



United Nations
Educational, Scientific and
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Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
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Communication and Information Sector
Division of Freedom of Expression and Media Development
Section for Media and Society

CALL FOR PROPOSALS

Gender Programming Guidelines for Community Radio

Background

The legitimacy of community radio is heavily dependent upon the active participation of community members both in terms of management but also in establishing, maintaining and sustaining quality content standards. The shared interests, social behavior, and communication attributes that pull women, men, and youth into clusters and sub-clusters of society are visible to community radio through a lens that is unmatched by mainstream media. This has been evidenced by many community radio stations that have introduced socially acceptable virtual platforms allowing women to publicly discuss and debate issues that are related to their unique experiences and needs. That specific opportunity, matched with a response to international standards, lends credibility to community radio, as documented in numerous cases of good practice. It also leads to ethical practice and facilitates support from legislators, for enabling policies, legislative frameworks and fair regulatory practice.

Community radio is an effective medium that offers a virtual space through which community members share their stories and experience, voice their opinions and concerns, express their aspirations and dialogue on issues that concern them. This affordable means of communication offers opportunities that mainstream media have not managed to deliver to marginalized, rural and isolated communities. By reaching out to the unreachable, community radio fosters social inclusion, inspires creative cultural expression, disseminates information and knowledge and enforces democratic values that invite equal participation in shaping public opinion.

Terms of Reference

In the framework of UNESCO's Main Line of Action I, Expected Result 2: *Pluralistic media institutions are facilitated, including through support for strengthened community media policy and practice*, UNESCO is seeking competent and experienced partners that are able to produce a Gender Programming Guideline for Community Radio. The tool will eventually be published by UNESCO permitting free use, re-distribution, translations and derivative works of the text on the basis that the original source is properly quoted and new creations are distributed under identical terms as the original. All copyright related clearance will be expected to be handled by the selected Contractor.

The Gender Programming Guideline for Community Radio is a tool that may facilitate, among others:

- (a) communication and dialogue through community radio to
 - address local problems affecting women,
 - provide a public platform, increase knowledge-sharing, and good gender practice
 - promote inclusive participation



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- (b) strengthen volunteer participation in community radio programming and production;
- (c) develop strategic planning goals by community radio based on standards that enhance women's participation regardless of age, literacy level, indigenous origin and language.

The objective of the Programming Guideline is to increase:

- women's participation in radio production;
- gender consciousness in different types of editorial content (news, documentaries, commentary, interviews, talk shows)
- reports and debates about gender-based violence

The hands-on Programming Guideline will take into account experience related to:

- women's radio stations
- women active in editorial work (reporters, board members, managers)
- women heard on the radio (interviews, source, experts, opinion)
- typical, stereotyped and or/fair portrayal of women's roles and activities in given communities

It will cite and provide practical advice on:

- relevant clauses of international standard-setting instruments
- good gender equality and mainstreaming practice by community radio
- development of local resources for gender sensitive reporting (e.g. developing and maintaining roster of women in different areas of expertise)
- using and updating a relevant stylebook/manual

Step-by-step guidance will be provided on:

- instituting and implementing gender-sensitive code of ethics and employment policy
- combatting stereotypes and introducing positive portrayal
- organizing periodic workshops on gender related issues for staff and volunteers
- programming sensitive content based on real life scenarios (e.g. gender inequalities and related violation, discrimination and unemployment, exclusion of indigenous groups, etc.)
- hosting a weekly forum of complaints on gender related matters
- monitoring gender portrayal in community radio content
- gender mainstreaming in community radio practice

The Contractor is required to have experience in:

- community radio practice
- planning women participation in radio (ethical and legal aspects)
- training of women in radio production and framing radio content (practical and technical aspects)
- preparation of radio training manuals (background material, practical exercises, ice-breakers, additional resources)
- Proficient English or French language writing capabilities.

