

Gender training refers to a range of gender awareness-raising and training activities, starting with the general awareness-raising courses for all the staff (including the management) and ending with specific training sessions aimed at transferring specialised knowledge (including methods and techniques) on how to put gender equality into practice to a specific set of actors. In particular, gender training in media organisations is used to heighten sensitivity to gender issues in media contents and to promote women's career advancement by strengthening their skills. Training represents 24% of methods and tools identified in the survey 'Collection of methods, tools and good practices in the field of women and the media', which analysed media companies in the private and public sector, NGOs, professional associations and the gender machinery, searching for tools to foster women's access to expression in and through the media.

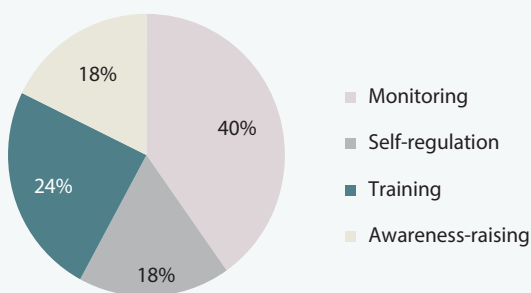


Figure 1. Methods and tools promoted in EU countries by type.

Most training tools address gender issues in terms of content delivered through the media. Training courses and modules to support women's careers, and guidelines for staff on gender issues in the workplace are less widespread. It is noticeable that the majority of training activities are aimed at empowering women themselves, whether they are working in the media or they are experts in a field. Their purpose is to help women access prestigious roles in and through the media in the hope that this will also improve the gender balance in decision-making within media organisations. Very few training activities are tailored towards media organisations (human resources, management, peers/colleagues). The 'fix the women' approach prevails over the 'fix the organisation' or 'fix the managers' approach.

Sub-typologies of methods and tools in the field of women in the media:

- training courses and modules to promote women's career (e.g. women leadership programmes);
- training courses and toolkits on gender issues;
- manuals and handbooks on gender issues;
- guidelines for staff on gender issues.

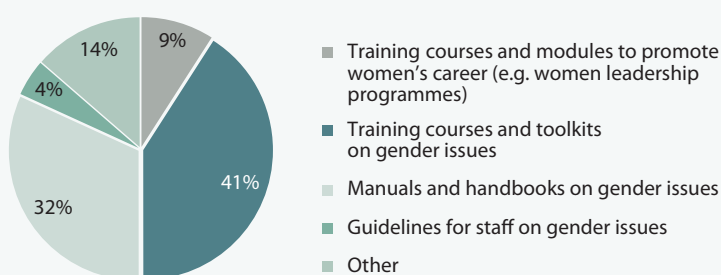


Figure 2. Methods and tools promoted in EU countries by type.

Training activities can be targeted at different professional figures in the media industry. Most training courses identified in the survey were targeted at media professionals in general, but some also included more specific sub-sectors, such as current or aspiring journalists, experienced female journalists aiming to move higher up in their career, and female managers in the industry.

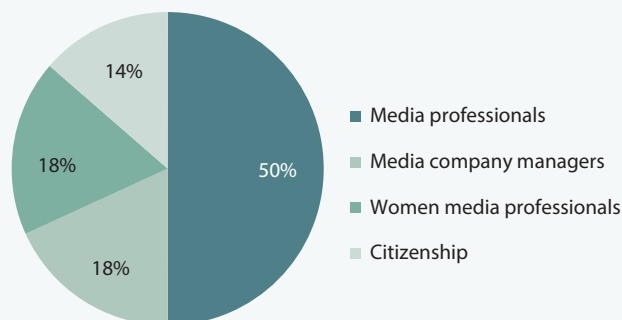


Figure 3. Target groups for gender training activities.

Training activities are mostly promoted by journalists' and press associations, but can also be put forward by media organisations and government institutions for equal opportunities.

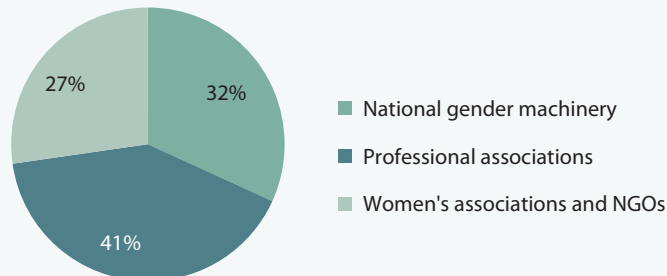


Figure 4. Stakeholders promoting gender training activities.

In order to identify good practices in the specific sector, a set of criteria for the assessment of monitoring tools was identified in the survey:

GENDER TRAINING	
SPECIFIC CRITERIA	
■	Clear definition of gender training purposes.
■	Well-developed strategy to promote women as experts and editorialists as well as to empower them in their career in the media industry.
■	Well-designed agenda: produces specific, actionable outcomes.
■	Addressing real problems affecting women access to expression and participation in the media.
■	Women are not to be held responsible for discrimination.
■	'Gender and the media' specific content.
■	Gender skills and expertise of trainers.

GOOD PRACTICES	
METHOD/TOOL	DESCRIPTION
Training courses by Ariadna, Romania	A number of training activities regarding women in the media have been provided in the context of a wider gender equality programme. The training covered women's access to careers in the media as well as gender stereotyping.
Mentoring programme for female journalists by the Journalistinnenbund, Germany	The mentoring programme has existed since 2001, and is based on volunteers, although it was initially funded by the government. The mentee is expected to have some years of experience already in the media and be interested in moving up the ladder. To date, approximately 10–12 participants have been mentored annually.
Mentoring for women working in the film and television industry, the UK	WFTV runs a mentoring scheme for 20 women working in the film and television industry. Over 6 months, selected participants receive 6 hours of mentoring contact with an experienced industry figure, combined with an intensive programme of seminars, training workshops and networking opportunities. Each participant is provided with a mentor from a top level position in television.
Training courses for female experts by women in the media (VidM), Netherlands	Trainings for female experts provide information on the news making system and processes. Trainees receive information about the best way to become visible and the best way to present themselves. The trainings also contain modules on how to present, speak, interact and create a public profile.

There are some peculiarities in the media sector in the field of gender training, as it encompasses issues that are not within the compass of other organisations and sectors. This includes issues of who gets to express their opinions and about what, and issues of portrayal and representation. Training in the media is especially in need of cultural competence in terms of gender sensitivity and technical competence in terms of action to advance gender equality.

The majority of training activities identified target female experts and their access to expression rather than teaching media organisations how to improve female employees'

access to decision-making. It is therefore recommendable that the dominant focus shifts from individual women to competence development at the level of media organisations, with particular reference to competence of management. Training in gender issues for men is also strongly suggested. Overall, there is a need for action to focus on transforming the culture of media organisation rather than focusing on individual women, as improving women's access to information and to decision-making in and through the media concerns the work organisation culture of media companies.

ABOUT THE STUDY

The European Institute for Gender Equality (EIGE) commissioned a study to support progress towards Objective J1. of the Beijing Platform for Action. The aim of the study is to collect methods, tools and identify good practices in the field of women and the media, in EU Member States. The study was implemented in the period August 2012–May 2013.



ABOUT EIGE

The European Institute for Gender Equality is the EU knowledge centre on gender equality. EIGE supports policymakers and all relevant institutions in their efforts to make equality between women and men a reality for all Europeans and beyond, by providing them with specific expertise and comparable and reliable information on gender equality in Europe.



More information about EIGE:
<http://eige.europa.eu>

More information about the study:
<http://eige.europa.eu/good-practices>