

P2P FINAL REPORT



About the P2P program

In the framework of “Rewriting the story” project, COPEAM is coordinating a Peer-to-Peer program aiming at creating synergies between public broadcasters and journalists Unions to challenge gender stereotypes and address gender bias in political coverage by setting objectives to change the newsroom mindset and practices.

The P2P is based on a mutual learning process based on a multilateral exchange of experiences and good practices allowing the specific circumstances of each participant to be collectively discussed so that everyone can benefit from the ideas and experiences of the other peers.



In this P2P, 12 organisations are involved: 6 representatives of PSM and 6 representatives of Journalist’s Unions. During the first part of the process, the 12 peers set their priorities, discussed about challenges and progresses to better tailor their respective goals. Based on their respective internal situations, each beneficiary identified the most appropriate measures to build a more gender-inclusive narrative of women and men in politics.

The peers

Public broadcasters

01

Elizabeta Gojan
Foreign Affairs
HRT/Croatia

02

Dimitra Tzagadoura
News Director
ERT/Greece

03

Karina Laterza
Head of RAI Equal
Opportunities Commission
RAI/Italy

04

Teresa Paixao
Channel 2 Director
RTP/Portugal

05

Smaranda Vornicu
TV producer
TVR/Romania

06

Carolina Pecharromán
Equality Dpt. Director
RTVE/Spain

07

Sanja Mikleušević Pavić
Journalist, member of the
Executive Board of the PMS
TCJ/Croatia

08

Antromachi Nikolara
ERT journalist, Special Affairs Secretary
JUADN/Greece

09

Mimma Caligaris
Journalist, member of National
Council
FNSI/Italy

10

João Rosário
Journalist, TV Anchor
SDJ/Portugal

11

Maria Brändström
Journalist
SVT/Sweden

12

Emilia Laura Arias
RTVE journalist
CCOO/Spain



Mentors

4 mentors are assigned to a group of 3 peers each in a program including 3 in-presence workshops of 2 days each spread over one year period and combined with one-to-one remote mentoring.



Méline Laffabry

Founder of Aidóni, an organization dedicated to connecting journalists and agents of change to foster constructive and inclusive journalism.

Trainer in French journalism schools in the field of constructive and solutions journalism, with a particular emphasis on inclusivity and gender equality.

Sofia Branco

Journalist in the public news agency LUSA and coordinator of the gender group of the company.

Trainer at Cenjor (professional centre for journalists). Developer of training actions for the improvement of working routines and workplace arrangements also through the introduction of a gender perspective.

Valbona Sulce

Journalist, anchor-woman, trainer and media researcher, political and government affairs reporter.

As a media trainer, she focused on gender responsive journalism, reporting on women, politics and elections. She is also author of monitoring reports on the portrayal of women and girls in the Albanian media.

Emma Thomasson

Journalist, trainer, expert in reporting on politics, business and economics, mentor and leadership coach at Reuters. Active member of the women's network, she has developed a new global editorial mentoring programme for Reuters.

Kick-off workshop

Madrid, 8-9 November 2023

The kick-off workshop was organised in Madrid on 8-9 November 2023 and hosted by the Spanish union CC.OO.

Discussions addressed gender balance on TV panels, the development of female experts database to strengthen women's visibility in the news, the need for women in media to work in networks, journalists' training on gender issues, the fight on gender bias in visuals, the creation of gender structures in the media, the ongoing online abuse of women journalists, the role of gender editors in balancing news reports, and artificial intelligence as a tool for change. Each participant set his/her own goal for change to be completed within the end of the program and beyond.





REWRITING THE STORY
in Gender, Media & Politics

06

Mid-term workshop

Rome, 19-20 February 2024

The 2nd workshop was held in Rome on 19-20 February 2024 hosted by Rai-Radiotelevisione italiana. During 2 days of work, the participants exchanged about challenges, priorities, and progress in implementing the strategies each of them drafted following the 1st meeting.

The mentor reported on their respective mentoring process – dynamics and organisation of the work - and peers shared the processes initiated within their organisation, including support received from the mentor and main internal and external feedback. Each participant explained as well next agreed goals to be achieved and steps to be implemented.



Final workshop

Venice, 14 October 2024

The final workshop, hosted by the Venice International University, was the occasion to assess the whole P2P program, giving the participants the opportunity to share about the mentoring process and dynamics, analysing the key factors and obstacles encountered during the program.

Each participant presented the achieved goals, describing the concrete steps and achievements implemented, the factors which facilitated or hampered the implementation of the activity, the obstacles encountered and identified possible paths for action aiming at ensuring the sustainability of the outcomes.



