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A Handbook on Gender Equality Best Practices in European Journalists' Unions

With The Support of The Friedrich Ebert Stiftung



CONTENTS

Foreword	4
Best practices in European Journalists' Unions: <i>Increasing Participation</i>	6
Best Practices in European Journalists' Unions: <i>Impacting the Workplace</i>	14
Best Practices Adopted by Media Organisations...	24
Annexes	32
Appendix	37

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

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Printed by: PLAN2000 INC

Published in:
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FOREWORD

GENDER MAINSTREAMING IS:

“... the process of assessing the implications for women and men of any planned action, including legislation, policies or programmes, 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 policies and programmes in all political, economic and societal spheres so that women and men benefit equally and inequality is not perpetuated.”¹

“Gender mainstreaming ... in all areas and at all levels.” This quotation highlights the difficulties, complexities and wide ranging scope encountered in providing an overview of actions reported as being the most significant, impacting on gender equality, by national social partners. After the Beijing Declaration was adopted at the United Nations Fourth World Conference on Women in 1995, the potential of the media to make a greater contribution to the advancement of women was recognised, and special recommendations on how to achieve equality targets soon followed. As a result, many journalists unions included gender equality as a regular feature of their agenda and working programme.

This handbook is based on a survey, completed through extensive communications with journalist trade union officials responsible for gender issues, throughout the affiliated unions of the European Federation of Journalists (EFJ) (a section of the International Federation of Journalists (IFJ)). Sadly, it is not yet completely representative of the region, as many unions in the east and south did not respond. Also, there were situations where contact people or information was simply not available.

Recognising this lack of contribution may also be a significant sign that these areas needed more support, the EFJ Regional Gender Conference of 2012, Athens Greece, will focus on empowering more participation of

women and youth in trade unions. It is hoped to engage with more unions through this conference, and to eventually add their voice and practice to this handbook.

In the meantime, those that did respond confirm a growing sense of the value of gender equality in journalism within European nations, over the last two decades. However, the survey also shows that there is still a lot of work to be done in order to achieve a true, balanced gender reality within European media. For example, young women may be highly visible on television, but are still a minority in other areas of “serious” media, such as politics or economics.

Journalists unions promote gender equality in different ways, using their influence in economic and social negotiations, such as collective bargaining. In their own organisations, they offer a platform for networking and mentoring. Another important aspect for media unions are the guidelines developed and offered to encourage more sensitive use of language, and to avoid stereotypical representation and portrayal of women and men, in the news. The media, as a collective whole, is a key institution in the fight to achieve women’s equality and human rights in society and has a huge responsibility to inform debate, to educate and to present the world in a fair, unbiased and ethical manner.

Unions, as employment rights organisations, also are subjected to the same market forces as any other societal group and therefore must also face new economic challenges and new developments within labour norms. These days, they are no longer able to only fight for employment, equal pay, health issues or pensions. Labour organisations from Malta to Norway, and from Russia to Italy, must now also focus on the reconciliation of work and family life, anti-bullying and harassment issues and on the balance of women in decision making roles, as this is the only way to achieve a balanced participation of men and women in the professional arena. However, they also have to have an awareness of varying conditions in accordance with national needs and on the basis of national legislation. As a result, to be effective, unions need to use a variety of tools and means to address gender equality at national, regional and company levels.

These differences, from nation to nation and region to region, were mirrored in the various ways that affiliates responded to the request to participate in this survey. Whereas some unions are well organised and have assigned gender officers, others are not so well equipped.

At the same time, many unions are implementing diversity and equality programmes, some for the first time. There are collective agreements on parental leave and part-timework, guidelines, mentoring programmes, training courses, surveys, congresses, actions plans, events and campaigns. While some of them are still discussing their options, others already have started implementing projects. In particular, journalist unions in Scandinavia stand out as successfully tackling gender issues. For this reason, their projects are among those highlighted extensively in this handbook.

In many cases, it is the unions themselves that have initiated good practice examples by increasing the rate of representation of women in leadership positions, discussing quota systems, offering negotiation, and other forms of training and encouraging women, in order to strengthen their role in the unions. Most of the unions have established committees, or gender/equality councils, to provide statistics on wages and working conditions for women in the field, as well as offer support and guidelines.

Sometimes, as will be shown in the handbook, a small gesture can have a large impact, for example: In Sweden and the UK, the journalists unions reimburses child care costs, or run a crèche for events, to enable female members to participate fully in the organisation. They also recommend an awareness of the impact that timing, agenda and duration of meetings can have on women’s

family responsibilities. The survey showed that the suggested changes need not always be huge, but women will be more attracted to membership and participation if they see that unions address their issues, and represent them more effectively.

Our intention is not to give an exhaustive list of all the actions undertaken, but to highlight some examples of best practice initiatives, so that other unions can share and use this knowledge to inform their own decisions when developing gender equality policy.

We hope that this work will also be seen as encouragement to unions not to forget this issue, even if times are difficult and lean management is necessary. Sharing information on best practice is one way to support women within the national unions, and is the goal of this handbook.

1. The Report of the Economic and Social Council for 1997, United Nations, 1997

GENDER EQUALITY BEST PRACTICE IN EUROPEAN JOURNALISTS UNIONS:

Increasing Participation

1

Setting up a Gender Equality Agenda

Some unions, particularly in Scandinavia, do not include specific gender programmes, as they believe that either gender equality has been achieved, or has been enshrined in law. Other unions believe that there is still a lot of work to do, as laws must be implemented to work, and plan their work very carefully, step by step. Action plans and guidelines are a good means to build up a successful strategy, even under the impact of the economic crisis, when action on gender equality is under pressure. In the current economic and social crisis, there is a risk that gender equality policies are neglected, as they are seen as 'side-issues'. Tackling the crisis has often been elevated to the top of the policy agenda of unions, while forgetting that the principle of all trade unionism is justice and equality for all members.

Best practice example:

The Finnish Union of Journalists (UJF), Suomen Journalistiliitto (www.journalistiliitto.fi), adopted its Gender Equality Action Plan during a general meeting in 1994. The plan demands, for example, that boards are composed in a balanced way, gender awareness training will be offered, and declares the intention to foster research on gender issues. Such a declaration involves all members of the union, and provides a common base for each member to relate to the policy and its goals. The UJF equality work is still based on this Gender Equality Action Plan. As part of the action plan, the union board has also established a specific committee to plan and discuss equality matters. This committee collects gender-based statistics on union members, management, shop stewards and staff. As a result, the union maintains up to date information on its own structure. (See Annex for full details of the plan.)

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Do not allow unions to forget this principle.

2

Gender monitoring

To measure progress towards gender equality, regular monitoring needs to take place to evaluate progress and plan further action. Results of this monitoring must be widely shared. For everyone to be fully involved, they need to understand where progress is lagging, where progress is moving forward and the targets.

Best practice example:

The Swedish Union of Journalists Action Programme:

The Union should provide an example of focused work towards equality. One of the roads to this goal is that each section, on every level, annually evaluates the impact of its promotion of gender equality and work against discrimination. For the evaluation not to remain only a good intention, but to become a part of a regular routine, the National Executive can send out a call once a year to clubs, divisions and districts, or declare a week every year an "equality week" in order to compile and publish the results. "There is still much work to be done that requires the active involvement of all levels of the union before we have made a clean sweep of our conscious and unconscious prejudices against people because of their gender, age, physical or mental conditions, ethnic and cultural backgrounds, or sexual orientation. The union should also actively promote gender balance among elected officials, train members in awareness of gender issues and discrimination, provide statistics on wages and working conditions, and monitor, support and provide research on gender equality and gender roles. The national office provides local branches with practical tools to enable them to do this work: guides to achieve gender equality step-by-step, guides on how to produce useful local wage statistics, and examples of how a concrete equality action plan can be designed.

During collective bargaining, discriminatory salaries should be corrected, in addition to regular local wage negotiations. This approach should also be spread among other unions.

The regional branches have a coordinating role in terms of regional exchange of experience between local branches and workplaces, but also provide a forum for debate and advocacy.

Employers and local union branches have a joint responsibility to correct the discriminatory effects of market forces, by using the tools provided by labour legislation and common sense.



The union should also initiate a discussion about market forces versus equality, in the collective bargaining process, as well as in local wage negotiations and public debate. Has discrimination occurred due to market forces, then a plan should be drawn up to correct the imbalance. The union should also initiate research on market forces' impact on wages and working conditions, from a discrimination perspective.

