

# FROM COUNTING WOMEN TO MAKING WOMEN COUNT



Focusing on Women in  
Media Development Programs

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**Internews** is an international not-for-profit organization whose mission is to empower local media worldwide, to give people the news and information they need, the ability to connect and the means to make their voices heard. Internews believes women's voices are vital to the development of societies and seeks to integrate gender in our programs around the world.

The origins of this paper can be traced back to an internal discussion on how to best design training programs for journalists that would incorporate approaches and skills related to raising awareness around gender issues and concerns. This discussion triggered an investigation by the paper's authors into the tools and resources as well as sample curricula and course materials that media development organizations and their counterparts use when designing programs aimed at addressing issues relevant to gender and international development goals.

This paper attempts to orient media development practitioners with both a historical and contemporary view of key policies, studies and approaches to gender integration. The first section reviews pertinent literature produced by media development scholars, practitioners and the donor community on the subject of media and gender. Through in-depth interviews with Internews staff around the world and a number of leading stakeholders that represent a variety of interests, the sections that follow explore how media development contributes to gender issues and other development goals, and how media development practitioners can better understand and capture how their work influences and shifts in the various gender dynamics at play. In the course of researching this paper, the authors found that despite the number of published materials on gender and development, few focus on gender integration in media development. They also felt it was important not just to review literature and donor policies, but also to capture practical knowledge and suggest the steps media development organizations can take to make women count in media development programs.

We hope this paper offers a useful orientation to people unfamiliar with the academic and practitioner insights on strengthening gender integration in media development projects. We also hope to generate renewed discussion on improving the research and learning process so vital to developing and designing media assistance programs.

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# EXECUTIVE SUMMARY

Women's voices are essential to the development of societies; correspondingly, gender equality and female empowerment are necessary to finding solutions to the world's most pressing development challenges. Although gender concerns have been part of development programs for almost 40 years, a wide range of stakeholders report that it continues to be an afterthought, or just a box to tick during program implementation.

This paper argues that like other sectors, the media development sector needs to bring greater empirical rigor to its operations in order to bring about gender integration. It attempts to orient media development practitioners with both a historical and contemporary view of key policies, research and approaches to gender integration, as produced by media development scholars, practitioners and the donor community. Through in-depth interviews with Internews country staff around the world, and a number of leading stakeholders, including representatives of the United States Agency for International Development (USAID), the Open Society Foundation (OSF), the World Bank, think tanks and academic experts, the paper looks at the following questions and issues:

1. What does gender integration or gender equality mean and how do these terms apply to media development?
2. Does gender matter for media development programs, and if so, why?
3. What are the biggest challenges donors and practitioners face in supporting gender goals through media development?
4. What are the best practices or outstanding examples of media development programs or achievements that have helped advance gender goals?
5. What are the priorities for gender goals in terms of media-related work?

Despite the number of published materials, the authors found that few focus on gender integration in media development. Moreover, many still misunderstand what gender integration means—both broadly as well as specifically with regard to media assistance. While the authors found a rich trove of academic literature and an established network of scholars and gender specialists, we found the need for greater opportunities to improve research on gender and media development as well



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as additional networking to connect gender experts with media development programs.

Throughout the course of research for this paper, the most common suggestion recommended a better understanding of how media development can help advance gender goals. As articulated by Elisa Lees Munoz, Executive Director of the International Women's Media Foundation (IWMF): "We have two key studies — the Global Report on the Status of Women in the News Media and Who Makes the News from the Global Media Monitoring Project. Now we need other baselines to go deeper so we can come up with more entry points. We need to understand what the end results are of having more women in the media; we need to understand why more women than men

enroll in journalism programs, but drop out after they graduate; and if having women in management positions means more women will enter and stay in the profession? There is so much we do not know.”<sup>1</sup>

In line with Munoz’s comment, OSF’s Women’s Program recommended a number of areas for how media development can improve gender practices, including: 1) Research that looks at how gender is influenced by media; 2) An assessment of whether or not information/news being distributed is a) pertinent to women and b) available to women; 3) Research that looks at what can be done to ensure that women take advantage of access to information; 4) An examination of questions such as: How are women portrayed in the news and in general media and entertainment? What messages are transmitted by news, advertising, reporting, stories, shows, etc.? Are women visible in media? Are they respected?

While donor support directed at researching these types of issues would be welcome, much can be done by media development implementers and their research/academic counterparts. Towards this end, the authors have compiled a list of Ten Steps for Gender Integration in Media Development.

- Step 1: Review Organizational Language and Commitment**
- Step 2: Mandate Organizational Policy on Gender Equality and Women’s Empowerment**
- Step 3: Ensure Leadership and Accountability for Gender Equality Goals**
- Step 4: Assess Women’s and Men’s Statuses and Gender Relations Specific to Media Development Program Contexts**
- Step 5: Gather Data for Media-Specific Gender Analysis and Develop Baseline Evaluations**
- Step 6: Commit to Clearly-Defined Objectives and Rigorous Monitoring and Evaluation of Progress Toward Gender Equity**
- Step 7: Advocate for Gender-Responsive Policies**
- Step 8: Create Space for Dialogue and Collaboration Beyond Familiar Partners**
- Step 9: Look for Openings and Expand the Spaces for Women’s Voices**
- Step 10: Experiment, Innovate and Incubate**

These steps aim to help the media assistance community better understand how to apply core concepts and gender integration strategies; to more effectively connect gender integration goals to media interventions; to conduct formative research that informs program design and evaluation; and to apply core principles and techniques of innovation to advancing gender goals.

Each of these steps calls for a significant commitment to research, data collection, analysis and advocacy of gender and media issues. They argue for a more robust evidenced-based approach to media development efforts to improve gender equality, empowerment and integration. In doing so, this paper suggests the following action items that would engender an approach to media development that goes beyond merely counting women, to making women count:

- Provide more opportunities to share lessons learned, best practices and creative approaches to applying gender integration to media development programs.
- Increase opportunities for training, skills building and practical application of the core principles of gender integration, empowerment and equality for the everyday work of media development program implementers.
- Improve mechanisms and access to funding for researching and incubating new ideas to improve gender goals through media development interventions.
- Make better use of monitoring and evaluation in media development projects as opportunities to study how and why media matters to gender and development goals.
- Strengthen linkages between academic experts who focus on gender issues and the wider media development community to fully utilize existing knowledge.
- Conduct a comparative analysis and mapping of different donor institutions and their expectations, guidance, resources and best practices.

<sup>1</sup> Lees Munoz, Elisa. Interview by Manisha Aryal. Personal interview. Washington, DC, October 2, 2012.

# INTRODUCTION: MEDIA DEVELOPMENT AND GENDER

Gender is about *men and women*. It is culturally constructed, like ethnicity and group affiliation. The lived experience of women and girls is fundamentally different from the lived experience of men and boys.

Gender integration is about incorporating diverse gendered opinions into daily decision-making and dialogue. As offered by Gabrielle Tang from OSF Women's Program:<sup>2</sup>

Media development seeks to bring access to information and news in a transparent and unbiased manner to all people. However, when programs and operations distribute news and knowledge with mainly half of its potential viewership and audience in mind, then an entire half of the population is still lacking full access to relevant information (i.e., information that pertains to their interests and concerns).

A recent example of this oversight in [gendered] media is in the coverage during Hurricane Sandy. In an interview with two separate people — a man and a woman — who had stayed in their homes despite being in evacuation zones, a glimpse of a patriarchal perspective in the distribution of information was revealed. When asked why he did not evacuate, the man explained that it was his home, that he would not leave it, and that he wanted to face the storm. When asked why she did not evacuate, the woman responded that she was a single mother who had a house full of children. She asked, "Where was I supposed to go? What family member or friend could take in an additional seven people?" She added that she wasn't given enough information about the shelters that were being offered — how she was supposed to get there, what resources they would have for her children, what she would need to pack for them and for how long these shelters would be operating, etc. If a stronger gender lens and sense of awareness were applied to the storm coverage,

perhaps there would have been less emphasis on the need for people to evacuate their homes and more on how they can evacuate, especially for mothers with young children.

This is just one small example of how the implications of planned actions or calls to action for women are not equally assessed and taken into account as for men. Oftentimes, the media perpetuates this disparity in an unconscious manner. The first struggle in media development in terms of gender equality is being actively conscious of fixing these holes.

This example, although specific to the US, outlines some of the key issues and complexities involved with applying best practices of gender integration to media development. On the one hand, media coverage itself needs to be responsive and adaptive to multiple cultural and ethnic groups, sex and gender orientations, and demographic groups (age, income, education, etc.); on the other hand, representation by both women and men at all hierarchical levels—journalists, editors, managers, owners, political parties—helps to ensure that a wider range of economic, cultural and gender issues are taken into account during crisis planning and preparedness, public safety and health information, and educational information. As Erin Fuller (2012),<sup>3</sup> President of the Alliance for Women in Media, said of why understanding gender is so complicated in the US context: The "media reflects, in a broader sense, what we project. Often, popular media project sterile, perfect images of women." But in reality, there are no perfect men or women.

This paper unpacks some of the complexities and subtleties of the issue of gender integration in media development. What follows is a broad view, an attempt to capture the gains made

<sup>2</sup> Tang, Gabrielle. Interview by Susan Abbott. Email interview. December 1, 2012.

<sup>3</sup> Fuller, Erin. Interview by Susan Abbott. Phone interview. November 14, 2012.

## Defining the Terms

As explained above, “Sex is about biological differences—the physical characteristics with which one is born. Gender—an often misused term—is about socially constructed differences between men and women.”<sup>4</sup> The term **gender mainstreaming** refers to strategies whose goal is to promote gender equality in development programs. As one scholar describes it, mainstreaming is “the inclusion of disenfranchised ideas and entities related to the concept of gender within ordinary, majoritarian structures.”<sup>5</sup> The concept comes from the 1995 Fourth World Conference on Women in Beijing, where development agencies identified gender equality as a major development goal and identified mainstreaming as the way to achieve it.<sup>6</sup> Since then, virtually every major international institution has made a public commitment to gender mainstreaming, and the UN has also extended the idea to conflict and post-conflict contexts.