The tangible results achieved by the peers

The main results of the P2P

At one glance

Organisation of trainings/seminars	8 peers	JUADN - Greece, SVT - Sweden, CCOO - Spain, HRT - Croatia, TVR - Romania, RTP - Portugal, FNSI - Italy, Rai - Italy, SJ - Portugal
Elaboration/adoption of guideline/policies/laws	7 peers	JUADN - Greece, SVT - Sweden, HRT - Croatia, TVR - Romania, RTP - Portugal, FNSI - Italy, Rai - Italy
Implementation of monitoring systems	3 peers	ERT - Greece, TVR - Romania, HRT - Croatia
Organisation of TV talk show	1 peer	TCJ - Croatia
Implement awareness initiatives/open new dialogue	4 peers	ERT - Greece, RTVE - Spain, HRT - Croatia, SJ - Portugal
Creation of collaborations between peers	3 peers	CCOO - Spain, HRT - Croatia, TVR - Romania

In details

Antromachi Nikolara, JUADN – Greece



Training seminars



New special article for equal opportunity policies on JUADN'S collective agreement for the public media



Dissemination of IFJ Guidelines

Description: Antromachi Nikolara organized a seminar on 29 of June 2024 focused on gender equality in journalistic discourse. It included the presentation of tools and good practices aiming at helping young colleagues to adopt inclusive principles, while avoiding the reproduction of gender-offensive stereotypes.

This action is part of the initiatives undertaken by the Union to support its members in relation to the observance of the Ethical Principles to safeguard the ethics, prestige and credibility of the journalistic profession.

The seminar is now an integral part of the registration process for new members.

Furthermore, on the occasion of the renewal of the Collective Agreement of public service media, a new article concerning equal opportunity inclusion and harassment was included. A joint Equal Opportunities Committee is established by the management and the journalistic associations.

Finally, she shared through an info session with her network the IFJ Guidelines.

Impact: the fact that the seminar has been permanently included in the process of registration to the Union, means that journalists will be regularly trained on gender equality issues in journalism, increasing year by year the number of professionals aware on this topic, which is linked to the Ethical Principles of the profession.

It is also important to underline the sustainability of this initiative that has been adopted and implemented by the Union itself, showing a high level of engagement and planification.

Moreover, having the new article included in the collective agreement, translate the equality issues in law for the public service media representing a huge and essential step in the institutionalization of the topic. The creation of an Equal Opportunities Committee suggests that long-term strategies will be developed, leading to gradual and structural changes over time.

Dimitra Tzagadoura, ERT - Greece

- Asked radio stations to track the number of men and women guests in their programs
- Motivate colleagues to set new goals
- Open a totally new discussion between employees and head of departments
- Foundations for future engagement and staff training through seminars

Description: Dimitra identified a lack of data about the presence and representation of women in ERT contents. For this reason, she decided to start the first monitoring in ERT of the 19 Regional Radio Stations she is in charge of one month before the E.U elections. The involvement of the 19 Head of Departments and the journalists engaged in the monitoring initiated a new reflection on this topic and the professional involved in this activity reported a sense of engagement and a will to better perform.

Most of the professionals involved expressed the need and the will to participate in training seminars on gender representation; Dimitra explored, during the final P2P workshop in Venice, the possibility to involve mentors and other peers to collaborate with her in organising such training.

Impact: counting the number of women in programs for the first time is an important step that can lead to a deeper understanding on how programs perform in terms of gender representation and to the implementation of corrective measures. The dialogue activated between journalists and decision makers had an impact in terms of awareness and creating a more favorable ground for future actions. The actions implemented by the Greek union JUADN can also amplifying future actions providing a more structured and lasting change.

Sanja Mikleušević Pavić, TCJ - Croatia



TV talk show: debate on Women, politics and media



Translated IFJ Guidelines in Croatian and organised info sessions for dissemination

Description: Sanja Mikleušević Pavić organized and conducted a talk show focused on Women, Politics and media with the participation of Jadranka Kosor - former President of Croatia, Nataša Pirc Musar - president of the Republic of Slovenia, Mirjana Rakić - editor and foreign policy journalist, Nikolina Borčić - Assistant professor at VERN' University and communication expert and Slavica Lemačić, an independent councilor from Slavonski Brod. The TV show was broadcasted on HRT national channel 4 on 19/10/2024 at 8 p.m. Moreover, she translated the IFJ Guidelines into Croatian and organised info session to disseminate the tool.

Impact: the TV talk show had a huge impact in terms of awareness raising of Croatian public, considering that it was broadcasted during the prime time, when audience is at its highest. The show is also available on HRT Youtube channel, counting 242.000 registered users.

<https://www.youtube.com/watch?v=v8Zo5Sg7Gn0>

Elizabeta Gojan, HRT - Croatia

- Translated IFJ Guidelines to Croatian, both - the short and the long version
- Webinar on gender representations for HRT personnel
- Arranged meetings with top manager and the ombudsman

Description: Elizabeta Gojan identified a lack of practical tools on how to avoid stereotypes on covering women in politics, for this reason she decided to translate in Croatian the Guidelines elaborated by IFJ with the support of media professionals, journalists, trainers, professors and media managers from across the European Union as part of the project. Once translated, she published the guidelines on HRT website and sent the document to all the employees in the News Department. She also organized several meetings with the ombudswoman to raise awareness on gender equality issues and organised talks with top manager to set-up a monitoring system to count women guests in all shows. Finally, having identified a need of training, she organised a webinar on gender representation with the support of mentor Sofia Branco and mentee Emilia Laura Arias (RTVE). The webinar addressed what gender equality means and what is the role of journalism in promoting it, how to be aware about gender representation and how to identify editorial choices and their impact.