Authorities and public institutions, such as the Equal Opportunities Ombudsman, Ombudsman against Discrimination, and the Labour Market Mediation Institute, all have specific mandates from the Parliament in regard to promoting equality between women and men. The union should confront these organisations with any conflicts the market may generate in terms of gender inequality and insist on measures to counteract any discrimination discovered.

Additionally, it must be possible to combine both professional work and union work with parenthood. The intentions of the legislation on equal opportunities must be respected in both national and local negotiations. The union reimburses additional costs for childcare when the need arises due to union work at national level.

Preparations for changing anti-discrimination laws are in progress, and new legislation is expected. When/if this occurs, the National Executive will explore the possibility of organising specific information meetings addressed initially at local negotiators.

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3

Adopting positive discrimination measures

Quotas

To increase women's participation and representation many journalists unions have developed various strategies. One of them is a quota system. This aims to ensure that women constitute at least a minimum of 30 - 40 percent of decision making bodies, often related to their proportion in the trade union's membership. Quotas for women ensure that women constitute a certain number of the members of a body, whether it is a candidate list or a committee. The quota system places the burden of recruitment, not on the individual woman, but on those who control the recruitment process.

With the presence of women on boards, discussions tend to address a wider set of stakeholders. The leadership style tends to be more collaborative, improving communication within the board, and with management. For changes to occur, experience shows that a critical mass of three women on a board is necessary, as this has been found to be the minimum number required to ensure that women's voices are heard in discussions. There are still many arguments against quotas. One common complaint often heard is that there are not enough women to fill the seats mandated. However, a lot of women think that the real problem is one of recruitment, as men tend to recruit from their own, male-based networks.



In Germany (26 February, 2012), hundreds of top female journalists demanded the introduction of a quota system to ensure that women fill at least 30% of all executive positions, across the German media industry, over the next five years (Contact: <http://www.pro-quote.de>). They sent a letter to editors and publishers and launched a campaign called "Pro Quote". The letter described the present situation where only 2% of all editor-in-chiefs of 360 German daily and weekly newspapers are women, and just three of the 12 bosses of the public service broadcasters are female. "Without a quota, clearly nothing will change", said Anne Will, famous political chat show host. Pro Quote found that more than 3500 sup-

porters signed the petition on the website. The weekly newspaper "Die Zeit", and the magazine "Der Spiegel" have now both announced their intention to fill more leading positions with women.

Best practice example:

Verdi, one of the German unions of journalists, decided that all actors within the organisation should be taken into account to realise the equal participation and representation of women and men. Since 2007, the union implemented a women's quota, which means that half of all executive posts are occupied by women.

The number of women on boards and committees holding union office should, at the very least, correspond to the percentage of female members (proportionality). This is what the union's rules stipulate (§ 20 Principles §3 and § 83). Quota for women represent 50.44 percent of total membership; therefore they fill half the posts on boards and committees. On the elected Executive Committees of 11 regional districts, women hold two of the three mandates. Even on the main board, the Bundesvorstand, women occupy nine of fourteen seats. As a result, verdi is the only union in Germany that implements a consistent quota for both voluntary and paid managerial staff.

DEVELOPMENT OF THE MEMBERSHIP NUMBERS PERCENTAGE

WOMEN	1,050,408	50.72
MEN	1,020,582	49.28
Total	2,070,990	

Data from January, 2012

This data has yet to be evaluated for impact and potential influence on the union's policy.

Contact:
www.verdi.de/frauen/frauen_verdi/frauenquote

4

Developing gender and/or equality councils

Beyond the representation of women at the executive level, a lot of journalists unions have special platforms for women – as well as for other groups often targeted for discrimination, such as migrant workers, minority and ethnic members, disabled workers, or the unemployed. These platforms offer a forum for debate, and for the development of ideas. Gender equality requires the commitment of both men and women, as both will be impacted, and it is therefore essential that men also participate in the councils. They also have to recognise the importance of equal rights and equal representation. Acting jointly is important.

In many unions, gender or equality councils are responsible for equality action plans. They insist on transparent budgets for gender initiatives, implement training programmes to prepare women for leadership positions, collect statistics on male and female membership, and on the representation of women and men in decision making bodies. They also administer special budgets and logistical support. In many cases, they also carry out research into the working conditions of women, and organise gender-audits.

Every two years, around International Women's Day (8March), the German union "DJV" organises a congress "Frau Macht Medien" (Woman makes the news) with panel discussions and workshops on empowerment for female members.

Potential actions for Gender Councils:

- Pool for gender resource materials
 - Gender equality week
 - Hotline for women to lodge complaints
 - Data bank with female experts for panel discussions, and for use in newsrooms and as interview sources
 - Data bank for female trainers
 - Project evaluation teams that assess whether the union's policy had improved the situation of women
 - Training programmes to empower women members
- Actions for International Women's day (March), World Press Freedom Day (May), and the Human Rights Day (December).



– EU-Vice-President Viviane Reding announced the quota at the gender council of the German journalists union DJV. Photo: Silke Schneider-Flaig.

Best practice example:

The National Union of Journalists, UK and Ireland (NUJ), has a long history of promoting equality, but this does not mean that it is immune from the problems associated with encouraging more women to become active in the union. The NUJ has had rules on equality for many years, and has Equality Council to promote gender equality. This council is nominated and elected directly by the membership via nominations from local branches, with the election being held at the union's Delegate Meeting (every 2 years).

The NUJ also requires branches and chapels to elect an equality officer who is responsible for promoting equality within branches and workplaces and ensuring equality issues are always on the agenda. This reflects the union's attitude that equality, including gender equality, should be mainstreamed throughout the union's work.

In 2009, the NUJ's Equality Council took a motion to the Delegate Meeting demanding that the union begin to tackle the issue of under-representation of women at branch, council and national executive council levels of the union. In recent years, the union has recruited more women than men and it had a large proportion of women workplace representatives. Many are the leaders of their chapels and others take positions such as Equality Officer and Union Learning Rep. Following a workplace survey carried out by the union approximately four years ago, it was clear that there is no problem with the levels of women's activity in workplaces. Women take leadership positions, which require a high level of commitment and courage, as these often bring them into conflict with employers, and are enthusiastic about getting active in their workplace.

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Getting women involved in the union

Women's conferences are often used as platforms to take policy changes to the general unions congress, and to sharpen the gender profile of the union. Issues like work-life-balance, bullying and (sexual) harassment (both within the union and at the workplace), child-care and parental leave are some issues that can be discussed.

Best practice example:

According to the NUJ, women are still reasonably active in their workplace chapels, but not so active when in their branches. This is undoubtedly due to the timing of branch meetings, occurring mostly in the evenings when women members are still struggling with family responsibilities. The union does publicise that it provides funds for child-care, and this does assist, but there is still a slight falling-off of women's participation.

This falling-off is even more visible when the council structures and national executive council structures are examined. Although the Equality Council maintains a high proportion of female involvement, other councils such as the union's industrial councils that deal with overall policy relating to the union's industrial sectors (broadcasting, newspapers, freelance, etc) have not been balanced. The NUJ's policy is that there should be fixed seats on these industrial councils for Equality, Disabled Members, and Black (ethnic minority (BME)), to mitigate any lack of diversity, but in recent years it has become more difficult to fill these seats, and some remain vacant.

The seats on the union's National Executive Council (NEC) are also mainly filled by men, however this has recently changed due to increasing the debate on women's representation. There is a fixed seat for Disabled members and Black (minority, ethnic) members, but the union has never agreed to have a fixed seat for women. This decision was not derived from a reactionary position, but rather one where, as women make up approximately 40% of the union, so one or a minority number of seats reserved for women would be considered to be artificial, and tokenistic. The argument has always been that women are not a minority, and therefore strategies appropriate to empower minority groups are not the way forward for women.

Contact: Lena Calvert
NUJ Equality Officer



“The argument has always been that women are not a minority, and therefore strategies appropriate to empower minority groups are not the way forward for women.”

Women in decision making positions

Therefore, the question is how to increase the number of women in the union's leading structures.

Best practice example:

In 2009 the NUJ elected its first woman Deputy General Secretary, Michelle Stanistreet (who is now General Secretary), and in 2009 the union elected its first woman Editor of the Union journal, "The Journalist". According to the NUJ, "there is no opposition from the wider union to electing women, the problem is to get those women to come forward to be nominated".