The United Nations’ Economic and Social Council (ECOSOC) defined gender mainstreaming as follows in its 1997 report on the issue:

The process of assessing the implications for women and men of any planned action, including legislation, policies or programs, in all areas and at all levels. It is a strategy for making women’s as well as men’s concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of all policies and programs in all political, economic and societal spheres so that women and men benefit equally and inequality is not perpetuated. The ultimate goal is to achieve gender equality.<sup>7</sup>

**Equity and equality** are different things. Equality refers to balance among individuals and parties—i.e., one person, one vote. Equity refers to allocation of resources based on need and not simply status. Thus, everyone might have one vote (equality), including the working poor, men and women in remote villages, and individuals who are afraid of being harmed if they vote, but the *ability* to vote might require equitable accommodations: transportation, government mandated voting holidays, translation services, public safety measures, etc. An equal distribution of resources divides everything down the middle, or allots shares based on the size of each group making a claim. An equitable distribution of resources divides resources based on merit and need, not simply equal division among members or parties.

According to USAID, **gender equality** is achieved when an individual’s civil and human rights, social conditions and opportunities “for realizing their full potential and for contributing to and benefiting from economic, social, cultural and political development” do not depend on their sex.<sup>8</sup> Gender equality is not a ‘women’s issue,’ but should concern and fully engage men as well as women.<sup>8</sup> **Gender equity** is a supportive aspect of gender equality, a process that attempts “to compensate for historical and social disadvantages that prevent women and men from otherwise acting on an equitable basis.”<sup>9</sup>

Importantly, “gender” should not be limited to discussions about women. USAID defines the term this way:

Gender is a social construct that refers to relations between and among the sexes, based on their relative roles. It encompasses the economic, political and sociocultural attributes, constraints, and opportunities associated with being male or female. As a social construct, gender varies across cultures, is dynamic

*continued*

<sup>4</sup> Julie, Middleton. “Gender, Media and Development: What’s the Connection.” *Media and Development*. (2008): 43-59.

<sup>5</sup> Kapur, Kavita. “Rethinking Women’s Empowerment: A Critical Appraisal of Gender Mainstreaming in International Human Rights Law.” 1. No. 1. Cairo: American University, 26-45. (2007). Retrieved: <http://www.aucegypt.edu/GAPP/IGWS/GradCent/Documents/SurfacingVol1No1.pdf>.

<sup>6</sup> United Nations. *Fourth World Conference on Women, Beijing Declaration and Platform for Action*. UN Doc. A/Conf.177/20/Rev.1, UN Sales No. 96.IV.13 (1996). Retrieved: <http://www.un.org/womenwatch/daw/beijing/platform/>.

<sup>7</sup> United Nations. *Economic and Social Council Agreed Conclusions*. E/1997/100. Geneva. (1997). 2. Retrieved: <http://www.un.org/documents/ecosoc/docs/1997/e1997-66.htm>.

<sup>8</sup> U.S. Agency for International Development. *Guide to Gender Integration and Analysis*. Washington, DC, p. 13. (2010). Retrieved: <http://transition.usaid.gov/policy/ads/200/201sab.pdf>.

<sup>9</sup> *Ibid.*, p. 13.



and open to change over time. Because of the variation in gender across cultures and over time, gender roles should not be assumed but investigated. Note that “gender” is not interchangeable with “women” or “sex.”<sup>10</sup>

Because gender mainstreaming recognizes that discrimination is a political act, and because women are often in socially circumscribed and subordinate roles, “it is necessary to address men’s gender roles and identities to make an impact on women’s subordination.” The goal of gender mainstreaming is “improved human development...that both enhances gender equality and removes gender-related impediments.”<sup>11</sup>

**Gender integration** is, if not synonymous with gender mainstreaming, often used interchangeably with it. USAID defines gender integration as “(i)dentifying, and then addressing, gender inequalities during strategy and project design, implementation, and monitoring and evaluation” and doing so on an ongoing basis.<sup>12</sup> Like other development agencies, USAID urges that “taking gender into account usually, but not always, involves a focus on women... because men can also be disadvantaged due to their sex and gender roles. For example, in cases where there is societal pressure for men to be aggressive and dominant, such male gender norms may negatively impact women, families, and communities by encouraging violence against women.”

Gender analysis is a tool for gender integration, a critical step in the process. According to USAID, the purpose of gender analysis is “to identify, understand, and describe gender differences and the impact of gender inequalities on a sector or program at the country or project level. Gender analysis is a required element of strategic planning and project design and is the basic foundation on which gender integration is built.”<sup>13</sup> A proper gender analysis, according to the agency, “involves an examination of the rights and opportunities of men and women, power relations, and access to and control over resources. Gender analysis identifies disparities, investigates why such disparities exist, determines whether they are detrimental, and if so, looks at how they can be remedied.”<sup>14</sup>

The point of gender analysis is to answer two questions about any assistance program: (1) “How will the different roles and status of women and men within the community, political sphere, workplace, and household affect the work to be undertaken?” And (2) “how will the anticipated results of the work affect women and men differently?”<sup>15</sup>

Finally, to be effective in gender analysis and integration, an assistance provider must conduct regular gender assessments (described below), and review its own programs and ability to “monitor and respond to gender issues” wherever they occur in the life of a program.

<sup>10</sup> U.S. Agency for International Development. *Guide to Gender Integration and Analysis*. Washington, DC, p. 2. (2010). Retrieved: <http://transition.usaid.gov/policy/ads/200/201sab.pdf>.

<sup>11</sup> United Nations Development Programme. *Gender Equality: Evaluation of Gender Mainstreaming in UNDP*. New York (2009), p. 5. Retrieved: [http://web.undp.org/evaluation/documents/EO\\_GenderMainstreaming.pdf](http://web.undp.org/evaluation/documents/EO_GenderMainstreaming.pdf).

<sup>12</sup> U.S. Agency for International Development. *Gender Equality and Female Empowerment Policy*. Washington, DC (2012) p. 3. Retrieved: [http://transition.usaid.gov/our\\_work/policy\\_planning\\_and\\_learning/documents/GenderEqualityPolicy.pdf](http://transition.usaid.gov/our_work/policy_planning_and_learning/documents/GenderEqualityPolicy.pdf).

<sup>13</sup> U.S. Agency for International Development. *Guide to Gender Integration and Analysis*, 2010.

<sup>14</sup> Ibid.

<sup>15</sup> Ibid.



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so far, to review the thinking of several development donors—including, in the media development sector, USAID, the U.S. Department of State, the United Nations Development Program (UNDP), United Nations Educational, Scientific and Cultural Organization (UNESCO), the Swedish International Development Agency (SIDA) and the World Bank—and to offer insights gained from implementing past programs as a way to stimulate conversations within the media development community about how to offer more robust, evidence-based gender strategies.

## Gender Integration in Media Development

Independent media serve as a watchdog. They give voice to the voiceless and offer a public forum for vetting and debating public ideas and policies and opinions that are separate from the state. Independent newspapers, radio and television stations, and more recently mobile phones, the internet and social media have enabled many voiceless and underrepresented citizens, especially women, to have a voice in the local community and civil society.

The media development sector emerged out of the belief that independent media are part and parcel of a modern, democratic state and an essential ingredient for building sustainability, resilience and prosperity. Both the Fourth Estate of the press and mass media and the Fifth Estate enabled by the Internet have played an instrumental role in governance and both have influenced and been influenced by how media development as a sector has grown over the past 20 years. Among the actors are international aid organizations, independent media, and most recently, citizen journalists such as bloggers and social media users.

Many development practitioners have pointed out that achieving international development goals cannot happen without understanding the role of women and girls, including an

understanding of gender issues that goes beyond simple divisions of male and female. Development, in other words, requires a more nuanced understanding of gender dynamics to identify the most fruitful opportunities for intervention, partnership and to channel aid, which can include both technical and financial assistance.

Media development programs seek to empower individuals and institutions. This is done in a variety of ways: through content production and distribution, training and education, management and marketing assistance, media literacy training, association strengthening, infrastructure development and legal and regulatory reform. However, very few media development organizations have expressed firm commitments to advancing gender goals through pronounced gender policies. Based upon a review of key media development implementers, it's unclear what triggers commitment to gender integration strategies, how targets are set, and which indicators are used to monitor and track the success of advancing gender goals.

While there is admittedly a general appreciation for the ideals espoused in donor policies surrounding gender integration, there is scant advice or data surrounding how and when gender matters in terms of crafting an overall media development strategy that is sensitive to gender considerations. A recent toolkit produced by the World Bank—*Developing Independent Media as an Institution of Accountable Governance: A How-To-Guide*, and to which Internews was a contributor along with many other media development organizations—serves as a case in point.<sup>16</sup>

Designed as a step-by-step guide, the toolkit walks donors and implementers through the basic steps of media development and offers guidance on analyzing the media sector, conceptualizing program parameters and designing media development initiatives. While it stresses the importance of media development in supporting and promoting a pluralistic, editorially independent and financially sustainable media sector, the 80-page document is otherwise silent on the need for gender integration or the importance of inclusiveness, plurality of voices and concerns, and the participation of women and minorities. Unfortunately, the document, intended to be used as a primer for those who would push the agenda of the media development sector, misses the opportunity to discuss gender integration as part of these efforts. While the World Bank has a clear institutional commitment to advancing gender goals, the oversight of gender considerations in its media development toolkit illustrates how gender considerations can be forgotten, receive low priority, or generally get neglected.

<sup>16</sup> Kalathil, Shanti. *Developing Independent Media as an Institution of Accountable Governance*. Washington, DC: The World Bank, 2011.

## A LEGACY OF NEGLECT: RESEARCH ON GENDER AND MEDIA

The gradual opening of the media sector globally (from exclusively state-controlled to public, commercial, community and independent operators) and emerging mobile, online digital technology has widened the scope and definition of media. Despite these trends, research over several decades shows that the media's presentation of women in narrow and mostly negative ways remains a global phenomenon.

This has endured in newspapers for more than a century, and has been perpetuated by other media formats that have followed. The first global reports to touch on issues of gender and media were conducted by the United Nations Educational Scientific and Cultural Organization (UNESCO) in the 1980s; since then there have been a number of major studies on women's presentation in news stories around the world and their involvement in the news media.

Despite a global women's movement of more than three decades, and the growing awareness about women's contribution to development and the efforts to integrate women into development programs, even recent studies by the European Commission and by the Global Media Monitoring Project (GMMP) continue to show that very few women are present in the news media (either content-wise or in production and management roles).



