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Appendix 1 *Gender impact assessment questionnaire*

Information and Communications Sector

Groups and individuals may use this questionnaire for assessing the impact of gender on the policy, institutional and media environments, and for planning future action in the process of mainstreaming gender in the agencies, departments and production units of Ministries of Information and Communications.

Assessor Profile

Group

a) No. of males: No. of females:

b) Agency/Department/Team:

c) Positions within the Agency/Department/Team:

Policymaker	No. of males:	No. of females:
Manager	No. of males:	No. of females:
Editorial	No. of males:	No. of females:
Design	No. of males:	No. of females:
Technical	No. of males:	No. of females:
Administration	No. of males:	No. of females:
Service	No. of males:	No. of females:

Individual

[check box]

a) male: female:

b) Agency/Department/Team:

c) Position within the Agency/Department/Team:

Policymaker	No. of males:	No. of females:
Manager	No. of males:	No. of females:
Editorial	No. of males:	No. of females:
Design	No. of males:	No. of females:
Technical	No. of males:	No. of females:
Administration	No. of males:	No. of females:
Service	No. of males:	No. of females:

Policy Environment

Existing regulations governing media

a) Is there legislation governing the operations of the mass media? [check box]

- (i) Radio
- (ii) Television
- (iii) Film
- (iv) Audio
- (v) Print

b) Do the regulations make statements regarding [check box]:

- (i) the employment of women (equal opportunities)? Yes No
- (ii) the portrayal of women (gender stereotyping)? Yes No

c) How clear and effective are the statements? [check box]

(i) The employment of women:

- very clear clear unclear
- very effective effective ineffective

(ii) The portrayal of women:

- very clear clear unclear
- very effective effective ineffective

d) To what extent are these regulations being implemented? [check box]

(i) The employment of women

- to a great extent somewhat not at all

(ii) The portrayal of women

- to a great extent somewhat not at all

Nature of existing legislation impacting the media

a) Which of the following laws are in place? [check box]

(i) Libel laws

(ii) Labour laws:

equal pay for equal work

equal opportunities

sexual harassment

(iii) Laws governing the import/distribution of pornography

b) How clear and effective are these laws? [check box]

(i) Libel laws:

very clear clear unclear

very effective effective ineffective

(ii) Labour laws:

equal pay for equal work

very clear clear unclear

very effective effective ineffective

equal opportunities

very clear clear unclear

very effective effective ineffective

sexual harassment

very clear clear unclear

very effective effective ineffective

(iii) Laws governing the import/distribution of pornography:

very clear clear unclear

very effective effective ineffective

c) To what extent are these laws being implemented? [check box]

(i) Libel laws:

to a great extent somewhat not at all

(ii) Labour laws:

equal pay for equal work

to a great extent somewhat not at all

equal opportunities

to a great extent somewhat not at all

sexual harassment

to a great extent somewhat not at all

(iii) Laws governing the import/distribution of pornography:

to a great extent somewhat not at all

Codes/guidelines of conduct governing the portrayal of women in the media

- a) Are there existing codes/guidelines of conduct governing the portrayal of women in the media? [check box] Yes No
- b) How clear and effective are these codes/guidelines? [check box]
very clear clear unclear
very effective effective ineffective
- c) To what extent are these codes/guidelines being implemented? [check box]
to a great extent somewhat not at all
- d) Is there a process for reviewing/upgrading these guidelines/codes? [check box]
Yes No
- e) If Yes, is the review/upgrading process clear and effective? [check box]
very clear clear unclear
very effective effective ineffective

To what extent are women represented in broadcasting authorities, commissions, and other bodies regulating the media?

a) Name of regulatory body:

No. of males:

No. of females:

b) Name of regulatory body:

No. of males:

No. of females:

c) Name of regulatory body:

No. of males:

No. of females:

d) Name of regulatory body:

No. of males:

No. of females:

To what extent are the views of the general public sought in formulating policy? [check box]

to a great extent somewhat not at all

a) What instruments are used to obtain the views of the public? [check box]

(i) Opinion polls

(ii) Surveys

(iii) Media programming

(iv) Public campaigns

(v) Other (state):

b) To what extent are these instruments used? [check box]

to a great extent somewhat not at all

Institutional Environment

Women's employment in the media

a) What is the position of women employed in media organisations?

