



## **Recommendations for the Media**

To be effective you will need to consider:

### **Undertaking auditing for gender stereotypes and take action to remedy**

- Audit the organisation for gender stereotyping, including stereotypes relating to 'ideal' body images, the sexualisation of women, and the construction of women as unfit for leadership or as only fit for motherhood. Draw on the range of quantitative and qualitative methodologies available, including the Gender Links' classification matrix for gender stereotypes in media stories and images. Ensure ongoing monitoring in order that progress may be assessed.
- Take action to challenge gender stereotyping at the business level of the organisation, including: developing a code of conduct on gender stereotypes in messages and images ('gender portrayal' guidelines); building the capacity of journalists and photojournalists to produce non-stereotypical images and stories; monitoring gender stereotyping in media outputs to assess the problem, and building a baseline against which progress is measured.
- Audit the organisation's human resource policies and practice for gender stereotyping, and in particular gender stereotypes relating to women's management and leadership potential. In any audit, review for potential impacts such as: fewer women employees than men; a 'glass ceiling' whereby women fail to progress beyond a certain level and a gender pay gap.
- Take action to challenge such stereotyping and initiate human resource policies to counteract their impact, such as leadership training for women and 'family friendly' work policies that benefit women and men.

## **Engaging and collaborating with others working on gender stereotypes in the media**

- Engage with initiatives from government bodies, universities, schools and civil society that seek to challenge gender stereotypes in the media. Examples of efforts to resolve these stereotypes might be curriculum reformations in media training courses; development of gender portrayal guidelines; development of guidelines of good practice for journalists and photojournalists; media literacy initiatives; monitoring of news reporting and advertising; capacity-building for journalists on, for example, reporting sexual violence or reporting on women political candidates and so on.
- Form a community of practice of people working in the media professions that are seeking to challenge stereotyping. The work of such a group could document existing interventions including good practice in identifying and combating gender stereotypes and creating non-stereotypical, alternative portrayals of women and men.
- Work with research institutions to: further understand gender stereotypes in the media, including those that combine with other stereotypes relating to race, age, disability and so on; assess the effectiveness of existing interventions to challenge stereotypes and create alternative images; and develop media monitoring methodologies that draw on qualitative as well as quantitative techniques.

## **Developing and adopting new tools and techniques**

- Develop databases of experts that go beyond the 'usual suspects' to ensure news stories embrace a diversity of perspectives, including a range of women's perspectives, which are less likely to invoke tired gender stereotypes.
- Integrate techniques that prioritise participation of the public, and particularly women, in the generation of media content, drawing on methods such as PhotoVoice, digital storytelling, community reporting and blogging.

## **Developing self-regulation mechanisms**

- Develop self-regulation mechanisms that seek to drive out the use of gender stereotypes in the media profession, and do so in collaboration with government and civil society. Draw on existing frameworks such as the new Resolution 1751 of the Parliamentary Assembly of the Council of Europe on Combating Sexist Stereotypes in the Media.

## **Becoming champions for challenging gender stereotypes and gender inequality**

- Communicate to audiences and readers on: the invidious nature of gender stereotypes and the importance of tackling them; increasing the portrayal of women and men in non-stereotypical roles including women as leaders and politicians and men as carers; promoting coverage of gender equality and women's human rights stories in newspapers, news broadcasting and documentary filmmaking.