



EURO-MEDITERRANEAN HUMAN RIGHTS NETWORK RÉSEAU EURO-MÉDITERRANÉEN DES DROITS DE L'HOMME الشبكة الأوروبية _ المتوسطية لحقوق الإنسان

> A Practical Guide for Media Professionals Covering the Political Transitions in the Arab World





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FOREWORD

Who is this Guide for?

This EMHRN Guide on Gender in Media Coverage of Political Transition in the Arab world (short: Gender Media Guide) is designed for you as a media professional, whether you are a journalist, an editor, a blogger or a programme producer. Our intention is to spark interesting ideas for new angles to your stories and programmes. The guide gives many practical tips and examples on how to do this by asking two very simple questions: "Where are the women?" and "How will this topic impact women?"

The guide focuses specifically on the transitions taking place in the Arab world in the wake of the revolutions, uprisings and reforms that began in 2011. In addition, we think you will find the information applicable across your entire range of media work.





Cover photo by: Jeff J.Mitchell / Getty Images News / Getty Images

Title: Egypt holds 1st parliament session since overthrow of Mubarak

Caption: Women demonstrate during a rally next to the Egyptian Parliament as they hold their first session since the overthrow of President Hosni Mubarak on January 23, 2012 in Cairo, Egypt





INTRODUCTION

Whether you are a journalist, editor or blogger, you play a pivotal role in the world. Specifically, in media coverage of governments, constitutions, violations and elections, you can influence the public's perception of women's significance in shaping reforms in society, women's status as credible leaders and experts in their fields, and women as sources for reliable information and thoughtful opinion.

The EMHRN guide offers ideas for new angles for your media coverage of transition issues and suggestions for how to broaden your contacts lists. For each topic - violations, governments, elections and constitutions - we pose questions followed by a check-list for you to test your story against, to see whether you have included women. Each check-list is preceded by suggestions for news features, TV or radio discussion programmes and blogs. To make it easy for you to find information, we have provided annotated resources and links. One of the links is to the EMHRN website, http://www.euromedrights.org/, where you can find examples of the challenges women face in the transitions in Egypt, Tunisia, Libya and Syria.¹

¹ See also: 'Women and the Arab Spring: Taking their Place?' published by FIDH in English, French and Arabic. The publication analyses the role of women in protests, revolutions and transitions in Tunisia, Egypt, Libya, Syria, Bahrain, Yemen, Morocco and Algeria. http://arabwomenspring.fidh.net





YOU CAN WIN AN AWARD!

The guide tells you about opportunities to win awards for your gender sensitive media work.

Annex<u>es</u>

The annexes give more in-depth information. You will find examples of stereotyping of women in the media and useful tips on how to avoid the practice of sexist stereotyping. The annexes also spell out the legal commitments to gender equality.

Annexes will be published on the EMHRN website at http://www.euromedrights.org/



CONTENTS

Why Mainstream Gender in the Media?	9
Put on your 'Gender Spectacles':	
Making Women Seen and Heard in Media Coverage	10
Broaden your List of Contacts	11
2. LOOK THROUGH GENDER SPECTACLES AT:	
VIOLATIONS, ELECTIONS, GOVERNMENTS AND CONSTITUTIONS	1.
3. USEFUL CHECK-LISTS FOR MEDIA COVERAGE	
OF WOMEN IN POLITICAL UPHEAVAL	20
4. YOU COULD BE A WINNER! AWARDS FOR GOOD MEDIA WORK	28
5. ANNOTATED RESOURCES AND LINKS	3



GENDER MEDIA GUIDE_EN.indd 8 30/11/2012 04:02:05



1. THE GENDER MEDIA GUIDE IN ACTION:

Where are the Women?

Why Mainstream Gender² in the Media?

Because lack of interest in women's views and rights is de facto media censorship of the views of over half the population.

So what can media professionals do about it?