(i) Name of media organisation:

Medium/media [check box(es)]:

TV Radio Video Film Newspaper Ad agency

Percentage of women/men in various areas:

Management: % males: % females:

Editorial: % males: % females:

Design: % males: % females:

Technical: % males: % females:

(ii) Name of media organisation:

Medium/media [check box(es)]:

TV Radio Video Film Newspaper Ad agency

Percentage of women/men in various areas:

Management: % males: % females:

Editorial: % males: % females:

Design: % males: % females:

Technical: % males: % females:

(iii) Name of media organisation:

Medium/media [check box(es)]:

TV Radio Video Film Newspaper Ad agency

Percentage of women/men in various areas:

Management: % males: % females:

Editorial: % males: % females:

Design: % males: % females:

Technical: % males: % females:

b) What percentage of women:

(i) stay and progress in the media organisations?

TV % Radio % Video %

Film % Newspaper % Ad agency %

(ii) stay but make little progress?

TV % Radio % Video %

Film % Newspaper % Ad agency %

(iii) drop out before they advance very far?

TV % Radio % Video %

Film % Newspaper % Ad agency %

Codes/guidelines covering sexual harassment at the workplace

a) Does the organisation have in place codes/guidelines on sexual harassment?
[check box]

Yes No

b) How clear and effective are these codes/guidelines? [check box]

very clear clear unclear

very effective effective ineffective

c) To what extent are the codes/guidelines backed by sanctions? [check box]

to a great extent somewhat not at all

d) Does the policy governing the codes/guidelines include a programme for increasing understanding of what constitutes sexual harassment? [check box]

Yes No

- e) If Yes, to what extent is this programme implemented? [check box]
to a great extent somewhat not at all

Flexibility at the workplace

- a) Are there policies in place which allow for sympathetic responses to domestic needs? [check box]:
(i) for men? Yes No
(ii) for women? Yes No
- b) Specify the areas of needs covered by these policies [check box]:
(i) Child-care facilities Yes No
(ii) Child-care allowances Yes No
(iii) Maternity leave with pay Yes No Without pay? Yes No
(iv) Paternity leave with pay Yes No Without pay? Yes No

Training

- a) Are training opportunities provided for all staff to examine gender specific issues? [check box]:
(i) as they effect all areas of society and power relationships?
Yes No
(ii) as they impact the media? Yes No
- b) How clear and effective are these opportunities for all staff to examine gender
(i) as they effect all areas of society and power relationships? [check box]
very clear clear unclear
very effective effective ineffective
(ii) as they impact the media? [check box]
very clear clear unclear
very effective effective ineffective
- c) Are there programmes in place to [check box]:
(i) help women enter the media/communication industry? Yes No
(ii) keep women there once they have entered? Yes No
(iii) encourage women to continue in-service training? Yes No
(iv) give women the knowledge and confidence needed to tackle gender issues? Yes No
- d) How clear and effective are these programmes [check box]:
(i) in helping women enter the media/communication industry?
very clear clear unclear
very effective effective ineffective

(ii) in keeping women there once they have entered?

very clear clear unclear

very effective effective ineffective

(iii) in encouraging women to continue in-service training?

very clear clear unclear

very effective effective ineffective

(iv) in giving women the knowledge and confidence needed to tackle gender issues?

very clear clear unclear

very effective effective ineffective

e) Are there programmes in place for training in gender sensitive media literacy skills [check box]:

(i) in schools? Yes No

(ii) in higher educational institutions? Yes No

(iii) at community level? Yes No

f) How clear and effective are these programmes [check box]:

(i) in schools?

very clear clear unclear

very effective effective ineffective

(ii) in higher educational institutions?

very clear clear unclear

very effective effective ineffective

(iii) at community level?

very clear clear unclear

very effective effective ineffective

Data bases

a) Is there a data base in place about women and media [check box]? Yes No

b) Which of the following areas does the data base cover? [check box(es)]

(i) the place of women in media organisations? Yes No

(ii) women in media training organisations? Yes No

(iii) women's employment in all areas of the media? Yes No

(iv) the level at which women drop out of media organisations? Yes No

(v) salary levels among women and men in media organisations? Yes No

(vi) the extent to which women are promoted in media organisations? Yes No

c) Are the data stored, maintained and updated regularly? [check box]

