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Models of Good Practice

Action Model 1: Mainstreaming Gender in Editorial Policy and Practice

The implementation plan adopted by the Caribbean office of the Inter-press Service (IPS) Third World News Agency for mainstreaming gender in editorial policy and output has the following implementation structure:

The editorial committee

What is it? The primary support system for gender-aware mainstreaming policies and activities.

Who is on it? It comprises some 20-30 persons that together reflect a diverse representation of Caribbean society. They are currently based primarily in Kingston, Jamaica, where IPS Caribbean is located. The aim is to continue expanding the pool of contributors to include members from the wider Caribbean.

How are committee members selected? Members of the Editorial Committee were identified in consultation with regional gender and media experts and researchers.

What do they contribute to the process? The members meet on a rotational basis each month with the Gender Co-ordinator and a Gender Consultant. They provide ideas, angles and new sources for the monthly editorial story agenda. They select stories within the framework of the commitments made to women in the United Nations Fourth World Conference on Women Platform for Action. Committee members are expected to be proactive in identifying and alerting the Gender Co-ordinator to studies and other sources of information, including data bases and information available on the world wide web that can strengthen IPS Caribbean's access to gender-aware information. The Committee also provides ideas and offers collaboration in the development of training and other activities for implementing the policy goals, for example opening collaboration between IPS Caribbean and women's groups and NGOs aimed at improving their capacity to use the media and increasing the presence of their voices in the news.

What resources are available? A limited supplemental budget is available to fund the stories identified in the monthly meetings, where necessary.

The Gender Editorial Committee Co-ordinator

The Gender Co-ordinator, who is also the Regional Editor, is responsible on a day-to-day basis for the monitoring and implementation of goals, policies and activities of the overall policy. S/he is also responsible for inter-regional communications and sharing of experiences and information among regional gender teams or committees. S/he convenes meetings of the editorial committee and oversees committee inputs

from proposal through planning and implementation. Employs and oversees part-time administrative support required for operation of the committee process.

The Gender, Media and Development Consultant

The Gender, Media and Development Consultant is an expert who provides technical support to the Gender Co-ordinator. S/he is expected to help develop the Gender Co-ordinator's expertise by transferring skills and knowledge, providing implementing tools, and contributing to monitoring and evaluation tasks to ensure effective results in the initial stages of the implementation plan. Specifically, in support of the Regional Editor/Gender Co-ordinator, the consultant will read and assess the daily cast, and provide a fortnightly analysis and feedback notes for use in discussions with reporters and stringers.

Steps in establishing the process

Phase one: Recruit a gender consultant and part time administrative support staff. Conduct a baseline content analysis of regional copy. Obtain content analysis studies and other major relevant papers on the portrayal of women in media. Compile information on possible funding sources for project activities. Contact women and gender experts (target universities, alternative women's media networks, the national machineries for the advancement of women, professional media organisations), and compile a list of possible persons to serve on the editorial committee.

Phase two: Issue invitations detailing the project's purpose to potential editorial committee members. Hold first meeting and begin feeding story ideas into the monthly editorial agenda. Together with senior reporters, draft explanatory background information and distribution of the policy, guidelines, format requirements and checklists for initial implementation. Begin monitoring implementation of the monthly editorial story agenda.

Phase three: Integrate remaining reporting staff into the implementation process. Report the results of the baseline regional content analysis to all the actors. Hold a second meeting of the editorial committee aimed at setting a second monthly editorial story agenda, organising project proposals development ideas and assigning resources.

Phase four: Produce project proposals for retreats/workshops that bring together all editorial staff with committee members and other interested parties. Conduct evaluation and progress assessments. Devise a one-year-workplan and submit funding requirements.

Action Model 2: Creating a Gender Programme for Working Journalists

The Caribbean Institute for Mass Communications (CARIMAC) gender programme includes the following components:

Course module: A 13-week course module on Media, Gender and Development was designed for use in a regular university setting.

Training travel kit: The above module was adapted into a 'travel kit' for use in short-term workshops for practising journalists across the Caribbean region.

Publication: CARIMAC published a Caribbean resource book for journalists, *Women and Caribbean Media*. It is the first study to provide baseline information on trends within media organisations, both mainstream and alternative in the Caribbean region.

Follow-up research: A study on women's employment patterns in Caribbean media aimed at extending the research findings of the above publication, specifically in respect of detailing the extent of women's concentration in the lower echelons. Among the many questions raised were: How do women move into decision-making positions and how do men respond to their upward mobility? What are the psychological barriers that women in high positions face? Why are more women found in management positions in the electronic media as opposed to the print media? To what extent does the presence of women make a difference to output? What is the career path of female CARIMAC graduates and how does it differ from that of male graduates? Comparatively how many women and men leave media organisations in mid-career and why?

Outreach: The training course and 'travel kit' were designed and developed in collaboration with a wide range of actors: Caribbean Community (CARICOM) Women's Desk; Caribbean Office of the UN Development Fund for Women (UNIFEM); the University of the West Indies' Centre for Gender and Development Studies (CGDS), and Women and Development Unit (WAND); Caribbean News Agency (CANA); and CARIMAC. The publication includes contributions by a broad grouping of women in different fields of media expertise – alternative media, academia, government information policy. The collaborative research made use of CARIMAC's extended network of graduates across the region.