Impact: through the actions that Elizabeta implemented, she reached a significant number of people at all levels who has been exposed to the values of gender equality and tools to concretely promote it within HRT. Furthermore, the fact that she met the top management to start counting the number of women in shows can hopefully lead to a deeper understating of how HRT performs in terms of gender representation and to corrective measures to improve the performances.

Maria Brändström, SVT - Sweden

- **Formed a gender group**
- **Made a guide how to stop stereotypes for journalists and camera persons**
- **Organised workshop with language consultant**
- **Invited her mentor to the morning meeting of the newsroom to talk about the importance of the guide/project**

Description: Maria Brändström elaborated a very clear roadmap including 4 steps which had all been implemented. Sweden is quite advanced in terms of Gender equality strategies in media, especially in quantitative monitoring. For this reason, Maria decided to focus on content production and how to avoid stereotypes in portraying women, especially in politic. She decided to create a “Gender group” in order to have a small task force composed of men and women to give her support in implementing her objectives. They elaborated a guide on how to stop stereotypes for journalists and camera persons, organized a workshop on the gender-sensitive use of language and invited her mentor to the morning meeting of the newsroom to talk about the importance of the guide/project.

Impact: the action plan implemented includes some permanent components such the guide elaborated and the “Gender group”, which will keep working on these topics. Moreover, she would like to create this kind of task force also in other SVT headquarters.

Smaranda Vornicu-Shalit, TVR - Romania

- **Monitoring, evaluation and optimization of gender representation for the TV production**
- **Translation and dissemination among journalists and producers of IFJ Guidelines in view of the 4 elections in Romania in 2024**
- **Webinar on gender representations for TVR personnel with the support of mentor Sofia Branco and mentee Emilia Laura Arias (RTVE)**
- **Implementation of new document on harassment at TVR**

Description: Smaranda Vornicu-Shalit set since the first workshop a very ambitious goals, including a number of structural measures. Thanks to her engagement in the project, starting 2024, TVR has an official "Guide on Preventing and Combating Gender-Based Harassment and Moral Harassment in the Workplace". Moreover, thanks to her position of TV producer of the daily talk show "The Critical Point", she set up a pilot monitoring system of the show. Gender representation measurements on 2 seasons of the daily talk show "The Critical Point" (TVR1) – HOSTS + GUESTS – showed an increase of the number of women going from 33% women / 66% men during the 1st season to 42% women/ 58% men during the 2nd season. The measurement will continue during the 3rd season. Furthermore, several subjects during the "The Critical Point" (TVR1) talk show was devoted to on gender issues (domestic violence, various types of abuse, sexism in Romania).

She also translated and distributed the Romanian version of the "Rewriting the Story - Guidelines for covering women politicians" to TVR journalists and producers during the 2024 European and local elections.

Finally, she organised a webinar for fellow journalists & producers from TVR on gender representation –on October 2nd 2024, with the support of her mentor, Sofia Branco, and the mentee Emilia Laura Arias (RTVE).

Impact: the most evident impact are:

- the adoption of the "Guide on Preventing and Combating Gender-Based Harassment and Moral Harassment in the Workplace", which represent a permanent and lasting measure, making this issue officially institutionalized within TVR.
- the pilot monitoring of the show "The Critical Point", which will continue after the end of the project; this measure has a great potential for future developments both in terms of continuity - by collecting comparable and analyzable data over time, and possibility of extension to other programs - so to have broader internal repercussions in terms of awareness and a more decisive impact in terms of gender-sensitive presence and representation in content.

João Rosário, SJ - Portugal

»» **Organisation of 4 training sessions for journalists from public radio and television**

»» **Synergies with RTP training center to welcome participants during face-to-face sessions and to include the training carried out as part of “Rewriting the story” in the company's annual training plan**

Description: João Rosário organised 4 on-line sessions: two for journalists from public radio and television, one just for radio journalists and one open to all participants who wanted to attend. People from various professional backgrounds took part, including teachers, students and civil servants. The aim was to raise awareness among participants, especially journalists, about the representation of female politicians, deconstructing stereotypes and prejudices and promoting reflection, with a gender lens, on professional journalistic practices.

The idea of having synergies with the RTP Training Center (the public TV and radio station) has two stages. The first is the active participation of the center in making available the auditorium to welcome participants during face-to-face sessions and in publicizing the “Rewriting the story” project through its internal channels to all sectors of the company.

The second stage was ask the RTP Board of Directors to include the training carried out as part of “Rewriting the story” in the company's annual training plan.

