



Getting the **balance** right



GENDER EQUALITY IN JOURNALISM

Publisher information: International Federation of Journalists, Résidence Palace, rue de la loi 155, 1040 Brussels, Belgium

Copyright: No part of this publication may be reproduced in any form without the written permission of the publisher. The contents of this publication are copyrighted and the rights to use of contributions rest with the authors themselves. All rights reserved

ISBN: 9789490116002

The author is responsible for the choice and presentation of the facts contained in this book and for the opinions expressed, which are not necessarily those of UNESCO and LO.TCO, and do not commit the organisations. The designations employed and the presentation of material throughout the publication do not imply the expression of any opinion whatsoever on the part of UNESCO and LO.TCO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

Design: Mary Schrider, mary@hazards.org

Printed by Druk. Hoeilaart, Belgium

Cover images — Top row left to right: ©Pamela Morinière/IFJ, ©Adrien Collin/INSI, and ©Jupiter Images. Middle row left to right: ©Pamela Morinière/IFJ, ©Pamela Morinière/IFJ, and ©Adrien Collin/INSI. Bottom row left to right: ©Jupiter Images, ©Crozet M./ILO, and ©Adrien Collin/INSI

Published in Belgium by the International Federation of Journalists
© 2009 International Federation of Journalists
International Press Centre Residence Palace, Block C
155 rue de la Loi B - 1040 Brussels Belgium

CONTENTS

FOREWORD.....	ii
PREFACE.....	iv
INTRODUCTION.....	1
PART I: Women journalists in the media.....	3
PART II: Stereotypes in the Media.....	13
PART III: Women in the unions and associations.....	21
PART IV: Resources and Contacts.....	33
ANNEXE A: IFJ Ethics of bullying.....	41
ANNEXE B: IFJ Gender Policies passed at Congress.....	46

FOREWORD

The designation of gender equality as one of two global priorities of the Organization in its Medium-Term Strategy for 2008-2013 has placed this critical objective on the forefront of UNESCO's strategic focus. This priority will be pursued through a two-pronged approach: (i) gender-specific programming and (ii) gender mainstreaming with action in all of UNESCO's fields of competence: education, the sciences, culture, and communication and information and will apply to all levels of interventions from policy development, awareness raising and advocacy, research, to institutional capacity building and training.

As a contribution to this strategic commitment UNESCO has developed a companion document to the Medium-Term Strategy entitled the UNESCO Priority Gender Equality Action Plan 2008-2013, which provides a road map to translate the ideals of UNESCO regarding the pursuit of gender equality into a practical and results-based activity for the 6 years covered by the medium-term strategy.

UNESCO believes that all forms of discrimination on the basis of gender are violations of human rights, and a significant barrier to peace, sustainable development and the achievement of all internationally recognized development goals.

We are mindful of the Beijing Declaration and Platform for Action adopted unanimously at the United Nations Fourth World Conference on Women (4-15 September 1995). Among many other critical areas of concern, the Declaration clearly recognized the potential of the media to make a greater contribution to the advancement of women. It called on governments and international development organisations to take action to address "stereotyping of women and inequality in women's access to and participation in all communication systems, especially in the media".

This handbook, “Getting the Right Balance”, is a timely, illustrated and easy-to-read guide and resource material for journalists. The handbook evolved primarily out of a desire to equip all journalists with more information and understanding of gender issues in their work. It is addressed to media organisations, professional associations and journalists’ unions seeking to contribute to the goal of gender equality.

UNESCO, jointly with its partners, invites journalists to use this handbook to become better informed when dealing with gender issues in the media sphere. It will assist people working in the media to assess progress on gender equality, identify challenges, and contribute to local, regional and global debates leading to the formulation of concrete policies to promote gender equality and the advancement of women worldwide

*– Abdul Waheed Khan, Assistant Director-General
for Communication and Information, UNESCO*

PREFACE

One of the greatest challenges facing journalists, both men and women, is to resist the culture of casual stereotype in our everyday work.

That is no easy task when media are full of images and cliché about women and girls. Many are relatively harmless, but some, often the most powerful, portray women as objects of male attention -- the glamorous sex kitten, the sainted mother, the devious witch, the hard-faced corporate and political climber.

In every region and culture there are fixed images, deeply entrenched prejudices and biased reflexes that pose challenges to journalists and media. This booklet urges us to do more to confront these distortions in our newsrooms and in our unions.

In spite of the progress made over the last 25 years—and there are more women in media and more female executives than ever before—media still churn out female stereotypes that limit the power of women in society. According to one global survey, if we continue at the current rate of progress it will take another 75 years to achieve gender equality in media.

That is a dismal prospect given that it is more than 40 years since laws were introduced penalising discrimination against women and providing for the allocation of basic political and social rights, equal pay and employment rights.


But prejudices do not disappear at the dictate of lawmakers. Battles for equality are still being fought in every country. It takes argument, debate, training and practical commitment to confront discrimination wherever it lurks. This booklet provides help. It is a useful addition to the armoury of people within journalism who are fighting discrimination and championing journalistic standards.

In many countries women are strongly represented in newsrooms but media are still very male dominated when the top positions are examined. Women are marginalised in the news both in the content of the jobs they do and in the opportunities they have to make their way in the profession. They are even marginalised in the unions that represent them.

Fair gender portrayal is a professional and ethical aspiration, similar to respect for accuracy, fairness and honesty. It is the other side of the coin that says women need to be more present at higher levels of the news business, both at work and in the unions. In a world where hard news is still mainly reported and presented by men journalists need to stand up for gender equality. This equality is not just a women's' issue; everyone benefits from eliminating discrimination.

This booklet gives added argument and dynamism to a campaign that should be taken up in every newsroom, every media house and every union meeting. Journalism has its roots in the fight for decency, progress and rights for all. It will honour its tradition and reinvigorate the profession when the ideas, guidelines and advice in these pages are put into practice.

– Aidan White, IFJ General Secretary



“[Gender equality] does not mean that women and men have to become the same, but that their rights, responsibilities and opportunities will not depend on whether they are born male or female,” ABC of women workers’ rights and gender equality, ILO.

INTRODUCTION

If media are a mirror of society as they should be, they certainly need to reflect better the fact that gender equality is a fundamental human right. It is about equal treatment of men and women, and encompasses issues such as equal pay for equal work, equal access to decision making bodies, employment, pensions, health care, promotions, maternity and paternity leave. In journalism it also means fair gender portrayal in the news, the use of neutral and non-gender specific language, and women not being pigeonholed as 'lifestyle' or 'soft' news reporters.

It is essential that the media promote gender equality, both within the working environment and in the representation of women. Media should open this debate and highlight the issue in the news agenda to better inform society and to overcome gender stereotypes. Journalists' unions and associations have a key role to play in this work, not least by ensuring that equal treatment for all media workers remain on media's agenda.

The International Federation of Journalists (IFJ), the International Labour Organisation (ILO), UNESCO and other United Nations agencies all promote these principles, yet nowhere in the world so far has true and total gender equality been accomplished. "We still have a long way to go, says UN Secretary General Ban Ki-Moon. "Women are still severely hampered by discrimination, lack of resources and economic opportunities, by limited access to decision-making and by gender-based violence".

Journalism is no exception. Inside media and in the work of journalists we see evidence of how much still needs to be done to achieve equal rights for women. This booklet provides guidelines to journalists and union activists on ways of bringing gender equality into the mainstream of our profession.

The booklet is divided into four sections. Section One, 'women journalists in the media' sets out the current status of women media professionals, the level and areas of inequality and measures that are used to address them.

Section Two 'stereotypes in the media' examines media performance in portrayal of women and reinforcing or breaking down existing stereotypes and raises some of the key professional challenges facing journalists in their reporting.

Section Three 'women in the unions and associations' examines the role unions, professional organisations and union activists can play in promoting equality and ensuring women are properly represented in their decision making bodies

Section Four 'resources and contacts' points to the tools that will get the job done- the resources that tackle gender equality in the media and in the workplace, as well as a set of useful contacts who promote women's rights and gender equality in the media.

