitive issues like prostitution, violence against women, sexual harassment or female infanticide in programmes needs extra care in production to show respect and to protect the identities of innocent, vulnerable people.

Scheduling

Consider gender issues when scheduling a programme for transmission or when choosing which issues to cover. Many factors can influence scheduling decisions, including:

- Break down stereotypes and inform audiences by including a range of subjects such as economics, politics or technology in programming slots that are allocated to women or so-called 'women's programmes'.
- Consider airing during prime time family topics that are usually related to women, such as the upbringing of children.
- Schedule gender issues during prime-time rather than relegating them to women's programmes only.

WITH PRODUCTION

GENDER SMART BROADCASTERS CAN:

- AVOID THE STEREOTYPING OF ROLES FOR WOMEN AND MEN.
- INTRODUCE GREATER DIVERSITY IN TOPICS, TALENT AND TECHNIQUES.
- SHOW SENSITIVITY AND RESPECT TO THE SUBJECT MATTER AND THE INDIVIDUALS INVOLVED PARTICULARLY IN REGARD TO GENDER.
- CHECK TECHNIQUES AND APPROACHES TO INTERVIEWS AND PRODUCTION TO AVOID DISCRIMINATION.
- BROADEN THE PROGRAM SUBJECT MATTER ACROSS ALL VIEWING AND LISTENING TIME SLOTS TO INCLUDE AND PROMOTE GENDER ISSUES AS A **FOCUS ON GENDER**.

The Workplace

What Works, What's Fair?

One of the key Principles of the Beijing Platform for Action and one of the most important factors in improving the portrayal of women in the media is to have women fully and productively engaged within media organisations, as journalists and programme makers, technicians and engineers, managers and other support staff. In fact, women should be encouraged to fully participate in all areas of a media workplace, to provide expertise, diversity, new perspectives and role models.

Leading from the Top – Champions of Change

It is widely recognised that with diversity and gender issues and the embedding of respective values within organisations, leaders and senior managers

“The Australian Broadcasting Corporation recognises International Women’s Day each year with a range of activities around Australia. One of the regular activities is a forum for staff that includes a panel of senior and high profile women talking about their roles and employment journeys. This provides the opportunity for staff to have access to role models, to gain insight to the women’s career paths and work/life balance, and to generally promote the advancement of women. The 2010 International Women’s Day forum, held in Sydney, Australia in March 2010, focused on ABC women working in science and innovation. The panel was facilitated by then State Director NSW Mike McCluskey (from mid-2010 appointed as Chief Executive Officer, ABC Radio Australia) with three participants: ABC Catalyst Presenter Dr Maryanne Demasi (Television), Science Writer/Broadcaster Bernie Hobbs (Innovation) and Head Strategic Development Abigail Thomas (Innovation).”

are the most important agents of change. The message from Boards and CEO’s drives the culture-change programme and turns the aims into actions. One of the most effective initiatives is for senior management to select champions at the top level to actively represent and be role models for women and a more inclusive gender workforce.

Access

Workplaces are made up of individuals and teams who have a range of backgrounds and attributes. They provide a wide pool of styles and talents for content and programmes that can reflect the broad diversity of the community. All employees regardless of their gender should have access to an equal range of employment opportunities through open, transparent and inclusive recruitment practices, career development opportunities, pay equity and fair treatment. All vacancies should be widely advertised and selection committees set up that include both men and women. Appointment decisions should be based on merit and organisations should ensure that the measures of merit are not gender biased. For example, men with dependent children should not be preferred to similarly credentialed women with children in similar situations.

Working Together

Organisations should strive for a positive and inclusive working environment for all staff. The aim



should be to have policies and practices that value a supportive and innovative culture. Measures can include:

- a workplace behaviour policy that addresses discrimination, harassment and bullying;
- grievance procedures that provide mechanisms for the early resolution of issues that arise in the workplace;
- representation of both men and women on decision-making committees and panels;
- reviewing the language and terminology of plans, policies and documents to ensure gender inclusion, for example 'camera operator' not 'cameraman', 'anchor' not 'anchorman' and 'make-up artist' not 'make up-girl'; and
- providing equity and diversity training for all staff to improve awareness and enhance working together.