Yes No

- d) Are the data used for reviewing policy? [check box] Yes No
- e) If Yes, to what extent are the data used for reviewing policy? [check box]
to a great extent somewhat not at all

Technology

- a) To what extent are women being encouraged in the use of the new communication technologies? [check box]
to a great extent somewhat not at all
- b) Which of the following are made available to women? [check box(es)]
- i) hardware
 - ii) software
 - iii) free training
 - iv) repackaged 'how-to' information in simple, straightforward, non-sexist, culturally relevant local languages?

Media monitoring

- a) Are there internal mechanisms for monitoring media output as it relates to women? [check box] Yes No
- b) Which mechanisms are included? [check box(es)]:
- (i) Clippings files Yes No
 - (ii) Instruments for analysing visibility of women (e.g., number of women in the news, number of on-air reporters, number of women experts, etc.) Yes No
 - (iii) Reports from monitors Yes No
 - (iv) Other (specify):

- c) Are there media watchdog groups monitoring the state of the media? [check box]
Yes No
- d) To what extent are these media watchdog groups [check box]:
- (i) encouraged?
to a great extent somewhat not at all
 - (ii) given status?
to a great extent somewhat not at all

Media Environment

The editorial policy

- a) Is there an editorial policy in place that ensures that all voices are heard in public media irrespective of race/ethnicity, class/caste, gender, sex? [check box] Yes No
- b) How clear and effective is this aspect of the editorial policy? [check box]
very clear clear unclear
very effective effective ineffective
- c) Does the editorial policy speak to issues related to the portrayal of women? [check box]
Yes No
- d) How clear and effective is this aspect of the editorial policy? [check box]
very clear clear unclear
very effective effective ineffective
- e) To what extent were/are women consulted in the formulation of the editorial policy? [check box]
to a great extent somewhat not at all
- f) Are there mechanisms in place for [check box]:
(i) Monitoring the editorial policy? Yes No
(ii) Reviewing the editorial policy? Yes No
- g) Are these mechanisms clear and effective? [check box]
very clear clear unclear
very effective effective ineffective
- h) Does the editorial policy include guidelines on the use of gender-sensitive language? [check box] Yes No
- i) How clear and effective are these guidelines? [check box]
very clear clear unclear
very effective effective ineffective

To what extent does the public media seek the views of women in news and programming [check box]:

- a) for expert opinions in media interviews?
to a great extent somewhat not at all
- b) for views on technical, scientific, medical and other areas traditionally considered to be male domains?
to a great extent somewhat not at all

- c) as consultants and advisors?
to a great extent somewhat not at all
- d) as information sources?
to a great extent somewhat not at all

Suitability of imported programming

- a) To what extent is the content of imported programming examined and considered for its relevance to, and impact on the local community? [check box]
to a great extent somewhat not at all
- b) Are there local programmes which critically examine the content, relevance and impact of the messages conveyed by imported programmes?
Yes No
- c) To what extent is there co-operation with other countries in the region and/or with similar cultural values in the production of more sensitive programming?
to a great extent somewhat not at all

Working with women's media networks

- a) To what extent does the ministry support, partner, and/or use the skills/knowledge of women's alternative media networks [check box]?
- (i) in joint media productions?
to a great extent somewhat not at all
- (ii) in public programming (using media productions)?
to a great extent somewhat not at all
- (iii) in public media programming (hiring women as consultants)?
to a great extent somewhat not at all
- (iv) in policy-making bodies (appointing women as members)?
to a great extent somewhat not at all
- (v) in schools and other educational institutions (employing women as trainers)?
to a great extent somewhat not at all
- (vi) in public media sensitisation programmes (employing women as trainers)?
to a great extent somewhat not at all
- (vii) other (specify):
-
-

Implementation

Is there a person/team in place with responsibility for and authority over the engendering process? [check box]

Yes No

Does this person/team have a plan? [check box]

Yes No

How clear and effective is this plan? [check box]

very clear clear unclear

very effective effective ineffective

Are there adequate resources in place to ensure implementation of the plan? [check box]

Yes No

To what extent is the plan being implemented? [check box]

to a great extent somewhat not at all

Synthesis

Policy environment

a) Most positive aspect(s):

b) Least positive aspect(s):

c) What actions would you propose for improving/upgrading the gender impact on policy?