Impact: the participants in the seminars become aware of bad practices (even if unconscious) in the production of news related to women politicians or women in politics and adopt techniques to promote equity in the treatment of men and women in the news. The synergy with the training center is a strategic aspect of the SJ action plan in terms of sustainability and long-term impact by making permanent the training and making available facilities

Teresa Paixao, RTP - Portugal

- **Elaborated guidelines on how to avoid stereotypes**
- **Organised trainings among newsrooms to disseminate the guidelines**

Description: Teresa decided to focus her action plan on the creation of a very easy and practical tool to be used by newsrooms. She elaborated a guideline on the rules to avoid stereotypes in news content. Once the guide was ready, she organised a number of info sessions within the newsrooms to train the journalists on the use of the guidelines.

Impact: RTP has now a permanent tool for newsroom and a number of journalists has been trained on the use of the guidelines. Moreover, the synergies activated by the union SJ with the RTP training center can create a more favorable common ground leading to long-term and lasting joint initiatives.

Emilia Laura Arias, CCOO - Spain

» Organised 2 training workshops for her peers' colleagues based on RTVE experience on how to avoid gender stereotypes:

a)HRT Croatian TV

b)TVR Romania TV

» Translation and dissemination among journalists and producers of IFJ Guidelines

Description: in the case of Emilia Laura Arias the starting situation of CCOO was pretty good, having the organization in place a number of strategies, policies and tools already in place on gender equality. For this reason, the mentee, with the support of her mentor, decided to benefit from the knowledge and practice in CCOO and RTVE and design a training module for the peers of HRT and TVR. This activity allowed Emilia to acquire new skills and competences on how to design and deliver a training.

Moreover, she translated the IFJ Guidelines into Spanish and organised info session to disseminate the tool.

Impact: the training module can be adapted and replicated to other countries and other context; the mentee Emilia Laura Arias acquired new skills in how to train colleagues making her able to act as a trainer and organize other seminars in the future.

Carolina Pecharromán, RTVE - Spain

- **Have a methodical approach about journalistic good practices on women in politics and introduce it in a better way in newsrooms**
- **Extend that process to another information areas as to violence against women or the way media is picturing women**

Description: RTVE is at quite advanced level in terms of gender equality strategies, having in place a number of policies and tools already implemented. One of the weakness identified by the mentee was the lack of internal communication and dissemination about the already existing policies and tools. For this reason, the Equality team in RTVE and Equality Observatory, worked during 2024 on journalistic good practices about how to report on sexual violence and harassment and the way these topics are depicted in fiction and entertainment. As part of this, RTVE organised focus groups in different newsrooms to identify specific experiences, needs and perspectives (breaking news, central news desk, regional and local news services, entertainment shows, fiction and drama shows, etc.). The following step will be to structure conclusions based on the work of the focus groups using the methodical approach learned during the project, in particular to communicate and implement conclusions, suggestions and recommendations in newsrooms. Moreover, she translated the IFJ Guidelines into Spanish and organised info session to disseminate the tool within newsrooms.

Impact: the already existing good practices are more known within the company and available also outside to the other peers, who can adapt and implement them

Mimma Caligaris, FNSI - Italy

- Acquisition of new tools and examples of good practices to be adapted and implemented
- Future use of the guidelines in other 'areas' of information: sport economy, fashion, entertainment
- Production of a training course on demand about the use of the guidelines

Description: Mimma would like to use the tools and good practices acquired during the P2P program in a number of initiatives carried out by the Union. She is planning to adapt the guidelines for the sports sector and use them in a project carried out by Ussi (Italian Sports Press Union, a group within the Fnsi for sports journalists) entitled “I Forma Mentis” addressed to young journalists. Furthermore, she will present the guidelines during the General States of the specialization groups in Fnsi, focusing on how to adapt and disseminate them in other areas of the profession.

FNSI have completed the on-demand training course which will be published on the Order of Journalists platform at the beginning of 2025. It is structured in 4 modules, one of them is focused on the IFJ guidelines. At the end of each contribution, to move on to the next one, there are ten questions to answer and it is possible to move to the next module with 8 correct answers. Once the four steps have been completed, 10 ethics credits are obtained.

Impact: the on-demand training is a lasting tool which will be used to make more journalists aware about gender equality values. The recognition of official credits will represent an incentive for journalists to complete the training thus increment the number of professional trained

Karina Laterza, Rai - Italy



Put in place a path on gender equality issues starting in December 2024 that will embed IFJ guidelines as well

Description: Rai already has a number of measures, policies and tools on gender equality in place. What was missing is a structural strategies to translate into concrete initiatives what is already in place. For this reason, Karina decided to design a comprehensive path on gender equality involving both the content production chain and the the organizational one, touching all directions and departments of the company.

