

## 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.

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## Weblinks

PDF



## Aims and objectives

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

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## Results and impact

Not yet evaluated

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## Creator/owner/responsible institution

Inter Press Service International Association (IPS)

**Stakeholder, Firstname:** Sabina

**Stakeholder, Family name:** Zaccaro

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## Additional information

**Subtype:** Guidelines for staff on gender issues

**Nuts code:** IT

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## Metadata

**ONGOING:** No

**TYPE:** Training tool

**COVERAGE:** EU

**TARGET GROUP:** Media professionals

**KEYWORDS:** journalism, gender training, images of women, representation, gender-sensitive language