Institutional environment

a) Most positive aspect(s):

b) Least positive aspect(s):

c) What actions would you propose for improving/upgrading the gender impact on the institutional environment?

Media environment

a) Most positive aspect(s):

b) Least positive aspect(s):

- c) What actions would you propose for improving/upgrading the gender impact on public media?

Implementation

- a) Most positive aspect(s)

- b) Least positive aspect(s):

- c) What actions would you propose for improving/upgrading the implementation of the gender mainstreaming process?

Appendix 2 *Women's media associations and networks*

This listing can be used as a source for information, news, views, updates, facts and figures, and for experts on women/gender and the media.

International

Association for Progressive Communications (APC)

Women's Networking Support Programme, GreenNet Limited/GreenNet Educational Trust, Bradley Close, 74-77 White Lion Street, London, N1 9PF, UK
Tel: (44-171) 713 1941; fax: (44-171) 937 5551
E-mail: apcwomen@laneta.apc.org; URL: <http://www.apc.org/women/>

International Women's Tribune Centre (IWTC)

777 United Nations Plaza, New York, NY 10017, USA
Tel: (1-212) 687 8633; fax (1-212) 661 2704
E-mail: iwtc@igc.apc.org

World Association of Community Radio Broadcasters (AMARC)

Women's Committee, 3575 Boul. St-Laurent #704, Montreal, Quebec, Canada H2X 2T7
Tel: (1-514) 982 0353; fax: (1-514) 849 7129

World Association for Christian Communication (WACC)

Women's Desk, 357 Kennington Lane, London SE11 5QY, UK
Tel: (1-171) 582 9139; fax: (1-171) 735-0340
E-mail: wacc@gn.apc.org; URL: <http://www.oneworld.org/wacc>

Africa

Anglophone West Africa Media Network for Female Journalists (WAMNET)

c/o P.O. Box 2638, Accra, Ghana
Tel: (233-21) 228 282; fax: (233-21) 229 398
Federation of African Media Women-Southern African Development Community (FAMW-SADC)
c/o Zimbabwe Broadcasting Corporation, P.O. Box HG 444, Highlands, Harare, Zimbabwe
Tel: (263-4) 498 610; fax: (263-4) 498 608

FEMNET

P.O. Box 54562, Nairobi, Kenya
Tel: (254-2) 440 299; fax: (254-2) 443 868

Asia

Asian Network of Women in Communications (ANWIC)

14 Jangpura-B, Mathura Road, New Delhi 110014, India
Tel: (91-11) 619 821; fax: (91-11) 462 3681

Women's Media Network for Asia and the Pacific (WMNAP)

Gender and Development Programme, Asian and Pacific Development Centre, Pesiaran Duta, P.O. Box 12224, 50770 Kuala Lumpur, Malaysia
Tel: (60-3) 254 8088; fax: (60-3) 255 0316

Canada and the Caribbean

Canadian Women in Communications

372 Bay Street, Suite 1900, Toronto, Ontario M5H 2W0
Tel: (1-416) 363 1880; fax: (1-416) 363 1882

Media Watch

517 Wellington Street West, #204, Toronto, Ontario M5V 1G1
Tel: (1-416) 408 2065; fax: (1-416) 408 2069

Toronto Women in Film and Television

20 Eglinton Avenue West, Suite 2206, Toronto, Ontario M4R 1K8
Tel: (1-416) 322 3430/322 3648; fax: (1-416) 322 3703

Women's Media Watch (Jamaica)

P.O. Box 344, Kingston 9, Jamaica W.I.
Tel: (1-876) 926 0882; fax: (1-876) 926 0862
E-mail: wmwjam@toj.com

Europe

European Commission Steering Committee for Equal Opportunities in Broadcasting

Geneesheerstraat 9, 1560 Hoeilaart, Belgium
Tel: (32-2) 657 3726; fax: (32-2) 657 5586

Pandora (European Network of Women in the Audiovisual Arts)

c/o Universite des Femmes, place Quetelet 1A, 1030 Bruxelles, Belgium
Tel: (32-2) 219 6107; fax: (32-2) 219 2943

Appendix 3 *Glossary*

Gender

Gender can be defined as the set of characteristics, roles and behaviour patterns that distinguish women from men which are constructed not biologically but socially and culturally. The sex of an individual is biologically determined, whereas gender characteristics are socially constructed, a product of nurturing, conditioning, and socio-cultural norms and expectations. These characteristics change over time and from one culture to another. Gender also refers to the web of cultural symbols, normative concepts, institutional structures and internalised self-images which, through a process of social construction, define masculine and feminine roles and articulate these roles within power relationships.

