

INTERNEWS GENDER PROGRAMMING FRAMEWORK

The core of Internews’ mission is to improve the health of information ecosystems in the countries and communities where we work. This can only be achieved by enabling people – across a diversity of lived experiences, identities, cultures, locations, and socio-economic backgrounds – to participate freely and safely within those ecosystems.

As a reflection of power inequalities, discrimination and harmful norms present across various realms of life, gender is a strong indicator of information inequality. The voices, perspectives and knowledge of women and gender diverse individuals, especially those across other marginalized or vulnerable backgrounds, are underrepresented and often undervalued across editorial leadership and decision-making, information production and in content. Gender also impacts access to and how people engage with information.

The **Internews’ Framework for Gender Programming** is a conceptual model that describes our work to make information ecosystem more equitable, inclusive and diverse, thus healthier. It considers four levels of intervention, each with its own objective, guiding us to reach our overall goal of enabling everyone to participate meaningfully and freely in their information ecosystems.

GENDER PROGRAMMING FRAMEWORK



OBJECTIVE 1

Strengthen gender equitable and inclusive practices at the organizational level (partner outlets and CSOs).

This objective focuses on accelerating gender equity and inclusivity within organizations that Internews partners and/or works with, including newsrooms and CSOs. It aims to create institutional environments where all individuals, regardless of gender and across other social markers and identities, have equitable conditions to participate in decision-making and professional development. Strategies may include policy changes, training programs, and awareness campaigns.

Potential Interventions

- Conduct/facilitate gender audits for/with partner outlets and other organizations (CSOs) involved in the project.
 - Provide technical support for addressing the gaps identified in the gender audit and work with the organization to formulate a gender equality and inclusion policy.
- Support policy design/adaptation and implementation including, for example, anti-harassment codes of conduct, gender sensitive editorial codes, parental leave and other organizational policies that advance gender awareness and equity at the workplace.
- Conduct trainings for media owners, managers and others in leadership roles (especially men) about journalistic ethics and gender sensitivity at the workplace and in editorial decision-making, including biases related to story assignment ('soft' vs. 'hard' beats), etc.
- Sensitize and create buy-in from managers/editors-in-chief, (for example, through events, workshops, one-on-one meetings, identifying champions among media leaders, etc.) for commitment toward inclusive organizational and editorial policies.
- Sensitize male managers, editors-in-chief and other leaders about the role of men in changing organizational norms and lifting barriers for women and other marginalized groups within the news and information industry.
- Offer leadership programs and other trainings that equip women from various backgrounds with relevant skills to advance their careers.
- Provide technical support & digital safety audits for gender equality focused outlets & CSOS.
- Strengthen the outlets' capacity to better represent and serve these audiences in order to grow the outlets' reach, engagement and revenue (business case).
- Devise marketing, distribution and content strategies to increase reach and engage women while still retaining men's audiences/readership.



OBJECTIVE 2

Build the capacity of information producers to improve and increase gender inclusive and transformative content.

This objective focuses on journalists and information producers, seeking to improve their skills, gender awareness and knowledge of gender inequality issues and, by doing so, enabling them to create more gender inclusive and transformative content that can spur change and attract more women and gender diverse audiences. Training workshops, mentorship programs, and resources contribute to achieving this objective.

Potential Interventions

- Implement [Reflect Reality](#) to amplify the expertise of women and other diverse sources.
- Train journalists and other information producers of all genders in gender sensitive journalism and gender inequality related topics, and offer other relevant trainings and mentorship to:
 - Foster an intersectional gender lens across news beats.
 - Enable information producers, including men, to adopt gender sensitive language, add missing angles and question & avoid stereotypes in their reporting — including stereotyping and harmful norms related to men and masculinity.
 - Expand the depth and scope of reporting, focusing on information needs from a gender lens and underreported topics related to gender inequality and/or issues that primarily affect people based on their gender.
 - Amplify the voices of women, girls, gender diverse individuals and the visibility of other marginalized voices and perspectives.
 - Enable information producers to acquire skills to create content in formats that cater to the information needs and preferences of women, girls and gender diverse individuals in all their diversity.
- Build the capacity of information producers of all genders to understand, report on, and advocate for women's unique and disproportionate issues at the nexus climate change and environmental impact, health, and humanitarian crises (particularly protection and migration), etc.
- Offer trainings, mentorship and support for to increase the share of women reporting on 'hard' beats, as there may also be some internal biases (lack of confidence, for example) for women.
- Offer story grants, production grants and fellowships for women and gender diverse journalists in conjunction with the above types of trainings.
- Support the creation of editorial gender desks to provide technical support for editors, journalists and other information producers.
- Foster professional networking groups and safe discussion spaces for women/diverse journalists, where necessary.
- Provide digital and physical safety trainings, resources, and emergency and psychosocial support for women and gender diverse journalists for their safety, wellbeing and ability to remain working.
- Offer innovation / incubation labs for new media initiatives led by women from a variety of backgrounds and/or gender diverse individuals and others whose voices are underrepresented or missing from the information ecosystem.



OBJECTIVE 3

Strengthen, amplify, and protect the voices of gender justice advocates, rights defenders, and women leaders.

This objective focuses on protecting and amplifying civil society voices and knowledge (women and LGBTI+ advocates, rights defenders, and women and other diverse leaders and experts), which are much needed in content and play a crucial role in advancing gender justice. Strategies include connecting and facilitating access to them as sources for journalists and other information producers, advocating for their rights, and protecting them from harm both physical and digital.

Potential Interventions

- Provide support for CSOs' media & advocacy campaigns on gender equality issues.
- Offer media trainings for diverse sources/women leaders to interact with the media and have the confidence to be sourced as experts.
- Develop and disseminate local databases of women experts for news sourcing.
- Offer mentorship to rights advocates.
- Enhance their physical and digital safety through Safe Sisters fellowship, trainings, guides, tools that are tailored to women and LGBTI+ journalists, rights defenders and advocates.
- Increase gender diversity/equity in the digital safety support space so there are more trainers, auditors, etc. who may be better prepared to support women and LGBTI+ human rights defenders, advocates, etc.
- Offer psychosocial training and/or support for women and LGBTI+ journalists, filmmakers, rights defenders and advocates.
- Facilitate convenings and network building.



OBJECTIVE 4

Expand access to, and engagement with, relevant information for women, girls, and gender diverse individuals.

Access to accurate and relevant information is essential for participation in public life and realization of human rights. This objective focuses on ensuring that women, girls, and gender diverse individuals have access to information that matters for their lives, in the formats they prefer and can safely access. Initiatives include research, community outreach, and targeted engagement strategies.

Potential Interventions

- Organize community engagement activities, such as film screenings and discussions, community storytelling circles, listening groups, etc.
- Conduct information ecosystem research to understand how women – from across different backgrounds and communities – access, share, and use information.
- Conduct information needs assessments, gender-based audience assessments to better understand the information needs, behaviors and preferences of women audiences.
- Devise marketing, distribution and content strategies to increase reach and engage women and other underserved audiences while still retaining men's audiences/readership.

ABOUT INTERNEWS

Internews is a nonprofit that supports independent media in 100 countries — from radio stations in refugee camps, to hyper-local news outlets, to filmmakers and technologists. Internews trains journalists and digital rights activists, tackles disinformation, and offers business expertise to help media outlets thrive financially. For 40 years, it has helped partners reach millions of people with trustworthy information that saves lives, improves livelihoods, and holds institutions accountable.