This path will include:

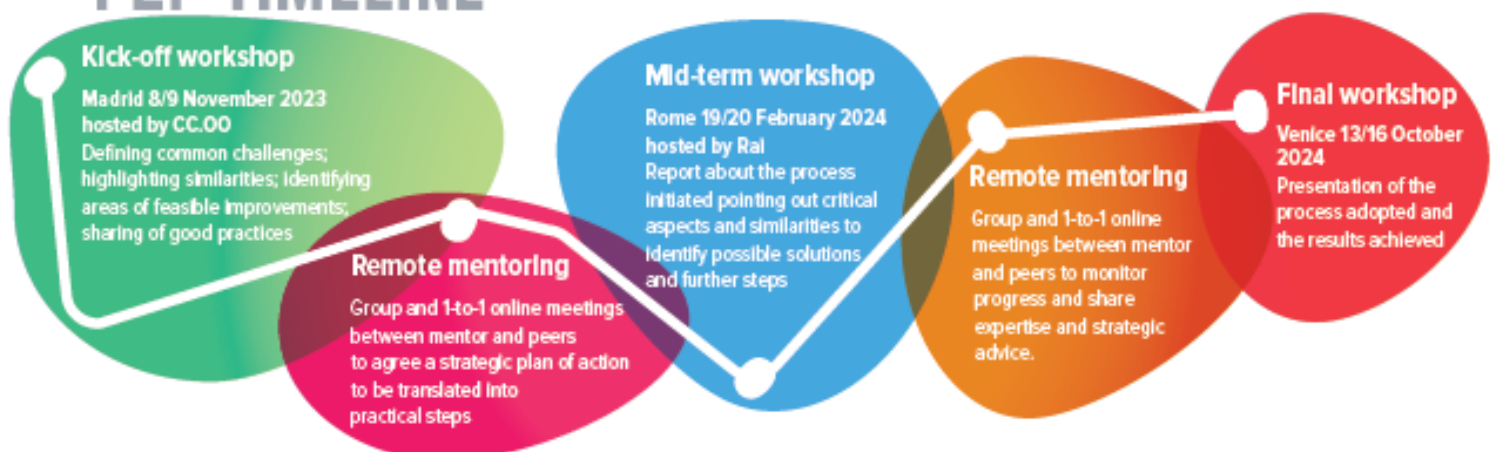
- 3 online workshops for different professional areas: editorial, technical/production and corporate
- 1 in-presence conference for directors
- A set of video pills and resources available on the intranet of Rai

Impact: this road map on gender equality will involve both decision-making levels and professionals working on content production and company organisation, thus ensuring a good diversification in its impact. Furthermore, the 3 online seminars will involve 40 participants each for a total of 120 professionals among which people having a coordination responsibility to amplify the impact in the production line

SYNERGIES WITH OTHER COMPONENTS OF THE PROJECT

- The gender-responsive guidelines to cover EU elections have been developed in collaboration with mentors and peers. These guidelines have been disseminated by the peers within their organisations, in some case the guidelines have been translated in their own language and a number of info sessions and training with newsrooms have been organised on the use of the guidelines. *RTVE Spain published the guidelines on RTVE website, TVR Romania translated the into Romanian and have sent to all newsroom personnel at TVR, RTP did a personal report for colleagues from news and SDJ Portugal was presented in two sessions to journalists from public radio and television in Portugal, HRT translated Guidelines to Croatian and published on the HRT website.*
- Some of the peers used students' presentations and the monitoring tool elaborated by Padova University, in particular HRT presented the work of the Croatian students on the coverage of women politicians in Croatia.

P2P TIMELINE



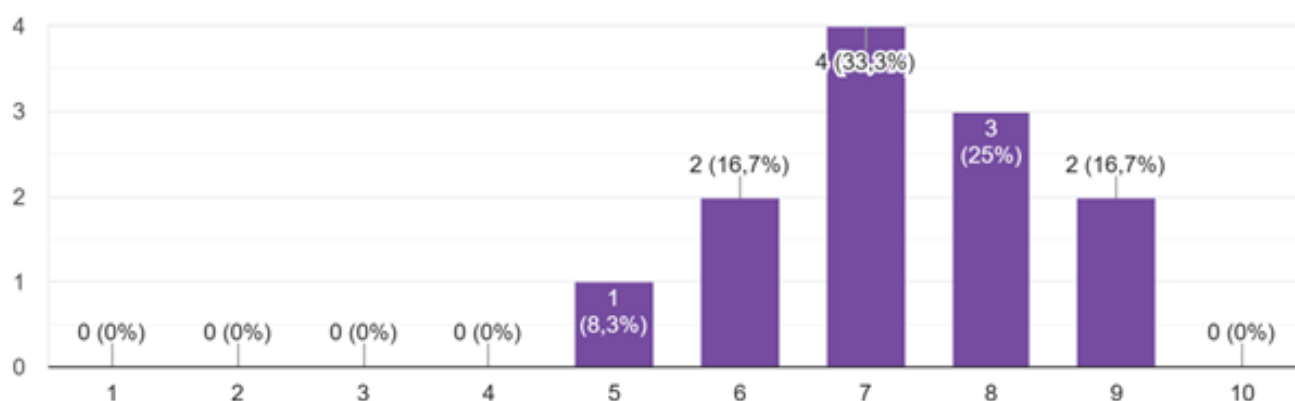
Final assesment

In view of the final Workshop and closing event of the project “Rewriting the story”, COPEAM set up a short survey to assess each participant’s main outcomes and obstacles faced during the program.