2 For gender related definitions please refer to the Gender Mainstreaming Reference Kit (GMRK) (In English and Arabic; pages 9-12, in French; pages 10-14) published by the EMHRN on its website http://www.euromedrights.org/

Put on your 'Gender Spectacles': Making Women Seen and Heard in Media Coverage

Wearing 'Gender Spectacles' helps you bring into focus how your coverage of key topics related to the Arab transition period such as violations, governments, constitutions, and elections, may impact differently on women compared to men.³

³ Listen to Dr Azza Sharara Baydoon for an interesting account on the perception of women in the Arab revolutions, http://www.youtube.com/watch?v=rajV-KeXaoo&feature=share



Broaden your List of Contacts

Wanting to include opinions of women as well as men on all the important political, social and economic topics of your country's life you will almost certainly need to make an extra effort to build up your list of women contacts.⁴

⁴ The 2010 Global Media Monitoring Project surveyed news stories. Throughout the Middle East region, a total of 23 newspapers were monitored, along with 10 television channels and 12 radio stations. The survey found that 80% of invited experts were men and nearly 90% of spokespersons were men.

At times of transition, women and men operate in parallel universes. In one universe you will find individuals with formal power such as government ministers and military generals – these are mostly men. They are the people you probably already have in your contact lists as 'Pundits' and 'Experts'. You will need to actively seek out women opinion leaders and women pundits in a quite separate and much less formal universe.

You can play a key role by ensuring it is not just the traditional men elite groups setting the agenda for the future and who have a voice in the media. The challenge to you as a journalist, editor or blogger is to bridge the gap between women and men in their parallel universes in which women are too often portrayed in the media as victims or sexual objects while the media portray men as political leaders or experts.

Where to Find your Women Experts and Pundits?

'Yes, we know we should have included an equal number of women and men in the TV discussion programme, BUT we didn't know any suitable women who would be capable of commenting...'

Media professionals will be familiar with the above 'Yes, but...' argument. In reality, there are plenty of articulate women in every country. Women's Non Governmental Organisations (NGOs) can help you broaden your contact lists. The 'Who Is She?' data-bases provide lists of experts with specific qualifications and skills from all sectors of society, including politicians, scientists, researchers, managers, and the world of arts and culture in English, French and Arabic.⁵

5 Find your women experts here: 'Who is She': Lebanon contact: The institute for Women's Studies in the Arab World at the Lebanese American University http://www.lau.edu.lb/centers-institutes/iwsaw/. Jordan contact: the Jordanian National Commission for Women http://www.women.jo/. Egypt contact: the Women and Memory Forum, Cairo http://www.wmf.org.eg/



2. LOOK THROUGH GENDER SPECTACLES AT: VIOLATIONS, ELECTIONS, GOVERNMENTS AND CONSTITUTIONS.

The following sections give you tips for viewing four main transition topics through Gender Spectacles plus ideas for new media angles and articles.

VIOLATIONS

Avoid Perpetuating Stereotypes

When a woman is harassed, beaten up, raped or forced to submit to virginity tests, it is sometimes implied that she deserved it - because of the way she dressed or her (often imaginary) immoral conduct.⁶ In addition, women's rights activists are sometimes portrayed as 'unbelievers', against the culture of the country, or in the pay of foreign powers, etc.⁷

Good media work challenges such unfair, offensive and misleading stereotyping.



⁶ Reference to the General claiming that women in Tahrir Square are 'not like our daughters' http://www.hrw.org/fr/node/102892 Women and the Arab awakening. The Economist - 15 October 2011. http://www.economist.com/node/21532256

⁷ See Amnesty International report, 23.03.2011 http://www.amnesty.org/en/news-and-updates/egyptian-women-protesters-forced-take-virginity-tests-2011-03-23

A Topic on Violations for Media Professionals:

'Why are men wounded in conflict and revolutions treated as heroes, but women who are raped or violated treated as damaged goods?'

In some communities women who have been raped – or even just arrested - are deemed to have committed a crime or have been 'shamed', or at the very least become 'an embarrassment' to their family and community. This is rarely the case with men. You could publish features exposing these double standards.

ELECTIONS

Avoid Perpetuating Stereotypes

When you interview women candidates, good media work calls on you to focus on their policies – as you would with men – and not on the women's appearance.

We have all seen examples of media professionals who comment on the physical appearance of women politicians but not on the physical appearance of men politicians. We also know of media professionals who ask women politicians how they manage to combine their political activities with family responsibilities without submitting men to similar questions about balancing public and family life. The result of this old-fashioned media work is that a woman politician has less air-time during interviews to share her views on the political issues of the day compared to male counterparts.



Good media work calls on you to do things differently – keep wearing your Gender Spectacles. Concentrate on asking women and men candidates alike about their policies. If you comment on physical appearance or family status of a woman candidate (married/divorced/widowed/single/three children etc) do the same to the men in your story – otherwise avoid commenting on physical appearance and family status.

