The Gender Media Sensitive Score Card

Below forms part of the Gender Sensitive Media Yard Stick that will be applied to the submitted published content:

Breadth of coverage
- The coverage should reflect a holistic view of women and men.
- Gender awareness and sensitivity should be built into the stories (radio, television or print).

Depth of Coverage
- The coverage should give fair and equal time / space to women and men's voices.
- Efforts should be made to probe for the under lying gender issues (inequalities, injustices) in the stories.
- Both men and women (in equal numbers) should be consulted to get a broad spectrum of views

Story Angles
- The stories should be analytical. They should go beyond the event and bring out the underlying gender issues (inequalities / concerns / injustices and aspirations).
- Male and female subjects should be treated equally (in terms of quotations, placements, and visibility).
- Coverage should demonstrate neutrality and not apportion blame on the subject irrespective of sex, class, ethnicity or tribe. If there is any blame this should be contextualized, but not to making sweeping or blanket statements.
- Does the story challenge or reinforce gender stereotype? The best story should **not** reinforce but challenge stereotypes related with women or men.
- Are stories approached from a human rights perspective ? (Fair inclusiveness, representation, and presentation).
- Are the experiences and concerns of women and/or men been trivialized in anyway? None should be trivialized.
- Is the story fair, accurate and balanced?

Language
- Is the language used inclusive of both women and men? Is it constructive of derogatory to a man or woman? Is it promoting one gender against the other?
- Are gender neutral terms used or it is assumed that masculine terms are inclusive of women too?
- Is the physical description of women or men relevant to the story? If so, is it done equally to both women and men?
- Neither gender should be patronized or portrayed in an inferior position.

Content
- Relevance of content: Does it benefit women and men in equal measure?
- What financial benefit? Is it to women or men?
- Is data disaggregation by gender?
- Who is speaking in the story, and on what? Each gender should be given an opportunity to comment or respond on the 'private' and the 'public', in equal measure.
- Does the story refer to any policy?.

Visuals
- Are women and men equally represented?
- Is there a gender bias in how the event is portrayed? Is it justified?
- For professional women, does the image show a professional role, as opposed to emphasizing the physicality of women?
- Are women portrayed as **survivors** or **victims**? The best story is that one which challenges the negative stereotypes.
- Are women or men portrayed as active or passive? What role is the woman or man playing in the picture?
- Does the image degrade the dignity of men or women? None should be degraded. If for example you substitute man for woman does the story still make sense? Or will you carry that story?
- The best story is that one which treats both men and women, in the same light.
- Where possible stories should be inclusive of the relevant policies (national or international), that provide the mandate for non-discrimination on gender equality, in particular.

Placement
- Both genders should be accorded equal space, and their content placed in equitably.