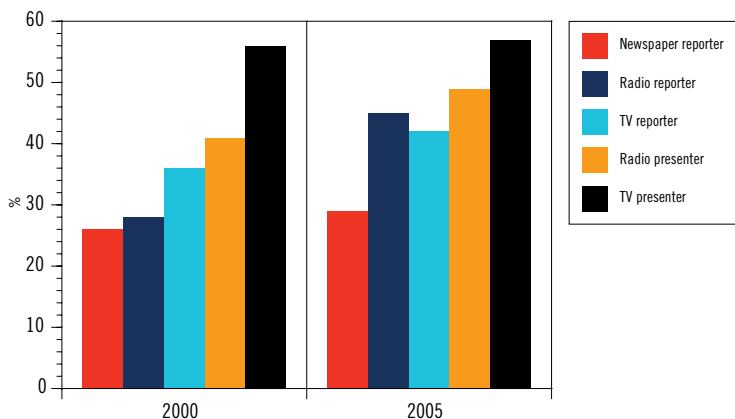
PART I:

Women journalists in the media

More women than ever are working in media. In some countries like Russia and Sweden, they form a majority of the journalism workforce. But they do not play an equal role in the reporting process. According to the Global Media Monitoring Project (GMMP), a global survey taken every five years since 1995, by 2005 57% of all television news presenters were women, yet only 29% of news items were written by female reporters.

Meanwhile only 32% of “hard” news was written or covered by women. Women are more often found reporting on “soft” subjects, such as social issues, the family, or arts and “living” (up to 40% women).

Percentage of female presenters and reporters 2000-2005 (GMMP)



While statistics show that more and more women are training and entering the field, the number of women producers, executives, chief editors, and publishers remains shockingly low. In 2002 the Canadian Newspaper Association report stated that only 8% of the editors-in-chief and 12% of publishers were women. The Eastern Africa Journalists' Association (EAJA) reported in 2008 that less than 20% of editorial places were filled by women in the region.

FRONTLINE REPORTING Women working in war zones

INSI RECOMMENDATIONS

- ▶ Women journalists should be encouraged to discuss their particular needs for support and protection with their colleagues—male AND female—and ensure that these are met.
- ▶ Colleagues and managers should be aware of the unnecessary pressure women can experience to prove that they are capable of doing the job.
- ▶ It must be made explicitly clear to everyone that sexual harassment and uninvited sexual advances are unacceptable. Male bosses should be aware of and acknowledge the threat and fear of rape.
- ▶ If working as an embedded reporter, don't assume anything in terms of your personal safety. Do all you can to be clear in advance about the conditions you will face. Ask who will meet you, where you will sleep, etc, so you know what to expect.
- ▶ If possible, women journalists should be allowed a say in who they would like to work with in a team.
- ▶ Women journalists (including freelancers) should also, if possible, have the opportunity to train in self-defence.
- ▶ Hostile environment training courses should directly address women's needs—which will in turn help raise awareness among their male colleagues.

In many countries the gender pay gap (different salaries for men and women) still exists. In most countries, the terms “sticky floors” and “glass ceilings” are used to describe how and why the gender pay gap increases with age, as women are overlooked for promotion in favour of male colleagues. Family unfriendly working practices such as inflexible working hours or penalising women for taking time out to raise children, all contribute to the pay gap.

- ▶ Women need smaller and properly-fitted body armour which they can wear comfortably.
- ▶ Colleagues—male as well as female—should take the initiative to ask women they’re working with if they need more feminine supplies.
- ▶ Before any assignment, female employees and their managers should make sure they know of any local customs specific to women.
- ▶ Female—and male—freelancers deserve the same support as their staff colleagues.
- ▶ For men and women alike, it’s not a good idea to bottle up emotional distress. Find someone you trust who you can talk with—male or female. Offer to listen—without judgment—to the concerns of colleagues.
- ▶ Free and confidential counselling should be available for women—and men—who wish to use it after experiencing conflict or other traumatic events.
- ▶ Some woman-to-woman practical advice:
 - ▶ Carry a personal attack alarm
 - ▶ Wearing a wedding ring can deter unwelcome attention
 - ▶ If visiting Muslim countries, pack a head-scarf/chador just in case
 - ▶ Take care before going out with wet hair. In some cultures, this can be misinterpreted as a sexual signal.



Outside court, three journalists and the publisher of India's Midday speak out against their conviction for "contempt of court".
© Midday Publications, Delhi

High stress levels, bullying and harassment, unacceptable workloads, and anti-social working hours pressure working mothers into part-time, temporary or freelance positions. This in turn puts them in even more vulnerable positions in terms of job security, promotions, legal status and ability to share the same rights as contracted colleagues.

The EAJA reports that in Eastern Africa, some media houses "violate rights of women journalists such as presenting them as sexual objects; sexual harassment, intimidation, abuse, undervaluing or ignoring their work, successes, efforts, rights and by symbolically destroying or frustrating them".

Sexual harassment remains an unspoken problem. Unnecessary touching, sending of unwanted emails, text messages, display of pornographic pictures in the workplaces, sexual comments etc, are generally considered as forms of sexual harassment, the impact of which can have a debilitating effect on the personality, working life and social behaviour of the person harassed.

In some countries, these problems are often compounded by poorer access to training and education, systemic or hidden discriminatory practices (such as curfews and lack of child care), harassment and overt sexism in hiring practices.

Significant progress has been made in recent years in women breaking into the war correspondents club, previously the preserve of men. While this is welcome employers must consider the extra risks faced by women in conflict zones. Not only are they subject to the same dangers as their male colleagues, but they also face additional threats of sexual violence, intimidation and gender discrimination even when it comes to risks protection with women forced to use ill fitting safety equipment designed for male shapes and sizes only. According to the International News Safety Institute (INSI) survey on Women reporting war in 2005, over 82% of the women surveyed reported physical attack or intimidation whilst covering conflict.

It is also now widely recognized that anyone regularly covering traumatic events or working with severely traumatized people is also at risk of suffering long term mental health problems and may need access to professional support.

Tips for journalists to promote gender equality in the media

Leadership: map your workplace. To get a fair understanding of the level of women leadership in your media, try the exercise below and share the results with your colleagues and your union. The more publicity, the more likely it is to change mindsets.

Rank	Number of men	% men	Number of women	% women
Management				
Editors				
Reporters				
Photographers				
Administrative staff				

Try and analyse the results: what would you like to achieve? Why? How? What means do you have? How can you unite forces?

Equal opportunity legislation should ensure that women journalists get the same access to jobs, promotion and training opportunities as men. Check the ratification by your country of the Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) which ensures that all workers get equal opportunities.

Pay audits may be the only way to find out whether there is a gender pay gap within a company. The key here is anonymity and solidarity and ideally should include as many employees or freelancers as possible.

Health and safety assessments are useful tools for assessing the depth and degree of the risks faced at work. Health problems such as back pain, eyesight, stress and Repetitive Strain Injury (RSI) resulting

from poor work practice can go unaddressed for years unless proper action is taken. Journalists' safety can cover everything from dangers faced by war correspondents, to poor lighting in employees' car parks or loose wiring around the office. In some countries there are battles to be fought even to get toilet facilities for women.

Flexible work allows a person to complete a number of works (even to a deadline) but within working hours that suit. This allows greater flexibility for both parents to spend more time caring for the family. Job-sharing is where two or more people cover the tasks of one full-time job. This can be done either by splitting the tasks so that each person does their own part, or by both being responsible for completing the same sort of tasks. The ILO Part-Time Work Convention promotes access to part-time work and states that measures shall be taken to ensure equal treatment for part-time and comparable full-time workers, including participation at the workplace; occupational health and safety; discrimination in employment and occupation; hourly basic wage rates; statutory social security schemes; maternity leave; termination of employment; paid annual leave; public holidays and sick leave.

ILO Maternity convention 183 entitles all women to a minimum 14 weeks paid maternity leave. If your country has ratified convention 183, national legislation should be in place to provide for this and also guarantee the right to return to work to the same or equivalent position. Mothers can claim breaks to breast feed their baby.