100% of the answers has been collected, here below a short summary of the answers.

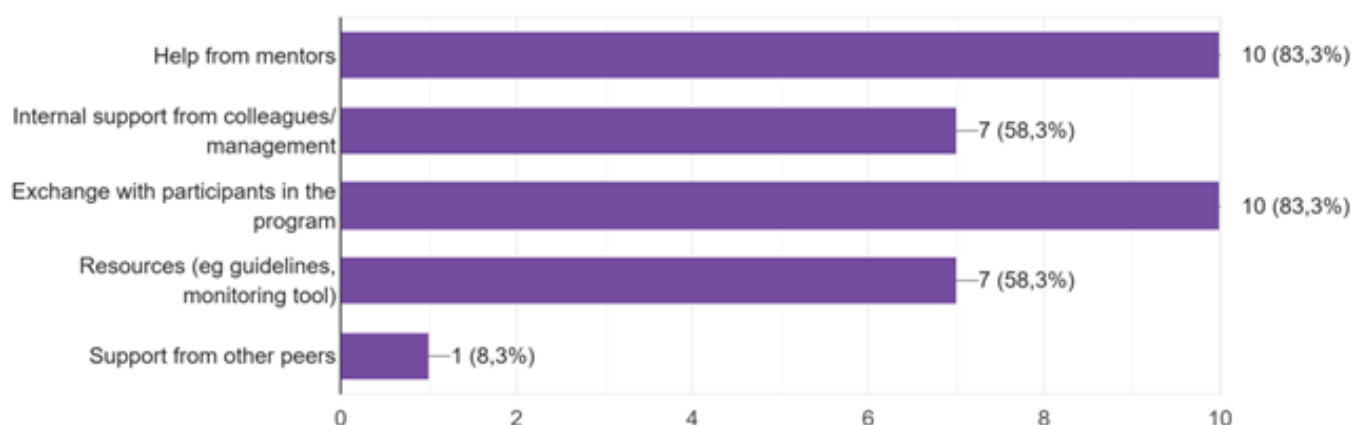
From 1 to 10, how close did you get to your final goal/s?

12 risposte



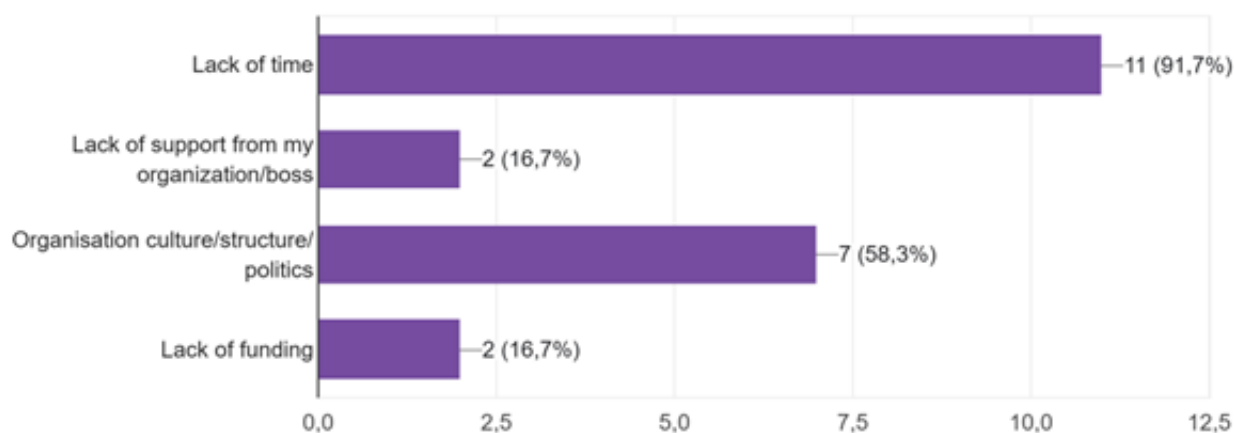
What are the key factors that contributed to the achievement of your objective?

12 risposte



What are some of the obstacles you have encountered on your road to achieve the objective?

12 risposte



Is there anything that could have helped you more in achieving your goals?

12 risposte

Organise it in a better way from my place, and maybe assign part of it as a task, to a group of colleagues

more time

Time. Also understanding from some of the people in decision position due to their mentality

More time for research and more time for making the guide more attractive.

It would be useful to have a team in my organization who helped me

Certainly, more time needed to organize everything, but also more support from bosses at lower levels

In my case I was lucky because everything goes better that I primary planedd.

no i believe this a question of time

I would have liked to have more time for discussion with mentors and the colleague in my work group

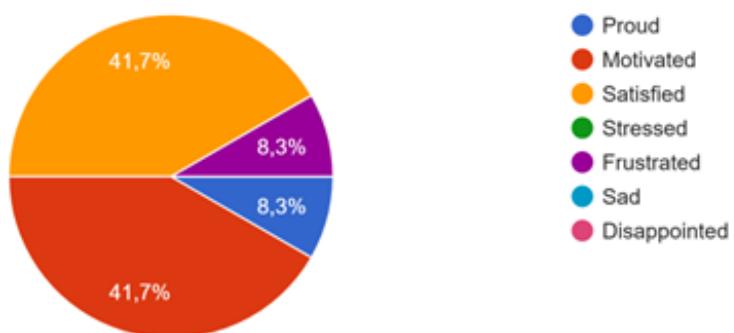
more pressure on the subject coming from public opinion

More time

Less bureaucracy and more resources in my organisation.