Topics on Gender and Elections for Media Professionals:

International Context - how does your country compare?

The positive trend in recent post-conflict and post-authoritarian countries in Europe, Asia and Africa has been for the percentage of women in parliament to increase to (at least) 30%. In your stories you could ask: Why has there been no comparable increase in women's representation in Arab countries in the post-revolution elections? Women's political representation has plummeted in Egypt, rather than increasing, despite the pivotal role they played in the revolution.⁸

All countries in the world with over 30% women in their legislatures use some form of gender-balance quota. Which countries have over 30% women in their legislatures? You can find updated statistics on women in politics on the Inter-Parliamentary Union (IPU website, www.ipu.org). The International Institute for Democracy and Electoral

8 Useful source for global statistics on women in Parliaments - http://www.ipu.org/wmn-e/classif.htm

Assistance (IDEA, http://www.idea.int/) is a very useful source of information about gender-balance quotas. Other useful sources are Electoral Reform International Services (ERIS, www.eris.org.uk) and the International Knowledge Network of Women in Politics (www.iknowpolitics.org).

How many women compared to men have been chosen by their political party as candidates for winnable seats?

If the voting system is a proportional system in which each party puts up lists of candidates you could ask: How many women compared to men are placed in winnable positions on the party candidate lists? Or if the electoral system is a majority system which allows each party just one candidate for each constituency (first-past-the-post electoral system) you could ask how many women compared to men have been chosen as candidates for seats in constituencies which their party expects to win.

Is there a fair gender balance in media coverage?

Universally applicable, another interesting topic is: During the election period, how much media coverage is given to women candidates compared to men?¹⁰ Make the argument that successful transitions need women.¹¹

⁹ The parity provision in Tunisia's election law made it compulsory for parties to present as many women as men candidates – however, it did not take into account that the party leadership rarely placed women in the winnable positions on the top of the list. The result was that for many parties where only a few candidates were elected, women were not amongst them.

¹⁰ The Global Media Monitoring Project 'Who Makes the News' monitors the representation of men and women in news Media in countries around the world. www.whomakesthenews.org

For Media and women candidates in the Egyptian elections, please see reports: by (CIHRS) www.cihrs.org, and by (MDI) www.mediadiversity.org

¹¹ See www.opendemocracy.net/lesley-abdela/egypt-transition-to-democracy-needs-women



TRANSITIONAL GOVERNMENTS AND NEW GOVERNMENTS

Where Are the Women?

The transitional and interim governments in Arab post-uprising countries have been almost entirely composed of men ministers. It is sometimes argued that the small number of women on transition governing councils and new governments is simply a result of choosing the best qualified persons. Some even claim that women, just because they are women, are not capable of holding political responsibility. Who makes such damaging remarks, and why? Good media work challenges all such negative comments and beliefs about women.

Topics for Media Professionals: Gender and Government Ministers

Transitional Governance

How many women and how many men are there on the transitional government or transition governing council? If it is not gender balanced – at least 40% men and at least 40% women ministers – ask why not. You can point out that the first transitional governments or transition governing councils after revolutions are usually self-appointed. Suggest names of women who would be qualified to be a member of the transitional government. Does the transitional government's agenda include non-discrimination and women's rights? Are the principal issues inclusive of women's views and needs?

You could write a feature or produce a TV or radio programme suggesting names of women in your country who would be qualified to be government ministers. Ask the following sources for suggestions: Women's NGOs, political party leaders, women editors and journalists, etc.

Compare internationally, give examples of gender balance in government ministers in other countries inside and outside your region or look back in your history to find women political leaders. Argue that women are indispensable in transitions.

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CONSTITUTIONS

A new constitution offers a unique opportunity to enshrine women's rights withheld from them for millennia. If women's rights are being ignored or threatened in debates about the new constitution you can challenge this.

Topic on Women's Rights in Constitutions for Media Professionals

Ask how many men/women are on the constitutional assembly.

Ask women in your country what rights they want enshrined in the constitution.

This may very well be quite different from the official political debates on (for example) Sharia/Islam as sources of legislation and entail such issues as protection from violence, rights within the family (such as the right to marry and divorce, custody of children, property rights) or rights to resources and opportunities, such as health, education, housing, water and social security and equal pay for work of equal value.





