



Farm Radio International

Gender equality self-assessment

Creating an action plan

Now it's time to identify actions you and your colleagues can take to advance gender equality at your radio station. We have included some suggestions below. Identify actions, people responsible, and deadlines. Remember:

Score 1-2: Create. Axes that score one to two points are areas most in need of improvement at your station. Perhaps these are new for your station, and your team needs to start right from the beginning to create new policies and practices. When creating your action plan, these areas should be prioritized as they may require long-term planning and a significant amount of staff time.

Score 3: Improve. Axes that score three points are a middle ground. Your station may already have policies and practices in these areas, but there is still room for improvement. When creating your action plan, consider what actions could make these areas stronger, more effective, and more inclusive.

Score 4: Influence. Axes that score four points are areas of strength for your station. Your policies and practices in these areas are strong and effective. You may be able to use these areas to positively influence areas for improvement.

Axis 1: What is the level of involvement of women in the positions of power / decision-making at your radio station?

Short-term actions

Put your gender representation goals in writing for decision-making structures and discuss these goals whenever relevant, such as a new staff person joining the relevant decision-making group. You can start putting gender representation goals in Terms of Reference for groups (e.g. 30% women minimum on the Board or Station Management team) or in recruitment procedures/policies.

Be flexible and respect schedule boundaries since women often have multiple strains on their schedules and responsibilities can be unpredictable (e.g. child/elder care).

- Ensure decision-making positions happen in regular work hours or are flexible.
- Offer a window for input, rather than urgent/immediate input when possible.

Long-term actions

Offer support when somebody is put in a decision-making position, especially women:

- Ask what they need to participate fully or what made it so that they did not feel like they could (e.g. more training, changes in meeting/decision structure).
- Build a habit of checking in with those in decision-making positions to see how power plays out and how you can support everybody to engage fully.
- Accept that they may not be able to tell you what the issue is because of your structural position (e.g. if you are their supervisor, they may fear being perceived as incapable, weak, or losing opportunities in future/their job).



Axis 2: What is the level of involvement of women in decision-making processes or program planning?

Short-term actions

Offer multiple options for input for different communication styles, power dynamics, and responsibilities that may differ based on gender, age, disability and other factors. For example, in addition to a meeting:

- offer an anonymous way to input in writing or individually;
- rotate decision-making/meeting chairs to practice shifting power dynamics; and
- share in advance what decisions will be made to allow reflection (e.g. agenda).

Be clear and open about decision-making processes to build trust, such as:

- how inputs will be considered and who makes the ‘final’ decisions; and
- how their input is genuinely valued (i.e. they are more likely to contribute in future if it feels like genuine consultation, and the opposite is also true).

Long-term actions

Be patient and keep involving women and people experiencing other marginalizations in decision-making processes because it takes time to build trust and confidence.

If they do not engage quickly, do not assume disinterest or lack of capacity, knowledge or professionalism. Consider and ask (privately) what you can do to make sure they feel comfortable and equipped to contribute.

Axis 3: Do the programs at your radio station take gender equality issues into account?

Short term actions

Involve women’s rights and women-led organizations in the development of the plan/agenda of radio programs to the same extent that other groups/experts.

- Which community or civil society organizations are doing work related to gender equality, rather than government departments or ministries?

Invite women regularly and other marginalized people as expert guests/resource people to recognize that their knowledge and expertise is equally valid and valuable.

- If unsure about how ‘dynamic’ or comfortable a certain person would be on air, try not to give up on them but plan extra prep with them to make them feel prepared, welcome, and at ease.

When speaking to experts, ask questions that consider different groups' experiences (e.g. consider parts of people’s identities like their gender, disability, age, ethnicity, language, education, etc.).

Encourage women to participate, as well as other marginalized people, in phone-in programs and other types of interactive components whenever hosting . This also sends the signal that hearing their perspectives is important and adds value to the program.

- If you tried to get somebody on air with a specific perspective but were not able to, share that with the audience. It still signals that you believe their perspective matters! Maybe mention why it didn’t work out if it could be an interesting insight for the audience.

Long-term actions

Create jingles that explain clearly how people can participate in programs using straightforward language, considering varying levels of comfort with technology.



Form community listening groups and ensure that stations follow up with them regularly to provide a chance for listeners to share their questions, experiences and innovations as well as their overall feedback on their satisfaction with the program.