Crèches and after-school childcare for young children until school age, and in some cases after school care may be subsidized, or partially paid for by governments and/or employers. It is often income related.

Late-night shift assignments should be compensated by late-night transport home for women and men. Such provision should be clearly indicated in media houses policies.

Dignity at work clauses help to combat bullying, harassment and discrimination faced by many in high-pressure newsrooms and media companies. It is essential to find agreement on what constitutes

acceptable behaviour at work, and to introduce clear procedures to deal with complaints and disciplinary action. The procedures must be carefully drawn up to protect the victim as well as the rights of the accused. Workshops on bullying and harassment in the work place can be very effective in raising awareness of the problem among your colleagues and encouraging victims to take measures to confront and resolve the situation before it is necessary to resort to formal procedures.

Sexual harassment is often difficult to raise and to prove. Do not feel guilty, do not ignore the problem and keep records of when, where and how harassment occurs. Try to enlist the help of witnesses, get support from colleagues and friends, who may also have been victims. Speak to your union representative for advice if you need to file a complaint.

EQUAL PAY CASE STUDY UK and Ireland

The National Union of Journalists in the UK and Ireland (NUJ) has long fought for the right to equal pay. Indeed the first equal pay case was won in 1918 when women journalists working on national newspapers in London won pay parity with their male colleagues. Unfortunately even in 2009 the national equal pay gap is still around 17%. The union recently set up a campaign, via the union website (www.nuj.org.uk) to highlight equal pay successes and to encourage members to take up the issue in their own workplaces. The website pages contain a combination of success stories, practical information and activity suggestions, including an equal pay tool kit, which aims to persuade members who feel they have an equal pay claim to raise these with their managements and union colleagues and to provide union representatives with the arguments to put to their managements.

Amongst the practical information and suggestions in the web campaign on equal pay, also include a short questionnaire designed for workplace representatives to use to obtain information from members about their pay and whether they are suspicious that they are a victim of the equal pay gap. This was successfully used by union members at the Independent newspaper. More than 30 responses were received which the union has analysed to identify pay disparities.

Lena Calvert, Equality officer, NUJ

AVOIDING SEXUAL ABUSE OF WOMEN REPORTERS

1. Be vigilant returning to your hotel room. Alert hotel staff if you suspect someone is following you.
2. Don't drink alcohol during interviews, no matter how trusted the source. Many rapes on the job occur when women are inebriated.
3. To prevent someone breaking into your hotel room:
 - Do not stay in a room with a terrace.
 - Move furniture against the door when you sleep.
 - Move the bed away from windows.
 - Lock doors and windows from within.
 - Use a doorknob alarm.
 - Keep a deodorant can by the bed, to spray into the eyes of an attacker.
4. To avoid being groped in crowds ("Eve Teasing" in South Asia), work alongside trusted male colleagues.
5. If someone threatens to sexually abuse you:
 - Defecate, urinate or vomit on yourself
 - In some cultures, you can ward off rapists by saying you are pregnant, menstruating or have AIDs.
 - Try to break the momentum. Change the topic. Scream. Run.
6. If you can not stave off the attacker:
 - Try to convince him to use a condom
 - Don't struggle. A bleeding wound can increase the chances of contracting HIV or infections.
7. Before you leave for a risky assignment, get the telephone number of a counseling hotline. Find out where to get HIV medications in case of rape by a suspected carrier. Establish rapport with an editor likely to be sensitive in case you are sexually abused.

8. General tips:

- Be aware of cultural norms. Always dress conservatively. Button down trousers, belts and lace-up boots are harder to pull off.
- Don't wear hair in a ponytail. That makes it easier for an attacker to grab you.
- In some cultures unaccompanied single women are particularly vulnerable. Wearing a wedding ring, even if single, can help ward off unwanted attacks.
- Walk confidently.
- Be aware of everything around you. This is another reason not to drink -- it slows your reflexes.
- Try to avoid traveling alone in places where you may be vulnerable to attack.
- Avoid narrow alleys.
- Vet your support staff.
- Avoid interviewing groups of armed men alone, especially if they are drinking.

9. If you are sexually abused:

- Don't blame yourself.
- Seek medical aid (and perhaps HIV medications) immediately.
- Seek counseling.
- Advise a trusted colleague.

Judith Matoff, INSI Board member



Sarah Rainsford reporting for the BBC in Israel just to the south of the border during the Lebanon war in the summer of 2006. © Chris Cobb-Smith, Chiron Resources.

Gender sensitive trainings should be available for women and male reporters, as well as for subeditors, news editors and programme makers who should play a greater role in eliminating insensitive language and stereotypes in the news. A list of some available trainings can be found in the resource section of this booklet.

INSI offers safety training for local reporters in conflict zones, including for women. INSI also publishes a wide range of safety leaflets from dealing with surveillance and death threats (personal safety issues), to covering conflict and natural disaster, what to do in case of arrest or kidnap and how to secure a newsroom. (www.newssafety.com).

The **DART Center for Journalism and Trauma** is a global network that not only works to improve the way traumatic events are covered in the news, but also the consequences of covering these events for journalists. They publish best practice guidelines, and to protect journalists there are a wide variety of tip sheets (<http://www.dartcenter.org/>).

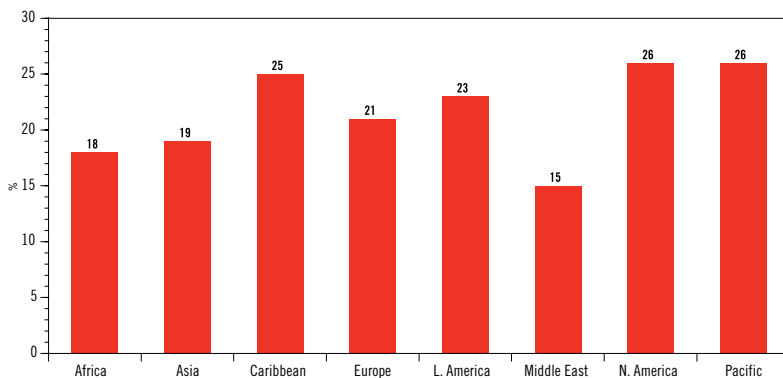
PART II:

Stereotypes in the Media

A repetitive use of notorious gender stereotypes (such as showing women only as carers of the family or as sexual objects) affects the public's perception of reality. The stereotypes are everywhere. They exist in the portrayal of glamorous women to promote cosmetics and beauty products or in stories of women as carers and homemakers, again often to sell household food and services. This phenomenon was denounced in the Declaration adopted at the United Nations Fourth World conference on Women in Beijing, 1995, which called on media owners and media professionals to develop and adopt codes or guidelines to promote a fair and accurate portrayal of women in the media.

The 2005 GMMP report pointed at the marginalization of women who make up 21% of people featured in the news.

Percentage of people in the news that are women, GMMP 2005





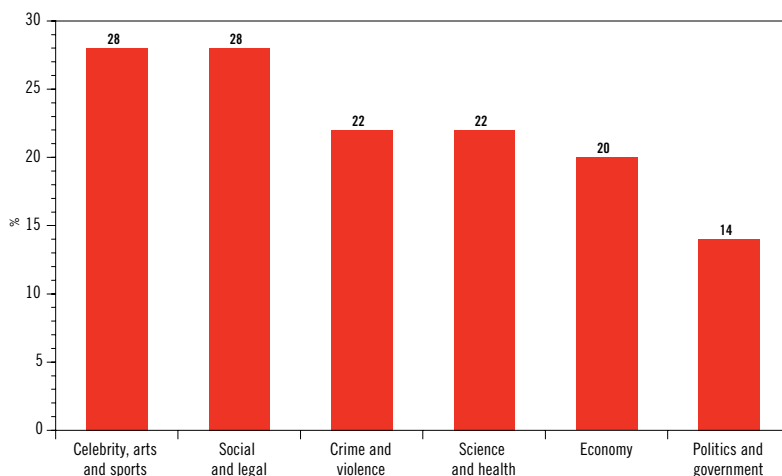
Tara Tamang, of Pathibhara FM Radio, leads a practical navigation session in a safety training workshop in Birtamod, Nepal, in May 2008.
© Deborah Muir

The GMMP says that women are more likely to be found in “soft” stories, dealing with topics such as celebrity and the arts, where they make up 28% of news subjects and they are least likely to be found in “hard” news stories about politics, government and the economy.

