Advancing Gender Equality in Media Industries • AGEMI

AGEMI is a place for making change! It comprises a set of tools and resources aimed at educators and teachers, students, journalists, media organizations and anyone else who wishes to combat gender stereotypes and promote an equal, diverse and inclusive media sector.
AGEMI is the result of a collaboration between academics and the professional world of journalism and media, working in close relationship with national and international advocacy networks promoting gender equality in and through the media.
Bringing together expert knowledge from different sectors, the AGEMI team have created an **online platform** where all the resources are freely accessible to any interested individual or organization.

We encourage you to explore _AGEMI_!

You can navigate the menu bar to discover more about the project itself and the AGEMI team, and to access all the sections of the platform. Activities include a **Resources Bank of Good Practices**, a set of **Learning Resources**, an **app** to mobilize for gender-aware media content and reports from our AGEMI **Encounters** and global collaborations that have been an important aspect of AGEMI's development.
An innovative aspect of **AGEMI** is our commitment to language diversity, so all the **Learning Resources** - lectures and associated interviews - are subtitled in French, English and Spanish.

What's on the AGEMI platform?

• A searchable collection of good practices

The AGEMI **Resources Bank of Good Practices** is a dataset of initiatives from around the world that contribute to making the media more gender-responsive, inclusive and diverse.
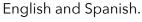These good practices reflect the richness of projects developed by communities, NGOs and media organizations globally. Types of good practices include campaigns, training monitoring projects and databases of women experts. They address a range of different issues including representation, the use of language, violence against women journalists, access to decision-making positions and gender-aware policy adoption by media organizations.
You can access the AGEMI **Resources Bank of Good Practices** in three different ways: a) explore it *visually* by searching by types of good practice or by inequality issue; b) use the *semantic* search for good practices through keywords; or c) see where the good practices are located on an interactive map (**GEMap**).

• Learning and teaching resources that can be adapted to your needs

AGEMI has created a set of openly accessible **Learning Resources**. These comprise an introductory video and nine thematic units addressing diverse issues, from gender inbalances in representation to feminist media activism, to the gendered newsroom and intersectional issues related to media gender inequalities. While each thematic unit is self-contained, the set of ten units can also be used as a course. Each unit includes a short introduction, a series of short video-lectures, activites which could be undertaken in a classroom or training environment, relevant text-based materials and interviews with experts, media professionals and policy-makers. These interviews plus a range of additional interviews can also be accessed via the **GEMTalks** tab. All video lectures are subtitled in French, English and Spanish.
Educators and trainers are invited to incorporate any number of AGEMI resources into their own teaching a training activities. The resources are organized in a *Moodle-type* learning space and can be accessed directly in class or used to support blended-learning activities, where they can be accessed by learners in their own time, and then discussed in class or group.

• Making change happen!

The AGEMI team have also developed an **app** that makes use of the functionalities of mobile phone technology, to encourage individuals and groups to **A**ssess, **C**hallenge and **T**ransform the media (**A.C.T**). You can **A**ssess the degree of gender-awareness of a news item through a simple monitoring tool; you can then **C**hallenge the editor or publisher by letting them know what you think, using the guidelines we have provided for effective letters; and you can contribute to **T**ransform the media by sharing examples of your own journalism with the wider AGEMI community audience. AGEMI invites journalists, students, citizens and NGOs to share their gender-sensitive and gender-aware news stories, videos and other materials to demonstrate what gender-transformative media and communication looks like (**ChanGE**). The **app** is available for both iPhones and Androids.
The AGEMI platform is also an entry point to a world of organizations focused on women's communication rights (**GEMap**), a world of women in the media making their voices heard and sharing their experiences (**GEMTalks**) and a world of transformative interventions (**ChanGE**).

Come and explore the resources and help to disseminate these good practices!

AGEMI resources: scenarios of use

Below you will find a few examples of how the different resources we have developed can be used to Advance Gender Equality in Media Industries. They are just a starting point and there are so many ways in which you can use the resources we have curated and produced to enrich the learning and teaching experience of students, to support professional training activities and to practice gender transformative communication. You can explore the introductory learning unit without the need to sign in, which gives you a good sense of the content of the other units, as well as providing a general guide to all the different AGEMI resources. *However, in order to access the other learning units, you will need to sign in, which takes less than a minute to do*.

Scenario 1 • Educator/Trainer

CONTEXT: you have been teaching a course on gender and media for some years and you have decided to add some new content about, say, the importance of language, or how gender has been considered in media-focused policy development, both of which aspects are not usually included in gender-media course content.
USE: you will find that Unit 3 - *Gender and the strategic use of language* - is particularly relevant if you want students to understand the power of language in perpetuating and/or challenging gender stereotypes in the media. Unit 9 - *In search of gender-sensitive media policies* – gives you an overview of the ways in which policies have been developed to mainstream gender equality in the media at organizational, national and international level. You could also invite students to explore the **Resources Bank of Good Practices** to find initiatives that relate to language or policy; this could be a starting point for them to search for similar initiatives in their own local or national context and if they find some which do not appear in the Resources Bank, you could tell us (by writing at agemi.eu@gmail.com) and we could add them in.