The Contractor will be required to produce Programming Guideline for Community Radio in close consultation with the designated UNESCO Programme Specialist and will present the following deliverables on or before the cited date:

- By 10 July 2014, submit for UNESCO's approval, an outline of the Programming Guideline for Community Radio clearly indicating Chapter headings and sub-chapters and including projected annexes (glossary, list of acronyms, check lists, sample questionnaires, relevant extracts from international standard-setting documents, online resources, links to sample audio, sample audio CD etc.);



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- By 10 September 2014, submit for UNESCO's approval, a proof-read draft of the Programming Guideline for Community Radio. The draft will be presented electronically in word format and will solidly present all Chapters and sub-chapters; list of annexes and source material/bibliography; copy right permission for the use of sourced texts, charts, illustrations and photographs;
- By 30 November 2014, submit for UNESCO's approval, an electronic final copy of the Programming Guideline for Community Radio in word format attaching the relevant copyright permission for all source material protected by intellectual property law.



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Gender & Media Resources Sources sur le genre et médias

Publications

English:

Primo, Natasha, Gender issues in the information society, 2003

http://portal.unesco.org/ci/en/file_download.php/250561f24133814c18284feedc30bb5egender_issues.pdf

Lloyd, Fiona; Howard, Ross, Gender, conflict and journalism: a handbook for South Asia, 2005

<http://unesdoc.unesco.org/images/0014/001439/143925E.pdf>

White, Aidan, Getting the balance right: gender equality in journalism, 2009

http://portal.unesco.org/ci/fr/files/28397/12435929903gender_booklet_en.pdf/gender_booklet_en.pdf

IWMF, Global Report on the Status of Women in the News Media, 2011

<http://www.iwmf.org/wp-content/uploads/2013/09/IWMF-Global-Report-Summary.pdf>

Hambuba, Carlyn; Kagoiya, Rachel, Freedom of Information (FOI) & Women's Rights in Africa, 2009

http://portal.unesco.org/ci/fr/files/29376/12605246833foi_africa_en.pdf/foi_africa_en.pdf

UNESCO, Gender-sensitive indicators for media: framework of indicators to gauge gender sensitivity in media operations and content, 2012

<http://unesdoc.unesco.org/images/0021/002178/217831e.pdf>

Ngu, Joseph; Oso, Lai; Soremekun, Oluseyi, Journalism, gender and democratic governance in Nigeria, 2013

Banda, Fackson, Model curriculum for journalism education: a compendium of new syllabi, 2013

<http://unesdoc.unesco.org/images/0022/002211/221199e.pdf>

French:

Ben Nablia, Sahbi, Femmes et télévision au Maghreb: amélioration de l'image de la femme dans les télévisions du Maghreb francophones, 2009

http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/programme_doc_femmes_tlevision_maghreb_fr.pdf



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Ben Nablia, Sahbi, Femmes et médias au Maghreb: guide à l'intention de la société civile pour améliorer la représentation des femmes dans les médias au Maghreb, 2011

<http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/214631f.pdf>

Lebel, Estelle, Intégration de l'approche 'genre' dans la formation au journalisme des pays du Maghreb: adaptation de la version francophone des Modèles de cursus de l'UNESCO pour la formation au journalisme, 2012

<http://unesdoc.unesco.org/images/0021/002170/217010f.pdf>

Azzalini, Monia; Malchiodi, Manuela, Femmes et presse écrite au Maghreb: amélioration de la représentation des femmes dans les médias au Maghreb, 2013

http://rabat.unesco.org/IMG/pdf/UNESCO_Femmes_et_presse_ecrite_au_Maghreb_vweBSITE2013.pdf

Spanish:

White, Aidan, Instalar el equilibrio: igualdad de género en el periodismo; UNESCO-sponsored programmes and publications, 2009

<http://unesdoc.unesco.org/images/0018/001807/180740s.pdf>

Alberti Garfias, Gloria; Lagos Lira, Claudia; Maluenda Merino, María Teresa; Uranga Harboe, Victoria, Por un periodismo no sexista: pautas para comunicar desde una perspectiva de género en Chile, 2010

<http://unesdoc.unesco.org/images/0019/001901/190143s.pdf>

Gender and Media Online Links

English:

<http://www.unesco.org/new/en/communication-and-information/crosscutting-priorities/gender-and-media/global-forum-on-media-and-gender/homepage/>

<http://www.unesco.org/new/en/communication-and-information/crosscutting-priorities/gender-and-media/>

French:

<http://www.unesco.org/new/fr/communication-and-information/crosscutting-priorities/gender-and-media/>

<http://www.unesco.org/new/fr/communication-and-information/crosscutting-priorities/gender-and-media/global-forum-on-media-and-gender/homepage/>