The use of stereotypes reflects a mental block not only in terms of what society may expect from women, but also—more seriously—in terms of what women may expect from themselves. The structures of

many societies have been based on assumptions of sex-biased roles, which are entrenched in the use of language. When gender-biased language is used in a story (for instance, craftsman, businessman,

Females news subject in main topic areas, GMMP 2005





Inside Al Aan Television, during one of the hourly news break, Dubai UAE. © Pamela Morinière.

fireman, policeman), journalists support a destructive bias that suggests women are excluded or incapable of playing their roles. True gender equality should liberate both men and women from the limitations of such narrow thinking.

“It is not impossible to produce news stories that are gender sensitive. It just means thinking more creatively about the topic at hand—whom it concerns, who should be included in its coverage, in what way and for what purpose.” says Margaret Gallagher, author of the GMMP.

Some general guidelines for journalists to avoid gender stereotypes in the media:

- ▶ Refrain from using descriptions of women that include: physical, marital and/or family status, unless it is essential to the story.

(A good check is to ask yourself if you would include the same information about a man.)

- ▶ It is important to know who you want your story to target and to make sure that a gender balance is respected in the choice of “experts” or witnesses. Strengthen gender-balanced stories by preparing contact lists of women who are willing to speak and who are accessible
- ▶ Be sure to give women their own title, name and voice and not the “wife of Mr. Smith.”
- ▶ Avoid use of descriptions that pander to societal expectations of women that are inherently limiting (“mother of six”) or in other ways trivialize, diminish, or exploit women. Be careful of assigning gender roles, which pander to bias. Descriptions such as “male nurse” and “woman doctor” are inherently sexist when they suggest that it is not normal for a woman to be a doctor or that it is unusual for men to work in a caring profession.
- ▶ Strive to represent both sexes as whole human beings and not limited to a set of pre-defined characteristics. In widening the debate as a whole and contributing to raising awareness of gender equality, it is essential to fight for equal coverage of real issues important to women in your area.

GENDER PORTRAYAL Some useful links

Global Media Monitoring Project (GMMP)

The GMMP is the largest and most extensive monitoring project of media representation of women in the world today. With the third global study published since 1995 it has also become the largest advocacy initiative in the world on changing gender representation in the media.

http://www.whomakesthenews.org/who_makes_the_news/report_2005

“Mission Possible: A Gender and Media Advocacy Toolkit”

Download the GMMP media toolkit to train activists to build gender and media campaigns using the findings of GMMP 2005. The toolkit explains how best to work with and through the media to put gender on the news agenda

http://www.whomakesthenews.org/get_involved/advocacy_training_modules

Gender sensitive reporting

All journalists, both female and male, can play a role in changing attitudes to women and gender-based stereotypes. This article provides useful guidelines on how to become more gender-sensitive in your reporting.

http://portal.unesco.org/ci/en/files/14373/10769353041S-9_Gender-sensitive_reporting.doc/S-9%2BGender-sensitive%2Breporting.doc

Portraying Politics

This project developed by a European consortium of broadcasters, trainers and journalists' unions challenges journalists and programme makers to reflect on the way women and men politicians and experts are portrayed on television.

<http://www.portrayingpolitics.net>

IFJ Guidelines for reporting on violence against women

Violence against women and girls remains under reported, or badly reported, in the news. Additionally, the 2005 GMMP reveals that domestic and sexual violence are the least reported subjects among those where women are portrayed as a victim.

“Reporting on such a sensitive issue cannot be improvised. It requires professionalism, humanity and respect. A failure to apply the highest standards in dealing with those affected such as poor conduct of interviews can compound the trauma and may even add to the suffering and worsen the long-term impact of the ordeal on survivors”, Aidan White, IFJ General secretary.

1 Identify violence against women accurately through the internationally accepted definition in the 1993 UN Declaration on the Elimination of Violence Against Women.

2 Use accurate, non-judgmental language. For instance, rape or sexual assault is not in any way to be associated with normal sexual activity; and trafficking in women is not to be confused with prostitution. Good journalists will strike a balance when deciding how much graphic detail to include. Too much may be sensationalist and can be gratuitous; too little can weaken the victim’s case. At all times, the language of reporting should avoid suggestions that the survivors may be to blame, or were otherwise responsible for the attack or acts of violence against them.

3 People who suffer in such an ordeal will not wish to be described as a ‘victim’ unless they use the word themselves. The use of labels can be harmful. A term that more accurately describes the reality of a person who has suffered in this way is ‘survivor.’

4 Sensitive reporting means ensuring that contact for media interviews meets the needs of the survivor. A female interviewer should be on hand and the setting must always be secure and private, recognising that there may be a social stigma attached. Media must do everything they can to avoid exposing the interviewee to further abuse. This includes avoiding actions that may undermine their quality of life or their standing in the community.

5 Treat the survivor with respect. For journalists this means respecting privacy, providing detailed and complete information about the topics to be covered in any interview, as well as how it will be reported. Survivors have the right to refuse to answer any questions or not to divulge more than they are comfortable with. Journalists should make themselves available for later contact; providing contact details to interviewee will ensure they are able to keep in contact if they wish or need to do so.

6 Use statistics and social background information to place the incident within the context of violence in the community, or conflict. Readers and the media audience need to be informed of the bigger picture. The opinion of experts on violence against women such as the DART centre will always increase the depth of understanding by providing relevant and useful information. This will also ensure that media never give the impression that violence against women has an inexplicable tragedy that cannot be solved.

7 Tell the whole story: sometimes media identify specific incidents and focus on the tragic aspects of it, but reporters do well to understand that abuse might be part of a long-standing social problem, armed conflict, or part of a community history.

8 Maintain confidentiality: as part of their duty of care media and journalists have an ethical responsibility not to publish or broadcast names or identify places that in any way might further compromise the safety and security of survivors or witnesses. This is particularly important when those responsible for violence are the police, or troops in a conflict, or agents of the state or government, or people connected with other large and powerful organisations.

9 Use local resources: Media who take contact with experts, women groups and organisations on the ground about proper interviewing techniques, questions and places will always do good work and avoid situations—such as where it is unacceptable for male camera workers or reporters to enter a secluded place—which can cause embarrassment or hostility. There is always virtue in reporters educating themselves on the specific cultural contexts and respect them.

10 Provide Useful Information: reports that include details of sources and the contact details of local support organizations and services will provide vital and helpful information for survivors/witnesses and their families and others who may be affected.



Two reporters covering a protest of unemployed people in the favelas, Rio de Janeiro, Brazil, October 2006. © Adrien Collin/INSI

PART III:

Women in the unions and associations

A crucial step in the recognition of the role of trade unions in the promotion of gender equality was acknowledged in the Platform for Action of the Fourth World Conference on Women (Beijing, 1995), which called on governments and all social actors to:

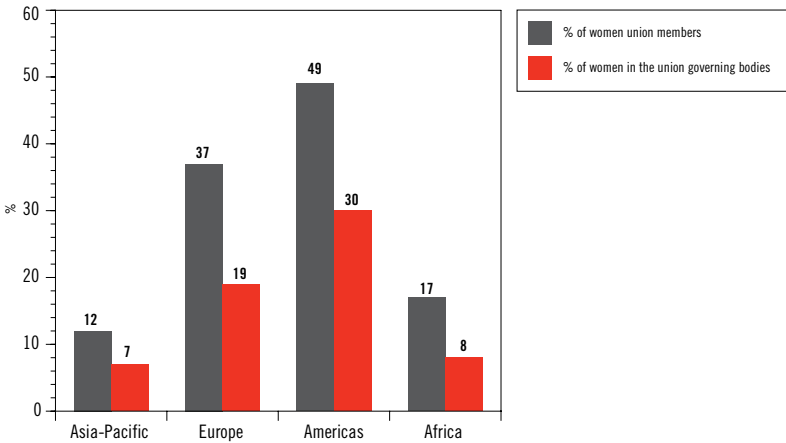
“Recognise collective bargaining as a right and as an important mechanism for eliminating wage inequality for women and to improve working conditions;

Promote the election of women trade union officials and ensure that trade union officials elected to represent women are given job protection and physical security in connection with the discharge of their functions”.

