

Editorial guidelines

The guidelines aim to equip journalists with a gender lens. The guidelines are produced in a handbook titled 'Communicating for change'. The handbook offers guidelines on how to communicate effectively to promote/increase gender equality and empower women and provides brief and clear tips about the types of formats to use, about proactive commissioning, about what a story should (for example challenge stereotypes) and should not do (for example depict women as passive victims), and how the roles of women and men should be depicted. Also, the handbook highlights the key concepts that can/should be covered and offers a 'checklist' for a story.

Weblinks

PDF



Aims and objectives

- a formal set of training tools on gender equal reporting techniques

Results and impact

Not yet evaluated

Creator/owner/responsible institution

Inter Press Service International Association (IPS)

Stakeholder, Firstname: Sabina

Stakeholder, Family name: Zaccaro

Additional information

Subtype: Guidelines for staff on gender issues

Nuts code: IT

Metadata

ONGOING: Ne

TYPE: Training tool

COVERAGE: EU

TARGET GROUP: Media professionals

KEYWORDS: [journalism](#), [gender training](#), [images of women](#), [representation](#), [gender-sensitive language](#)