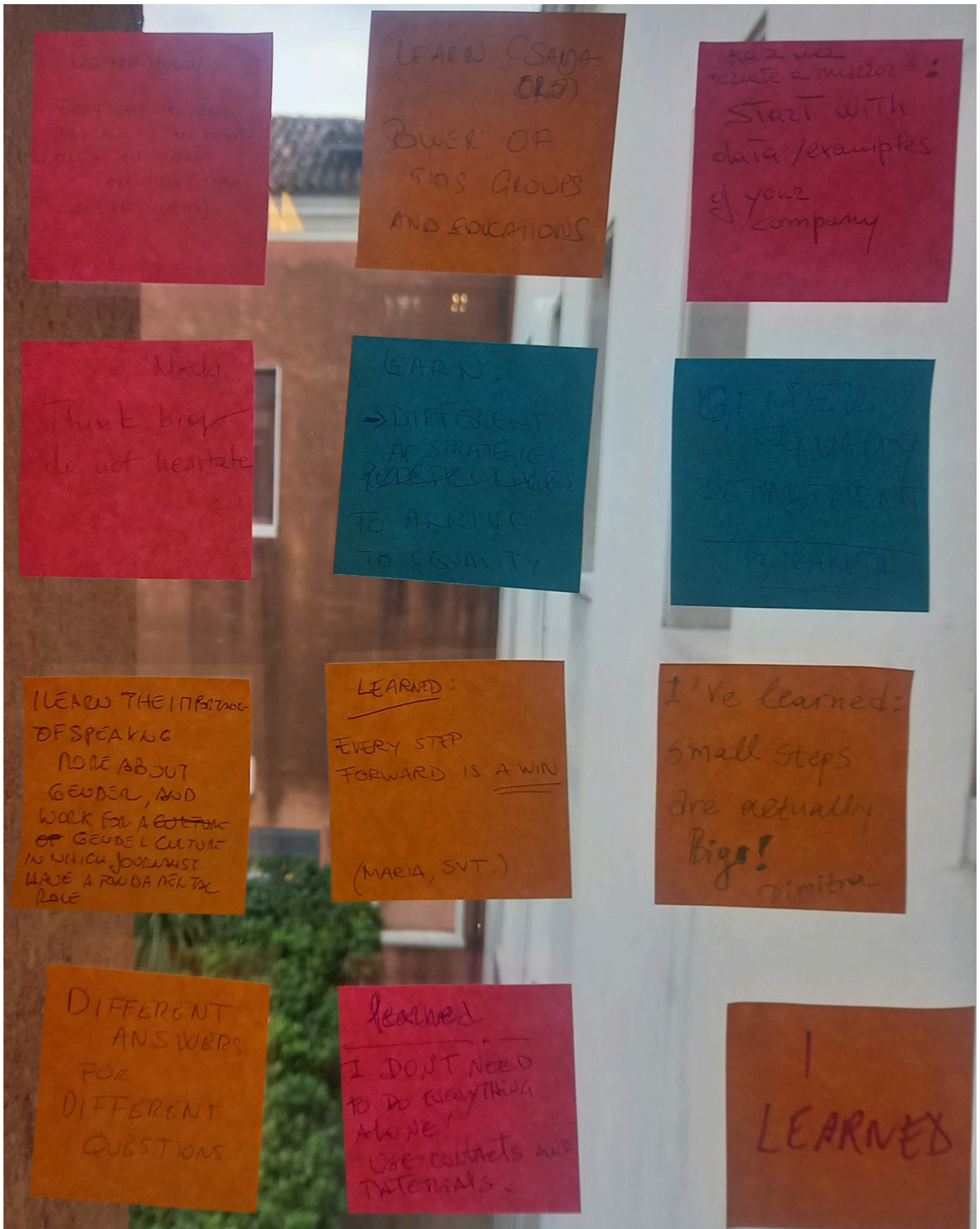
How do you feel now that the program is at its end?

