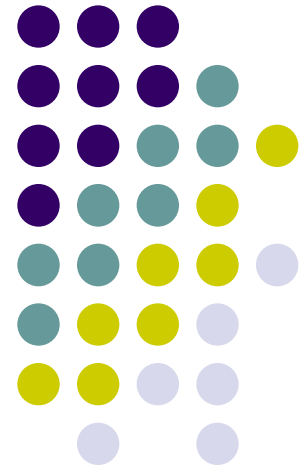


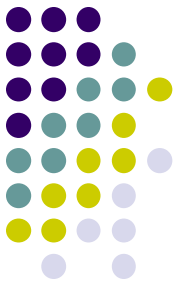
GENDER SENSITIVE INDICATORS FOR MEDIA (GSIM)

COMMUNICATION AND INFORMATION SECTOR

SECTION FOR MEDIA AND SOCIETY

Alton Grizzle, a.grizzle@unesco.org



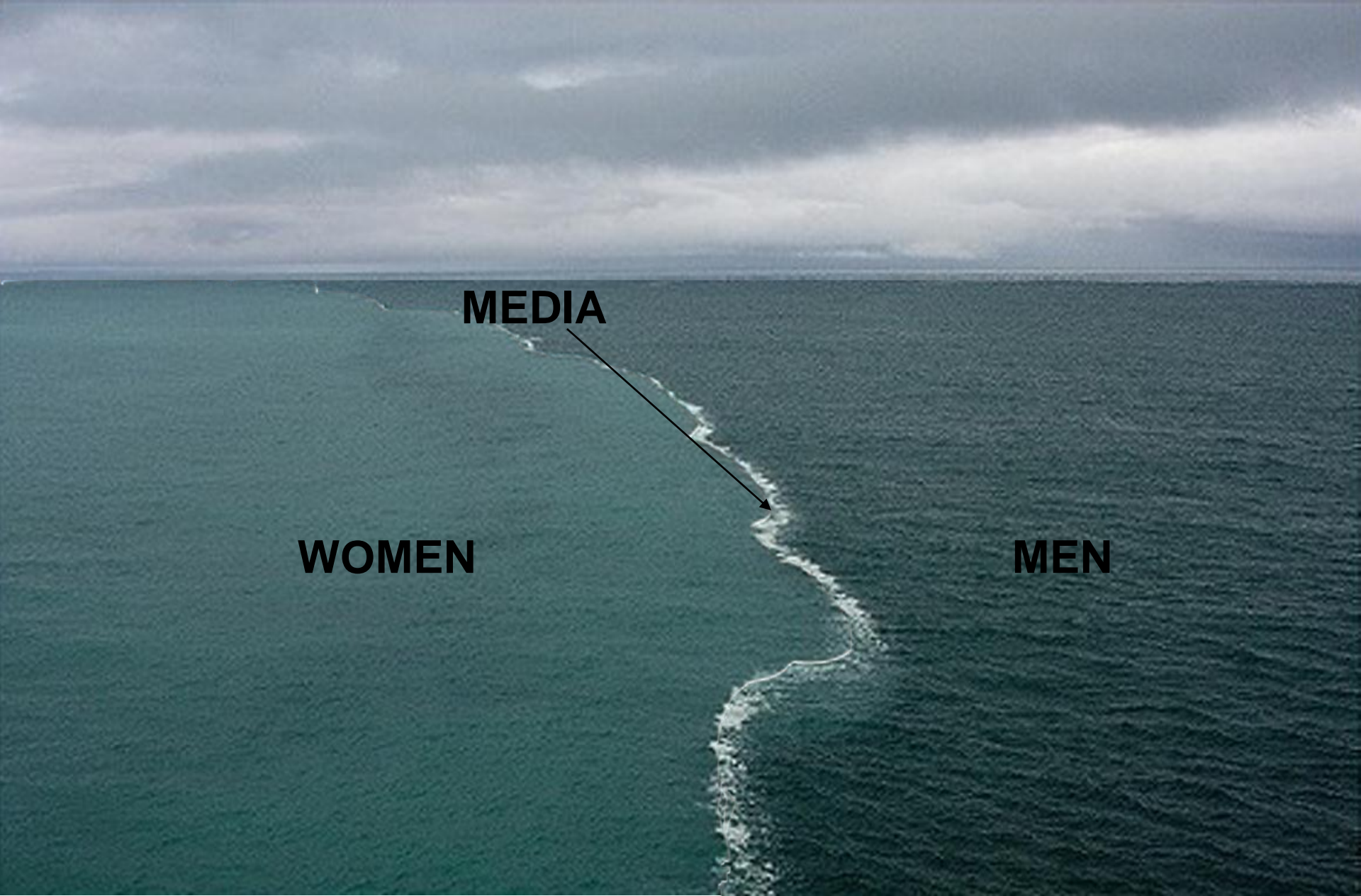


INTRODUCTION

- What is the GSIM
- Target group and design
- Examples of Indicators
- Application of the Indicators
- Preparation process

GSIM





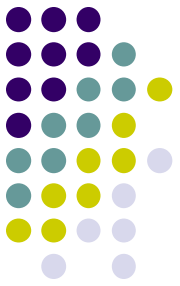
WOMEN

MEDIA

MEN

GSIM

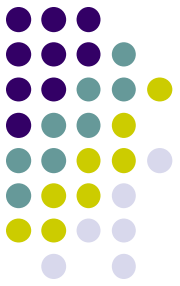
WHAT IS THE GSIM RESOURCE?



- Enable media to make gender issues transparent and comprehensible
 - Look inward at their own operations and practices
 - A tool for assessment
 - A tool for setting goals
 - A tool for monitoring progress
 - A resource for training
 - A resource to inform gender related policies and strategies

GSIM

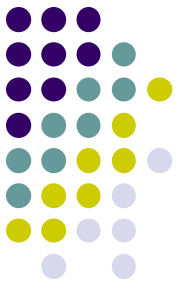
WHAT IS THE GSIM RESOURCE contd.



- An extension of the media development indicators

GSIM

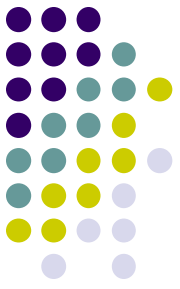
TARGET GROUP & DESIGN OF THE GSIM



- Primary target groups are media organisations:
 - **Publicly funded/Public Service Broadcasters**
 - Community media
 - Private
 - Journalists' unions and associations
 - Print/Broadcast unions and associations
 - Self-regulatory bodies
- Secondary target groups:
 - Citizens' media groups
 - Media and journalism training institutions

GSIM

TARGET GROUP & DESIGN OF THE GSIM contd.

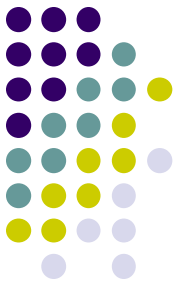


Broad Issues Considered:

- Comprehensive but not exhaustive
- Non-prescriptive approach