Photo by Internews

### Gender in Media Studies

Transnational media corporations, virtually all of them located in Western Europe and the United States, have long been powerful and ubiquitous cultural influences with respect to editorial and entertainment content. To address this phenomenon, in 1980 UNESCO proposed a "new world information order" that would curb dominance of Western media firms. Unfortunately, the McBride Report, as it was known, devoted only two of its 249 pages to media and women. Five years later, a second UNESCO report pointed out that many of the general problems detailed in the McBride Report were particular problems for women: lack of access to or control over media, poor or non-existent training in communications, under-representation both in

media content and in the media industries, and stereotyping.<sup>17</sup>

In 1981 and 1985, UNESCO commissioned two reviews of research on women and media. Both reports were critical, especially of advertising, for its influence on editorial and entertainment content. The 1981 study, known as the Gallagher Report after its lead author, summarized its findings this way:<sup>18</sup>

"Media treatment of women can best be described as narrow. On film, in the press and the broadcast media, women's

<sup>17</sup> UNESCO. *Communication in the Service of Women: A Report on action and research programmes, 1980-1985*. Paris: UNESCO, 1985.

<sup>18</sup> Gallagher, Margaret. *Unequal opportunities: the case of women and the media*. Paris: UNESCO, 1981.



Photo by Internews

activities and interests typically go no further than the confines of home and family. Characterized as essentially dependent and romantic, women are rarely portrayed as rational, active or decisive.”

According to the Gallagher report, in no country did women appear in more than 20 percent of news stories and in most countries much less frequently than that. What women’s news appeared were trivial, and related to women’s family status or physical appearance. Where important women’s activities were covered—for example, the UN Decade for Women Conferences in 1975 and 1980—women were covered either in “lifestyle” pieces or in sensationalized stories, emphasizing conflict.

In addition, the Gallagher report found virtually no women in top executive positions but instead concentrated in clerical roles. Women in news positions typically covered “women’s” features—weddings and social events—and not politics or the economy. The Gallagher report further found that many job descriptions were written with men in mind, and that women were assumed to be inadequately trained or educated for media jobs. The 1985 UNESCO report largely confirmed the same picture four years later.

The UNESCO studies also examined national media policies to see what, if anything, they had to say about gender issues. In preparation for the 1985 UN Decade for Women conference in Nairobi, Kenya, the UN Centre for Social Development and Humanitarian Affairs asked UN member states to respond to a questionnaire about a range of media policies, including “policies and guidelines requiring media to promote the advancement of

women.” Of the 95 governments that responded, only a few said they had policies on portrayals of women in media.

Since the UNESCO reports of the 1980s, several other efforts have documented the roles women play in media content and in the media industries. Among the most significant, the Global Media Monitoring Project (GMMP) was established in 1995 to monitor patterns of gender representation in radio, television and print media news (originally in 71 countries). In its first report, the GMMP found that women represented only 19 percent of individuals in news stories, and were usually shown as victims (often of violent crime or sexual assault), mothers or wives. A follow-up study in 2000 looked at more than 50,000 news stories from the same number of countries and found the percentage of women in news stories had actually dropped, to 18 percent, and that the most frequent depiction of women was as crime victims. A third monitoring exercise in 2005 found that women featured as 21 percent of individuals in stories, but represented the same way. A fourth study, from 2010, discussed below in depth, also explored the issue of women in media development.

All these studies report a “glass ceiling” effect, in which women make steady progress until reaching senior level positions, where they are denied promotion.

In the 1990s, several studies across the world tried to map women’s employment in media organizations. In Western media firms, women often comprise a large percentage of newsroom employees—as much as 25 percent of reporters and editors—but are far less likely to be in editorial executive positions. In 2001, for example, the U.S.-based Radio Television News Directors Association found that only 24 percent of TV news directors and 20 percent of radio news directors were women. A 2002 study by the Annenberg Public Policy Center found that in the telecommunications and electronic commerce industries women were only 13 percent of top executives and 9 percent of board members. According to one researcher, the ratio of men to women in journalism and mass communication fields has remained more or less the same since the 1970s, moving from 4 to 1 to 3 to 1. All these studies report a “glass ceiling” effect, in which women make steady progress until reaching senior level positions, where they are denied promotion.<sup>19</sup>

<sup>19</sup> Ross, Karen. *Gendered media: women, men, and identity politics*. Lanham: Rowman & Littlefield Publishers, 2010.

Interestingly, some researchers have argued that when women do break into senior editorial positions, they essentially accept and perpetuate a news agenda that emphasizes male concerns as neutral and objective. A 1994 study of female journalists in South Africa, for example, found that a majority did not believe sexism existed in the industry—their own presence there proving the point.<sup>20</sup> A 2001 study of women journalists by Ross found that women internalized the sexism in their industry, blaming the lack of progress by women on women themselves.<sup>21</sup> A pair of 2004 reports, one on African newsrooms by Opoku-Mensah, and a second on Indian newsrooms by Joseph, found that women who worked in male-oriented industries either tended to be more masculine than their male colleagues or opted to leave their positions, either for alternative venues in which they could cover topics of interest to women, or to work as freelancers.<sup>22</sup>

More recently, in 2010 and 2011, the academic journal *Sex Roles* published two special issues on gender in media. The general findings were that women are under-represented across a range of media and in both entertainment and news content.<sup>23</sup> When women are portrayed, it is often in a stereotypical or negative way. In entertainment programming, women are often sexualized, either through their clothing or their role, and they are often shown in roles that are subordinate to men. In both entertainment and news content, women are most often shown as nonprofessionals, as homemakers, wives or parents, or sexual partners.

Finally, although women fare poorly inside the newsroom, they are more poorly represented as news sources. A study of women and television news in Europe found that of 25 news channels in 10 countries, a total of 1,236 news stories, only 16 percent of the interviewees were women. In a study on sourcing in U.S. newspapers over a decade, from 1986 to 1996, only 20 percent of the named sources were women. In both studies, women's quotes were less substantial than men's.<sup>24</sup> As Aidan White, General Secretary of the International Federation of Journalists suggests in the GMMP's 2010 report, "Fair gender portrayal is a professional and ethical aspiration, similar to respect for accuracy, fairness and honesty."<sup>25</sup>

## Not Just Glass Ceilings but Brick Walls

Two recent global studies released in the last few years suggest that not much has changed in how the media depict women and employ them. Both studies reveal a sobering portrait of the world's media in terms of the challenges of advocating for gender integration. The GMMP's flagship report, *Who Makes the News*, discussed above, focuses on institutional news media as the most influential source of information, ideas and opinions for the majority of people worldwide.<sup>26</sup> The report provides disaggregated data by country and regions and provides important information concerning women and the media.

The GMMP global snapshot for 2010 indicates that women's visibility in news content was uniformly low across continents:

- Only 13 percent of all stories (i.e. politics, government, economy) focused on women.
- Only 24 percent of the people heard or read about in print, radio and television news were female.
- Only 6 percent of stories highlighted issues of gender equality or inequality.
- More than 46 percent of the total stories reinforced gender stereotypes, with higher proportions on peace (64%), development (59%), war (56%) and gender-based violence (56%) relying on gender stereotypes.
- More than 80 percent of the "experts" interviewed were men.
- Only 10 percent of the stories quoted or referred to relevant local, national, regional or international legal instruments on gender equality and/or human rights.

The fourth GMMP, for the first time in its monitoring history, also looked at the internet as a medium of news and information. The GMMP examined data from 16 countries and found that:

- Women comprised only 23% of the news subjects in online stories.
- Only 36% of the news stories were reported by women.
- Close to 42% of online news stories reinforced gender stereotypes, with only 4% challenging them.

GMMP then compared these findings with those from print, television and radio news in the same countries and noted that only 36% of the news stories online were by female reporters, compared to 41% of stories in traditional mainstream

<sup>20</sup> Gillwald, A. *Women, democracy and the media in South Africa*. Media Development 2 (1994): 27-32.

<sup>21</sup> Ross, Karen. "Women at Work: Journalism as Engendered Practice." *Journalism Studies*. Volume 2, Number 4 (2001): 531-544.

<sup>22</sup> Ibid.

<sup>23</sup> Collins, Rebecca. "Content Analysis of Gender Roles in Media: Where are we now and where should we go?" *Sex Roles* 64 (2001): 290-298.

<sup>24</sup> Ross. *Gendered Media*. 2010.

<sup>25</sup> Macharia, Sarah, O'Connor Dermot and Ndangam, Lilian. *Who Makes The News? Global Media Monitoring Project 2010*. Toronto, Ont.: World Association for Christian Communication, 2010.

<sup>26</sup> Ibid.



Photo by Internews

media. While it is probably too early to draw conclusions about the nature of the medium, the GMMMP study questions if the nature of the medium makes gender biases more visible and concentrated than in the traditional news media. The GMMMP's figures also show an unbalanced picture of the media world with women absent from community, economy and politics. GMMMP concludes that these figures serve as a "reminder that in the 'mirror of the world' depicted by the news media, the faces seen and the voices heard remain overwhelmingly those of men."

While the GMMMP documents the content of the news in the world's media to monitor how various countries and cultures portray women, the International Women's Media Foundation's (IWMF) 2011 report, *Global Report on the Status of Women in the News Media*, examines women's status relative to men's in the news industry itself and the factors obstructing their progress and mobility (for example, pay differences and unequal terms of employment versus pro-equality policies in the newsrooms).<sup>27</sup> Covering 500 companies in nearly 60 countries, the study found that media professionals, from journalists to editors, are still mostly men, and those women who do work in media encounter glass ceilings once they reach middle and upper management.

<sup>27</sup> Byerly, Carolyn. *Global Report on the Status of Women in the News Media*. Washington, DC: International Women's Media Foundation, 2011.

The report's specific findings include:

- Of the top management jobs in media globally (publishers, chief executive officers, directors and chief financial officers), nearly 73 percent are occupied by men.
- Among reporters, women hold only one third of the jobs, with significant glass ceilings for women in middle and senior management levels.
- In the United States, women hold less than a fourth of the positions in top management and only a third of the positions in governance-level roles. In the Middle East, men outnumber women in media companies by two to one and earn three to five times as much as women in governance and top management positions. In Asia, men in media outnumber women by four to one.
- Men fill 73 percent of technical jobs (e.g., camera, sound, lighting and production); 65 percent of the production and design jobs (e.g., designers, photographers, illustrators and other creative news production roles); and 64 percent of sales, finance and administrative jobs.

Media producers—owners, publishers, editors and reporters—often downplay the significance of the statistics as a product of the cultural or traditional contexts in which they operate. Conversely, media development implementers tend to explain the underrepresentation of women as common in societies that have yet to embrace gender equality and the challenges of working in societies in which women lag behind in public voice and professional capabilities.