The motion that went forward to the 2009 NUJ Delegate Meeting from the Equality Council argued the case for proportionality rules at the nomination stage of elections for councils and the NEC. This suggestion would require branches to put forward gender balanced nominations for all elected councils. For example, if a branch put forward a maximum of 6 nominations for the NEC, 3 of those nominations should be for women candidates. The idea being that if more women could get on the ballot paper, this would increase the likelihood of more women being elected.

The resolution that passed, after amendment, called on the union to initiate a campaign that would include:

- Mentoring women in their branches and chapels
- Requiring branches and chapels to actively campaign to ensure more women attend meetings by making meetings more attractive, advertising union policy on child care support, and making the agenda more relevant to women members
- Setting up a series of consciousness raising training days/discussion days to encourage more women to stand for office
- Informing branches and chapels that the make-up of bodies such as the National Executive Council must start to reflect the number of women in the union and the diversity of the membership
- Requesting the editor of the Journalist to publicly campaign on the above in the Journalist and asking the NUJ Campaigns department to publicise this on the NUJ website and on NUJ Active

"We have urged branches to make sure that their nominations are gender balanced and this has started to happen. Three of the union's biggest London branches have agreed to alter their meeting standing orders to rule that

– Michelle Stanistreet, NUJ General Secretary

they must nominate 50% women for all vacant seats. One London branch, the Press and Public Relations branch has gone further, and recently elected nearly 100% women to their branch positions", says Lena Calvert, Equality Officer for the NUJ.

Calvert further explains that the issue was initially raised in the Journalist, via the letters' page, and the Council has been drawing up a list of speakers on women's issues that could be issued to branches so that they can hold meetings that are more attractive to women. "We are also in the process of drawing up plans for the consciousness raising training days that will include items such as how the union works, its structure, how to run an election campaign, as well as items on empowering women" concludes Calvert.

The National Executive Council supports the Equality Council's activity, and as the union's Delegate Meeting occurs before the next raft of elections, it was agreed to organise a Women's reception for delegates at the 2011 Delegate Meeting, and all sector meetings at the conference will be required to include equality on their agendas.

A questionnaire was sent to women members, the results of which will feed into a one-day Women's conference and training day in early 2012, and practical steps to publicise job-sharing options went out, in line with the timetable for NEC and Council elections in 2011. In 2012, the NUJ was awarded The Southwestern Trades Union Congress (TUC) award "Swimming, Against the Tide" for increasing female members on their National Executive Committee from 13 – 32 percent, in one election cycle.

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Developing Checklists

Using checklists is a good way to make sure that gender issues are considered when planning a meeting or project. Many checklists have been compiled by media and gender organisations around the world, but not many by journalists unions.

The German union "IG Metall" developed the following checklist. It was published in the 2008 brochure "Gendersprache"

Best practice example:

Gender Checklist for Union Projects

- Does the meeting have gender dimensions – in what way will it impact men and women differently? Is the content of programme relevant to both men and women, and to different groups (part-time, or freelance workers, for example)?
- What are the managerial arrangements to ensure that gender concerns are taken into consideration over the course of the project or meeting?
- How will gender balance be assured through the stakeholder consultations and analysis?
- Ensure that speakers are informed in advance about the specific requirements of the gender mainstreaming implementation.
- Use a gender sensitive language, avoid stereotypes and deprecating words.
- Ensure that equal opportunities are given to all.
- Are necessary adjustments made to facilitate women participation? Is the staff gender balanced?

Checklist: How to avoid stereotypes in union brochures

- In which way are sex-disaggregated statistics used in the brochure? Show diversity and differences (for example different age groups, occupation groups and ethnic groups)
- Show photos of men and women in new roles, father and son, and women in leadership positions.

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Further information: http://www.ituc-csi.org/IMG/pdf/Gender_Equality_-_action_programme_E.pdfKon

Gender Sensitive Indicators for media

Gender sensitive indicators are another good tool to measure levels of gender awareness in the editorial content of media. The IFJ and UNESCO developed a range of indicators to gauge gender sensitivity throughout the media, in all forms. If media are to accomplish their democratic potential, they should reflect diversity in society. The Gender Sensitive Indicators seek to address the intersection of women's empowerment and media development. The hope is, that media organisations will decide to adapt and apply these indicators to enhance quality journalism. They should enable all free and independent media institutions to effectively assess their gender responsiveness.

There are two categories:

- Actions to foster gender equality in media organisations
- Gender portrayal in media content

<http://unesdoc.unesco.org/images/0021/002178/217831e.pdf>
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Best Practices in European Journalists' Trade Unions:

Impacting the Workplace

There are a lot of ways unions can promote gender equality within collective agreements. Reconciling work and family is still one of the most important issue. Women's career progression can slow down when there is inadequate childcare provision, or when they are perceived to be the main carer within a family. Time off to care for young families can lead to loss of seniority and built up pension. Media companies and unions can help by offering flexibility for workers with family responsibilities, and setting up mentoring programs for women on managerial career paths. Another approach is to change men's perspectives, by providing them with opportunities to take care of their children, such as the paternity-leave policies in place in Scandinavian, and other (western) European countries.

Many European unions publish brochures and give information about part time work, telework, working from home and parental leave. Women often have more discontinuous professional careers than men, and more often work part time or freelance to accommodate family responsibilities, which can push them into a gender pay gap. A large number of women can be forced out of the profession because of family unfriendly working hours. In order to fight these employment trends, it is important that it is a mutual objective for both women and men. Over the last two decades, family friendly policies have become more and more important in women's economic and social life. Reaching better levels of balance between work and private and family life, while increasing labour participation for women is a shared goal for all European countries. This topic is also high on the EU agenda, in particular since new suggestions were made concerning parental leave arrangements.

The composite index of work/family balance is calculated by the Organisation for Economic Co-operation and Development (OECD) as the sum of a variety of indicators of family friendly policies, such as child-care, maternity leave, parental leave, sabbaticals, flexible time working arrangements, part time working conditions and employment of women. . At workplace level, unions have been active in negotiating agreements that complement the existing national regulatory framework on maternity/parental leave arrangements, or they have promoted flexible working arrangements and the possibility of time off, in lieu of overtime.

1

Parental leave

Best practice example:

Paternity leave

The Danish Union of Journalists struggles for fathers in terms of parental leave. According to its report "gender equality goes for men as well, and in the area of parental leave, fathers are falling far behind mothers." This is important to both men and women, since parental leave is known to make a significant impact on lifetime salary. In Denmark, the Danish Union of Journalists has chosen to focus on paternity leave in labour agreements. As a preliminary result this is agreed on in some of our minor collective agreements. We want to implement this in our agreements wherever possible.

Automatic raise after parental leave: A result of the latest labour agreement between the Danish Union of Journalists and the Danish Newspapers' and Media Employers' Association, journalists who return from parental leave have the right to an automatic raise equal to the average raise of their co-workers. This is a result that we will work on spreading across to other agreements; since it is expected to reduce the negative salary impact that parental leave is known to have.

Contact: Fred Jacobsen, Danish Union of Journalists, 46 Gammel Strand, 1202 Copenhagen, dj@journalistforbundet.dk, www.journalistforbundet.dk

DJV (Germany): When parents return to work

The brochure "Zwischen Schnuller und Schlagzeile" (Between soother and headline) from the German Union DJV provides advice to journalists who become parents: What financial support can they expect from the state and their company? How can they reconcile work and family life? What do parents have to do when they want

to work part time? The target audience are young journalists. The union also wants to publish advice for those who want to care for their elder parents. cial, and tokenistic. The argument has always been that women are not a minority, and therefore strategies appropriate to empower minority groups are not the way forward for women.

Email: Regine Sakowsky sak@djv.de



2

Fighting for equal pay

"Equal pay for equal work"

Fifty years after the establishment of the principle of equal pay for men and women in the first European Treaty, a considerable wage gap still exists, and journalists are not excluded. Studies carried out show clearly the impact of parenthood on equal pay. Gender specific pay statistics, or sector surveys on the pay gap, are effective means to compare men and women's wage levels.

The Finnish Union of Journalists releases wage surveys and statistics every year. The issue of equal pay is included in collective bargaining, as required. Agreements have included regulation on specific pay rises for women, when required. Another way to promote equal pay in editorial work places is to carry out a pay survey with the editorial staff. The union has a computer-based tool, which staff can use to ensure an anonymous survey.

The German Journalist Union "DJV" compared the professional salaries of freelance male and female journalists, and discovered a disparity of 30 percent. This is, in itself, reason enough to offer training sessions on improving pay for female members.