The feminisation of journalism led to an increase of women membership in journalists’ unions and associations. According to the IFJ survey on the status of women journalists carried out in 2001, women journalists represented 28.75% of union membership and their representation in union decision-making bodies was higher in all regions than the number of women in decision-making in the media in general. Overall, women represented 17% of members in union governing bodies.

The need to increase women membership in journalists’ unions and associations is crucial to improving the prospects of gender equality in the profession. The place they hold in the unions will also have a deep impact on the union’s attitude towards gender. “Unless women are sufficiently represented in the executive, unions cannot be credible to prospective female members nor can they be attuned

Women in journalists' unions (IFJ survey on the status of women journalists, 2001)



to the distinct concerns of working women”, says the International Labour Organisation.

Yet, much remains to be done. In the Middle East, North Africa and Iran, a 2008 IFJ survey revealed that women only occupied 11.7% of positions in union decision making bodies.



Journalists and press workers shout slogans at the Dhaka Press Club in Bangladesh, protesting the closure of a leading Newspaper, the *Daily Ittefaq* on December 12, 2007. © Firoz Ahmed, Drik News.

While a lot of unions have abandoned the old fashion “men club” mentality, too many haven’t. Indeed, it is a major task in some regions to eliminate the traditions that are little more than cultural prejudice. Issues such as the gender pay gap, the difficulties to combine work and family life, the poor access to training and leadership positions, harassment and intimidation in the workplace and a general debate on women’s access to beats and gender portrayal in the news are some of the concerns that should be taken up by journalists’ unions.

Union activists, both men and women, can use several basic tools to influence the approach towards gender equality, both in the union and in the media.

- ▶ Collect data: raising awareness of gender equality issues within unions requires the collection of accurate data. Statistics on women union membership, women in governing bodies, as well as data on wages and recruitment in the media, actual working hours, maternity benefits and facilities for women in the media are essential to make a change. Figures will help you make a proper analysis of the situation, winning your arguments and in setting gender equality as a priority in the union or association.

Women journalists in unions' governing bodies in the Middle East, North Africa and Iran, IFJ 2008

Country	Union	Total board members	Women board members	Percentage
Algeria	SNJ	9	0	0%
Bahrain	BJA	11	1	9%
Egypt	EJS	13	1	7.7%
Iran	AoIJ	10	1	10%
Iraq	IUJ	11	1	9%
Kuwait	KJA	7	1	14.3%
Lebanon	LPO	12	0	0%
Morocco	SNPM	19	5	26.3%
Palestine	PJS	9-13	0	0%
Sudan	SJU	30	4	13.3%
Tunisia	SNJT	9	3	33.3%
UAE	UAE JA	9	2	22.2%
Yemen	YJS	13	1	7.7%

- ▶ Learn about women rights that exist in legislation, in the media and in unions' policies. If a union or association is a member of the IFJ, they have agreed to several policy statements concerning gender equality that are printed at the end of this booklet. Use these to hold your union accountable and judge its actions against.
- ▶ Organise women in the union: map media houses and collect information about current and possible members. Organise visits to media houses, journalism schools and universities to raise awareness about the union and inquire about issues of concern. A regular monitoring of union membership, including figures for men and women, will provide useful feedback on the organising developments. Women will be more inclined to

THE IFJ GENDER COUNCIL

The IFJ's equality campaign is overseen by the IFJ Gender Council composed of women and men activists nominated by IFJ affiliates from all regions in the world (<http://www.ifj.org/assets/docs/140/127/30eb48c-5edec7f.doc>).

The council develops the IFJ's gender policies, and drives their adoption and implementation by affiliates providing an essential link to national unions' activities. The council is an essential resource of leading experts on campaigning for equal rights and provision of trainers for IFJ activities. The council meets once a year, evaluates the IFJ campaign actions, approves the upcoming work programme and allocation of budget and reports on the results to the IFJ Executive committee.

For further information contact the IFJ Gender Co-ordinator, Pamela Morinière at pamela.moriniere@ifj.org

Adopt positive measures to increase women's representation in leadership positions

Policy statements alone are not enough to achieve gender equality, especially where direct or indirect discrimination against women is deeply rooted in union structures and practices. Therefore, many unions have adopted affirmative action programmes or positive measures particularly to increase the participation of women in leadership positions, including:

- ▶ reserved or additional seats for women on executive and decision-making bodies;
- ▶ a quota system or numerical targets for women's participation in congresses, executive and decision-making bodies, committees, negotiation teams, education and training programmes, etc.;
- ▶ proportionality principles;
- ▶ double nominations, so that both women and men are included on candidate lists for union elections.



Lili Dejam, head of the Editorial council. Won best journalist award 2008 from the Association of Iranian Journalists. Head of Women committee of the Association.
© Arash Baran

Promoting Gender Equality: A Resource Kit for Trade Unions, by the International Labour Organisation (ILO)

join a union if women issues are taken seriously. Therefore, try and make women more visible in the union and take up issues that matter to them. Very often women cannot take part in union activities due to family commitments. Arranging meetings at a time and location suitable for women will ease their participation in union work.

- ▶ Election process: encourage women to participate, both as voters and as candidates. A first step is to make rules for election visible and ensure that women delegates attend union congresses. Examine the election process to find out why women do not come forward or do not get elected. A response to the problem may be found in positive actions and policies to involve women in governing bodies as well as further trainings on leadership and self confidence.

CAMPAIGNING FOR GENDER EQUALITY

- ▶ Identify the issue (s) : collect statistics, facts, case studies and decide on the theme and the message you wish to put across
- ▶ Elaborate a strategy: set achievable goals, identify and involve those who are also affected and those who can influence changes, agree a clear statement of what you want to achieve, prepare a timetable, research policies and legislation that can back up your campaign
- ▶ Prepare a budget: identify financial resources
- ▶ Communicate: ensure that union leaders, union members and other relevant target groups are fully aware of the campaign. Use leaflets, banners and posters
- ▶ Build support: Seek support from union leaders, politicians and other organisations facing the same concerns.

- ▶ Use the power-pathways already existent in your own unions or associations. Women journalists must be fully aware of the union's rules and be ready to exploit them to their advantage. Sometimes unions or associations, government or labour organisations have created their own policies on gender equality but have not yet, or not fully, implemented them. Action should make use of these rules. For example, many unions are motion-based and it will be important to put your ideas for furthering equality in this format for adoption.
- ▶ Start a Campaign. If no gender equality policy exists in your union or if women are not adequately represented and protected, campaign for it!
- ▶ Make sure gender is mainstreamed in all activities of your union: policies, structures, events, union/association's delegations. Monitor the progress made by gathering and publicising regularly figures on participation by sex of the membership in all union structures and activities.
- ▶ Establish women's groups: the setting up of a statutory gender or women committee within the union helps to define gender issues and their impact on the workplace and the unions. It is essential to look beyond the stereotypical ideas of gender issues so that it is understood that women are working towards the same or similar goals (improving standards of work, pay and conditions; improving the standards of journalism, codes of conduct and workplace agreements to fight harassment; better family/work balance; etc.) as the union. Ensure that the committee has a mandate, financial and human resources and the authority to carry out its functions effectively. Enable the Committee to have direct input to the decision-making bodies—either by reporting directly to the executive of the union or being represented on it and that gender issues are taken up in all union policies.

GENDER MAINSTREAMING

“Mainstreaming a gender perspective is the process of assessing the implications for women and men of any planned action, including legislation, policies or programmes, in any area and at all levels (...)so that women and men benefit equally, and inequality is not perpetuated”.