Sources interviewed for this paper suggest that more women need journalism training, and that more women should obtain leadership training. Elisa Lees Munoz of IWMF observed that "when journalism skills training and leadership training are combined, we find that in each case the woman journalist does really well. They don't just stay in journalism, they are able to negotiate their environment, [and] are better able to handle subordinates and advance their careers."<sup>28</sup>

Even in cultures where women are better represented in the news media, such as in Central and Eastern Europe, studies show the proportion drops and numbers decline as women start to climb up the upper management ladder. In 1999, the European Commission undertook a continental study of gender and news representation. It found that there, as in the rest of the European continent, women were commonly portrayed as sex objects in popular media discourse. The study concluded that "old" forms of gender stereotypes had reemerged in

<sup>28</sup> Lees Munoz, Elisa. Interview by Manisha Aryal. In-person interview. Washington, DC, October 2, 2012.

Central and Eastern Europe as the consequence of political and economic changes in the region.

Similarly, a recent USAID toolkit for gender analysis in Europe and Eurasia also found:

During the communist era, equality between men and women was official policy, and the majority of E&E countries now have sound legislative frameworks that support gender equality principles. E&E countries also exhibit near parity at most levels of education (especially basic education), and women are well represented in the labor market. Thus, there appear to be few formal barriers to women's advancement. However, more in-depth analysis reveals many barriers that prevent women in the region from achieving true equality with men. It is precisely this context—in which gender equality is a formal principle and gender differences are not obvious—that makes gender analysis imperative for designing projects that effectively address nuanced gender differences and empower women to participate actively and equally in their societies at all levels. In conducting gender analysis in E&E countries, one must look beyond formal statements and principles of equality to uncover the reality for women and men.<sup>29</sup>

Women's invisibility or silence in the media in many parts of the world is often explained by women's unwillingness to be quoted, by the lack of sufficient numbers of female experts to interview or by women's lack of interest in particular topics.

The career barriers reflect the socioeconomic reality of the societies in which we live and should not be dismissed as mere excuses, but their underpinnings are at the core of gender dynamics and power relations. Just as media play a role in embedding and perpetuating cultural norms and practices, we believe that the media can also help transform culture by actively seeking to promote gender equality and women's empowerment via media content and through organizational and professional practices.

As captured by Craig Hammer of the World Bank:

We work with an organization called the African Media Initiative — to encourage them to come together to identify priorities for Sub-Saharan African media. They just had their annual meeting. Looking around the room, you do see more men than women. But, every year that they have had this meeting, we've

noticed that the number of women is increasing — women owners — some of the most outspoken and best media outlets in terms of quality of journalism, ethical standards of journalism, best business practices — these are owned by women. There is recognition by women owners — there needs to be more ownership of media by women... But you know that media is a business. Owners care about media, but they care about the bottom line. There is recognition that by excluding demographics of society they are effectively leaving money on the table. To ensure the principle of women's inclusion — it's good by its own right (on its own merit).<sup>30</sup>

The longitudinal research conducted by GMMP and the global study done by the IWMF, both mentioned above, provide critical international and regional baselines for how the news media portray women and the status of women as media professionals. Both studies focus attention on the media/gender nexus and offer entry points for future intervention.

## Rethinking Gender Policy in Development—The USAID Example

In March 2012, USAID released its *Gender Equality and Female Empowerment Policy*,<sup>31</sup> which seeks to advance gender equality and the empowerment of women and girls so that they can participate fully in and benefit from development. The policy is an updated and revised version of an earlier *Policy Paper on Women in Development*,<sup>32</sup> which came out in 1982, and reflects “fundamental changes in the world and the evidence that has accumulated” since then.<sup>33</sup> The new policy offers gender integration approaches in planning, project design and implementation, and monitoring and evaluation of all USAID programs.<sup>34</sup> The release of the new USAID Gender Policy has helped to reignite debates about how to best bring about gender goals and expectations around gender outcomes in international assistance.

To understand how USAID is encouraging gender integration in the projects it funds, we reviewed several USAID Requests for Applications (see Appendix A) released between 2010 and

<sup>29</sup> USAID. *Towards Gender Equality in Europe and Eurasia: A toolkit for analysis*. Washington, DC (2012), 3.

<sup>30</sup> Hammer, Craig. Interview by Susan Abbott. Phone interview. Denver, CO. November 30, 2012.

<sup>31</sup> Ibid.

<sup>32</sup> USAID. *Women in Development Policy Paper*. October 2008. Retrieved: <http://transition.usaid.gov/policy/ads/200/women/womendev.pdf>.

<sup>33</sup> USAID. *Gender Equality and Female Empowerment Policy*. 2012.

<sup>34</sup> Ibid.

To analyze how USAID's objectives were being applied, we reviewed the RFAs against 10 questions to understand each RFA's approach to gender. The exercise reviewed the guidance USAID provides implementers and the areas implementers are suggested to address in order to show their gender-integration readiness.

1. Is a gender analysis required in the background section of the application?
2. Does the program approach need to address gender considerations?
3. Is a stand-alone section on gender required?
4. Does the management approach need to address gender credentials?
5. Are gender-disaggregated data required in the monitoring and evaluation plan?
6. Does gender experience need to be highlighted in past experience?
7. Is gender included in the evaluation criteria?
8. Are distinct points awarded for treatment of gender?
9. Is there a gender assessment publicly available for the RFA country?
10. What does gender mean in the context of media development?

2012. We observed that the RFAs encouraged applicants to do three things:

- Ensure that both women and men have the same opportunities.
- Take into account the different needs of women and men.
- Consider the societal, political and economic effects of differences in gender roles.

More broadly, within the call for proposals, USAID asked applicants to consider two overarching questions: (1) How gender relations affect the project being proposed, and (2) how the anticipated results affect the relative status of men and women.

In the review, several ideas emerged, the most important being that gender integration is starting to occupy a significant place

in RFAs. In addition to requiring applicants to integrate gender considerations in their program approach, the RFAs also place considerable focus on gender dynamics.

Optionality versus requirement becomes a major factor when thinking about the choice implementers can make to include a gender analysis report. In the absence of this examination, how USAID analyzes an implementer's proposed program approaches is unclear. Most of the USAID RFAs reviewed did not require a gender analysis in the background section of the application. While a few of the RFAs required applicants to ensure that the wide-ranging societal, political and economic effects of differences in gender roles are taken into account or to address the needs and aspirations of women, none of the RFAs reviewed required detailed examination of gender dynamics.

Since the Millennium Declaration in 2000, and the United Nations World Summit in 2005, developing countries have been urged to prepare national development strategies taking into account the international development goals agreed on in the various United Nations Summits and Conferences of the past two decades; presumably this also includes gender and development goals. Some countries have compiled policies to address social and economic development issues and have created analyses that assess issues of gender on behalf of women. However, many countries still do not have a gender component attached to their national development plan. The work of gathering information to address gender dynamics in specific countries then becomes incumbent upon implementing organizations.

An analysis of gender dynamics would be critical to designing interventions that meet the needs and constraints of both women and men and leveraging the contributions and capabilities of both groups. In the absence of this, it is unclear what criteria USAID will use to judge if proposed programs or interventions can be effective. Additionally, the critical question is what the media development community writ large will choose to do with this renewed and reinvigorated push for meaningful gender integration into development goals and practices. However, this policy emphasis needs to be seen as an opportunity for discussion as well as for some critical reflection, with input from those in the field who are implementing programs of media assistance as well as from media development scholars.



## GENDER INTEGRATION IN PRACTICE

Media development initiatives that share core values with democracy and governance programs such as inclusiveness, pluralism, transparency and accountability imply a commitment to gender integration. The authors believe that addressing the challenges identified by the GMMP, IWMF and USAID reports (from gender stereotyping in media coverage to overt discrimination in the newsroom) requires a multi-pronged approach that integrates a gender analysis with a commitment to women's empowerment at all levels of the program cycle.

A more nuanced approach to gender-sensitive media development would move past simply counting the number of women participating in journalism trainings, the number of gender-sensitive stories produced by the media and the number of women working in media organizations. As Meg Gaydosik,\* Senior Media Development Advisor, USAID, Bureau for Europe & Eurasia explains:

We need different parameters for what we are looking for. There's been substantial research and thinking on the issue of gender and media. This research should inform or prompt more thinking when designing a program. The new USAID Gender Policy is about a more holistic approach—an approach that will be more beneficial to women. There are not enough women in the driver's seat or leadership positions in media. Who calls the shots? Getting more women into positions of power is key. We can't just say gender is about "Women's Issues." Conflating "women's issues" with gender has done more damage to gender integration than anything else. To meaningfully integrate women within media development programming is a whole different matter than the types of issues that are defined as "women's issues"—which can make the whole process something that gets diluted.<sup>35</sup>

In general, the search for quantifiable indicators that can be tracked over time has meant that gender-equality objectives are often reduced to activities that can be easily counted. Gender-sensitive indicators can also be broadened to measure change, to determine whether gender equity is being achieved



Photo by Internews

"Our experience shows, consistently, that five things are necessary to achieve gender integration – whether we're talking about organizations or programs. Organizational commitment needs to be demonstrated by supporting evidence – a leadership committed to it, a written mandate, an internal structure with someone who has the formal role, authority and expertise to do it, resources allocated to do the job, and accountability on it built from the outset."

*Anugraha Palan, Women Thrive Worldwide*

<sup>35</sup> Gaydosik, Meg. Interview by Susan Abbott. Phone interview. Denver, CO. November 9, 2012. \* The views expressed by Meg Gaydosik do not reflect the positions or policies of USAID.

through tracking and documenting the status and roles of women and men over a period of time, and the impact of program activities on gender relations. Many of these indicators require qualitative research methods.

USAID uses several indicators and defines gender equality and empowerment as cross-cutting issues. Gender Indicator 3 (GNDR-3), from its Standard Foreign Assistance Indicators, is used to gauge the effectiveness of efforts to empower women by improving their self-efficacy.<sup>36</sup> Trainings and programs in all sectors that work to empower women are urged to utilize the indicator. Unlike other measures, GNDR-3 assesses the impact of programming activities over time, and is the only equality/

empowerment indicator that does not simply reduce women to numbers. While other indicators quantify the number of women who attend trainings or programs, the development of additional tools could instead describe the actual change in conditions or relations between men and women in a given society.

Gender integration has been most successful when it has been implemented within a programmatic and organizational context of a rights-based commitment to social, political and economic equality, and when analysis is based on the experiences, needs and desires of the people involved. Media development will only be effective when there is political commitment from the actors involved.