Realising Potential

Training and development opportunities improve the skills and qualifications of all staff. Women should be encouraged and selected to participate in training programmes, including for management development and non-traditional roles such as technical fields. Fair performance management schemes have a range of benefits for businesses. Agreed job plans for each employee, including training needs, can be linked to the strategic plans of business units. Job plans can then be monitored and adjusted throughout the year and a fair appraisal undertaken at the end of the reporting period. Care should be taken with pay increments and bonuses that they are fairly distributed, according to staff achievements, regardless of gender.

Ideas for supporting women in the workplace can include:

- a career development plan for individuals;

- accredited qualifications;
- targeting of women in non-traditional roles via direct recruitment, work experience and senior managers meeting with female tertiary students;
- scholarships;
- providing mentors;
- setting up women's networking groups, both within the workplace and across industries;
- access to speakers, role models and forums; and
- appointing a gender officer and/or a gender committee to help develop and implement women's initiatives and monitor progress.

Organisational Development

Ideas for measuring the organisational progress of women's participation include:

- audit gender representation within the organisation across occupational groups, age and length of service;
- look at other areas of data, for example, in the past two years by gender in promotions, recruitment and training opportunities;
- examine exit interview data for reasons for departure. Introduce/update exit interview data to include diversity/discrimination questions;
- calculate the cost of turnover. Consider workforce planning needs across the organisation;
- consider a pay equity evaluation;

“There is a relationship between the employment of women and what we see on our screens. Hence, Maldives National Broadcasting Corporation (MNBC) believes that the number of women behind the camera will encourage more diverse images of women on screen. Currently, though not balanced, female camera operators, video editors, technicians and news editors are employed. MNBC is ready to recruit additional female technical staff, as and when applications are received.”



“The Australian Broadcasting Corporation (ABC) has been providing scholarships for women studying relevant engineering and technology courses since the early 1990s. These are called Women in Broadcast Technology Scholarships and include four-week industry work experience placements, a funded book allowance, access to career advice and a possible work opportunity with the ABC at the completion of study. In Australia this area of study and work is under-represented by women and the ABC’s aim is to address this issue for a more inclusive workplace where a broader pool of employees is encouraged and supported. Since the scholarships commenced in 1992 a total of 100 have been awarded around Australia. Over the years a number of the scholarship winners have been employed in positions at the ABC and one of them is Anne Boyle who was awarded her scholarship in 2003 and was then employed at the ABC later that year. Her areas of work have included the support of television content editing systems used for the production of News, Current Affairs and general programmes. Anne commented that the scholarship ‘opened my eyes to a career I had not previously considered.’ ”

- review internal vision statements, plans, codes of conduct and values statements and the overall culture of the organisation for references to and the application of valuing diversity and promoting gender inclusion and positive workplace cultures;
- review policies that cover discrimination, harassment and bullying;
- review the grievances data for areas of concern;
- audit conditions of service in regard to work and family responsibilities and flexible work practices;
- look at recruitment practices, style and language of advertisements, selection criteria and interview panel and practices; and
- look at the induction information and delivery provided to new staff.

Conditions of Service

General conditions of service, contractual arrangements and industrial agreements should be monitored to ensure gender issues are addressed and there is increased flexibility for working parents.

Pay equity: Principle of equal pay for work of equal value should be applied, not only where men and women carry out the same work or similar work but also the more usual situation where work is carried out along traditional occupational gender streams.

General leave provisions: There are some considerations in relation to general leave that have gender implications. Temporary, part-time and piece workers should have the same pro-rata entitlements as full-time colleagues. In some organisations seniority may determine who has first choice of dates for holidays. Since women generally are not as senior as men and often have requirements linked to family care responsibilities, career breaks and re-entry to the



workforce, there are disadvantages with procedures such as these based on seniority.

