



The Gender Matters? project is funded by the European Union's Rights, Equality and Citizenship Programme (2014–2020).



## **Good practice of the Gender Matters? project: Gender matters in the media – a training of gender aware communication for journalists and communication experts**

### **Background of the project and the training**

The aim of the Gender Matters? project (1.2.2019–31.1.2021) was to promote gender equality in the public sphere, media and in the leadership positions in politics and in the corporate sector.

The project was divided into three sections that are interrelated to each other:

- 1) Gender matters in political decision-making
- 2) Gender matters in the media
- 3) Gender matters in leadership positions.

The project used an inclusive and intersectional approach to gender equality.

The aim of the project at the section Gender matters in the media was to provide practical tools, training models as well as eye-opening communication materials for the journalists to promote gender equality in the media and its contents as well as to strengthen the expertise of the journalists.

The **training 'Gender matters in the media'** was published on a website in January 2021: [www.thl.fi/tasaarvomediasa](http://www.thl.fi/tasaarvomediasa). The training is free of charge and available in Finnish. The main target groups of the training are journalists and communication experts but it is useful to everyone who communicates in their work.

The main themes of the training are gender aware language and images, gender norms, stereotypes and sexism as well as gender equality and diversity in expertise. The training consists of videos (recorded at the pilot trainings and webinar), exercises and additional materials. The training and its materials can be used either to support one's own learning or when organizing a training at the organization. The training can be completed online or used in training events in the workplace.

### **Developing process of the training**

Gender matter in the media training was built during two years from a **customer-oriented perspective**. Steps and timetables for the developing process of the training:

- 1) **A base-line study to measure the level of knowledge and training needs** of journalists and communication experts. The internal report was written by a postdoctoral researcher at the University of Turku. (March 2019)

- 2) **Preparing three pilot trainings** (including learning objectives). Themes of the pilot trainings were: Gender aware language and visual communication, Gender norms, stereotypes and sexism and Gender equality in decision-making and leadership. The pilot trainings were prepared in a group which included the partners of the project: the Finnish Broadcasting Company Yle, the Union of Journalists in Finland (UJF), Women Journalists in Finland and the Institute for the Languages of Finland (Kotus). There was also a member of Seta – LGBTI Rights in Finland to ensure the non-binary approach to gender equality in the contents of pilot trainings. (March-December 2019)
- 3) The pilot trainings were introduced and marketed with a **webinar** available for reporters and communication experts. The webinar ‘Introduction to gender-aware communications and journalism’ (in Finnish ‘Johdatus sukupuolitietoiseen viestintään ja journalismiin’) was held in June 2019. (March-June 2019)
- 4) **Establishing a gender-aware communication network** (in Finnish ‘Sukupuolitietoisien viestinnän verkosto’) for mutual learning and sharing information for journalists and other media and communications experts in July 2019. The network on Facebook is in Finnish. The network has reached almost 400 members by the end of January 2021. Administrator of the network is the Centre of Gender Equality Information at the Finnish Institute for Health and Welfare. The maintenance of the network continues after the Gender Matters? project. (April–September 2019)
- 5) **Piloting the contents and exercises** of the three pilot training at the events of the partner organizations and at the events of the Finnish Institute for Health and Welfare. (March 2019–November 2020)
- 6) **Orientation day** to the work and roles of journalists, producers and decision makers at the Finnish Broadcasting Company Yle. The aim of the day was to strengthen the knowledge to improve the contents of the pilot trainings targeted to journalists. (February 2020)
- 7) **Mutual learning sessions** for the partner media organizations was organized to strengthen the gender equality knowledge of journalists and to support their work. (February 2019–December 2021)
- 8) **Organizing three pilot trainings** as live and online events (due to the COVID-19) in January, September and October 2020. The pilot trainings were half day events which included expert speeches and exercises. About 100 journalists and communication experts participated in each training. The pilot trainings were marketed widely through the networks and channels of the project and the partner organizations. (December 2019–October 2020)
- 9) **Developing at gender aware communication material** for the gender equality website (for example [tips for gender aware communication](#) in Finnish) and internal use for trainers in Finnish, English and Swedish. (September-October 2020)
- 10) **Building a training material to a website** and taking into account the feedback from the pilot trainings and other pilot events and from the partner organizations and a pedagogic expert. (October–December/2020 and January 2021)

- 11) **Piloting the training package** before publication. One of the piloting organizations was the Finnish Broadcasting Company Yle. (January 2021)
- 12) **Planning and recording a short [marketing video](#)** for the training. (January 2021)
- 13) **Publishing the training** on the gender equality website of the Finnish Institute for Health and Welfare **and marketing** it to the partner organizations of the project and their networks and channels as well as the channels (for example Twitter and Facebook and personal marketing) of the Centre for Gender Equality Information and Finnish Institute for Health and Welfare. (January 2021)
- 14) **Implementation and reporting** of the training. (January–March 2021)
- 15) **An impact study** of the training prepared by a postdoctoral researcher at the University of Turku after the project. (Years 2021–2022)

### **Gender Matters? project**

The *Gender Matters? Promoting equal gender representation in the media, politics and leadership positions* project was conducted by the Finnish Institute for Health and Welfare. Partners of the project were Finnish Broadcasting Company Yle, the Union of Journalists in Finland (UJF), Women Journalists in Finland and the Institute for the Languages of Finland (Kotus). The project was funded by the European Union's Rights, Equality and Citizenship Programme (2014–2020). Read more at <http://www.thl.fi/gendermatters>.

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