## Critiques of Gender Integration

Critics of gender integration characterize it as a confusing concept, difficult to operationalize and demanding to implement. Some charge that gender integration's rhetorical sweep is too broad and inclusive, and that it has undermined rather than supported women by attempting to protect their rights through general guidelines rather than through specific norms applicable only to women. As observed by Jane McElhone from the OSF's Network Media Program:

"Donors sometimes make gender sensitivity training a requirement or the focus of their funding. We all understand why this happens yet if the courses and objectives are donor-motivated, are they sustainable or even well-directed? Media in exile or operating in hostile environments, for example, are often struggling to survive - in desperate need for funding to pay salaries, for safety training, and for equipment to allow them to do their jobs - so they may not consider gender issues a priority, particularly when there is only a limited amount of media funding out there."<sup>37</sup>

Other critics find the idea too exclusive: *Which* women's experiences should inform a gender integration perspective? Women are not a homogenous group. Power relationships exist between men and women, racial and ethnic groups, social classes, and rural and urban populations. Some thus charge that integration, because it invariably privileges some women's perspectives over others, represents its own exclusionary norm.

A second criticism of integration is that, as practiced, it sees gender as dichotomous—about men and women—and so excludes people who do not gender identify as either male or female, such as transsexuals and even young children, who may have not yet internalized masculine/feminine gender roles. Gender integration, the criticism goes, is not about gender at all, but sex. It is really just women integration, and as such is a watered-down approach to challenging the status quo. More importantly, as suggested earlier, gender roles are socially and culturally constructed. Occupations like nurse and teacher are considered feminine in some cultures, but masculine or androgynous in others. As gender issues are more complicated than simply man or woman (sex), some integration efforts ignore that complexity.

Finally, perhaps the most serious criticism of gender integration is that while it may affect the thinking and behavior of public actors (governments and the NGOs who work with them), it is ineffective in the private sector where markets replicate and aggravate gender inequalities. This is a particularly notable charge when talking about media institutions, which, outside of public or state broadcasting, are overwhelmingly private, profit-seeking institutions.

<sup>36</sup> United States Department of State. Standard Foreign Assistance Indicators — "Cross-Cutting Issues Indicators and Definitions." Retrieved: <http://www.state.gov/documents/organization/101761.pdf>

<sup>37</sup> McElhone, Jane. Interview by Susan Abbott. Skype interview. Denver, CO. November 19, 2012.



Photo by Internews

## Ten Steps for Successful Gender Integration in Media Development

In many cases, media development organizations and their staff undertake gender integration in response to fairly recently established expectations in the field and specific requirements from donors. Ongoing capacity building may help these organizations to conduct gender analysis and apply it to specific geographic contexts, professional fields, operational goals and program activities.

We define three major stages of gender integration to include the following: (1) adopting the terminology of gender equality and gender integration, (2) putting a gender integration policy into place and (3) implementing gender integration. These stages suggest both the importance of adopting a gender equality policy and conducting initial gender analysis as well as the challenge of putting in place clearly articulated and understood plans, objectives, monitoring indicators and accountability mechanisms, and then following through consistently.

Based on the research for this paper, we recommend 10 steps for successful gender integration in media development. These steps are intended as a guide for improving the understanding and application of key concepts and good practices towards gender analyses; conducting formative and ongoing research

that looks at how media and communication contribute to gender imbalances or empowerment; designing programs that will yield improvements around gender goals; and finally, inspiring media development practitioners to think creatively and innovatively in how they conceptualize and implement their programs. Admittedly, these steps are aspirational, and will require additional work and diligence in both research and learning efforts at the individual institutional level as well as across the greater community of media development implementers, donors and scholars. We offer these steps to initiate a conversation within the media development sector on how to best achieve gender integration goals. As duly noted by several of the media development and gender experts who were consulted for this paper, achieving the international development goals of gender equality and gender empowerment is an iterative and incremental process. While the tipping point for the types of changes that media can promote and provoke with regard to gender and development goals cannot be predicted or pre-determined, based on the numerous studies and insights collected and referenced in this paper, there are credible and powerful evidence-based reasons to integrate gender considerations into media assistance.

## STEP 1: REVIEW ORGANIZATIONAL LANGUAGE AND COMMITMENT

First, define and discuss language and concepts within an organization. How have organizational definitions of gender and women's empowerment been used in program and planning documents and proposals? Inconsistent terminology can reflect conceptual confusion or disagreements about core concepts. Make time to discuss definitions and how and when the organization uses gender-related terms. Interactive discussions help staff begin to understand the concepts better. Using definitions and strategies from widely available documents, such as the *USAID Policy on Gender Equality and Female Empowerment*, is a good place to start. Adopting clear, consistent language and definitions is also important to help staff and partners understand how the organization's work connects to its rhetoric.

In 2011, Internews engaged a prominent women's rights activist, Palwasha Hassan, to review gender integration in Internews' programs in Afghanistan and to recommend ways to increase women's inclusion in the USAID-funded and Internews-run Afghanistan Media Development and Empowerment Project (AMDEP). Hassan consulted, and conducted workshops, with women engaged in the Afghan media sector and civil society organizations. As a result of a series of recommendations, Internews hired a male Afghan Gender Officer to focus on better integration of gender within AMDEP activities.

In 2011, Internews' partner Nai held five regional conferences with media outlets to develop a "Draft Regulation for Private Media Contracts". The document has four chapters and fourteen articles including definitions of gender equality and policies against violence against women and sexual harassment, as well as an outline of the conditions of employment. Nai submitted the draft regulation to the Ministry of Information and Culture and it is now being reviewed by the Ministry of Justice.

In June 2012, Internews' partner Nai also organized a Media Law Conference to review the draft Media Law. From this came nineteen general recommendations which apply to both female and male media workers which were accepted by the Ministry of Information and Culture. The draft law is now being reviewed by the Ministry of Justice.

## STEP 2: MANDATE ORGANIZATIONAL POLICY ON GENDER EQUALITY AND WOMEN'S EMPOWERMENT

Consider how gender equality broadly connects to the organization's mission and goals. Is progress toward gender equality and women's empowerment a means to fulfilling organizational goals and objectives? Does the organization's mission also create space for a rights-based justification for gender equality, based on its intrinsic value and inherent relationship to democracy? The International Foundation for Electoral Systems (IFES) *Gender Statement* offers an example of a rights-based gender equality approach:

A society is able to reach its full potential in a world in which women and men are fully engaged as equal partners in their families, workplaces and communities. Based on international human rights standards and best practices, IFES promotes political participation, justice and equal rights for women and men around the world. IFES reflects these values in its programming and workplace culture.<sup>38</sup>

Many development organizations advance both instrumental (means to an end) and rights-based justifications for their work on gender equality. Instrumental justifications position individuals and publics principally as beneficiaries or clients of a program intervention and call for developing sector- and program-specific gender equality objectives and indicators.

As part of its humanitarian information project in Eastern Chad, Internews developed a methodology for training radio reporters on program production, focusing on, but not limited to, violence against women in conflict regions. Baseline research sought to learn about the life realities of the radio listeners, how they listen to the radio, and their readiness to hear and talk about sensitive issues.

The survey helped identify the information needs of radio listeners and proved instrumental in designing strategies for the selection of reporters, development of a responsive training agenda, design of a listener-focused radio program and drafting of guidelines on choosing and covering topics and issues. The project developed a step-by-step approach to setting up and nurturing a radio program that dealt with issues arising from gender-based violence (GBV). While focusing on GBV in a region with multiple conflicts and competing interests presented both risks and challenges, the methodology helped the station produce responsible information programs for those uprooted by the conflict in Darfur. The training included examples of consequences arising from inaccurate, one-sided and insensitive reporting, as well as examples of positive outcomes resulting from programs grounded in local realities and responsive to needs on the ground.

<sup>38</sup> "IFES - IFES Gender Policy and Statement." <http://www.ifes.org/Content/Publications/Comments/2012/IFES-Gender-Policy-and-Statement.aspx> (accessed January 16, 2013).

### STEP 3: ENSURE LEADERSHIP AND ACCOUNTABILITY FOR GENDER EQUALITY GOALS

Most organizations continue to rely heavily on the commitment and skills of a few individuals, gender experts and advocates who become the main drivers for gender integration in program operations. While these staff can lead the process and provide training to their colleagues, they may not always have the seniority, status or cross-program contacts and authority to be fully effective. Senior-level organizational leadership and explicit visible commitment to gender equality are essential to achieving gender integration. Strategic accountability at the top of the organization is a prerequisite for success in many fields such as organizational communication and public relations. As Mehra and Gupta (2006) suggest, "When mainstreaming is everyone's task, it can be nobody's responsibility." Support for all initiatives need to be part of everyone's bailiwick, and clearly defined gender equality indicators for specific implementing staff to work toward and track as part of their job responsibilities need to be part of all program and campaign activities, rather than assigning diffuse and general accountability to a few individuals.<sup>39</sup>

According to a survey conducted by the Russian Union of Journalists on women in the media in Eastern Europe, 80 percent of journalists in the region are women; men said they were not attracted to the profession because of low salaries, little job prestige and lack of respect for employment contracts. However, the senior editorial, management and leadership positions continue to be occupied by men.

Internews partnered with the International Women's Media Foundation (IWMF) to develop women's leadership skills in the region so as to better prepare them to advance to higher-level, decision-making positions in the industry. Internews and IWMF ran a leadership training for emerging women journalists from the former Soviet satellite republics. Twenty-five women from Armenia, Azerbaijan, Belarus, Estonia, Georgia, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Tajikistan, Turkmenistan, Ukraine and Uzbekistan participated in the training. Some of the most successful women in the field of journalism from across the region worked one-on-one with participants to strengthen their skills as leaders and to help build and devise strategies to sustain professional connections.

### STEP 4: ASSESS WOMEN'S AND MEN'S STATUSES AND GENDER RELATIONS SPECIFIC TO MEDIA DEVELOPMENT PROGRAM CONTEXTS

As USAID's new Policy on Gender Equality and Female Empowerment notes, all program development should be grounded by a gender analysis of the specific contexts in which organizations implement programs.<sup>40</sup> For media development programs, gender integration and strategies will require analysis that looks at general, broadstroke gender indicators and data available for a country or region as well as may require conducting original research that is more directly relevant and applicable to the media assistance project being addressed. To help with this level of analysis of understanding gender integration for a specific media development project, we recommend a desk review of existing resources, such as national statistics (when available), reports on implementation of the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), USAID and other donors' country gender assessments and the work of local organizations. Learning about the goals and programs of

Given low education rates among women in South Sudan, radio in local language is especially important as a source of information. Focus group participants reported that if there is a radio in a household, it is usually controlled by the man of the house. Fewer women than men said they listened to the radio in groups or left their houses to listen to the radio at a neighbor's house or in a public place. Many respondents requested that radios be distributed to women so that they have a way to access life-saving information in traditionally "information dark" areas.