The NUJ (UK and Ireland) also frequently runs campaigns on the gender wage gap. Each year they participate in the Fawcett Society's annual "No Pay" day, the day that represents where a woman's wages stop in the year, compared to men (this typically occurs in October/November).

The IFJ partnered with the Wage Indicator, an independent non-profit organisation, to assess the gender pay gap in journalism. The analysis is made by sharing and comparing data through the Wage Indicator's network of national websites. It requires the online participation of a substantive number of journalists in a detailed questionnaire.

<http://www.ifj.org/assets/docs/196/153/728/dc4-8ae1999.pdf>

3

Fight against harassment

In Finland the harassment regulation is based on law. The union prepared codes of conduct and reported on best practice to help the editorial staff to apply “zero-tolerance” to bullying and harassment in the workplace.

This idea is shared by the NUJ (UK and Ireland). There is also a model Dignity at Work agreement. This is designed to be included in the workplace agreements and collective bargaining and can be used to tackle or prevent a culture of bullying in the workplace. Mindy Ran (chair of both the NUJ Equality Council and IFJ Gender Council) explains: “These agreements have proved invaluable in terms of getting companies to focus on the issue, as well as provide guidance on how to develop policies and pathways to deal with bullying and harassment in the individual workplace. For those being bullied or harassed, it is clearly a health and safety issue, and can lead to extreme stress, depression and other related health problems. Another point I think is important to stress is that bullying and harassment also leads to loss of work time and puts other pressures on the work floor, so as well as the legal and human rights issues, there are other incentives for employers to tackle this issue.”

Best practice example:

The NUJ (UK and Ireland) “Dignity at Work Model Agreement”

Mindy Ran: “Through work with the IFJ Gender Council, I have often heard reports from western Europe of bullying and harassment being used in broadcast newsrooms and print media to push women out, instead of promoting them. In others areas of Europe, we often hear reports of sexual harassment, and sometimes aggression and violence. So, while it is true that the issues around bullying and harassment are not always aimed at women, a large proportion of women are affected by it.

Therefore, within that context, it can be seen as a gender issue, particularly in terms of sexual harassment.”

The NUJ, based on intensive work on this issue over the past 10 years, have published a booklet, which is a resource for members who have been affected by bullying and/or harassment.

“For those being bullied or harassed, it is clearly a health and safety issue, and can lead to extreme stress, depression and other related health problems.”

The handbook can be downloaded as a pdf under <http://www.nuj.org.uk/innerPagenuj.html?docid=858> and is available in hardcopy by emailing: lenac@nuj.org.uk.

See Annex for detailed Agreement

Contact: NUJ Head Office, Headland House, 308-312 Gray’s Inn Road, London, WC1X 8DP



4

Equality plans

Best practice example:

The Union of Finnish journalists has its own operational equality plan for editorial departments. This plan has been prepared to assist editorial departments, who are trying to implement some form of operational equality plan within their own working environment, or their firm as a whole. The plan is based on aims that are central to the realisation of an operational equality plan within editorial departments, or across companies. In addition, the plan includes advice on how it should be executed in order to achieve the objectives set. The aim of the operational equality plan is to improve the status that women have, as well as making sure that women have a proportionately more prominent role to play within the various functions in the workplace. The improvement of equality within the workplace is the responsibility of the whole workforce, the employer, the elected officials and the labour protection representative. According to the journalistic guidelines laid down, journalists should not deal with any issue regarding equality in a manner that could be deemed improper or demeaning. The improvement of equality is the starting point, and the basis, of the journalist profession.

See Annex for more details

Networking

“Women in leading positions improve their odds by networking with other women“, says Gisela Kirchner, a well-known editor in chief of a German broadcasting company. If you ask female journalists why they are member of a network, the answers are: “I want to advance my career, find a job and I want to be integrated at work”. If you look at the programmes of the networks, you see that they want to promote cooperation between women journalists, to influence the way women are presented in the press, and on radio and television, and to take a stand on different issues of importance to women in the media. Networking also helps female journalists to climb the social ladder. The unions recognised this as well. They are in close contact with the networks in their country.

Not every union offers a network for women, but most of them work together with various networks. While a union should think in terms of frameworks and wages, networks can focus on a specific problem and tackle gender bias in a different way.

Nowadays, many networks have the same problems as the most prominent associations and unions: it is very difficult to get younger women to join. Soon a large percentage of the network members will be retired. The “Facebook generation” uses social media to network on the internet. Young women journalists are more likely to network within their specific professional groups (politics, business, law, etc) and may be involved in a variety of networks simultaneously.

Best practice example:

K2 will exist until 40 percent of the bosses are women

The Danish Union of Journalists supports a network group called “K2”. K2 organises events with recruiters and female leaders, not only from the media industry. Instead of a single chair, there is a collective leadership group that is working to make the organization superfluous: “. The group has announced they will stop when at least 40 percent of the bosses are women.

www.k2-net.dk

If you ask female journalists why they are member of a network, the answers are:

“I want to advance my career, find a job and I want to be integrated at work”.

Russia: Merging a union and a women’s association

Nadezhda Azhgikhina, from the Russian Union of Journalists (RUJ), highlights the importance of networking to a union. She tells the story of the Russian Women’s Network, “Association of Women Journalists” (AJW), which was founded in 1990. After successful work on gender issues, they merged with the RUJ in 2001, and brought their focus into the union’s agenda. This step was a win-win situation for both, based on cooperation between union and the women’s professional organisation, they enriched the union’s work and attracted many women to the union. The Association was born in early 1990, and was established as an NGO in 1994 by Russian women journalists working in mainstream media, as a reaction to neo-liberal ideas and sexism in the industry. The association started as an intellectual club in Moscow, where Russian and western journalists, scholars, and feminists came and discussed hot topics of the day. Later the AWJ started an analysis of the Russian media field, and published several surveys on the Russian national media (1995-2001), as well as presenting these at national and international conferences. The Association has held a series of training sessions for media professionals and NGO leaders, as well as media leaders in dozens of Russian cities and CIS countries. The Network is growing (about 500 people in 2001), with more than 2000 women and men having been trained, and more than 5000 people in Russia and CIS regularly receiving information from the Association. Several regional centres have been set-up as branches of the Association. The AWJ has held several national and international conferences on: media and gender, women’s leadership in the media, women’s images, gender based censorship and freedom of expression, as well as women’s writing and participating in peacemaking. In 1996, in the first Russian gender course for media students was started under the umbrella of the Faculty of Journalism, Moscow State University. All of these activities have been covered in the media. A regular gender section in the national political daily “Independent” was established as a re-

sult of the AWJ’s activities. Additionally, they regularly contribute to the international women’s magazine ‘WE/MYI’, as well as the national broadcast company NTV, national radio and regional media. The AWJ has also formed partnerships with UNESCO, UNDP, OSI, the MacArthur Foundation and other donors.

In 2008, the RUJ founded the Centre for Gender and Media Studies. The Centre has since provided several surveys on gender aspects of election coverage, crime, migration, and health. New projects, such as a course on investigating gender violence, have been initiated.

See also: www.gendermedia.ru

See Appendix for European and International Networking Organisations

See Appendix for European and International Networking Organisations

The “Local women Reporters Network” in Turkey aims to enhance the “wrong and inadequate representation of women” in the media. Its slogan “Life is news” wishes to encourage women to make their own news. The project promotes communication and therefore interaction among women and women’s organisations in several Turkish towns. The objective is to cover every province in Turkey with at least one reporter and thereby promote local women’s news.

http://eski.bianet.org/belgeler/Kadin_%20Odakli_Habercilik_English.pdf

6

Mentoring programmes

Many unions, and some of the women journalist’s networks, have established mentoring programmes to aid in accelerating women’s careers and to counter act the continuing prevalence of the old-boys-network. Mentors work in an honorary capacity. Acting as a friend, a teacher, and a guide to “the real world”, they have the opportunity to encourage and advise mentees by sharing their own experience and knowledge of the profession.

Some federal districts of the DJV (Germany) offer mentoring for young journalists, open to both men and women. Mentors and mentees meet every four or six weeks and the protégés keep a programme journal. While many young female journalists have made use of this programme, initially only a few female mentors were involved. This has changed over the past two years, and now half of all mentors are women.