In this section, for each topic covered above - violations, elections, governments, and constitutions - we suggest points to consider, followed by a checklist.



blog



BRIDGE THE GAP BETWEEN WOMEN AND MEN IN THEIR PARALLEL UNIVERSES.

BOX 1 When you want opinions, do you instinctively select interviewees from the following?

Politicians (international and local)	mostly men
Military and security force Leaders	mostly men
Senior diplomats – heads of UN, Arab League etc.	mostly men
Leaders of combatant groups	mostly men
Senior (transition) government officials	mostly men
Religious leaders, community leaders	mostly men
Media bosses and editors	mostly men
Senior police officers	mostly men
Paramilitary leaders	mostly men
Private enterprise	mostly men

And therefore do you overlook the following?

Women's organisations Leaders	mostly women
Leaders of community-based women organisations (rural and urban)	mostly women
Peace promoters in the community	mostly women
Women's wings of political parties	mostly women
Editors of women's media e.g. magazines/radio/TV programmes	mostly women
Women bloggers	Women
Women heads of households	Women
Refugees and internally displaced people	Women and men

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BOX 2 Take a look at your own media work filtered through 'Gender Spectacles' - Ask yourself:

- ✓ What images and references related to women's rights does your newspaper/radio/TV/blog convey?
- ✓ What are the key messages you transmit about women's and men's roles in society?
- What roles do the women pictured appear in? Do the pictures depict men and women in stereotype roles men as politicians and women always in support roles or as victims?
- Do your articles or TV or radio programmes look at potential differing impacts of policies on women and men?
- ✓ How do your words and articles guide public opinion on the situation of women and of men?
- What images and values do your stories convey about government, decision-makers, civil society, and women?



BOX 3 Violations Checklist - Ask yourself:

- ✓ How are perpetrators portrayed in your coverage? How are victims portrayed?
- Why is violence happening? Find out what led to the violation. Is this violation an isolated incident or is there a pattern? Is it endemic in your country?
- What is being done to address the problem? Look at responsibility or accountability from government, judiciary, military, security forces, police or other institutions.
- Place it in a human rights context. Relate it to international commitments of your country such as the International Human Rights Conventions, United Nations Security Council Resolution (UNSCR) 1325 or the Convention on the Elimination of all Forms of Discrimination against Women (CEDAW) and what national commitment and action plans exist.
- What really happened and why? Look behind the event: speak to multiple sources go beneath the surface. 12
- What sources have you used? Have you spoken to experts? For useful contacts see "Annotated Resources and Links" below.
- 12 In a BBC documentary, one year after the uprising BBC Newsnight journalist Sue Lloyd-Roberts highlighted the beatings, virginity tests and rapes of women. She also said there were reports that Egyptian security forces had violated and raped men. BBC 2, 15.2.2012

BOX 4 Gender and Elections Checklist

- ✓ Ask women as well as men (urban and rural) their opinions on all issues.
- ✓ Seek out and interview women candidates just as you do with men candidates.
- Look for the gender gap in voting patterns on specific issues and in similar demographic groups. Women may vote entirely differently on certain important subjects.
- ✓ Include a balanced number of women and men in discussion programmes on TV and radio.
- Include issues of particular importance to women's lives in election coverage. In addition to interviewing women on all topics, consult women's organisations on specific topics/ priorities of special importance for the country's women.
- If you have a TV or radio program: What is the ratio of men to women you have interviewed on TV and radio talking about election issues? What is the ratio of women to men taking part in your preelection debates and discussion programmes on TV and radio?



Gender Angles on Election Coverage

- How do electoral laws affect women?
- What is the percentage of women candidates chosen for seats which their party expected to win, compared to men? What is the percentage of women candidates running in the election compared to men?
- Do women/men candidates receive threats of physical violence?
- Do the numbers of women/men registered voters compare? If the women are fewer, ask why, how, where and by whom was registration carried out.
- Are husbands required to sign voter registration forms on behalf of wives?
- ▶ Were ID cards needed for voter registration? If so do all women possess ID cards?
- How accessible were polling stations for women? Was there consultation with women and men when choosing location and opening hours for polling stations?
- Is there intimidation of women voters (by family members or anyone else) to vote a certain way?
- What is the number of women who actually voted compared to men? Was any party preaching 'anti-women's rights' rhetoric?
- How did corruption impact women? Sometimes the sums of money employed to 'ease the way' for prospective candidates end the chances of a capable woman getting selected by her party as a candidate.
- Were poorer women voters bribed to vote for a particular candidate or party?
- Were there gender gaps (difference between women's and men's voting intentions) in voting patterns? Monitor gender gaps.