"The issue here is that men only buy radio for themselves, they don't buy radio for women. And men and women don't sit together, so it is like when you have one radio in the house, you are listening with your boys on the other side, and the wife and the girls, they are not listening from the other side." — *David Nyang, Executive Director, Nasir Community Development Association, March 2012*

"We find it difficult to get the news in the afternoon. You go out to collect firewood or collect water. If the news or information is broadcasting during that hour when you are away from home, you cannot get the information. So the better hours are the evening and night. This is when we stay at home. But during the day, one may go out to struggle for the day." — *Female focus group discussion participant, 35+, Malualkon, January 2012*

The program was able to adjust its *modus operandi*, based on the focus group operation.

<sup>39</sup> Mehra, Rekha and Geeta Rao Gupta. *Gender Mainstreaming: Making It Happen*. Washington, DC: International Center for Research on Women (ICRW) (2006), p. 5. Retrieved: <http://www.icrw.org/publications/gender-mainstreaming-making-it-happen>.

<sup>40</sup> USAID. *Gender Equality and Female Empowerment Policy*. Washington, DC (March 2012). Retrieved: [http://transition.usaid.gov/our\\_work/policy\\_planning\\_and\\_learning/documents/GenderEqualityPolicy.pdf](http://transition.usaid.gov/our_work/policy_planning_and_learning/documents/GenderEqualityPolicy.pdf).

women's rights, gender equality and lesbian, gay, bisexual and transgender (LGBT) issues in target countries can provide helpful orientation. The goal should be to assess context-specific social, political and economic gender dynamics such as:

- Women's and men's roles and responsibilities, division of labor and the empowerments and disempowerment that result in different domains of life.
- Men's and women's differential access to resources and the interests at stake in maintaining gender differences.
- Women's and men's decision making power in situations directly and indirectly relevant to an organization's programs.
- The unique contributions that men and women bring to projects

## STEP 5: GATHER DATA FOR MEDIA-SPECIFIC GENDER ANALYSIS AND DEVELOP BASELINE EVALUATIONS

In addition to assessing gender relations in their overall program environments, media development organizations should also conduct gender analyses of the media sectors where they work before developing programs: "Do media organizations, policy, and content, reflect, perpetuate, or challenge gender-based inequality?"<sup>41</sup> As media are part of and responsive to the rest of society, media producers are shaped and influenced by norms that justify and create unequal relationships between men and women. Given the media development realities, organizations cannot assume that writers, reporters and editors in any given context have considered gender dynamics or that they have based programs on such analysis. Often the more we take knowledge for granted, the less our analysis is grounded in actual data.

As a general place to start we recommend:

- Gathering sex-disaggregated data, including information on access to media, consumption of media, uses of media, representation in media, production of media and views of media.
- Analyzing social norms and women's and men's gendered roles and relationships in the media profession and in media content to explain findings of gender differences in the above data.
- Seeking out women to understand the extent of their participation in media production, as well as how they consume media and the media platforms they access most frequently.

Finding answers to such questions requires investment of resources. Research strategies can include the following:

- Media content analysis, which requires systematically collecting and reviewing print media and developing a clear and replicable process for sampling broadcast media coverage. Analysis should focus not only on women's status and roles, but also on the ways men can be

(issue, activity, etc.) and how to leverage the knowledge and skills that both bring to the table.

- The behavioral norms, stereotypes and expectations of men and women in different groups and age ranges and how they shape and limit attitudes and actions.

Although conflating *gender* with *women* is common, gender analysis is more than simply researching and documenting women's status. Women around the world continue to face disadvantages compared to men in similar situations as a result of unequal gender relations. A gender analysis breaks down how and why discrimination happens, recognizing that both men and women play out specific gender roles every day.

To help address gender imbalance in Kenyan newsrooms, Internews is systematically integrating a gender perspective in its work with the media and civil society stakeholders in the country. In the health and democracy and governance sectors, Internews works closely with news editors, not just to improve the overall gender balance in newsrooms, but to also encourage more women to claim their political space in the editorial realm. Internews recently convened and supported the publication of Guidelines for Election Coverage by the Media Council of Kenya. The guidelines are the result of ongoing collaboration between the media in Kenya and other stakeholders to support the smooth running of a credible, peaceful and democratic electoral process and its coverage by the media. The guidelines aim to help journalists provide comprehensive, accurate, impartial, balanced and fair coverage of the elections, to ensure that voters can make informed choices.

portrayed stereotypically and examples of men and women challenging stereotypes. In addition, analysis should include coverage of LGBT people and issues.

- Interviewing media producers is an effective method for gathering information about their practices and perceptions regarding media production. For large groups of professionals, and for assessing media consumption, focus groups and surveys are also possible methods. However, surveys do not replace face-to-face qualitative data. Surveys should be developed based on qualitative findings, and questions should be repeated over time. Gender-relevant questions should also be added to existing gender-blind surveys at the beginning of a gender integration process to develop appropriate baselines.

<sup>41</sup> Frankson, Joan. *A quick guide to gender mainstreaming in information and communications*. London: Commonwealth Secretariat, 2000.

## STEP 6: COMMIT TO CLEARLY-DEFINED OBJECTIVES AND RIGOROUS MONITORING AND EVALUATION OF PROGRESS TOWARD GENDER EQUITY

Baseline gender analyses should inform all objectives and indicators, and consideration of gender should not be limited to those objectives that specifically relate to women's empowerment. For example, moving beyond the objective of ensuring equal numbers of men and women in program activities, staff and partners should ask how programs can address existing gender inequality in the areas addressed by their activities and strategies. Often, creative ideas will come from existing partners, but consultation with women journalists associations, non-media women's groups and even focus groups of local media consumers can also be extremely helpful both for the immediate program development process and for developing relationships that can facilitate other parts of organizations' gender integration efforts.

In addition, though program development cycles often involve thinking about how to solve or alleviate problems identified in the baseline analysis, it is also important to consider the ways that both intervention and inaction can exacerbate problems. It may be helpful to ask, "If we do not explicitly address gender (in)equality in our program objectives, how might our objectives and activities contribute to reinforcing a gender inequitable status quo in the communities and political contexts in which we work?" How will the project contribute to changing structural conditions? What is the program's model of change, and how do gender relations and women's status contribute to that change model?

## STEP 7: ADVOCATE FOR GENDER-RESPONSIVE POLICIES

The United Nations Millennium Development Goals (MDGs) were developed in 2000 to advance social and economic development. One of the eight MDGs is "Promoting Gender Equality and Empowering Women."<sup>42</sup> While both state and organizational policy frameworks can create an enabling environment to chip away at the social, political and economic obstacles to gender equality, media plays a crucial role in ensuring women's full participation in meeting other MDGs (i.e.: eradicating poverty and hunger; achieving universal primary education; reducing child mortality; improving maternal health; combating HIV/AIDS, malaria and other diseases; and ensuring environmental sustainability, to name a few). Advocating for media that respond to the needs of both men and women plays an important role in gender responsiveness towards achieving the MDGs. Implementing organizations will need to be their own advocates to ensure media development integrates gender concerns. Advocacy initiatives may vary, but when carried out with a gender perspective, could focus on improving the human rights for women and girls at all levels—from community and local institutions up to national and intergovernmental organizations. Access to information and freedom of expression are also essential to good governance and democracy, and as human rights in themselves, are crucial to meeting these goals.

In Palestine, Internews carries out annual surveys to gather information about citizens' access to media, examine the sources and quality of information available to consumers and to gauge their awareness of key governance and social issues. Such information has revealed gaps between what audiences want from their local media and what media organizations are actually doing. The surveys have been conducted in cooperation with local Palestinian survey research organization Near East Consulting, which also surveyed media professionals about various issues specific to media in Palestine.

When Palestinian media professionals were asked to list their training needs, only 16% selected training for women as most important. Women journalists in the focus groups, however, strongly articulated that trainings should not be segregated by gender, believing that joint opportunities were more effective: "Separate," they said, "...is not equal." They felt that joint trainings demonstrate equal standards and requirements expected of men and women in media professions. They wanted to be seen as adding value in media outlets and often wanted more training in new tools and skills — more so than their male colleagues. This helped Internews to design the trainings to be more responsive to the needs of the women journalists, monitor program interventions, evaluate program effectiveness and to redesign if necessary each year.

Many in Afghan society consider women working in media to be un-Islamic. Radio Nargis in Nangahar, established with support from Internews in 2007, has faced this challenge since its founding. In response, station manager Shahla Shaiq has developed a range of strategies to address this negative public perception. She visited the families of young women who were interested in working at the radio station, and engaged in dialogue with local mullahs, who were against women's voices being heard on the radio. When Shaiq received death threats from the Taliban (for talking on air about the rights allowed women by Islam), Shaiq used the mullahs' own narrative to frame her dialogue with culturally acceptable messages such as "...women should pray, women should take care of their children, women need to pay attention to hygiene, etc." Over time, both the men in the community and the mullahs started to support both her and the station. They acknowledged that she was "doing the right things." Because the station took time to communicate in a way that built trust, it has been accepted by the mullahs and has not experienced problems since.

<sup>42</sup> "United Nations Millennium Development Goals." Welcome to the United Nations: It's Your World. <http://www.un.org/millenniumgoals/poverty.shtml> (accessed January 16, 2013).

## STEP 8: CREATE SPACE FOR DIALOGUE AND COLLABORATION BEYOND FAMILIAR PARTNERS

Unbalanced power relations based on gender pervade every aspect of life, and the media simultaneously shape and are shaped by gender norms. Given that reality is socially constructed, effective gender integration in media development often means both working with familiar partners in new ways and working with partners outside of the media and media development sector, including women's rights activists, LGBT organizations, reproductive health groups and student and youth groups. Group collaborations start by gathering baseline information and developing ideas for program objectives and activities through which media development can strengthen local media's contribution to advancing gender equality in media content and production. Collaboration should also include sharing information and making evaluations public. Collaborating to undertake baseline and evaluation research not only makes activities more cost effective, but also bolsters research coverage, analytical rigor and credibility. Finally, creating communities of practice and organizational partnerships can broaden the potential impact of programs and help them stay locally grounded.