Medical and sick leave: As well as the usual sick leave provisions for all staff, there are occasions when working women may need other time off from work that is related to their gender. Pregnant women may require some flexibility with their hours, their workload and health issues. Depending on the job specifications, they may need to undertake lighter duties. Nursing mothers at work should be accommodated with paid breaks and a suitable location for breastfeeding.

Maternity, paternity and carer's leave: The World Health Organisation has stated that, following the birth of a child, there should be a minimum period of paid maternity leave to ensure the continued

good health of the child and for parental bonding to take place. Paid maternity leave should also apply in the case of adoption, miscarriage or stillbirth. Paternity leave should also be provided to ensure that the fathers have the time to care for the family and share the childcare responsibilities. This also applies to couples adopting a child. Good organisations have arrangements where they keep in touch with their female staff on maternity leave to pass on information about workplace changes and to provide a sense of connection with the workplace.

When it is necessary, men and women may need to care for sick children and other family members and may have elder care responsibilities. Organisations can provide carer's leave for this purpose. Parents could also opt to use a part of their sick leave entitlement for this purpose.

Flexible working arrangements: With childcare and other family responsibilities, women returning to work should be encouraged to explore flexible work arrangements to assist with work and life balance. Re-entering the workforce enables women to participate as workers, salary earners and to develop their careers for the long-term.

Business benefits by retaining experienced staff and the investment already made in recruitment and training. Management should be flexible with requests for these purposes and implement a range of options for staff.

“Handing over duty between the outgoing Director-General Datuk Ibrahim Yahaya and the incoming DG Dato’ Norhyati Ismail. She is the first woman in the history of Radio Television Malaysia (RTM) holding this post.”

Options, subject to meeting business needs, can include:

- flexible hours, with a core of perhaps six hours per day with flexible hours on either side;
- part-time work;
- job sharing, where two people share one job taking joint responsibility for the tasks to be done; and
- working from home.

Part-time employees should receive the same conditions and salary (on a pro-rata basis) as full-time workers and access to training and promotion opportunities.

Flexible work can also benefit media organisations by addressing the need to employ staff to work part-time, shift work and weekend arrangements that can appeal to working parents.

WITHIN THE WORKPLACE

GENDER SMART BROADCASTERS CAN:

- CHECK THAT THE LANGUAGE AND PROVISIONS OF POLICIES AND GUIDELINES ARE GENDER INCLUSIVE.
- APPOINT EMPLOYEES ON MERIT BY OPEN RECRUITMENT PRACTICES.
- INTRODUCE A WORKPLACE BEHAVIOUR POLICY, TRAINING AND GRIEVANCE PROCEDURES.
- CONSIDER A RANGE OF DEVELOPMENT AND NETWORKING OPPORTUNITIES FOR WOMEN.
- MONITOR RELEVANT DATA FOR AREAS THAT NEED ADDRESSING.
- REVIEW LEAVE PROVISIONS AND BROADEN THE FLEXIBILITY OF WORKING ARRANGEMENTS.
- APPOINT CHAMPIONS OF GENDER DIVERSITY TO LEAD THE ACTIONS THAT PROMOTE A **FOCUS ON GENDER**.



