

## Gender and media: a learning and review checklist

### Gender analysis

- ✓ Has a gender analysis been carried out?
- ✓ Is there an understanding of the political context and individual country situation, as well as the media environment where the work will be implemented? This involves knowing about laws and policies as they affect women and men (sometimes differently) as well as customary practices and norms.
- ✓ Has the project identified the underlying discriminatory social norms that affect women and girls, as well as positive norms that could be reinforced?
- ✓ Have you consulted women and men, girls and boys during the project planning and formative research exercises and analysed the information collected?
- ✓ How would you rate the project in relation to the gender sensitivity criteria?

### The project approach

- ✓ Does the theory of change outline different changes to be achieved for women, men, girls and boys? (i.e. young women, mothers-in-law, husbands, fathers etc.)
- ✓ Are there indicators for the changes for these different groups? Are these changes being measured? Is learning being recorded, discussed and used to inform project implementation?
- ✓ Do you have women in senior roles on the project? How are women's views and perspectives informing the approach? How are you supporting female staff to voice their opinions and participate in decision-making?
- ✓ How are you working with media partners to help promote the participation of women in their programmes?
- ✓ How are you engaging with gender experts to develop and improve project approaches?
- ✓ Are there any constraints or barriers to women's involvement in the project? (E.g. implications of conservative environment, women's lack of mobility and autonomy, their social status relative to men, workload, childcare issues etc.?) Are there any strategies in place to overcome these difficulties? (e.g. provision of childcare facilities, location and timing of trainings/activities, etc.)
- ✓ Are there any innovative interventions or research planned that may reflect how the project is addressing gender differences or inequalities that could be documented and shared with other projects?

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**Programming and other project activities**

- ✓ Do the activities reflect an analysis of the different needs, concerns and realities of women and men, girls and boys? e.g. location and timing of trainings/events, types of topics covered, child care facilities, consideration of workloads?
- ✓ Are you balancing male and female contributors (experts, vox pops, interviewees, leaders)? Are we hearing a diversity of male and female voices?
- ✓ Are we hearing female voices on a variety of issues (i.e. not just 'women's issues')?
- ✓ Are you highlighting the way the topic(s) covered in the programme affect men and women differently (where relevant)?
- ✓ Are your activities addressing traditional gender roles in the household/community and promoting positive changes?
- ✓ Are your programmes challenging negative gender stereotypes?
- ✓ Are you representing women as empowered decision makers, role models and community leaders and showing them overcoming challenges?
- ✓ If the programme is addressing particularly sensitive issues (such as gender-based violence), are you (i) seeking advice from experts to ensure content is not traumatising? (ii) providing information about relevant helplines and support? (iii) protecting the safety and wellbeing of contributors?
- ✓ How are outreach activities improving women's access to and understanding of your programmes?
- ✓ How are you supporting communities to discuss the issues raised on the programme?

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**The audience**

- ✓ How many women and men have we (regularly) reached? What more do we know about them (age; education level; socio-economic status; access to media; location)?
- ✓ Are the timings of the broadcasts relevant to women and girls, men and boys? Who in families decides on TV/radio/phone access?
- ✓ What do female and male audience members find helpful, unhelpful and inspiring? Which do they like least and why?
- ✓ What do they see as the gaps in programme content and what topics would they like to see more of and less of?
- ✓ Which formats are most effective in reaching women? Is there anything you feel you should/could do to increase female audience numbers?

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**Impact of project on men and women**

- ✓ Do impacts vary between women and men in an unintended way? Why?
  - ✓ Is the project achieving its objectives among male and female audiences?
  - ✓ Is the project having any unintended impact? Could it be reinforcing gender inequality?
  - ✓ Does impact vary by other factors?
  - ✓ What do we know about whether the project is reducing gender inequality?
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