## STEP 9: LOOK FOR OPENINGS AND EXPAND THE SPACES FOR WOMEN'S VOICES

The historical record and recent evidence from the GMMMP and IWMF highlight the need for advancing gender equality via media development that involves explicit, focused attention to changing men's and women's attitudes about gender relations and equality, as well as expanding the space for women's voices and advancing women's rights. Towards this aim, we recommend:

- Creating spaces in media to listen to women, especially in contexts where women are often silenced and invisible, and amplifying the voices of women and men who are striving to challenge dominant understandings of women's status, gender roles, their root causes and possibilities for change.
- Increasing access to and distribution of information to women who may lack the most basic information to live their daily lives. Providing information becomes especially important in conflict areas or humanitarian emergencies where women and girls are the most vulnerable and basic information can help save lives.
- Understanding the cultural and political context for women's subordinate roles in society, and the root causes of violence and human rights abuses against them, helps inform the design of media intervention strategies that can combat negative gender

Anti-gay prejudice runs deep in Kenya, where sexual minorities regularly face discrimination, harassment and physical violence. Few avenues exist in the country for community members to share their personal experiences, speak out against stigma or access related information.

To address this vacuum, Internews partnered with the G-Ke-nya Kelega Youth Empowerment and Education organization to train 14 leaders from gay, lesbian, bisexual and transgender communities in Nairobi in human-rights reporting skills. The group launched Freedom in Speech, a first-of-its-kind online platform that invites sexual minorities to share their stories, connect with one another and spur public dialogue about the issues they face. Website staff uploads fresh multimedia content each week, including coming-out stories, features on reconciling spirituality and sexual orientation, news pieces on gay rights campaigns around the world and information on HIV testing and living with AIDS.

Increasing mobile phone and internet penetration in Pakistan has meant that many young women are starting to seize opportunities to have online dialogues. However, they are increasingly starting to experience online harassment. Acts of violence against women in the real world get mirrored online, including cyber stalking, bullying and other acts that violate women's safety and privacy. Sexual harassment is one of the most prevalent forms of violence experienced by women and girls on a daily basis in Pakistan. In 2008, elected women and civil society representatives noted that at least 70% of women and girls face harassment in their everyday lives: from their homes, education institutions, at work and in the city.

Internews has partnered with Bytes for All (B4A), a Pakistani organization, to build the capacity of women and young girls to teach them digital storytelling and online safety skills. The "Take Back the Tech" Campaigners in Pakistan have been working to raise awareness about technology-related violence against women, focusing on privacy and security of women and girls online. These trainings make online activism and digital tools safer so that marginalized voices can be heard without being intimidated or silenced.



stereotypes and empower women. While media literacy initiatives can help women and men become smarter consumers, media interventions designed to spark and sustain public dialogues can change deeply rooted societal norms, attitudes and practices.

- Increasing opportunities for women in media by understanding their professional needs. These opportunities range from skills training in technical media production and content dissemination to management training.
- Taking advantage of the opportunities provided by new technology to expand spaces for women's voices and issues. Interactive media, such as mobile phones and social networks, are rapidly changing the media landscape and the way people communicate.

Independent media in Pakistan face multiple challenges, including restrictions on media freedom. This is more so in the Tribal Areas of Pakistan, where women are not heard or seen on public airwaves.

Internews has worked in Pakistan since 2003, including with Radio Khyber in Jamrod, Khyber Agency, in the Federally Administered Tribal Areas of Pakistan to get life-saving information to women in the area. The project set up a live newsroom at the station and trained reporters in the production of news and information programs. Khyber Radio had all male staff, but the producers wanted women in the team—to get women's stories and women's voices in the programs.

Internews came up with an innovative solution, in which four women from the journalism school at the University of Peshawar were trained to work as stringers for the radio station. The women filed stories of interest to listeners from the Tribal Areas, including one story about a non-profit that had pledged to give away 100 wheelchairs for disabled people in the region. When the story aired, people called the station to inquire about details and nine disabled people from Khyber Agency were able to get wheelchairs, as a result of a story that ran less than 90 seconds.

## STEP 10: EXPERIMENT, INNOVATE AND INCUBATE

Media development programs that run activities in specific geographic locations and within short timeframes are often driven by project concerns other than gender equality. Targeted programs may run with limited resources, may use trailing-edge technology and may be bound by structures that are set up for services and advocacy rather than for discovery and scaling. This leaves little room for experimental work that is open to the possibility of failure.

However, the ability of NGOs, social entrepreneurs and others who work to promote gender equality and integration to creatively experiment may help develop new solutions to specific problems. Experimenting with new techniques and technology can allow the development sector to overcome the constraints imposed by targeted programs and funding.

The convergence of a number of factors (emerging technologies and new platforms that make information available to a wide range of people and connect them with new ideas from around the world and across sectors) is creating exciting opportunities for how development programs are envisioned and executed and how development and human rights challenges are being addressed. These innovations open possibilities for tackling old challenges in new ways, and for trying new strategies using existing tools and technologies.

One way to encourage a range of initiatives focusing on gender equality is to set aside organizational resources for an innovation fund, or an incubator that helps organizations experiment with creative ideas, try out new models, analyze results, document best practices and look at adaptability and scalability of the practices. Incubators can transcend limitations imposed by project cycles, and can access resources and tools to support innovation.

Reports of human rights abuses in the name of Sharia law continue to emerge in the form of reports, blogs or print articles, with the most popular and widely distributed videos in Aceh revealing Sharia law "violators" being caned publicly; more often than not, the perpetrators of the violence go unpunished. Although more than 30 NGOs work on women's human rights issues in Aceh—from gender-based violence to mobility issues for women—most had little or no experience with producing video content.

Internews and Jakarta-based nonprofit OnTrackMedia Indonesia (OTMI) collaborated on a project to respond to the need for sensitive coverage of women's human rights issues and ran a two-week training on filming, editing and producing features for women's human rights organizations based in Aceh covering subjects such as domestic violence, bereavement for husbands missing during the conflict and women's right to make personal choices. In addition to posting the videos on YouTube, participants also posted them on the citizen journalism websites of mainstream TV stations, a growing outlet as newsrooms in Aceh increasingly turn to the public for content—a win-win partnership.

## Conclusion

For media development organizations to more fully engage with and live up to the expectations and promises of gender equality and empowerment, gender integration needs to move up the ladder in terms of priority.

Progress towards gender goals requires a long-term commitment to equity, empowerment, continuous monitoring, evaluation and research to inform our understandings of how media development can be best leveraged in pursuit of these goals.

This paper grappled with questions about the most effective means of realizing gender goals for media development and found that most of the major world political, social and educational organizations (including the UN, the World Bank and many others) already mandate gender strategies. The media development sector needs to translate these into practical steps. We offer the Ten Steps for Successful Gender Integration in Media Development as a place to start and look at the skills, background and expertise needed to improve awareness about the complexities of gender issues and strategies for improving integration of gender analysis and development approaches into media assistance.

Similar to economic growth or political development, achieving gender equality and empowerment will require a series of ongoing and iterative interventions. Furthermore, when gender strategies become a part project design, implementation and monitoring and evaluation practices, gender goals are more likely to be achieved. Like environment, health and economic development, the media development sector will benefit from a regular, systematic inventory of gender expertise (on strategy, readiness, knowledge and practice, to contribute to sustainable gender mainstreaming) among staff members, contractors, field offices and partner organizations.

All project design begins with research and the sharing of information. Collaborative efforts and research from outside media development could result in new avenues of work for the media development sector and present opportunities to explore new approaches and multiply programmatic impact for other sectors. Media development programs can also better utilize opportunities presented through monitoring and evaluation of their projects. The data collected from tracking indicators can lead to more than simply counting the number of men



Photo by Internews

and women who take part in projects and training.

Finally, the goals of achieving gender equality, gender empowerment and gender integration will benefit from innovative approaches, critical reflection and improved understanding, based on research and inquiry of local gender contexts. Entrepreneurial developers and incubators that treat setbacks and occasional failures as the costs of doing business need to be supported. Innovation and a willingness to try new approaches and embrace new ways of thinking should be paired with organizational/institutional commitment to make real progress towards the advancement of gender goals.

Read the full paper at <http://www.internews.org/research-publications/WomenCount>

# ANNEX

## GENDER INTEGRATION INDICATORS: THE NEED FOR DATA AND MEASUREMENT

A key challenge to gender integration in media development (or any development field) is generating useful indicators and collecting data about them. Data can answer key questions such as whether men's and women's media needs differ and what types of questions researchers should ask to help advance gender equality and empowerment. Assistance providers and implementers need to ask themselves the following questions: "What do data tell us about where and how to prioritize assistance?" "Are the gender-equality indicators unique to media and development programs?" "Are the indicators distinct, say, from health or education programs?" "What does a gender-impact statement look like for a media development organization?" "What data are most critical to such an assessment?" "Do the communities that aid providers serve have the capacity to generate these data themselves, or must aid providers provide it?"

Many approaches to identifying and measuring gender concerns exist. A number of organizations already have useful data that media development organizations may use in their own gender integration efforts.

### Useful resources include the following:

UNESCO's **International Programme for the Development of Communication** (2012), a report on "Gender-Sensitive Indicators for Media: Draft Framework of Indicators to Gauge Gender Sensitivity in Media Operations and Content."<sup>43</sup> The GSIM, as the framework is known, addresses two related but discrete issues: gender equality within media organizations and gender portrayals in media content. The premise of the framework, according to its introduction, is that:<sup>44</sup>

- There is a clear intersection between women's empowerment and media development....Germane and central to

media development is the recognition that if the media are to accomplish their democratic potential then they should reflect diversity in society....It is critical that the news in particular reflects the world in a way that goes deeper than a male-centric and stereotypical perspective.

- The major target audiences for the GSIM are government-funded media, mostly broadcasters, and for most of which gender-sensitivity is a part of their public service obligation. GSIM's first objective is to achieve gender equality within media organizations. The GSIM lists five broad goals:
  1. Gender balance at the decision-making level.
  2. Gender equality in work and working conditions.
  3. Gender equality in unions, associations, clubs and organizations of journalists, other media professionals and media self-regulatory bodies.
  4. That media organizations promote ethical codes/editorial policies in favor of gender equality in media content.
  5. Gender balance in education and training.

Each of the GSIM goals is divided into several "strategic objectives," each of which lists from a few to a dozen indicators, and each of which includes specific forms of verification. The verification tools are a mix of programmatic and documentary approaches to gender equality, for example training courses, hiring and promotion records, internal and independent external evaluations, surveys of employees, financial reports and so on.