A successful mentoring programme provides opportunities for young female journalists:

- To explore the world of work through interaction with professionals in the career of their choice
- Identify long-term professional development needs
- Realise the value of networking
- Develop a meaningful professional relationship over a specified period of time
- A mentor programme also benefits professionals by allowing them to:
 - Remain in contact with a younger generation
 - Reflect on their own career
 - Assist young female journalists to begin successful careers
- Give something back to the profession

Best practice example:

DJV mentoring programme

A committee, comprised of four officials of the union, was formed to implement the programme. This committee developed enrolment forms for those interested in participating. Criteria for candidates included journalists up to the age of 35 years, who had been in the profession for a minimum of five years. With the help of a professional coach, the committee conducted more than 50 interviews and organised an orientation meeting to clarify areas of interest and the commitment level of participants. After the election of the mentees, mentors were assigned for a specified period of time. They had to be people in decision making positions, or freelance journalists, and older than 45 years. The committee designed a system to match mentees and professionals based on factors such as mutual areas of professional interest. Mentees paid a participation fee of 250 Euros. This fee was charged for the evaluation and assistance of the coach, who organised meetings for all mentees at the beginning, and at the midway point of the programme. There was a rule that mentors and mentees should not work for the same media company. Mentee and mentor organised their meetings between them. Some of the pairs draw up plans for their dialogues. Confidentiality is absolutely essential. The mentor can be changed if the relationship does not function properly. At the end of the programme, all participants are asked to complete an evaluation form. The women’s network, “Journalistinnenbund”, in Germany has been offering a women’s mentoring programme for ten years. Their system includes an appeal committee to handle any difficulties that may arise.

MENTOR
Hilde Stadler, broadcaster from the German
broadcasting station “Bayerischer Rundfunk”

*“I was encouraged by a mentor, so I wanted
to share my experience.”*

MENTOR
Susanne Rüsberg, broadcaster from the
German broadcasting station WDR:

*“The contact with the younger generation
of journalists is important. It felt good for
me to play a part in their development.”*

MENTEE
Iris Völlnagel, broadcaster from the German
broadcasting station MDR:

*“I wanted to advance my career but I didn’t
know how. With the help of my mentor, I
learned a lot about negotiations, conflict
management and dealing with hierarchies.”*

DJV Mentoring Programme enrolment form:

In order to gain increased self-knowledge, and find
a suitable mentor, we ask you to answer the follow-
ing:

- Please describe your job performance at the
present time.
- Please describe the most important steps of your
career.
- What sort of related professional experiences
have you had?
- What are your main interests in the profession?
- Why do you want to participate at the mentor-
ing programme?
- What are your targets, and which issues do you
want to address?
- Please describe your own role in the mentoring
programme.
- What do you expect from your mentor? Do you
have any experience with consultation, in terms
of your career?
- Please briefly describe your personal life situa-
tion.
- Please list your hobbies.

Further information:

[http://www.djv-nrw.de/evewa/custom/download/
Flyer_Mentoring.pdf](http://www.djv-nrw.de/evewa/custom/download/Flyer_Mentoring.pdf)

<http://www.bjv.de/>

Email: soergel@bjv.de

[http://www.journalistinnen.de/projekte/mentoring.
html](http://www.journalistinnen.de/projekte/mentoring.html)



7

Use of Language

Checklists and brochures: Gender sensitive language

Gender sensitive journalism is also about the language writers' use in their stories. There is a relationship between the language used and the social reality. If journalists use language that "erases" women's presence, then it is easier to maintain gender inequality within society. For this reason, journalists' unions try to eliminate language that misrepresents, excludes or offends women. Some of them offer handouts that provide suggestions to help their members appropriately express gender relationships.

Best practice example:

- When referring to men and women, make sure they're addressed in the same manner. For example, instead of saying "Mr John Miller and his wife Susan" refer to them as "Mr. John Miller and Ms. Susan Miller". Refer to women subjects by their full titles, just as you would refer to men subjects.
- Avoid patronising terms. Don't use terms like "the better half" when you are referring to someone's wife.
- Use she or he or she/he.
- Avoid gendered nouns like policeman, chairman, and anchorman and use gender-neutral nouns like police officer, chairperson.
- Use plural forms or neutral words to avoid assumptions about a person's sex. Examples: Doctors bill their patients, instead of a doctor bills his patients. People like their comfort, instead of, a man likes his comfort.
- If you have mentioned someone's gender, was it necessary to do so? If you identify someone as a female architect, for example, do you (or would you) refer to someone else as a "male architect"? And if you then note that the woman is an attractive blonde mother of two, do you mention that the man is a muscular, dark-haired father of three? Unless gender and related matters, such as looks, clothes, and/or parenthood, are relevant to your point, leave them unmentioned.

Source: UNESCO published its "Guidelines on Gender-neutral Language": <http://unesdoc.unesco.org/images/0011/001149/114950mo.pdf>

8

Collective agreements

Norway's way to gender equality

The "Norsk Journalistlag" has done a lot of work on equality, including: actions on equal pay, parental leave for fathers, and balanced representation in all committees and boards. However, at the moment, they have no action going on, no equality committee, nothing in the union's constitution about gender issues, and nothing in the union's working programme. "That is not because we do not care anymore but because we achieved the previous goals that was set in our plans", says Eva Stabell, member of the IFJ Executive Committee and of the Norsk Journalistlag.

"The demands for equality have now become law or are regulated in the society in other ways. An election for the national or regional boards without a reasonable gender balance would be unacceptable. It goes for all appointed or elected committees as well."

"Norsk Journalistlag" has included the following two points in their central collective agreement:

- Employees on parental leave shall have the same rise in salary as if they were at work.
- The parties agree that gender based wage differences are unacceptable.

Additionally, there is a special agreement on equality within the same collective agreement: To strive towards equality is important in order to be able to use the human resources and promote creation of values.

- For the future, Eva Stabell lists the following objectives: Equal opportunities: employment, payment, training, promotion
- Gender equality is about attitudes and norms
- Cooperation between leadership and union activists is necessary
- Must be seen in connection with family life and society
- Shall be mainstreamed into each company's strategy and future plans

Here an example from the UNESCO'S guidelines how to avoid using man as a generic noun:

GENDER-INSENSITIVE LANGUAGE USAGE	GENDER-SENSITIVE LANGUAGE USAGE
MAN, MANKIND	people, humanity, human beings, humankind, the human species, the human race, we, ourselves, men and women, homo sapiens, one, the public, society, the self, human nature
MANPOWER	staff, labour, work force, employees, personnel, workers, human resources, human power, human energy
MAN-HOUR	person-hour, work-hour
BROTHERHOOD	human fellowships, human kinship, solidarity
FOUNDING FATHERS	founders

Contact: <http://www.oegb.at>

Best Practices Adopted by Media Organisations

1

Monitoring

Media plays an important role in reflecting and shaping gendered images, roles, and stereotypes. Unfortunately, mass media continues to portray women and men in traditional gender roles; women and girls are often portrayed as caregivers, in domestic settings, or as passive objects, while men and boys are shown as active subjects in a variety of situations and settings.

Media monitoring is an effective tool for regularly analysing media content. The objectives of monitoring can differ. Analysis may be interpretive or quantitative, it can include one medium or a single country, or it may be comparative. The findings of monitoring can be used to raise awareness among journalists and editors. For example, it is always possible to count how often women are quoted as primary sources, are journalists or broadcasters, or analyse incidences of gender bias and/or stereotypes.

While women may be catching up in terms of numbers in the profession (the average number of women journalists in European countries is almost equal to the number of men) three out of four leaders in the media, even in countries like Sweden, are men. For this reason, what can be seen as a “male” point of view remains dominant.

The Global Media Monitoring Project (GMMP) is the largest and longest longitudinal study on the representation of women in the world’s media. It is also the largest advocacy initiative in the world for changing the representation of women in the media. The one-day snapshot of where women are in the media occurs every five years, on a global basis. The results of the last GMMP (2010) show that, also in Europe, the media still mirrors society. In 2010, 6,367 stories, containing 13,338 people in the news and 7,244 news personnel, were monitored. This most recent research found that 26 percent of subjects in European news are female. This is a significant rise from the 2005 research, when the statistic was only 21 percent. The research, in which several European unions and as-

sociations took part, also uncovered that 41 percent of all stories are presented and reported by women. However, only 3 percent of stories highlighted issues of gender equality or discrimination, and only 4 percent of stories challenged gender stereotypes. The discriminating portrayal of women in the media is sadly, still a daily occurrence.