AIBD TRAINING ON GENDER & MEDIA



References and Further Resources

Key International Human Rights Standards on Gender

- **Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)**
<http://www.un.org/womenwatch/daw/cedaw/>
- **Optional Protocol to CEDAW**
<http://www.un.org/womenwatch/daw/cedaw/protocol/>
- **CEDAW General Recommendation No. 19 on Violence against Women**
<http://www.un.org/womenwatch/daw/cedaw/recommendations/recomm.htm#recom19>
- **CERD General Recommendation No. 25 on Gender-Related Dimensions of Racial Discrimination**
[http://www.unhcr.ch/tbs/doc.nsf/\(Symbol\)/76a293e49a88bd23802568bd00538d83?Opendocument](http://www.unhcr.ch/tbs/doc.nsf/(Symbol)/76a293e49a88bd23802568bd00538d83?Opendocument)
- **Council of Europe Convention for the Protection of Human Rights and Fundamental Freedoms**
<http://www.echr.coe.int/nr/rdonlyres/d5cc24a7-dc13-4318-b457-5c9014916d7a/0/englishanglais.pdf>
- **European Commission Women's Charter**
http://ec.europa.eu/commission_2010-2014/president/news/documents/pdf/20100305_1_en.pdf
- **ILO Convention No. 111 on Discrimination (Employment and Occupation)**
<http://www.ilo.org/ilolex/cgi/lex/convde.pl?C111>
- **Inter-American Convention on the Prevention, Punishment and Eradication of Violence against Women (Convention of Belém do Pará)**
<http://www.oas.org/cim/english/convention%20violence%20against%20women.htm>
- **Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa**
http://www.achpr.org/english/_info/women_en.html
- **Rome Statute of the International Criminal Court, Articles 5-8**
<http://untreaty.un.org/cod/icc/statute/romefra.htm>
- **SADC Protocol on Gender and Development**
<http://www.sadc.int/index/browse/page/465>
- **UN Beijing Platform for Action**
<http://www.un.org/womenwatch/daw/beijing/platform/plat1.htm>
- **UN Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children (Palermo Protocol)**
<http://www2.ohchr.org/english/law/protocoltraffic.htm>

- **UN International Conference on Population and Development (ICPD) Programme of Action**
<http://www.iisd.ca/Cairo/program/p00000.html>
- **UN Security Council Resolution 1325 on Women, Peace, and Security**
http://www.un.org/events/res_1325e.pdf
- **UN Security Council Resolution 1820 on Women, Peace, and Security**
<http://daccess-ddsny.un.org/doc/UNDOC/GEN/N08/391/44/PDF/N0839144.pdf?OpenElement>
- **Yogyakarta Principles on the Application of International Human Rights Law in relation to Sexual Orientation and Gender Identity**
http://www.yogyakartaprinciples.org/principles_en.htm

Media Gender Guidelines, Toolkits and Researches

- **Bernadette van Dijck**
Screening Gender. Gender Portrayal and Programme Making Routines (2002)
United Nations, Division for the Advancement of Women (DAW), Expert Group Meeting on “Participation and access of women to the media, and the impact of media on, and its use as an instrument for the advancement and empowerment of women”
<http://www.un.org/womenwatch/daw/egm/media2002/reports/EP2VanDijck.PDF>
- **Canadian Broadcasting Corporation**
Gender Guidelines
To make sure that the language used by on-air personnel treats men and women equally, the Canadian Broadcasting Corporation has developed these guidelines which were adapted by the Media Awareness Network
http://www.media-awareness.ca/english/resources/educational/handouts/gender_portrayal/cbc_gender_guidelines.cfm
- **Council of Europe, Parliamentary Assembly**
Combating sexist stereotypes in the media (2009)
<http://assembly.coe.int/Documents/WorkingDocs/Doc10/EDOC12267.pdf>
- **Malta Broadcasting Authority**
Guidelines on Gender Equality and Gender Portrayal in the Broadcasting Media (2007)
These guidelines apply to all programmes, including news and advertisements, broadcast on radio and television stations and are intended to make the broadcasting media more sensitive to gender equality. These guidelines are directed to the people in production, decision-makers of programme structures and producers of advertisements, amongst others. (Executive Summary)
<http://www.ba-malta.org/codes-guidelines-policies>

- **Gender Links**

- **Gender and Media Baseline Study (2003)**

- Gender Links in collaboration with the Media Institute of Southern Africa (MISA), conducted the Gender and Media Baseline Study (GMBS) in 12 SADC countries during September 2002 and published the results in March 2003, creating the most comprehensive such study ever undertaken in the whole world.