- What is the role of women's NGOs, International organizations, and governments in educating women voters about their rights (see examples from around the world)?
- How do different political parties choose to appeal to women voters?

Governments - If the government is not gender balanced – at least 40% men and at least 40% women – Ask why not

- Who are the women who could have qualified to be members of the transitional government? Ask the following sources for specific names: women's NGOs, political party leaders, women editors and journalists, etc.
- Does the transitional government have non-discrimination and women's rights included on their agenda? Which issues?
- How many men and how many women ministers are there in the first government after post revolution elections?
- By what process were they chosen?
- Possible comparator: South Africa after Apartheid.



BOX 5 Summary of key points - Gender Inclusive Checklist

- ✓ Avoid perpetuating stereotypes you may find yourself holding many stereotypes in your mind.
- Ask an equal number of women and men their opinions on all issues.
- ✓ Use gender-inclusive vocabulary.
- Include a balanced number of women and men in discussion programs on TV and radio on all topics.
- In your media coverage, look for the gender angle on issues such as transitional government, constitutions, elections, new legislation, etc.
- ✓ Include issues of particular importance to women's lives in your coverage.
- ✓ Look for the gender gap on specific issues and in similar demographic groups.
- Avoid confining media stories about women's lives only to negative topics. Look for success stories and women role models too.





An award for good media work could benefit your career. Most of the following awards encompass quality media work from a gender/women's rights perspective.





Index on Censorship Freedom of Expression Awards open up in the autumn every year for the following Spring's prize-giving in the field of journalism, advocacy and innovation and arts. eve@indexoncensorship.org

The Institute of Development Studies (IDS) with the Communication Initiative Network list worldwide media/film/press awards for journalists and producers in the South (Developing world), including a category on gender. www.comminit.com/en/section1/36/36%2C34?op0=%3E%3D&filter0=**ALL**&op1=%3E%3D&filter1=&op2=AND&op3=AND&filter3[]=96

One World Media Awards recognise outstanding media coverage of the developing world, and the unique role of journalists and filmmakers in bridging the divide between different societies and raising awareness of vital development issues. Gender themes permeate the categories. http://oneworldMedia.org.uk/awards/

Gender Links hold Gender Media Awards every two years. execdirector@genderlinks.org.za; www.genderlinks.org.za

Yayori Journalist Award. Sponsored by the Women's Fund for Peace and Human Rights Films, writing, or printed material that focuses on women journalists and artists (individuals or groups) who vividly describe and transmit the situation of women in the world with a gender perspective. info-award@ajwrc.org; www.wfphr.org/yayori/English/award/journalist.html

Amnesty International Media Awards. Recognising excellence in human rights reporting and acknowledging worldwide journalism's contribution to public awareness and understanding of human rights issues. www.amnesty.org.uk



Lorenzo Natali Prize. European Commission/Reporters Without Borders. Press and On-Line. Recognising journalists who contribute to the cause of development, democracy and human rights and the cause of combating poverty. http://lorenzonataliprize.eu/

The Aftermath Project holds a yearly grant competition open to working photographers worldwide covering the aftermath of conflict. www.theaftermathproject.org

Dart Awards for Excellence in Coverage on Trauma. Exemplary journalism on the impact of violence, disaster and other traumatic events on individuals, families and communities. Dart Center for Journalism & Trauma. http://dartcenter.org/awards

Rory Peck Awards. For camera men and women. Strong track record of finalists and winners from the developing world. Info@rorypecktrust.org; www.rorypecktrust.org/page/3018/The+Rory+Peck+Awards

Search for Common Ground is a leading group promoting Media for Peace in Africa, Asia and the Middle East. mjobbins@sfcg.org; www.radiopeaceafrica.org; www.sfcg.org

Guardian International Development Journalism Awards www.guardian.co.uk/journalismcompetition

The Lifetime Achievement Award recognizes a pioneering spirit and determination that has opened doors for women everywhere who aspire to have their voices heard. courage@iwmf.org



5. ANNOTATED RESOURCES AND LINKS

The following is a partial list (in alphabetical order) of resources and links that may be useful for you to broaden your contact list and find new angles and new information for your media work.