United Nations Economic and Social Council (ECOSOC), July 1997

CHECKLIST:

- ▶ **The Organisation’s Policy:** Does the organisation have clear policy on all aspects of gender equality including policy to promote the integration of women?
- ▶ **Use of funds:** Is adequate funding provided to carry out all aspects of gender policy?
- ▶ **Procedures, putting policy into practice:** How is the gender policy put into practice? Does it really guide all of your activities?
- ▶ **Understanding needs:** Are there significant gaps in your membership? How do you consult members? Do your consultation practices help you to understand the needs of women?
- ▶ **Decision-making:** When making decisions or setting priorities are women well represented? Do you routinely consider the impact of your activities on your women members?
- ▶ **Monitoring information:** Do you collect enough information about women and men to monitor activities by gender? Do you consult monitoring figures when making decisions? Do you regularly use this data to assess the effectiveness of your core activities?
- ▶ **Visibility:** Can a woman’s voice be heard or seen in all your reports, speeches, meetings and publications?
- ▶ **Breaking down barriers:** Do you fully understand the barriers, which deter women from joining, taking part, speaking out or competing for leadership in your union?

- ▶ **Leadership:** Are men in leadership active in promoting change? How do you ensure men develop an understanding of gender issues?
- ▶ **Women's structures:** Are women's structures and representatives of women members fully integrated into union decision making structures?
- ▶ **Targeting:** Do you target your activities and services? Are women challenged to get more involved? Do you recognise that positive action may be necessary if you want just results?

Extract from *Achieving Gender Equality, a Trade Union Manual*, ITUC (http://www.ituc-csi.org/IMG/pdf/manuel_ENGOK.pdf)

For more ITUC publications: <http://www.ituc-csi.org/spip.php?rubrique209>



Dhekra Saeed, Yemeni Journalists' Syndicate's vice president, interviewed at the *IFJ regional seminar on women journalists: trade union work and leadership*, Tunisia, April 2008. © Mechtild Maesker

- ▶ Push for gender equality provisions in collective agreements. Collective bargaining is in many countries key to defining terms and conditions of work. Issues such as wages and benefits, access to training, working hours (including flexible working time), maternity and paternity leave, vulnerable workers (temporary and freelance in particular) and dignity at the workplace are issues that must be integrated in the collective bargaining process. Their level of priority should be determined by the women themselves through women committees or gender equality groups.
- ▶ Do not to allow “women’s issues” to be stereotyped themselves, but stress the importance and impact of these issues on all members of the union. Women journalists want to be whole members of the profession and of the unions and their contribution is essential to improving work, pay and conditions for society as a whole.
- ▶ Make results known: Communicate successes to union members.



Neli Mahjoob, Translator, Journalist, literature critic for children publication, Iran. © Hossein Karim Zade.

COMBATING SEXUAL HARASSMENT

WHAT CAN UNIONS DO?

- ▶ Create awareness about sexual harassment at the workplace, and the need to combat it. This can be done through posters, handouts, pamphlets, bulletins, notices, badges (something like ‘Zero Tolerance Zone for Sexual Harassment’).
- ▶ Ensure that the workplace has a policy to deal with sexual harassment at the workplace, and has set up a Complaints Committee as required by law.
- ▶ Ensure that sexual harassment is listed as ‘misconduct’ in the service rules of the company.
- ▶ Lobby to ensure union representation on the Complaints Committee, to counter any trends towards anti-labour practices.
- ▶ Conduct workshops to promote gender sensitivity among union members.
- ▶ Conduct workshops in self-defence and personality development in order to boost the confidence of women union members.
- ▶ Set up Gender Councils to take the issue forward.
- ▶ Support any woman who complains about sexual harassment, and assist her in pursuing justice.

Laxmy Murthy, journalist, extract from Europe-India- a handbook on gender equality in journalism, IFJ



Camerawoman at the 1st Congress of the Federation of African journalists, November 2008, Nairobi. © Paco Audije.

PART IV:

Resources and Contacts

RESOURCES

Gender equality

United Nations

Universal Declaration of Human rights

<http://un.org/Overview/rights.html>

The Convention on the Elimination of All forms of Discrimination Against Women (CEDAW) and its Optional Protocol

<http://www.un.org/womenwatch/daw/cedaw>

Fourth World Conference on Women, Beijing 1995

<http://www.un.org/womenwatch/daw/beijing/platform/plat1.htm>

United Nations Millenium Development Goals

<http://www.un.org/millenniumgoals/>

Gender equality in the media

Genderlinks

Women and men make the news

http://www.genderlinks.org.za/page.php?p_id=236

Glass ceiling research

http://www.genderlinks.org.za/page.php?p_id=360

HIV Aids and gender baseline study

http://www.genderlinks.org.za/page.php?p_id=308

Gender audit of media NGOs

http://www.genderlinks.org.za/page.php?p_id=320

Who Makes the News?

Global Media Monitoring Project (2005)

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

International Federation of Journalists (IFJ)

Status of women journalists, 2001

<http://www.ifj.org/en/articles/ifj-survey-on-the-status-of-women-journalists-2001>

EFJ survey: women journalists in the European Integration Process, 2006

<http://www.ifj.org/assets/docs/118/144/bad0a76-d2b7b90.pdf>

Resource Pack on gender and HIV/AIDS

<http://www.ifj.org/en/articles/resource-pack-on-gender-and-hiv-aids->

Portraying Politics

www.portrayingpolitics.net

Guidelines on reporting on violence against women

<http://www.ifj.org/assets/docs/185/063/c3093b9-8c8e63f.pdf>

UNESCO

Gender sensitivity: a training manual for sensitizing education managers, curriculum and material developers and media professionals to gender concerns

http://portal.unesco.org/en/ev.php-URL_ID=39252&URL_DO=DO_TOPIC&URL_SECTION=201.html

Gender, conflict and journalism, a handbook for South Asia

<http://unesdoc.unesco.org/images/0014/001439/143925E.pdf>

Gender issues in the information society

<http://unesdoc.unesco.org/images/0013/001329/132967e.pdf>

Leadership

Leadership training tutorials

http://leadershiptrainingtutorials.com/index.php?q=Women_Leadership_roles

Women's learning partnership for rights, development and peace
<http://www.learningpartnership.org/docs/engltcmanual.pdf>

Reporting conflict and trauma

Dart Center

Tragedy and journalism

http://www.dartcenter.org/media/en_tnj.pdf

Covering children and trauma

http://www.dartcenter.org/media/covering_children_web.pdf

Tips on How to cover: Children & Trauma, Disasters, Murder, Suicide, Domestic Violence Information on: Interviewing Victims, Post-Traumatic Stress Disorder, Self-Care for Journalists, Sexual Violence, Tragic Anniversaries

http://www.dartcenter.org/quick_tips/index.php

International News Safety Institute

INSI — SIDA Survey on women reporting war

http://www.newssafety.com/images/stories/pdf/programme/rrw/rrw_finalreport.pdf

Brochure: Frontline reporting: women working in war zones

http://www.newssafety.com/images/stories/pdf/programme/rrw/rrw_brochure.pdf

Women workers' rights

International Labour Organisation (ILO)

- *ILO Declaration on Fundamental Principles and Rights*
- *ILO Equal Remuneration Convention, 1951 (No 100)*
- *ILO Workers with Family Responsibilities Convention, 1981 (No 156)*
- *ILO Part-Time Work Convention, 1994 (No 175)*
- *ILO Home Work Convention, 1996 (No 177)*

- *ILO Maternity Protection Convention, 2000 (No 183)*

<http://www.ilo.org/ilolex/english/convdisp1.htm>

Promoting gender equality: a resource kit for trade unions

<http://www.ilo.org/public/english/employment/gems/advance/trade.htm>

ABC of women workers' rights and gender equality

<http://www.ilo.org/dyn/gender/docs/RES/68/F1962744474/ABC%20of%20women%20workers.doc>

International Trade Union Confederation (ITUC)