- <http://www.genderlinks.org.za/page/media-gender-and-media-baseline-study>

- **Glass Ceilings. Women and Men in Southern Africa Media (2009)**

- The Glass Ceilings: Women and Men in Southern African Media study is a comprehensive audit of women and men in Southern African media houses. Spanning 14 countries over a year starting in July 2008, Gender Links (GL) conducted the study in partnership with a network of researchers, gender and media activists and partners in the Gender and Media Southern Africa (GEMSA) network as well as the Gender and Media Diversity Centre (GMDC).

- <http://www.genderlinks.org.za/page/media-glass-ceiling-research>

- **Global Media Monitoring Project (GMMP)**

The GMMP is the largest and longest longitudinal study on the representation of women in the world's media. It is also the largest advocacy initiative in the world on changing the representation of women in the media. It is unique in involving participants ranging from grassroots community organisations to university students and researchers to media practitioners, all of whom participate on a voluntary basis.

<http://www.whomakesthenews.org/>

- **Office of Communications (Ofcom)**

- **Equal opportunities: a toolkit for broadcasters (2005)**

- This booklet is intended to help taking effective action and making fast progress by learning from the experiences of others. Small-to-medium sized broadcasters will find it particularly useful, although the major organisations may also find plenty of food for thought.

- <http://stakeholders.ofcom.org.uk/broadcasting/guidance/equal-ops/eo-toolkit/>

- **Portraying Politics – A Toolkit on Gender and Television (2006)**

- The toolkit “Portraying Politics” sets out to analyse production patterns and professional routines that result in these genderbased differences. It challenges journalists and programme-makers to reflect on the way they currently do things, and to think creatively about new possibilities. The toolkit contends that fair gender portrayal is a professional criterion like any other – balance, diversity, clarity and so on. It also aims to demonstrate that when attention is paid to gender during the production process, the pay-off is richer and more innovative output that will appeal to a wider audience.

- <http://www.portrayingpolitics.net/index.php>

- **Screening Gender (2000)**

- A training tool kit for innovation in programme production – to promote new approaches to the portrayal of women and men in television

- <http://yle.fi/gender/>

- **South Asian Free Media Association (SAFMA) Regional Workshop on “Gender and Media in South Asia” (2004)**
 Rita Manchanda: Gender Stereotyping: South Asian Perspectives
http://www.southasianmedia.net/conference/Gender_and_Media/gender_stereotyping.htm

Report on Gender Guidelines and Portrayal
http://www.southasianmedia.net/conference/Gender_and_Media/report_gender.htm
- **UNESCO, International Federation of Journalists (IFJ) Getting the balance right: Gender equality in journalism (2009)**
 This handbook is a timely, illustrated and easy-to-read guide and resource material for journalists. The handbook evolved primarily out of a desire to equip all journalists with more information and understanding of gender issues in their work. It is addressed to media organisations, professional associations and journalists’ unions seeking to contribute to the goal of gender equality. (Foreword)
<http://unesdoc.unesco.org/images/0018/001807/180707E.pdf>
- **Women’s International Network AMARC-WIN, ISIS International Gender Policy for Community Radio (2008)**
 The aim of this gender policy for community radio is to help radio stations understand and strive to meet their obligations towards women in their diversity. It covers the needs of women in conflict situations, differently abled women, women from minority groups, including lesbian and transgender women.
http://www.isiswomen.org/index.php?option=com_content&view=article&id=1119:gender-policy-for-community-radio&catid=163:publications&Itemid=240
- **World Association for Christian Communication (WACC), Global Media Monitoring Project (GMMP), UNIFEM ‘Mission Possible’: A Gender and Media Advocacy Training Toolkit (2005)**
 Mission Possible: Gender and Media Advocacy Training Toolkit was developed following GMMP 2005 as a tool to build civil society capacity to lobby for gender-fair, gender-balanced media.
<http://www.whomakesthenews.org/tools/mission-possible-a-gender-and-media-advocacy-training-toolkit.html>