(Source: <http://www.whomakesthenews.org>)



– The Journalistinnenbund gets involved in the GMMP research in Germany



–GMMP monitoring in Germany

Best practice example:

The World Association for Christian Communication (WAAC) organises the GMMP every 5 years. Below are some of the key questions used to monitor the media, across the globe.

- How important is a woman’s physical appearance? Is it relevant to the media message?
- Even though a woman is fully clothed, can she still be a “decoration”?
- How are men portrayed in relation to women?
- What activities are women and men shown doing in the media?
- Are women/men portrayed as active? Passive? Weak? Strong? Dominant? In control?
- Are their activities traditional or non-traditional?

(Source: “Mission Possible”, a gender and Media Advocacy Toolkit)

A plan of action was drawn up from agreements adopted at regional and global meetings around the GMMPi. It is intended to not only accelerate the pace of change, but to also re-direct progress to areas of media policy and practice that constrain advancement towards a more gender balanced news media.

See Annex for further details, and thanks to WAAC for the licence to publish this road map

Best practice example:

Angela’s Watch

A woman in the Chancellor’s office begged the question; what kind of stereotypes would there be in the reporting? The German network union “Journalistinnenbund” involved more than 500 female journalists in a monitoring project called “Angela Watch”. More than 300 articles and photos were analysed. It was not scientific research, but anecdotally some interesting stereotypes were discovered. It was found that the reporting was highly inconsistent. The German Chancellor does not correspond to the expectations that are often demanded from a woman, but she is considered and valued first and foremost, as a woman. In the beginning, her physical appearance was a topic. Now journalists focus more on Merkel’s handling of power. They describe her as a hesitant person, procrastinating, undecided, unable to issue an order, struggling, unable to lead, has no power base, is simpatico, or girlish. On the other hand, she is also described as cold-hearted, loves power, or a killer of men.

Source: <http://www.journalistinnen.de/>
See above

In addition, here are some ideas for monitoring activities from Vicki Therkildsen, Danish broadcast journalist and author:

- Head count of women in the media over a week locally in the media: count how many women are on TV/in the newspaper/ or radio.
- Create a week where a specific media company focuses on women and asks the journalists whenever they need an expert/case/voxpops, if they could use a woman, instead of the usual man.

2

Fair gender portrayal

3

Connecting with female readers

Women are a large growth market for the print media, as well as loyal readers. In the family, they frequently make the decisions on household spending and choose the newspapers their family will buy. From this point of view, gender awareness is also a good business idea.

Best practice example:

Swedish Television regional news "Västerbottensnytt", sets the following standards for their work. According to their website, their goal is that those interviewed in the main broadcast at 19:15 should reflect society, namely that there should be 50 percent women and 50 percent men. The editors count the gender representation each day, compile the numbers each week, and mail it out to everyone in the newsroom. This means that Västerbottensnytt always has the gender balance of what they produce on TV, in black and white. They rarely reach 50-50, but they fight on. The months they do manage to achieve their target, the editorial department celebrates with cake. A few years ago, Västerbottensnytt competed with SVT Nordnytt and SVT Mittnytt over who had the best statistics each month.

This counting also makes the reporters think twice when they do the job, and when they interview people on the street. As a result, they are actively looking for women in all situations, and also try to find people of different ages and backgrounds.

For further information:

http://svt.se/2.126589/1.1916503/vasterbottensnytt_jamstalldhetsarbete?lid=is_search1851550&npos=7&quryArt1851550=j%E4mst%E4lldhet&sortOrder1851550=0&doneSearch=true&sd=33919&from=siteSearch&pageArt1851550=

Best practice example:

This opinion was shared by the editor in chief of the German regional newspaper "Darmstädter Echo", Jörg Riebartsch. The "Echo" is a regional newspaper with a circulation of 110,000 copies. Twenty-five of the 93 employees are female, five women are in decision-making positions. The editor in chief hired a coach (Carmen Thomas, a former anchor of a broadcasting station) to teach a gender awareness workshop to the editors of his newspaper. During two weeks of training, a group of female journalists in the company analysed the newspaper, checked news and photos, and tried to change how women were portrayed. Following this training, a regular monthly meeting was set up. The editors also organised meetings with women's regional networks, developed a questionnaire for the female readers, which asked them what kind of issues they wanted to see explored in the newspaper. In addition, they offered panel discussions to improve relations with the readers.

Essentials of the questionnaire:

- How do you read your newspaper? Which part(s) of the newspaper do you read?
- Do you know the different journalistic forms like commentary, report, or critical review?
- What do you expect from your newspaper? (information, entertainment, etc)
- What do you like/dislike? What is important, what is lacking?
- Particular wishes? Which issues are important for you?

Results: Female readers of the "Echo" want their newspaper to be clear, complex issues should be treated in a comprehensive way. They like stories about families, schools, children and young people, and need an information service, such as: how to claim financial support for parental leave, or how to deal with political decisions in their neighbourhood.

Porträts:

Drei Frauen in Männerberufen

Vorher-Nachher-Aktion:

Jede Frau hat schöne Seiten

Wie ein **Bikini** entsteht

Auch Frauensache:

Faszination Auto

Glosse: **Fernbedienungs-Frust**

- "Darmstädter Echo"

Support to parents

In some countries, there are national awards for companies that demonstrate good practice in gender equality and family awareness (in Germany is it known as “Audit Beruf und Familie” (audit on family and work) . These prizes are awarded because they put in place family friendly measures, such as: childcare, a fully equipped baby room in the office, or provision of a child minder.



– Close to the workroom: A place for the child. Photo: SWR

Best practice example:

The German Broadcasting station “SWR” sets up workrooms for parents and their children, called Parents-Child-Rooms. There are two rooms, one for employees with two desks, computers, laptops, telephones and printers, and a small area for meetings. The other room, separated by a child safety gate, is for babies, with nappy changing facilities and space for mothers to feed their children. There is also a cot. The rooms were set up for special circumstances, for example when the nanny is ill, grandparents are not available and/or the kindergarten is closed.

Contact: Angela.Sterzenbach@swr.de

Affirmative Action Programmes

While more and more women enter the profession, very few hold leading positions in the media, which therefore, has consequences on representation, focus on “women’s” issues and gender equality matters. Women in the German broadcasting service “ARD” found this unacceptable, and so they stipulated a compulsory quota in managerial and high level positions held by women in the broadcasting corporations of the ARD, opportunities for advancement, equal pay, opportunities to work part-time, maternity leave and advanced training. In collaboration with journalists unions, they were able to achieve these affirmative actions in 1989 within the broadcasting services. These agreements were all based on federal legislation against the discrimination of women.

The affirmative action programme included statistical evaluation of the data, a quota for appointment procedures, and rules for part time work. Sharing a job in a leading position seemed to be the most difficult issue to negotiate. The fact that women should be included in the hiring procedure remains the most successful means, and quotas have been implemented in some areas. However, jobs must be described carefully, and if a man is employed there must be given reasons for this decision. The procedure remains complex, but forces management to be well prepared.

Thirty years ago, one third of the employees of the “ARD” were female, 80 percent of those in the lower pay grades. The situation for male employees was completely different; 80 percent were paid very well and advanced quite quickly. There was no broadcasting service led by a woman at that time. Today, the percentage of women in the broadcast industry ranges between 44 - 55.2 percent. They make more money, and advance to decision making positions more quickly. There are female directors, editors in chief, and correspondents. For example, Dagmar Reim is chairwoman of the television company “RBB”, and Monika Piel of the “WDR.”

By 2010, all broadcasting services had gender officers who meet every two years. Also every year, since 1978, women of all professions within the public broadcasting TV stations meet once a year to exchange experiences, discuss media policies and advanced training. They also award the “Saure Gurke” (the “Acid cucumber” Prize) for the most misogynist television report.

Photograph on page 32:

– Monika Piel, chief of the German Broadcasting Station WDR.
Photo: WDR

As a result of these programmes, “ARD” has changed completely in the 30 years of gender policies, and the representation of women has certainly improved. However, a glass ceiling, that makes the way to the top difficult, still remains.

Best practice example:

Essentials of the affirmative action programme of the “WDR”, the largest broadcast station of the ARD (Germany):

- Gender sensitive language is used for official correspondence and published works.
- Job advertisements have to be drafted to appeal to both women and men, and have to be analysed for any covert discrimination of women, especially concerning skills.
- Selection committees have to be composed of both, women and men.
- Women are encouraged to participate in training programmes for decision-making positions.
- Part time and flexible working agreements should be included, in order to better balance family and work life. Returning to work must be easy for both parents.
- The broadcasting station aims to improve the choice of child care.” WDR” offers 80 places for children above two years, and ten places for children less than two years. The northern broadcasting station “NDR” works together with a crèche, in a programme known as “Company Kids” to offer child care.