With respect to media content, the GSIM identifies goals for each of news and current affairs programming and advertising. Again, in each category the framework lists several "strategic objectives" along with indicators and verification methods. So, for example, with respect to news programming, the GSIM strategic objectives are a more balanced presentation of women's and men's views and experiences: the "multi-dimensional portrayal" of both women and men and the elimination of stereotypes about either sex; increased "gender consciousness" in all forms of editorial content, from news stories to talk shows to feature stories, and in all subject areas, from politics to science; and commitment to showing gender-based violence as a violation of human rights. For each goal the indicators and

<sup>43</sup> UNESCO. *Gender-Sensitive Indicators for Media: Framework of Indicators to Gauge Gender Sensitivity in Media Operations and Content*. UNESCO, 2012. Retrieved: <http://unesdoc.unesco.org/images/0021/002178/217831e.pdf>.

<sup>44</sup> *Ibid.* p. 5.

the verification tools are essentially the same, namely, content analysis and program reviews.

- A set of **UNESCO** gender guidelines can be found in the *Priority Gender Equality Action Plan 2008–2013* (GEAP), which identifies “gender mainstreaming” and “gender-specific programming” as the two approaches that will best support “women’s empowerment, women’s rights and gender equality in member states.”<sup>45</sup> The Action Plan has three main objectives: to increase the number and quality of “gender-responsive” and “gender transformative” UNESCO programs; to further “women’s empowerment and gender equality” through policy dialog in UNESCO member states; and to institutionalize gender equality in the Secretariat and in programming. The last of these guidelines is most relevant to media development. Here GEAP’s has seven goals, but the thrust of them is to improve women’s access to information and information technology; to change the way women are portrayed in news and entertainment programming; to increase women’s roles in peace-building and conflict-resolution; and to ensure the safety of women journalists reporting in conflict zones. GEAP, however, does not identify specific measures for any of their goals.
- The **World Bank** operates a *Gender Portal* containing more than 11,000 lending projects from more than 100 countries since the Bank’s creation in 1947.<sup>46</sup> Data sets can be searched by country and region, sector (types of economic activity) and theme (program goals). The data cover women’s employment, education, health, public life and decision making, human rights and other areas. The Bank’s many resources include the *World Bank eAtlas of Gender*,<sup>47</sup> a 2012 report on gender equality and development and the *Little Data Book on Gender*,<sup>48</sup> with data on demography, education, family planning and maternal health, labor force and employment, and women’s political participation. Also useful is a collection of gender-disaggregated data with 47 “financial inclusion indicators” called the Global Financial Inclusion Index (*Global Findex*).<sup>49</sup>

<sup>45</sup> UNESCO. *Priority Gender Equality Action Plan 2008–2013*. UNESCO, Retrieved: <http://unesdoc.unesco.org/images/0018/001858/185856m.pdf>.

<sup>46</sup> “Gender Equality Data and Statistics.” The World Bank, 2009. [Datatopics.worldbank.org/gender/](http://data.worldbank.org/gender/) (accessed January 15, 2012).

<sup>47</sup> “World Bank eAtlas of Gender.” <http://www.app.collinsindicate.com/worldbankatlas-gender/en-us> (accessed January 16, 2013).

<sup>48</sup> Country. “The Little Data Book on Gender 2011 | Data.” Data | The World Bank. <http://data.worldbank.org/products/data-books/little-data-book-on-gender> (accessed January 16, 2013).

<sup>49</sup> “Global Financial Inclusion Database – Global Findex.” Data & Research. <http://econ.worldbank.org/WBSITE/EXTERNAL/EXTDEC/EXTRESEARCH/EXTPROGRAMS/EXTFINRES/EXTGLOBALFIN/0,,contentMDK:23147627~pagePK:64168176~piPK:64168140~theSitePK:8519639,00.html> (accessed January 16, 2013).

- The **Interagency Standing Committee** (IASC) is a coordinating body that works with UN humanitarian assistance agencies. IASC has published a Gender Marker intended to improve gender sensitivity in humanitarian projects, which includes a cluster of “how-to” tools.<sup>50</sup> The *Gender Marker* works by coding projects on a 0 to 2 scale based on how well they “ensure that women/girls and men/boys benefit equally” and whether a project “will advance gender equality in other ways.” A code is assigned to a project according to whether the project includes a gender analysis in its needs assessment, whether that assessment provides sex-disaggregated data that gives insight into gender issues in a country or region, whether the assessment identifies activities that will further gender equality, and whether a project has identifiable “gender-related outcomes.” A project earns a score of zero if gender is not included in any component of a project, a 1 if it includes gender in “some limited way,” a 2a if a project “contributes significantly” to gender equality and a 2b if gender equality is a project’s “principal purpose.” The IASC’s Gender Marker is similar to, and is meant to be a “partner tool” to, the gender marker used by UNDP, which offers similar guidelines for its scoring system and also uses a four-point scale to rate the gender-sensitivity of its programs.

- UNDP also publishes a *Gender Inequality Index and Related Indicators*,<sup>51</sup> which ranks 187 countries and six regions using nine indicators. Five of the indicators are general: child mortality rate, adolescent fertility rate, number of women in the national parliament, percentage of population with at least a secondary education and labor force participation rate. Four other indicators concern reproductive health, contraceptive use, number of antenatal visits and births attended by qualified health personnel.

- Another organization, the **Communication Initiative Network**, publishes an *Annotated Resource Guide to Gender and Health Data and Statistics* that includes 24 resources for monitoring and evaluating gender integration in health programs around the world.<sup>52</sup> The guide is the result of a

<sup>50</sup> United Nations. Interagency Standing Committee. *Guidance Note for Clusters to implement the IASC Gender Marker*. <http://pakresponse.info/LinkClick.aspx?fileticket=LA--XCfwJ0c%3D&tabid=107&mid=628>.

<sup>51</sup> “Indices & Data | Gender Inequality Index | Human Development Reports (HDR) | United Nations Development Programme (UNDP).” Human Development Reports (HDR) - United Nations Development Programme (UNDP). <http://hdr.undp.org/en/statistics/gii/> (accessed January 16, 2013).

<sup>52</sup> Arnoff, Elly and Bloom, Shelah. *Gender and Health Data and Statistics: An Annotated Resource Guide*. USAID, World Health Organization and Measure Evaluation. May 2012. Retrieved: <http://www.cominit.com/clickthru/c8617c6a09e6f75b53e3c3b3ecd88cdc?node=9292669>.



Photo by Internews

2010 program convened by USAID and the World Health Organization that emphasized the lack of hard data for evaluating women's health programs. The guide includes a significant amount of information and is rich with examples of how to conduct monitoring and evaluation with regard to gender, with specific data collection tools (mostly questionnaires) and examples of how to perform gender analyses using existing data.

- The **World Association for Christian Communication** (WACC) publishes a *Media & Gender Monitor*,<sup>53</sup> which seeks to create a more "gender-ethical news media" around the world. The Monitor is a collection of content analyses of the world's news media (television, radio, newspapers) and

a range of story types and topics. WACC also includes data on the numbers of women in the news media around the world and the types of stories they cover. Most useful are the complete research studies for each of WACC's data sets, available at *Who Makes the News?*<sup>54</sup>

- Finally, **Mapping Global Media Policy** includes in its review of media policies around the world a section on *Gender and Media*,<sup>55</sup> listing dozens of governmental and non-governmental organizations that collect gender-related data in the field of communication. A searchable database offers policy documents, scientific resources and links to other communications policy institutions around the world, including resources related to gender.<sup>56</sup>

<sup>53</sup> Media & Gender Monitor. No. 22. *The Global Media Monitoring Project Agenda for Action towards gender-ethical news media*. May 2011. Retrieved: [http://waccglobal.org/images/stories/media\\_and\\_gender\\_monitor/media%20%20gender%20monitor-%20no%2022.pdf](http://waccglobal.org/images/stories/media_and_gender_monitor/media%20%20gender%20monitor-%20no%2022.pdf).

<sup>54</sup> "Who Makes the News." Who Makes the News. <http://www.whomakesthenews.org/> (accessed January 16, 2013).

<sup>55</sup> "Gender & Media | Mapping Global Media Policy." Welcome | Mapping Global Media Policy. <http://www.globalmediapolicy.net/node/849> (accessed January 16, 2013).

<sup>56</sup> "Search | Mapping Global Media Policy." Welcome | Mapping Global Media Policy. [http://www.globalmediapolicy.net/search/apachesolr\\_search/](http://www.globalmediapolicy.net/search/apachesolr_search/) (accessed January 16, 2013).

### FOR FURTHER READING:

The GFMD Toolkit for Assessing Media Landscapes include references to gender indicators and gender sensitivity. [http://gfmd.info/index.php/tools/gfmd\\_toolkit\\_for\\_assessing\\_media\\_landscapes/](http://gfmd.info/index.php/tools/gfmd_toolkit_for_assessing_media_landscapes/)

SIDA offers an example of how a donor went so far as to do a review of its grantees to assess their commitment to gender mainstreaming in their work — [http://www.wunrn.com/news/2008/06\\_08/06\\_09\\_08/060908\\_gender.htm](http://www.wunrn.com/news/2008/06_08/06_09_08/060908_gender.htm)

USAID, in its 1999 publication *The Role of Media in a Democracy A Strategic Approach*, outlines in several places the importance of taking into consideration gender issues, namely: How are male and female journalists treated comparatively? Is there a difference in their responsibilities, pay scales, benefits, support, advancement, and visibility? Are ethnic groups represented in the newsrooms, etc. It also contains an examination on several fronts related to media consumption patterns. It includes patterns by media, in addition to region, income, language group, and age.



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Internews is an international non-profit organization whose mission is to empower local media worldwide to give people the news and information they need, the ability to connect and the means to make their voices heard.

Internews provides communities the resources to produce local news and information with integrity and independence. With global expertise and reach, Internews trains both media professionals and citizen journalists, introduces innovative media solutions, increases coverage of vital issues and helps establish policies needed for open access to information.

Internews programs create platforms for dialogue and enable informed debate, which bring about social and economic progress.

Internews' commitment to research and evaluation creates effective and sustainable programs, even in the most challenging environments.

Formed in 1982, Internews is a 501(c)(3) organization headquartered in California. Internews has worked in more than 75 countries, and currently has offices in Africa, Asia, Europe, the Middle East, Latin America and North America.