- Input, process and outcome factors
- Qualitative and quantitative data collection
- The role of professional associations and civil society groups

GSIM

TARGET GROUP & DESIGN OF THE GSIM contd.



CATEGORIES:

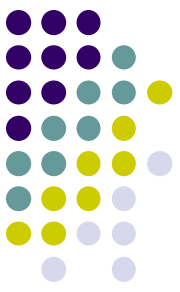
- Category A
 - Actions to foster gender equality within media organisations
- Category B
 - Gender portrayal in media content

Five dimensions:

- User group; Critical area of concern; Strategic objective; Indicators; Means of verification

GSIM

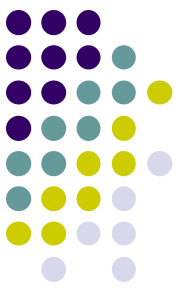
Category A – Actions to foster gender equality within media organisations



Sub-sections:

- **Gender balance at decision-making level**
- **Gender equality in work and working conditions**
- **Gender equality in unions, associations, clubs and organisations of journalists, other media professionals and media self-regulatory bodies**
- **Media organizations promote ethical codes/editorial policies in favour of gender equality in media content**
- **Gender balance in education and training**

Category B - Gender portrayal in media content

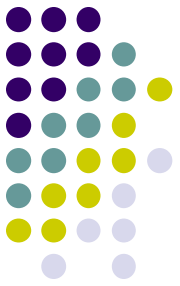


Sub-sections:

- News & Current Affairs
- Advertising

EXAMPLES OF INDICATORS

Category A

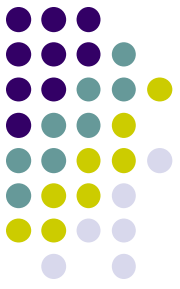


A1.1 Strategic Objective 1: Gender balance among decision makers within media organisations

- Indicators:
 1. Proportion of women in ownership, business management and board positions.
 3. Cyclical review and reporting on actions to ensure gender balance at decision-making levels.
 8. Existence of specific quota system for representation of women in decision-making.