12 risposte



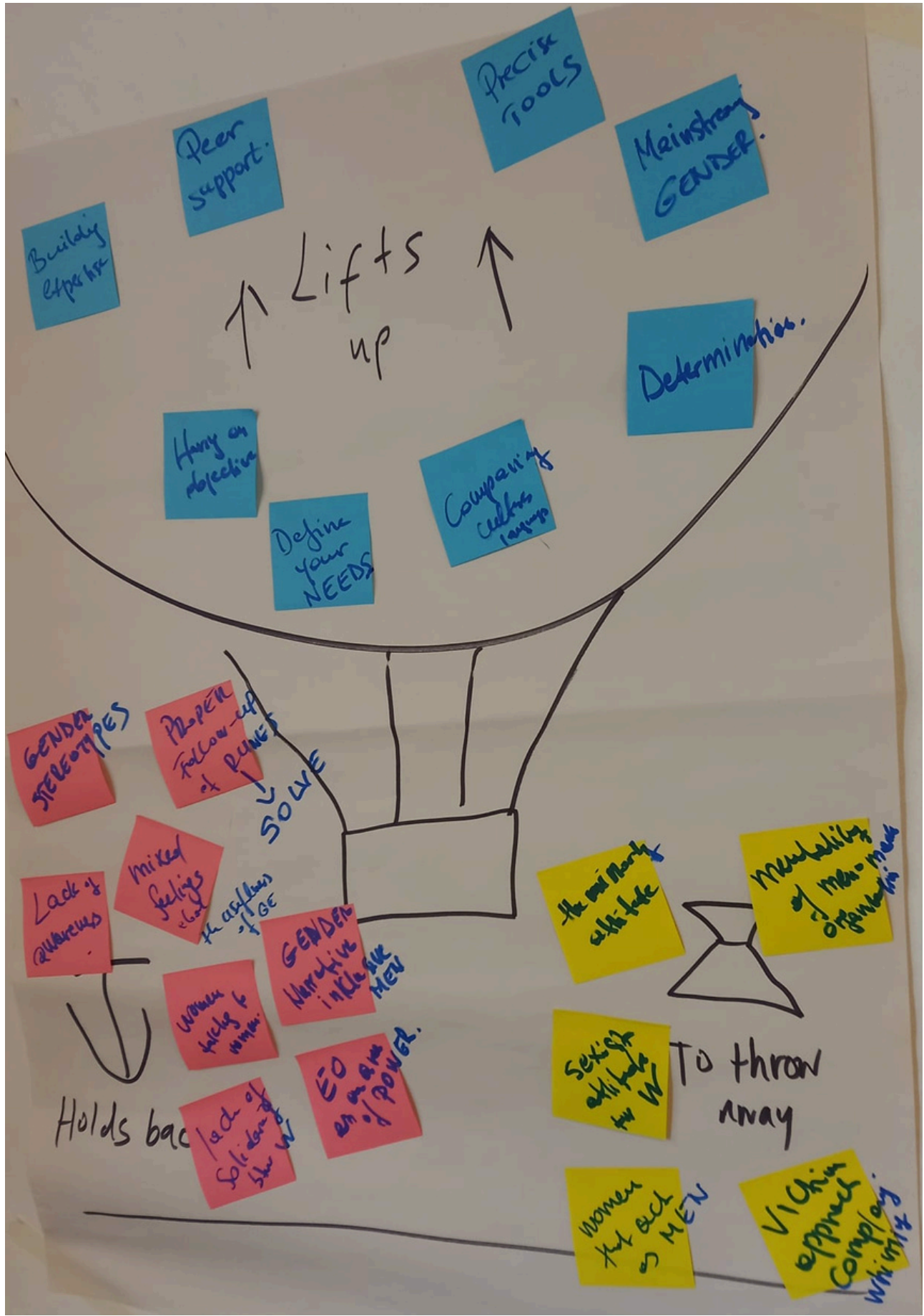


Lessons learned





Lessons learned



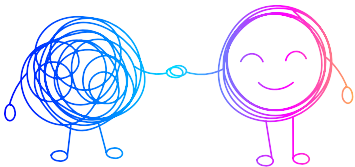
P2P key points



The **exchange** gives to participants the opportunity to explore their professional practices, enhance their capacity to identify and describe problems and find proper responses thanks to the comparison with other peers holding similar position but in different countries. This is a strategic aspect because it gives them a **sense of ownership** and promotes the perception that they are breaking new ground.



The **sharing of good practices** allows participants to adapt and implement tools and measures already existing.

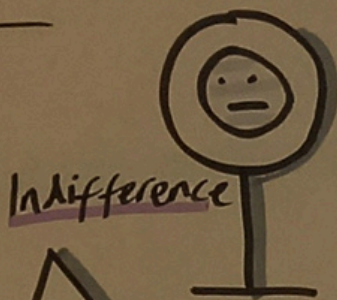
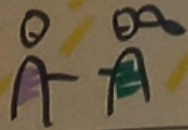


The **mentors** give support to the peers all along the time-frame; they act as sounding boards for new ideas or solutions. They also help peers to further develop skills in a practical environment, promoting reflections on existing practices, enhancing competencies, developing assessment tools and build cohesion within the group.

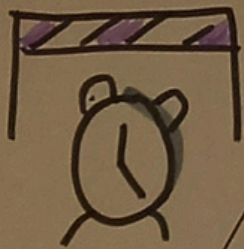


The involvement of **decision-making levels** to drive a change in terms of gender-sensitive approach as they are able to design pertinent strategies and take concrete actions exactly where needed to initiate a mindset shift and build permanent transformations.

Rewriting
the
News



money



Time