Appropriate Communication Techniques for Development (ACT-Egypt), http://www.actegypt.org/

ABAAD – Resource Center for Gender Equality. ABAAD, based in Beirut. Media campaign to stop violence against women, www.abaadmena.org/

Allt är Möjligt – Swedish non-profit organisation - works on media and discrimination. www.alltarmojligt.se/index.php?option=com_content&view=article&id=64&Itemid=98

Arab women and Media. The web-site is a component of the gender and Arab media Programme developed by The Centre for Arab Women Training and Research "CAWTAR" and the United Nations Development Fund for Women UNIFEM, with the support of the Arab Gulf Programme for United Nations Development Organisations. www.arabwomanmedia.net

Arab Media from a gender perspective: trends and operational tools. The publication draws on the findings of the three reports of Arab Women Development, 'Arab Women and Media: an analytical study of researches published between 1995 and 2005'. www.arabwomanmedia.net/en/index.php?option=com_content&task=vie w&id=163&Itemid=185

Arab Women and Information and Communication Technology. The CAWTAR Study on the interaction of Arab women with information and communication technology was conducted in cooperation with the United Nations Development Fund for Women and the support of the Arab Gulf Fund for United Nations Development Organizations. http://www.cawtar.org/image_fr/pdf/cawtar_publications.pdf



CAWTAR, the Center for Arab Women Training and Research. Promoting women's rights in Tunisia through media, trainings and public debates http://www.cawtar.org/

Centre for Media Freedom Middle East and North Africa (CMFMENA) www.cmfmena.net; info@cmfmena.net

Chartered Institute of Journalists (CIOJ). UK-based. International members welcome to join. The CIOJ is the oldest professional body for journalists in the world. http://cioj.co.uk

Coptic Evangelical Organisation for Social Services (CEOSS) collaborated in coordinating the region's participation in Global Media Monitoring Project 2010 (see below). http://www.ceoss.org.eg/

'Women and Media in the Euro-Med Region'. A practical guide to improve the images of women in the media dealing with international and regional framework for equality between men and women, stereotypes conveyed by the media, and an analysis of media discourse related to equality.

http://www.enpi-info.eu/mainmed.php?id=496&id type=9&lang id=450

FIDH: 'Women and the Arab Spring: Taking their Place?' Publication on women's role in the revolutions/ uprisings/reforms in Tunisia, Egypt, Libya, Yemen, Bahrain, Syria, Algeria and Morocco. In English, French and Arabic. http://www.fidh.org

Geena Davis Institute on Gender in Media: www.thegeenadavisinstitute.org/about/



Gender in Media Training – a South African Tool Kit. Edited by Colleen Lowe Morna http://portal.unesco.org/en/files/47269/12650028681Gender_in_Media_Training_A_southern_African_Toolkit.pdf/Gender%2Bin%2BMedia%2BTraining%2BA%2Bsouthern%2BAfrican%2BToolkit.pdf

Global Media Monitoring Project 'Who Makes the News' monitors the representation and portrayal of women in news media in countries around the world. http://www.whomakesthenews.org/

International Association of Women in Radio and Television. International organisation of professional women actively engaged in the production and management of programmes in the electronic media or broadcasting. www.iawrt.org

International Media Support (IMS) is a non-profit organisation working to support local media in countries affected by armed conflict, human insecurity and political transition. http://www.i-m-s.dk/

International for War & Peace Reporting (IWPR) http://iwpr.net/contact

Media Diversity Institute (MDI) works in Arab countries and internationally to encourage and facilitate responsible media coverage of diversity. It aims to prevent the media from intentionally or unintentionally spreading prejudice, intolerance and hatred. http://www.Media-diversity.org/

The Media Awareness Network in Canada.www.media-awareness.ca/



Shevolution Consultancy – specialists in Gender and Media and Gender and Democracy. global@shevolution.com; www.abdela.blogspot.com/

WoMen Dialogue is a platform for cooperation and debate on gender and women's rights issues, and for the exchange of knowledge between Danish and Arab civil society. It is run by the Danish organisation KVINFO. Contains the "Who's Who" databases for Jordan, Egypt and Lebanon http://www.womendialogue.org/page/find-expert-0

Women in Film and Television (Denmark). www.wift.dk/

Women in Journalism (UK) www.womeninjournalism.co.uk/

Women Media and Development http://www.tam.ps/2011/en/; suheir@tam-Media.org





ENDNOTE

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WHERE ARE THE WOMEN?

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