

# Women and the Media: methods, tools and good practices - Gender equality training

**Women and the Media**  
methods, tools and good practices

**GENDER EQUALITY TRAINING**

Gender training refers to a range of gender awareness raising and training activities, creating staff the general awareness raising courses for all staff including the management and writing staff. Gender training focuses on building specialist knowledge (including methods and techniques) on how to use gender equality in practice to a specific area of work. Gender training in media organisations is used to highlight why gender issues in media content, and to produce content which empowers by strengthening their skills. Training supports both of methods and tool identified in the survey (content, outreach, data and production in the field) across and the media which analysed media companies in the public and public sector (NCS), professional associations and the gender equality working for skills to foster women's access to experience in and through the media.

Training courses on the subject of different professional groups in the media industry (for example, journalists, editors, producers, scriptwriters, etc.) are also offered to general staff. Some also included more specific sub-topics, such as content in covering practices in gender equality (journalism) along to news rights in the case, and/or the industry.



**Figure 3: Largest groups for gender training activities**

Training activities are mostly organised by journalists and press photographers, but not often by media organisations and government institutions for social organisations.



**Figure 4: Largest groups for gender training activities**

Figure 1: Most used tools provided to countries by type

Most used tools provided gender issues in terms of content, outreach through the media, training courses and methods in support systems centres, and guidelines for staff on gender issues in the workplace are the most used. It is worth noting that the majority of training activities are aimed at empowering content themselves, whether they are working in the media or they are experts in a field. Their purpose is to help women access production roles in and through the media. It is also worth noting that the gender data and research training with media organisations they are training a focus on related to social media organisations. The focus on social media organisations is particularly high. The focus on social media organisations is particularly high.

Figure 2: Most used tools provided to countries by type

Tools provided to media professionals in the field of women in the media:

- Training courses and modules to promote content creation by women in digital organisations
- Online courses and modules on gender issues
- Manuals and handbooks on gender issues
- Guidelines for staff on gender issues



**Figure 2: Most used tools provided to countries by type**

**GENERAL FINDINGS**

**SPECIFIC FINDINGS**

- Clear definition of gender training practices
- Well-developed strategy to promote content creation and production in staff in digital environment in the media industry
- Well-developed gender data and research, and data collection
- Training and professional development in social media
- Manuals and handbooks on gender issues
- Guidelines for staff on gender issues
- Gender data and research practices

Read more

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## Downloads



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EN (PDF, 223.62 KB)

## Metadata