Axis 4: Do managers, technicians, presenters, administrative staff at the station have knowledge and/or training on gender equality?

Short term actions

Encourage respectful discussion amongst staff about gender equality and inclusion issues informally and formally to build a culture of curiosity and interest, such as:

- send messages to staff on key dates with an interesting article or resource;
- bring up something in the news during social times like lunch/tea breaks.

Share learning events or training opportunities with staff that are not connected to the station to encourage non-mandatory engagement with gender equality and inclusion, like:

- when an interesting speaker/performer is in town;
- when there is a free/paid-for online or in-person training/workshop.

Long-term actions

Organize internal training and mentorship in the workplace on gender equality and inclusion, and encourage staff to approach it with humility, openness, and curiosity.

- Choose trainers for their facilitation skills and ensure they customize the content to staff interests and knowledge so that they do not feel overwhelmed or bored.
- Follow up on the training to see how/whether people are using the knowledge and what future training needs/opportunities could be.
- Budget for training and seek out free training for the future.

Axis 5: Do women and men working at your radio station have a safe and inclusive work environment that benefits everybody based on their distinct needs?

Short term actions

Take note of comments about the physical space that guests, staff, volunteers, visitors make in passing and write them down for later reflection and planning:

- This can include positive things about the space too!
- What questions do you get most? (E.g. Where is the toilet? Where can I get some water? Where is the power/charging point? Where can I take this call? Do you have a chair? Can we open/close the window? Can you speak louder?)
- When you think somebody's specific needs or requests are 'unprofessional' consider what unequal social norms are behind it. A person with a baby/child at 'the office', a 'tired' person, somebody who does not read (well) or gets lost.

You may not need to spend money since making a space more inclusive often just means making sure people know where to find things that already exist without asking!

- Having to ask for something 'only you' need can make somebody feel uncomfortable or like they are asking for 'special treatment' (e.g. if you are the only person who needs a chair because you cannot sit on the floor/stand) . Try to ensure everyone has all the information they might need for accessing your space (e.g. the toilet is here, you can pray/take a break/eat there).
- Is there a budget for something that is not used much that could be redirected for creating a private spaces (e.g. a physical barrier) or having products for people's different needs (e.g.



menstruation products, drinking water, additional seating, signs in other/more languages) ?

Long-term actions

Consider reorganizing the existing space to make better use of it for varying needs:

- Do you have an underused room/area that you could designate as a quiet or private space for people who need that to focus, pray, take a break, breastfeed?
- If you don't have a toilet in your own space, is there a neighbor that would be willing to share for staff, guests, volunteers, visitors to use in some arrangement? Are the toilets private and safe for people of any gender or physical ability to use?

Axis 6: Do the strategies and working principles of station management take gender equality into account?

Short-term actions

Management team(s) create opportunities for reflection on existing policies and procedures, and how they are/can be implemented to adjust for differences in needs and interests of people within the organization based on gender and other factors.

Research gender equality policies of other media organizations or radio stations to help with creating a draft to start working from between management and staff. Find local gender equality experts to provide advice or feedback on the draft policy.

Long-term actions

Policies and procedures are periodically updated based on meaningful consultation across people affected by their implementation and how they advantage/disadvantage people differently based on various characteristics (gender, age, ethnicity, language, etc.).

Whether an explicit gender equality and inclusion policy exists, or related ideas are dispersed across other policies, these requirements are tracked for progress and adherence is formalized in agreements/contracts/TORs for individuals, teams/parts of the station, partners/contractors, etc.

Resources for more information

FAO, 2011, Communicating gender for rural development, integrating gender in communication for development, Dimitra Project.

<http://www.fao.org/docrep/014/am319e/am319e00.pdf>

Farm Radio International, 2015, [VOICE Standards to improve your farmer program](#).

Farm Radio International, 2016, [How to serve your women farmers well](#).

Farm Radio International, 2022, Gender equality and your radio program, learning module.
www.farmradiotraining.org

UNESCO, Colin Fraser and Sonia Restrepo Estrada 2001, Community radio handbook,
<https://unesdoc.unesco.org/ark:/48223/pf0000124595>

WACC, Mission possible: A Gender and Media Advocacy Toolkit,
http://www.peacewomen.org/assets/file/AdvocacyEducationTools/mediaadvocacytoolkit_wacc_2008.pdf



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