Stopping Sexual Harassment at work

http://www.ituc-csi.org/IMG/pdf/Harcelement_ENG_12pgs_BR.pdf

ITUC report: the global gender pay gap, 2008

<http://www.ituc-csi.org/IMG/pdf/gap-1.pdf>

Achieving gender equality: a Trade union manual

http://www.ituc-csi.org/IMG/pdf/manuel_ENGOK.pdf

USEFUL CONTACTS

Journalists' safety and trauma

DART Center

www.dartcentre.org/global/europe/index.php

International News Safety Institute (INSI)

<http://www.newssafety.com>

Press freedom

Article 19

www.article19.org

Committee to Protect Journalists (CPJ)

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

International Freedom of Expression eXchange (IFEX)

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

International Federation of Journalists (IFJ)

www.ifj.org

International Press Institute (IPI)

<http://www.freemedia.at/cms/ipi/>

Reporters Without Frontiers

http://www.rsf.org/rubrique.php3?id_rubrique=20

Women in the media

American Women in radio and television

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

Arab Women Media Center

<http://www.ayamm.org/index2.htm>

Asmita (Nepal)

<http://www.asmita.org.np/>

Association for Women in Sports Media (USA)

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

Association of women journalists (France)

<http://www.femmes-journalistes.asso.fr/>

Canadian Women in Communication

<http://www.cwc-afc.com/>

Famedev (Africa)

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

Genderlinks (South Africa)

http://www.genderlinks.org.za/page.php?p_id=1

Global Media Monitoring Project (GMMP)

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

International Association of Women in Radio and Television

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

International Federation of Journalists

www.ifj.org/en/pages/gender-issues (gender page)

International Women in Media Foundation

<http://www.iwmf.org>

Internews

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

Mediterranean Media Associazione

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

Mediz (Turkey)

<http://www.mediz.org/Kategori/13/1/English.aspx>

Network of Women in Media, India

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

World Association of Christian Communication

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

Women Institute for Press Freedom

<http://www.wifp.org/index.html>

Women Journalists in Finland

<http://www.kaapeli.fi/naistoimittajat/>

Women in Media and News (USA)

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

Women's Image Network

<http://www.winfemme.com/>

Women featured in the news

Women's features service

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

Women's enews

<http://www.womensenews.org>

Women Net (South Africa)

<http://womensnet.org.za/>

Women News Network

<http://womennewsnetwork.net/>

Workers' rights

International Labour Organisation (ILO)

<http://www.ilo.org/gender/lang--en/index.htm>

International Trade Unions Confederation (ITUC)

<http://www.ituc-csi.org/spip.php?rubrique1>

Other resources

Amnesty International

<http://www.amnesty.org/en>

Association for Women's rights in development (including women's rights news)

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

Beyond Media Education

<http://www.beyondmedia.org>

European Women Lobby

<http://www.womenlobby.org/site/hp.asp?langue=EN>

Gender Stats (Statistics from the World Bank)

<http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTGENDER/EXTANATOOLS/EXTSTATINDDATA/EXTGENDERSTATS/0,,menuPK:3237391~pagePK:64168427~piPK:64168435~theSitePK:3237336,00.html>

Global list of Women organizations

<http://www.distel.ca/womlist/womlist.html>

Human Rights Watch

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

Institute for the Advancement of aboriginal women

<http://www.iaaw.ca/>

Library of the UN office, Geneva

<http://www.unog.ch/library>

UNESCO (Gender Equality Portal)

http://portal.unesco.org/en/ev.php-URL_ID=3160&URL_DO=DO_TOPIC&URL_SECTION=201.html

United Nations Development Fund for Women (UNIFEM)

<http://www.unifem.undp.org>

United Nations Development Program (UNDP)

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

United Nations Division for the Advancement of Women (UNDAW)

<http://www.un.org/womenwatch/daw/>

Women Action

<http://www.womenaction.org>

United Nations Institute of Training and Research for the Advancement of Women (INSTRAW)

<http://www.un-instraw.org/>

Women Watch

<http://www.un.org/womenwatch/>

ANNEXE A

IFJ ETHICS OF BULLYING

Dignity at Work: A Model Agreement

Preamble

It is the company and union policy to provide a supportive workplace for journalism and media activity, where everyone has the right to carry out her or his work free from all forms of harassment/bullying.

The company and the union recognise that bullying and harassment is harmful and can subject individuals to fear, stress and anxiety. Both parties acknowledge that bullying and harassment can lead to serious health problems and cause resignations, dismissals and litigation.

This policy guarantees that all complaints will be taken seriously and investigated promptly and fairly and that all parties involved will be treated with respect.

A complaint of harassment/bullying may, following investigation, lead to disciplinary action. In such instances agreed disciplinary procedures will be followed.

This agreement covers all permanent and temporary employees, job applicants, freelance and agency workers.

Definition of harassment/bullying

The company and the Union will adopt the following code on bullying and harassment which is as follows:

Bullying may be characterised as:

“Offensive, intimidating, malicious or insulting behaviour, an abuse or misuse of power through means intended to undermine, humiliate, denigrate or injure the recipient.”

Harassment may be characterised as:

“Unwanted conduct affecting the dignity of men and women in the workplace. It may be related to age, sex, race, disability, religion, nationality, sexual orientation or any personal characteristic of the individual, and may be persistent or an isolated incident. The key is that the actions or comments are viewed as demeaning and unacceptable to the recipient”.

Forms of harassment and bullying

Harassment/bullying can include verbal, gesture or physical bullying, exclusion or extortion. Examples include (this list is not exhaustive):

- Spreading malicious rumours or insulting someone
- Spreading information critical about someone to others who do not need to know
- Ridiculing or demeaning someone
- Picking on someone or setting them up to fail by setting impossible objectives
- Deliberately withholding information which an individual requires to do their job
- Exclusion or victimisation
- Undermining a person’s authority
- Persistently criticising someone unfairly
- Unfair treatment
- Displaying racially offensive material
- Unwelcome comments, stereotypical impressions or “jokes”
- Overbearing supervision or other misuse of power or position
- Unwelcome sexual advances—touching, standing too close, display of offensive material
- Indecent assault, physical abuse/attack or intimidation

Actions to take

Individuals should:

- Log incidents of harassment/bullying by recording dates, times and details of the incident
- Ascertain if there were witnesses to the harassment/bullying
- Refer to the contact people below

Initial Procedure

Any individual who believes they have been subject to, or have witnessed harassment or bullying should, in the first instance, to discuss the matter with/refer to:

- Their head of department
- A manager/Human Resources
- Their union representative

Further Procedure

There are two procedures for dealing with cases of alleged harassment/bullying, informal and formal. These do not override the statutory rights of an individual. If the complainant decides to follow the informal procedure but the problem persists, the complaint can then be dealt with under the formal procedure.

Informal Procedure

Many incidents of harassment/bullying can be dealt with effectively in an informal way, as often the harasser may be unaware of the effect of their behaviour

- If an individual is in any doubt as to whether a type of behaviour is harassment/bullying they should contact one of the above listed people for advice on an informal and confidential basis
- If an incident occurs which is offensive, it may be sufficient to explain clearly to the person engaging in such behaviour that it is unacceptable. If it is too difficult or embarrassing to do so, the individual should seek support from one of the people on the above list.

Formal Procedure

At any time, whether or not informal action has been taken, an individual who feels they have been harassed or bullied in a way that breaches this policy can raise the matter directly with their editorial manager or Head of Department. This can be done verbally or in writing. A written complaint should detail the nature of the complaint including dates and incidents and whether there were any witnesses.

The company and the union will make every effort to ensure that complete confidentiality will be observed by everyone involved while the complaint is investigated.

An independent investigation will be carried out by an editorial executive/Human Resources representative. A timetable will be agreed and the executive/Human Resources representative will conduct interviews with the individual making the complaint and the alleged harasser(s). If the individual has requested the assistance of the union representative, he or she will be kept informed of all the stages in the process and may provide help, support and representation, as required.