EXAMPLES OF INDICATORS

Category A

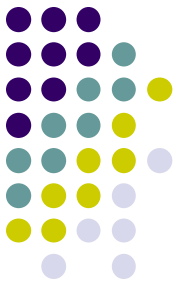


A2.2 Strategic objective 2: Safe working environment for women and men

- Indicators:
 1. Existence of facilities taking into account the different needs of men and women
 2. Existence and implementation of comprehensive prevention, complaints, support and redress system
 3. Alignment of media policies to relevant articles of CEDAW

EXAMPLES OF INDICATORS

Category A



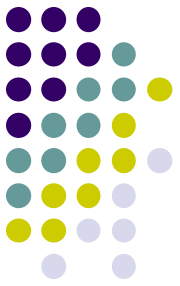
A4.1 Strategic objective 1: Integration of gender awareness into media practice through adoption of policies...

- Indicators:

1. Existence of (written) gender policy with specific reference to media practices (such as sourcing)
8. Internal mechanisms to provide the public with a forum for complaints and criticism about gender equality issues in content.....
13. Promotion of use of sex disaggregated data in journalistic content

EXAMPLES OF INDICATORS

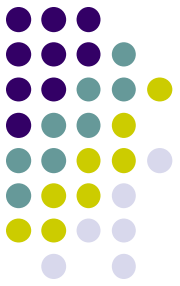
Category B



B1.3 Strategic objective 3: Coverage of gender equality and equity issues as an important and integral part of the media's acknowledged role as a watchdog of society

- Indicators:
 1. Percentage of stories focusing on issues of gender equality/inequality....
 3. Percentage of time or space and prominence, as compared to other stories, given to stories highlighting gender-related issues or drawing out the gender aspects of events or issues

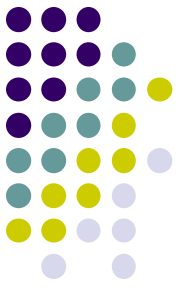
USING THE GSIM



Local Context:

- Budget
- Goal of the media organization
- The status of gender equality and women's empowerment
- The availability of expertise
- Internal policy requirements
- Capacity building needs

GSIM

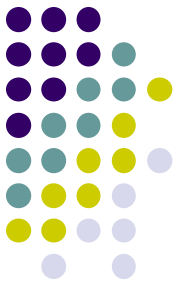


USING THE GSIM contd.

- Establish partnerships with civil society groups and citizens' media groups
- Baseline assessment
- Generate a status report to:
 - Undertake the necessary training
 - Articulate policy and strategic direction
 - Set measurable and achievable targets
 - Monitor and assess to map progress

GSIM

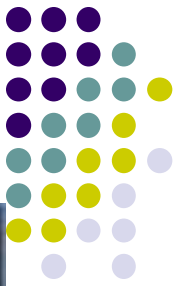
GSIM DEVELOPMENT PROCESS



- Online consultation
- Preparation of First Draft
- International consultation meeting 14 & 15 April 2011
- Preparation of Second Draft
- Virtual consultation with print/broadcast unions/associations
- Review by selected experts
- Preparation of Final Draft

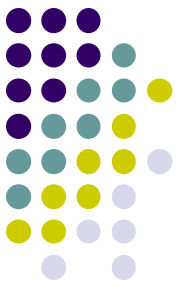
GSIM

THE GSIM IS ABOUT PEOPLE



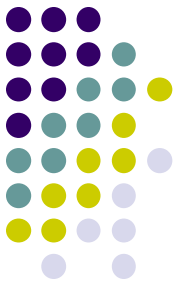
GSIM

THE GSIM IS ABOUT PEOPLE



GSIM

THE GSIM IS ABOUT PEOPLE



On the front lines with female journalists



GSIM