

Monitoring is 'an instrument or device used for observing, checking, or keeping a continuous record of a process or quantity'. Monitoring is also defined as the ongoing analysis of progress towards achieving planned results with the purpose of improving management decision-making. Monitoring methods and tools are the most widespread. They account for 40% of all the 111 methods and tools collected in the survey.

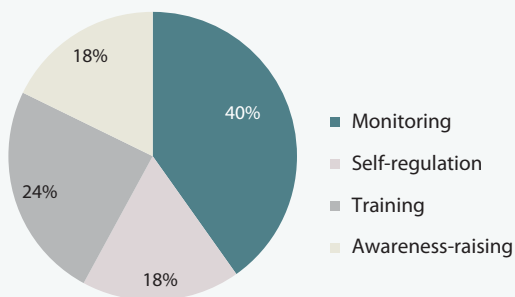


Figure 1. Distribution of methods and tools by typology.

Methods and tools monitoring participation and access of women to expression in and through the media include:

- databases of women experts in various fields for the use of media professionals when specific expertise is needed;
- surveys or other similar quantitative tools;
- checklists and other qualitative tools to analyse media content;
- monitoring by user groups evaluating the degree of equal representation of men and women by regularly watching, listening to, or reading media outputs.

Stakeholders promoting initiatives aimed at monitoring women's access to expression are mainly NGOs and women's associations, followed by professional associations and by the national gender machinery.

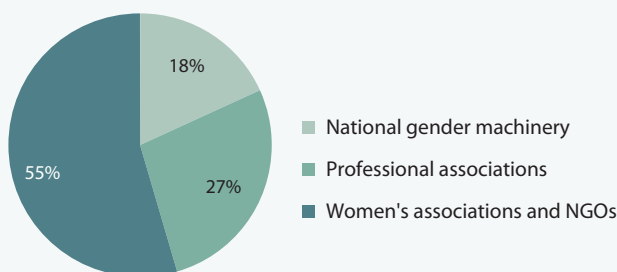


Figure 2. Stakeholders promoting initiatives monitoring women's access to expression in and through the media.

Methods and tools monitoring participation and access of women to decision-making in the media include:

- directories of women media experts/journalists;
- networks of experts and communities of professionals sharing knowledge on the position of women in the media;
- voluntary groups monitoring the presence of women in decision-making in the media;
- databases on women in decision-making in the media;
- surveys on women in decision-making in the media;
- reports with indicators on the position of women and men in decision-making in media organisations;
- advisory bodies on gender equality in media organisations.

Professional associations conclude 46% of stakeholders implementing methods and tools in this specific area; they are followed by media companies and women's associations and NGOs.

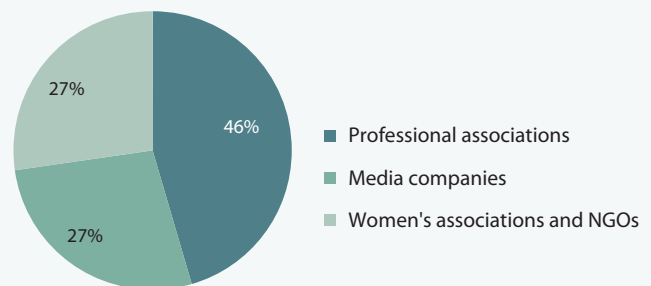


Figure 3. Stakeholders promoting initiatives monitoring women's access to decision-making in media organisations.

The prevalence of the use of monitoring tools demonstrates that most media organisations are still at the stage of getting a clear picture of gender inequalities and making the phenomenon visible. Monitoring activities seldom include attention to the actual position of women working in the sector, e.g. promoting women's careers in the media, ensuring transparency in the promotion systems, or promoting balanced participation of women in decision-making. Most commonly, monitoring is focused on media content. Monitoring tools can contribute to identifying problems that exist in relation to women in the media industry, raise awareness of gender inequality and redress gender imbalances by allowing more space for women in the media.

GENDER MONITORING OF ACCESS OF WOMEN TO EXPRESSION AND DECISION-MAKING TOOLS

SPECIFIC CRITERIA

- A clear definition of the purpose of monitoring.
- A clear definition of 'access to expression' and 'access to decision-making'.
- Monitoring is conducted on a regular basis.
- Dissemination of monitoring results included.
- A clearly defined and consistent methodological approach is used.
- Involvement of gender experts and media experts.

GOOD PRACTICES	
METHOD/TOOL	DESCRIPTION
'Database of professional women in the media with a gender perspective', developed in 2012 by Coordinadora Española del Lobby Europeo de Mujeres (Spanish Coordinator of the European Women's Lobby), CELEM	This directory of women journalists with a gender perspective was created to enable networking among these journalists. The specific purpose of the initiative is to increase the quantity and quality of information about gender appearing in the media. One result from the initiative has been to raise awareness among media professionals about the need for a greater visibility of women.
'Directory of Experts', implemented since 2011 by France Télévisions	This directory of experts is used to increase the number and proportion of women experts appearing in television programmes. It includes 100 experts who were individually vetted for quality by the Director of Diversity in Programmes. The experts are drawn from a range of profiles in terms of gender, age, ethnicity and disability.
'KVINFO Database', implemented since 1997 by Kon-Viden Information Forskning (Danish Centre for Information on Gender, Equality and Diversity), KVINFO	The objectives for this directory are: to provide journalists, employers, conference organisers and others with a user-friendly tool to find women experts with specific qualifications in a wide range of fields; to make women experts visible to the media and journalists; and to increase the weight and visibility of women's voices in the media.
'Questionnaire to women journalists to assess their experiences and problems in the media industry', implemented in 2006 by the National Union of Journalists (NUJ), the UK	This was a once off exercise to survey women members of NUJ. NUJ wanted to reach out to women working in the industry. The objectives in carrying out the survey were to identify the experiences and problems related to gender that they have had at work: to start organising these women to work collectively on the issues identified; and to find out what they thought NUJ could do in response to the issues identified. The survey identified patterns, themes and priorities for the NUJ to take forward in its work.
'Website Zeroviolenzadonne', implemented since 2009 by Zeroviolenzadonne (Zero Violence against Women), Italy	This project involves a daily press review of the space dedicated to women and gender issues in the media. The initiative aims to raise awareness of the imbalance in the presence of women in the media in terms of representation and of access as journalists, media producers and decision-makers. It provides a space for debate on the issues relating to the visibility of women in the media.
'Actively seeking women's opinion on male dominated subjects', implemented since 2000 by Trud Daily, Bulgaria	The objective of this initiative is to increase the visibility and weight of women's voices in the coverage of Trud Daily. The deputy editors and editors-in-chief actively seek women's opinion by identifying women from among popular and competent bloggers, freelancers, and women in civil society. Women who collaborate with Trud Daily are not expected to be professionals or to be officially recognised as an expert in a certain field. They need to be competent in the topic covered. Such a selection policy has resulted in an increasing number of women's voices in the newspaper.

ABOUT THE STUDY

The European Institute for Gender Equality (EIGE) commissioned a study to support progress towards Objective J1. of the Beijing Platform for Action. The aim of the study is to collect methods, tools and identify good practices in the field of women and the media, in EU Member States. The study was implemented in the period August 2012–May 2013.



ABOUT EIGE

The European Institute for Gender Equality is the EU knowledge centre on gender equality. EIGE supports policymakers and all relevant institutions in their efforts to make equality between women and men a reality for all Europeans and beyond, by providing them with specific expertise and comparable and reliable information on gender equality in Europe.



More information about EIGE:
<http://eige.europa.eu>

More information about the study:
<http://eige.europa.eu/good-practices>