Contact: [Wilhelmine Piter](mailto:Wilhelmine.Piter@wdr.de)

Email: wdr.presseundinformation@wdr.de



CLOSING RECOMMENDATIONS

Media sets the terms of the debate, decide what gets presented as “news,” and shape our understanding of the world. Therefore, equal opportunities will always be an important issue for media organisations. Over the last few years, unions have begun to realise that their future also depends on how they respond to the needs of women. The European Commission places a lot of importance on this issue. A lot has already been achieved: common declarations, surveys, development programmes aimed at women, etc. Yet, there are still not enough women in decision making positions, both in the media, and in business. Unions should develop common standards in equal opportunities.

Until this is achieved, the EFJ/IFJ and its unions can be a source of information. Exchange of ideas and good practice can foster the debate where equal opportunities still need to be achieved. In addition, the demographic development will provide further challenges. Work-Life-balance is not only to do with childcare, but also caring for older family members. New networks will be needed, also for those who have retired. In Germany, the first network of pensioners, called “senoras”, was founded. The NUJ has had a Pensioners Committee for many

years that was recently made a council. So while progress is clearly happening on one hand, so is the development of new initiatives to combat the still present discrimination on the other.

We would like to thank all those who have offered written and spoken information, answered questions and have helped to develop background knowledge.

May it help us to reach our shared goal.

Media practitioners, civil society organisations and representatives from government agencies at meetings convened by WACC as a follow-up to the third GMMP in 2005 adopted the agreements. The agreements are: *Nairobi Declaration on Gender and Media Advocacy*, 2007; *Déclaration de Dakar sur le Plaidoyer Genre et Médias*, 2007; *Outcomes statement of the Pacific Region Gender*

and Media Advocacy Training workshop, Suva, October, 2007; *The Caribbean Region Gender and Media Advocacy Plan Of Action*, Kingston, 2008; *Propuesta De Plan De Incidencia Para La Region De America Latina Y El Caribe*, Quito, 2008; *Declaration from the international consultation on ‘gender and media’*, Cape Town, 2008.

ANNEXES

THE OPERATIONAL EQUALITY PLAN OF THE UNION OF JOURNALISTS IN FINLAND

The Union of Journalists in Finland will attempt to ensure that the ideal of equality is upheld by the journalistic profession, by the companies within the profession, by the Union itself and also in the content of journalistic publications. A separate equal opportunities program has been drawn up to advance equality within reporting.

I Objectives

The objectives of the Union are;

- Based on the suggested model, to implement a practical and working operational equality plan in as many areas of journalism as possible.
- To develop a collective agreement based upon the quality of work, thus ensuring that journalists receive fair remuneration, regardless of sex.
- To appoint, in all sectors of the Union a balanced and representative body in accordance with the gender make up of the Union.
- To encourage the appointment of both men and women equally within the Union's various offices.
- To strive towards a working atmosphere within journalism that is based on equality.
- To encourage both men and women to study journalism.
- To further the extent to which the equal opportunities standpoint is taken into account in journalistic work.

II Actions

- The Union will attempt to clarify the pay differentials, and the reasons for them, between the sexes in various contractual areas.
- Professional associations should seek to appoint representatives of both sexes equally in their various branches.
- Men and women should be equally appointed to tasks requiring a representative of the Union to be present at external functions.
- Equality should be taken into consideration in all aspects of decision making. It should be decided at an early stage, whether or not a decision will affect the sexes differently.
- *The Union should train its elected officials to be aware of equality issues.*
- The Union promotes the discussion of issues regarding equality as well as how this should be taken into account within the journalistic profession.
- The Union encourages research into how the journalistic profession embraces equality.

III The Union's Working Party on Equality

The Union appoints a working party on equality whose tasks include;

- To direct the various editorial departments to draw up a plan to encourage and further equality in the businesses within the journalistic field, as well as in the actual content of the reporting.
- To supplement and define more clearly these operational equality plans, as well as the model laid down for equality within the reporting.
- To evaluate the terms of contract with regard to equality and make sure that equality is taken into consideration when terms of contract are being discussed.
- To initiate various programmes that will promote equality, and to be in contact with the various areas in which the Union operates.
- To monitor, evaluate and ensure that the Equality Act is being upheld within the editorial environment. The working party should also take part in the planning of training regarding equality within the workplace.
- To prepare guidelines for procedures to identify sexual harassment and means of dealing with the situation within the workplace.
- To carry out research into equality, make public the statistics and findings of these reports.
- To inform union members and elected officials of all matters concerning equality.
- To follow and inform the profession of any objectives regarding equality set by the Nordic countries as well as similar EU directives.

IV Annual Statistics

The following statistics, according to sex should be gathered annually:

- The make up of the Union's membership, the Union's governing bodies, the committees and working parties and finally, the make up of the committee concerned wage-fixing.
- The elected officials of editorial departments, labour protection representatives, health and safety representatives.
- The departmental gender make up of the Union's office

NUJ DIGNITY AT WORK MODEL AGREEMENT

Policy statement

It is the xxxxx and NUJ policy to provide a supportive workplace, where everyone has the right to carry out her or his work free from all forms of harassment/bullying.

Xxxx and the NUJ 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 XXXXX disciplinary procedures will be followed.

Scope

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

Definition of harassment/bullying

XXX and the NUJ recognise the ACAS 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
- Copying memos that are 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 all 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 NUJ representative

Further Procedure

There are two procedures for dealing with cases of alleged harassment/bullying, *informal* and *formal*.

If an individual 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

1. 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
2. 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.

Xxxx and the NUJ 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 NUJ representative, he or she will be kept informed of all the stages in the process 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, XXX 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 Grievance and Disputes procedure.

Or

If either party feels that the manager's handling of the matter has been inappropriate they may appeal, in writing to the Human Resources Director 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 an NUJ 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 would be subject to disciplinary procedures.

Implementation and monitoring

Individual managers are responsible for ensuring that this policy is applied within their own area. XXXX 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 is 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.

FINNISH MODEL OPERATIONAL EQUALITY PLAN FOR EDITORIAL DEPARTMENTS

1. Realising the principle of equal pay

Pay scales and remuneration should be devised in such a way that they remove any differentials in pay based on the sex of the employee. Remuneration should be based upon how demanding a job is. Elected officials should be given details of the remuneration of men and women based upon basic pay and bonuses. With the aid of these statistics, discrimination in remuneration can be avoided. Equality in pay is constantly under scrutiny.

2. Equality and Recruiting

As part of the operational equality plan, the committee dealing with matters of equality should define those job areas where an imbalance in the sexual make up of employees is being corrected; job advertisements should encourage members of the minority sex to apply. In such cases where applicants are equally skilled, applicants are chosen for the job on the basis of which sex is currently in the minority in the post in question. Equality is also taken into consideration when recruiting and employing temporary seasonal workers or stand-ins. Men and women are encouraged to apply for job areas where there is a clear imbalance in the gender make up. Female applicants for managerial positions are usually favoured in such cases where they are as qualified as the male applicant, if there are more men already employed in these positions.

3. Equal opportunities in career development

It is the responsibility of the employer to give both male and female employees equal opportunity for career development. Each employee, regardless of their sex or their function within the company, is to be given equal opportunity to develop both on a professional and personal level. To further this, regular discussions regarding personal development are held. In addition, individual training programmes are planned and tasks rotated. Employees are also encouraged to take stand-in positions. In particular, women are encouraged to apply for new and more challenging job areas.

4. Assistance in reconciling a profession with family life

Employers should distribute information on parental leave, child home care leave as well as details on part-time work and encourage, particularly male employees,

to take advantage of these. Returning to work after parental leave or home care leave, employees should be helped to acclimatise to the work environment with the help of training and information.

5. Creating a working atmosphere based on equality

In distributing daily tasks, the employer should make sure that the various subject areas are assessed equally, and these should also be noted in the remuneration of these tasks.

The employer makes sure that the employee does not become a target for sexual harassment.

6. Equal opportunity to develop skills at a professional level

Men and women should have equal opportunity to further education, adult education and re-training. The extent to which employees take part is monitored and women are encouraged to take part in training for new and more demanding areas within the company.