The investigation will be carried out in an independent and objective manner with respect for the rights of both the person making the complaint and the alleged perpetrator(s).

The complainant and the alleged harasser(s) will have the right to be represented by a union official at all interviews. The alleged harasser(s) will be given full details of the nature of the complaint, and will be given the opportunity to respond. Every effort will be made to ensure that meetings are conducted sensitively.

Strict confidentiality will be maintained throughout the investigation and where it is necessary to interview witnesses, the importance of confidentiality will be emphasised.

At the completion of the investigation, a report will be prepared which will include the nature and details of the complaint, the response of the alleged harasser(s), the results of the investigation and the conclusion. A copy will be sent to both the complainant and the alleged harasser(s).

If the report concludes that harassment/bullying did take place, the harasser(s) will be subject to formal disciplinary procedure. If the use of this procedure is not felt appropriate, the company may insist on training, counselling and/or a period of monitoring and appraisal. If the period of appraisal is not satisfactory, the disciplinary procedure may be invoked.

Appeal

The right to appeal the decision will be covered using the appropriate procedure, or, if either party feels that the manager's handling of the matter has been inappropriate they may appeal, in writing, to the appropriate manager within seven days of being informed of the outcome of the investigation. The appeal will be heard by at least two senior managers. Those appealing will be entitled to be accompanied to such an appeal by a union representative or work colleague.

Statutory Rights

Nothing in this procedure can overrule an employee's statutory rights.

Frivolous or fictitious claims

Anyone found to be making a frivolous, fictitious or vexatious claim will be subject to disciplinary procedures.

Implementation and monitoring

Individual managers are responsible for ensuring that this policy is applied within their own area. Management will undertake to provide training on the issue of bullying and harassment and the contents of this policy to all managers and will ensure that all staff are made aware of the consequences of inappropriate behaviour as outlined in this policy. All staff will be made aware of their responsibility to ensure that the working environment is free from harassment/bullying.

The Human Resources Department will monitor this policy to ensure that it remains effective.

ANNEXE B

IFJ GENDER POLICIES PASSED AT CONGRESS

Resolution to IFJ 24th World Congress, Korea 2001

Mainstreaming Equality in Journalism

The 24th Congress of the IFJ, meeting in Seoul from June 11-15th, 2001 commends the work of the Women's Working Party; instructs the executive committee to expand the activities of the working party (now called Gender Council), particularly through the regional structures of the IFJ and within its project programme adopts the following Plan of Action:

Plan of Action

1. Women in Journalism

Action: The Gender Council must prepare an overview of best practice examples used by unions to increase the number of women in decision-making positions in media. Such a survey should focus on best practice examples on equality provisions achieved in collective bargaining. This should include best practice in collective agreements on: • parental leave; • Social protection; • Working time; • Models for reconciling work and family responsibilities; • Promotion; • Access to training. The IFJ should support implementation of best practice examples through trade union training and other seminars. National unions should ensure that the best practice examples are being made into demands in their own national collective bargaining

and report to the IFJ about implementation of the best practice examples. The Gender Council should develop a code of conduct for women media managers.

2. Women in the Union. There is no overall agreement among unions whether special structures for women, allocation of seats or quota systems are the way to improve representation and participation of women in the union.

Action: The Gender Council should prepare a review of women's committees and systems setting targets for female representation explaining if and how these structures have contributed to improving participation of women in the union. National unions should use the survey to create women's committees and systems setting targets for female representation and report to the IFJ on the creation of these structures. The IFJ should sensitise women to take up leadership positions through special training programmes and activities. Congress determines that the IFJ Executive Committee should prepare an Annual Plan directed to women journalists to promote principles and values of trades unionism.

3. Equal Pay for Work of Equal Value: An Issue for the Union and the IFJ

Action: The Gender Council should initiate a campaign on equal pay. The campaign should be organised at regional and national level and should focus on achieving equal pay for women in practice. The IFJ should prepare a best practice survey on equal pay and circulate the information to member unions for action at national level.

Each region should nominate a campaign co-ordinator. • Asia-Pacific: IFJ Project Office • North America: TNG-CWA • Latin America: IFJ Regional Office • Africa: WAJA, EAJA, SAJA • Europe: EFJ

The IFJ should co-ordinate the campaign with the International Confederation of Free Trade Unions (representing the trade union centres). Campaign targets should include regular salary reviews

with employers; consultation rights for unions on payment grades and promoting best practice in collective agreements. The campaign should be supported by practical seminars and meetings. The IFJ should assist unions to develop national strategies and campaigns that are tailored to the specific needs in the country. The campaign should aim to achieve implementation in practice of all key ILO conventions safeguarding women's rights.

4. Portrayal of Women in the Media

Action: The Gender Council should co-operate with other groups working on portrayal of women in the media. An IFJ initiative will focus on collecting unions' experience with reporting guidelines and promoting the use of such guidelines in journalism training. The IFJ should prepare materials to assist unions to address the issue of portrayal in pursuit of fair and balanced reporting.

5. IFJ Women Network: An e-mail network of IFJ women exists but it must be expanded and it should be co-ordinated at regional level by the IFJ offices and regional federations.

Action: The e-mail network should form the basis for the Equal Pay for Work of Equal Value Campaign. Each region should nominate a co-ordinator of the e-mail network. The Gender Council should be responsible for overall co-ordination of the e-mail network. The IFJ secretariat and regional offices should ensure that all information concerning IFJ events, activities and actions are circulated on the women network to ensure full participation of women.

6. Women in the IFJ

Action: Congress calls on the IFJ unions to nominate female delegates for positions in the IFJ Executive Committee. Congress instructs the new Executive Committee to develop a strategy in co-operation with the Gender Council to ensure that women's issues will form an integral part in all IFJ activity. Equality must be included in all issues debated by Congress.

7. Access to Training

The IFJ Women Working Party should develop strategies for unions to improve access to training for women journalists. This should include access to initial journalism training, access to further training and access to specialised training. The IFJ should form alliances with universities, schools of journalism, training centres etc. to reach out to young women.

Resolution, IFJ 24th World Congress, Athens 2004, Gender rights

Author of the proposition: IFJ Executive Committee

The XXV Congress of the International Federation of Journalists, meeting in Athens from May 25-30th 2004,

NOTING the report of the Gender Council and the Executive Committee,

WELCOMING the efforts that have been made to implement the Action Plan adopted by the Seoul Congress,

REITERATING our commitment to equal representation of women in all areas of the work of the IFJ and its member unions,

BELIEVING that unions can do more to put into effect the aims and objectives of the action plan particularly by supporting the regional co-ordination of gender rights work

INSTRUCTS the Executive Committee

to continue to support the work of the Gender Council and to ensure that the aims and objectives of the Action Plan are properly reflected in the pursuit of IFJ activities and, in particular, in the development of project and regional work;

to make it a top priority of the IFJ to find funding for all regions that have not yet had a regional workshop to develop and define their own plans of action so that by 2007 all regions will have met;

to develop and define a guide for all member unions on the concept of “mainstreaming”, how it works and can be applied, and to include an overview of specific examples of what gender related issues and problems are;

to inform/remind all member unions of their responsibilities and agreements concerning gender issues and to appoint at least one contact person who will be responsible for these issues;

to create and develop a system to encourage member unions to implement practical measures, to review those measures and to report to Congress on progress by member unions towards achieving IFJ policy on gender equality;

to ensure a small budget for Gender Council work not covered by specific projects but which are deemed essential by the Steering Committee to improve access to projects and programs of the Gender Council and its Steering Committee.

Compiled and edited by Aidan White, with thanks to Mindy Ran, Lena Calvert, Faranak Atif, Anna Noonan, Sarvesh, Judith Marloff, Oliver Money-Kyrle, Pamela Morinière, Paco Audije and Ernest Sagaga.

International Federation of Journalists, International Press Centre,
Résidence Palace, Block C, 155 Rue De La Loi, 1040 Brussels
Tel: +32 2 235 2200 Fax: +32 2 235 2219
E-mail: ifj@ifj.org <http://www.ifj.org>