Gender analysis

Quantitative gender analysis is the collection and analysis of sex-disaggregated data which reveals the differential impact of development activities on women and men, and the effect gender roles and responsibilities have on development efforts. Qualitative gender analysis is the tracing of historical, political economic, social and cultural forces in order to clarify how and why these differential impacts, roles and responsibilities have come about.

Gender aware/redistributive/transformational policies

Gender-aware/redistributive/transformational policies seek to transform existing gender relations by changing the distribution of resources and responsibilities to make it more equitable. These policies involve altering the existing balance of power between men and women, addressing not only practical gender needs but strategic gender interests as well.

Gender equality and equity

Although the terms 'equality' and 'equity' are sometimes used interchangeably, they have come to have discrete meanings. 'Equality' refers to sameness or uniformity in the quantity, value and intensity of provisions made and measures implemented for different groups in society, according to gender, race/ethnicity, class/caste, age, disability, and so on, such that these groups have equal opportunity to avail themselves of these provisions. 'Equity' refers to the outcomes of the provisions made and measures implemented, such that they result in all these groups' being able to enjoy the same standard of living, human rights, freedom of conscience, and participation in decision-making on an equal basis.

Gender-inclusive language

This is language which challenges the assumption/tradition that masculine nouns, pronouns and adjectives include both male and female. Examples of gender-inclusive language are 'staff-hours' (rather than 'man-hours'), 'he or she' (rather than 'he'), and 'his or her' rather than 'his'. Gender-exclusive language, by subsuming the female in the male, acts as both a cause and an effect of the invisibility of women's contribution.

Gender mainstreaming

This term may be conceptualised in two different ways: on the one hand it is an integrationist strategy which implies that gender issues are addressed within the existing development policy, strategies and priorities. Hence, throughout a project cycle, gender concerns are integrated where applicable. On the other hand, mainstreaming also means agenda setting, which implies transformation of the existing development agenda using a gendered perspective. These two concepts are not exclusive and actually work best in combination.

Gender-neutral policies

These are policies that are seen as having no significant gender dimension. However, government policies seldom if ever have the same effect on women as they do on men, even if at first sight they may appear to exist in a context where gender is irrelevant. Thus policies which may appear to be 'gender-neutral' are often in fact 'gender-blind', and are biased in favour of males because they presuppose that those involved in and affected by the policy are males, with male needs and interests.

Gender relations

The relative position of women and men in the division of resources and responsibilities, benefits and rights, power and privilege. When used as an analytical category, gender relations shift the focus away from viewing women in isolation from men.

Gender sensitivity

The understanding and consideration of the socio-cultural factors underlying discrimination based on sex, whether against women or men. Gender sensitivity refers to perceptiveness and responsiveness concerning differences in gender roles, responsibilities, challenges and opportunities.

Gender/sex discrimination

The denial of equal treatment, legal rights or fair opportunities to people because of their sex. Gender discrimination may be intentional or systematic. Systematic gender discrimination occurs when the policies and practices of organisations or institutions, and of society itself, prevents opportunities and rights being accorded to persons of a particular sex.

Gender/sex role stereotyping

The over-simplified, traditional and often false representation of a person based on her or his sex. Such stereotypes stem from traditionally accepted gender roles.

Gender-specific policies

These policies take into account gender differentials, and target women or men specifically, but leave the current distribution of resources and responsibilities intact.

Sex

The biological characteristics of males and females.

Sex-disaggregated data

This is data collected – via questionnaires, observation or other techniques – that reveal the different situations, roles and responsibilities of men and women. Having data disaggregated by sex is extremely important to being able to assess the differential impact of a policy or project on women and men.