7. Equal opportunity to influence within the company

Men and women are chosen as representatives of the companies various internal committees, staff representatives and as representatives within the governing body of the company in an equal way. Similarly, they are chosen equally to represent the company and editorial department at external functions.

8. Creating a positive attitude towards equality within the editorial department and the company as a whole

The employees of the company should be informed annually of the development of equal opportunities within the company. The report should also contain negative statistics, which help identify problem areas regarding equality. The operational equality plan of a company is a constant consideration of staff training, particularly in the training of employees at managerial level.

9. The time period over which the plan is in force and is monitored

This equal opportunities plan is valid from x.x.20xx. The function of the operational equality committee can be carried out by the joint internal affairs committee or any other of the committees within the company. Its function is to monitor and encourage the realisation of the

operational equality plan within the company, produce support material regarding equal opportunities, plan the information given on equal opportunities and the training connected with it. Answer any queries presented and take a stand on areas within the editorial departments and the company as a whole where equal opportunities are not being realised.

Tables providing information on men and women regarding their;

- Number within the various departments,
- Details on pay scales, including details on bonuses for the different job functions and wage groups,
- Overtime hours and daily allowances,
- Further training, advanced training and re-training (training area, duration and cost),
- Personal and parental leave.

Appendix

A ROADMAP TO ACCELERATE PROGRESS IN THE PORTRAYAL AND REPRESENTATION OF WOMEN IN THE NEWS

1. Compile and promote the use of regional directories of Women Experts. *Specific actions:*

- Create a regional on-line and print version of the directory of women experts covering diverse thematic areas.
- Partner with existing networks and contacts in the region to develop the directory.
- Distribute the directory to media in order to increase the presence of women as sources in the news.

Under the lead of media trainers, journalism training institutions and researchers with support from governments, regional organisations and international organisations:

2. Create 'gender and media' curricula and modules in schools, journalism training institutes and centres,

3. Equip managers and instructors with skills to apply the modules to train gender sensitive media professionals

4. Train media owners, publishing directors, director generals of radio and television, chief editors, programme directors, producers and animators on gender issues and gender-balanced reporting

Under the lead of media practitioner associations, journalist unions and media owners with support from governments:

5. Adopt and apply policies on gender parity in media
 - Encourage adoption and application of policies on gender parity. Rectify gaps.
 - Act to strengthen policy implementation systems favourable to media development and promotion of gender responsiveness and gender equality in the media.
6. Promote women's leadership in media
 - Encourage training and re-training of women media professionals.
 - Support the creation of news agencies, which originate in women's networks and organisations for new practices in the media portrayal and representation of women to emerge.

Under the lead of civil society organisations with support from governments, international non governmental organisations and the private sector:

7. Carry out gender and media sensitisation initiatives. *Specific actions:*

- Sensitise the media on gender balanced reporting;
- Work in collaboration with national, regional, and international media associations as well as media training institutes to develop training and sensitisation findings from media monitoring research such as the GMMP to address the gap in representation of women in the news.
- Engage the media in debates and dialogue on the GMMP findings to address the issues raised in the report.
- Exposes both mainstream and community media to existing gender instruments which would guide gender responsive coverage.

8. Build a new social imagination of gender-fair, gender-balanced media as women's human rights.

Specific actions:

- Re-train media consumers to understand that violence in the media contribute to and reinforces a culture of violence.
- Re-train media consumers to challenge media that promotes, incites, glorifies, glamorises, eroticises or trivialises violence against girls and women.
- Train communities - women and men – in critical media literacy to 'read' media content from a gender perspective.
- Establish annual gender media awards in recogni-

tion of best practices in gender-fair, gender-balanced media practice.

- Create an interactive gender and media monitoring website for media users.

9. Undertake gender and media monitoring initiatives.

Specific actions:

- Train trainers in media monitoring.
- Develop a training manual for gender and media monitoring.
- Produce statistics and reference databases on the gender dimensions of news, advertising, entertainment, soap operas and telenovelas, running over extended periods of time.
- Disseminate the results of studies by media observatories using audiovisual products that show the lack of coherence between media messages, country realities and the need for awareness of a reflective and critical approach to media.
- Share tools and experiences in policy and media monitoring.
- Establish media monitoring working groups to undertake ongoing and consistent media monitoring at national level.
- Work with media councils and media associations to implement action plans using the results of national media monitoring as evidence.

10. Forge positive partnerships, networks and coalitions with media councils, media associations and other organisations.

11. Working with relevant inter-governmental agencies and women's NGOs, develop national and regional action plans on 'gender & media'.

12. Support women's media as an alternative at the same time as they work to transform mainstream media.

13. Undertake advocacy campaigns for policies upholding freedom of expression.

Under the lead of media practitioner associations, journalist unions and media owners with support from regional and international organisations:

14. Establish gender sensitive media codes of practice.

Specific actions:

- Review existing media codes of ethics and communication policies to establish whether or not they are gender sensitive.
- Propose amendments of the codes to make them more gender responsive.
- Lobby for the adoption, dissemination and enforcement of these codes.
- Create awareness on policy advocacy tools

GENDER LINKS

<http://ec.europa.eu/social/main.jsp?catId=418&langId=en>

Page of the European Commission that explains the strategy for equality between women and men (2010-2015)

<http://www.portrayingpolitics.net>

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

<http://gender.sm.ee/index.php?197963642>

Website of the Estonian Ministry of Social Affairs, Department Gender Equality with statistics, legal framework documents, etc.

http://www.coe.int/T/e/human_rights/equality/

The Council of Europe's website dedicated to equality between women and men, including also documents about women in the media.

<http://www.media-diversity.org/>

The Media Diversity Institute (MDI) works internationally to encourage and facilitate responsible media coverage of diversity.

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

Global network for women in the news media.

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

Global network of women that support networking for social change.

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

Is a group of diverse feminists working to preserve the individuals' rights.

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

Promotes communication for social change. WACC's key concerns are media diversity, and equal and affordable access to communication and knowledge.

EUROPEAN AND INTERNATIONAL NETWORKING ORGANISATIONS

Europe:

www.iawrt.org

The International Association of Women in Radio and Television (IAWRT), founded in 1951, is a forum for personal contact and professional development among women broadcasters worldwide.

<http://www.europeanpwn.net/>

European PWN is an online and offline networking and leadership development platform for professional women of all sectors and industries. With 3500 members and more than 90 nationalities, EuropeanPWN organises around 600 events a year, in 18 cities.

www.womenlobby.org

The European Women's Lobby (EWL) is the largest umbrella organisation of women's associations in the European Union (EU), working to promote women's rights and equality between women and men. EWL membership extends to organisations in all 27 EU Member States and 3 of the candidate countries, as well as to 21 European-wide organisations, representing a total of more than 2500 associations.

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

The "Association des Femmes Journalistes" in France was founded in 1981. Their members want to abolish gender biases and prejudices in the media.

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

Launched in 1946, to unite women who earn their living in the media, Women Journalists in Finland is one of the oldest journalists' associations in the country. Today it brings together women in all forms of journalism, from daily newspapers and professional publications to news agencies and broadcasting companies. The association strives to improve the professional skills of its members as well as the position of female journalists in newsrooms and editorial offices.

<http://www.victress.de>

"Excellence knows no gender" is the device of the German action group Victress, who strives to promote women's careers.

<http://www.womeninjournalism.co.uk/>

Women in Journalism is a networking, campaigning, training and social organisation for women journalists who work across all the written media, from newspapers and magazines to the new media.

International:

<http://www.ifj.org/en/pages/gender-issues>

The International Federation of Journalists (IFJ)' gender page collects information on gender equality in journalists' unions, media companies and beyond. It also contains key policies, studies, analysis on women in media developed by the IFJ.

<http://www.webgrrls.de>

Webgrrls international is an online and offline networking organisation of professional business women focused on propelling their careers and business forward.

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

This International Network for Women in the Workplace highlights issues for the working woman. Includes an online career centre, Today's Women's News feature, forums for discussion, links for networking with international women, personal services resources and links to similar sites.

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

BellaOnline is an online resource for women, with topics from home and gardens, to politics and relationships, as well as career and networking advice, chat areas and discussion forums.

<http://dinnergrrls.org/about/>

DinnerGrrls.org is a networking group that connects women who believe "that a rewarding, fulfilling career and a rich, interesting life can happily coexist." This networking and mentoring site for women includes both, online resources and network.

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

Business Women's Network (BWN). Is dedicated to the promotion of business and professional women by providing assistance to corporations, businesswomen's organisations, and state and federal agencies.