Scenario 2 • Student

CONTEXT: you are writing an essay on how women are represented in news media.
USE: go to Unit 2 - *Issues in gender and representation* – and listen to the video lectures. You will find five segments on different aspects of the gender-media relationship. Listen to the interview we have conducted with Sarah Macharia, coordinator of the Global Media Monitoring Project (GMMP): you will quickly understand why monitoring is important in changing the picture. This is step 1. For step 2, check out the GMMP profile in the **Resources Bank of Good Practices** and you will have access to a whole world of other online resources that relate to media monitoring. At this point, you might want to do your own monitoring exercise by looking at your local news, using the AGEMI **app**.

Scenario 3 • Researcher

CONTEXT: you are writing a research proposal on violence against women journalists.
USE: your entry point is Unit 6 - *Violence against women journalists*. Listen to the video lectures and pay careful attention to the **GEMTalks**, where you can hear women journalists talking about their first-hand experiences of harassment and abuse. These testimonies come from very different contexts which will help you articulate the *comparative* dimension of your proposal, including understanding the *similarity* of experiences. If you want to include a policy-oriented element to your proposal, you may also want to know what initiatives have been developed worldwide to challenge discriminatory and abusive practices, so you could do a search of the **Resources Bank of Good Practices** using key words like 'violence' or 'abuse'. Also relevant to your proposal is Unit 8 - *Gendered dimensions of technological innovation in journalism* – which discusses how technology has been used to challenge forms of gender-based violence. In Unit 9 - *In search of gender-sensitive media policies* - you will also find further readings, including codes of conduct and guidelines produced by journalist unions such as the International Federation of Journalists.

Scenario 4 • Media Professional

CONTEXT: you are writing about (or indeed experiencing) some tricky issues about unfair working practices such as the gender pay-gap or the glass ceiling. Knowing about strategies which have been used to challenge such discriminatory issues could be helpful in providing both data for your article or working with colleagues to make change in your own organisation.

USE: listen to relevant interviews (**GEMTalks**) by using key word tags as well as the interviews which are included in Unit 4 – *Gendered journalism cultures* – all of which can be found on both the AGEMI website and on AGEMI's YouTube channel - *AGEMI project*. These interviews articulate how media professionals have responded to these challenges in their roles as editors, media managers, union leaders and gender equality focal points in media associations. You can also find examples of initiatives which have been developed worldwide to challenge discriminatory practices by exploring the **Resources Bank of Good Practices** using key words like 'pay' or 'policy'. If you are part of a network or a professional association working towards promoting gender equality, let the AGEMI team know what you are doing by writing to *agemi.eu@gmail.com*: we need your help to map out the vibrant reality of women coming together across the world to promote gender-aware and gender-fair media.

Scenario 5 • Media Organisation

CONTEXT: you want to organise a training event to develop women's leadership skills in your organisation.
USE: explore the **Resources Bank of Good Practices** using keyword searches such as 'leadership' and 'training'. You could also consider using some of the interviews (**GEMTalks**) about strategies to support women, particularly those to be found in Unit 5 – *Women and leadership in media industries*. The unit also includes video lectures which provide relevant background and evidence-based knowledge on the position of women in decision-making in European media and elsewhere, addressing a number of issues which are crucial to women's career development. You could also invite participants to explore the **GEMap** looking at organizations that are active worldwide to support women in the media sector.

Scenario 6 • NGO

CONTEXT: you have some funding to participate in a monitoring project and you want to be well prepared, at the very least to obtain an understanding of the many issues related to gender inequalities in the media.
USE: you could start by exploring the AGEMI **Learning Resources**, listening to some of the short video-lectures that address different issues related to gender and the media. You will discover there is much more than stereotypes and unfair portrayal of women and girls we should be concerned with. For example, abusive content in traditional and digital media, the different use of language in news when it comes to speak about women and men, or the potential of connecting advocacy initiatives from around the world are all relevant aspects to learn about, as you embark on media monitoring. You could listen to the interview with Sarah Macharia, coordinator of the Global Media Monitoring Project (GMMP) in **GEMTalks**: you will quickly understand why monitoring is important and what you can do with it, including raising awareness of media gender inequalities, compare your news environment with other national or regional contexts, contribute to and engage with on-going advocacy initiatives.
You could also check out the GMMP profile in the **Resources Bank of Good Practices** to learn how their comprehensive methodology is applied. You could decide that for your team, it is enough to do a simpler monitoring activity, in which case you can certainly use the **app** to rate the gender-sensitivity of news items and you could write to the editor using the guidance we provide in the **app**.