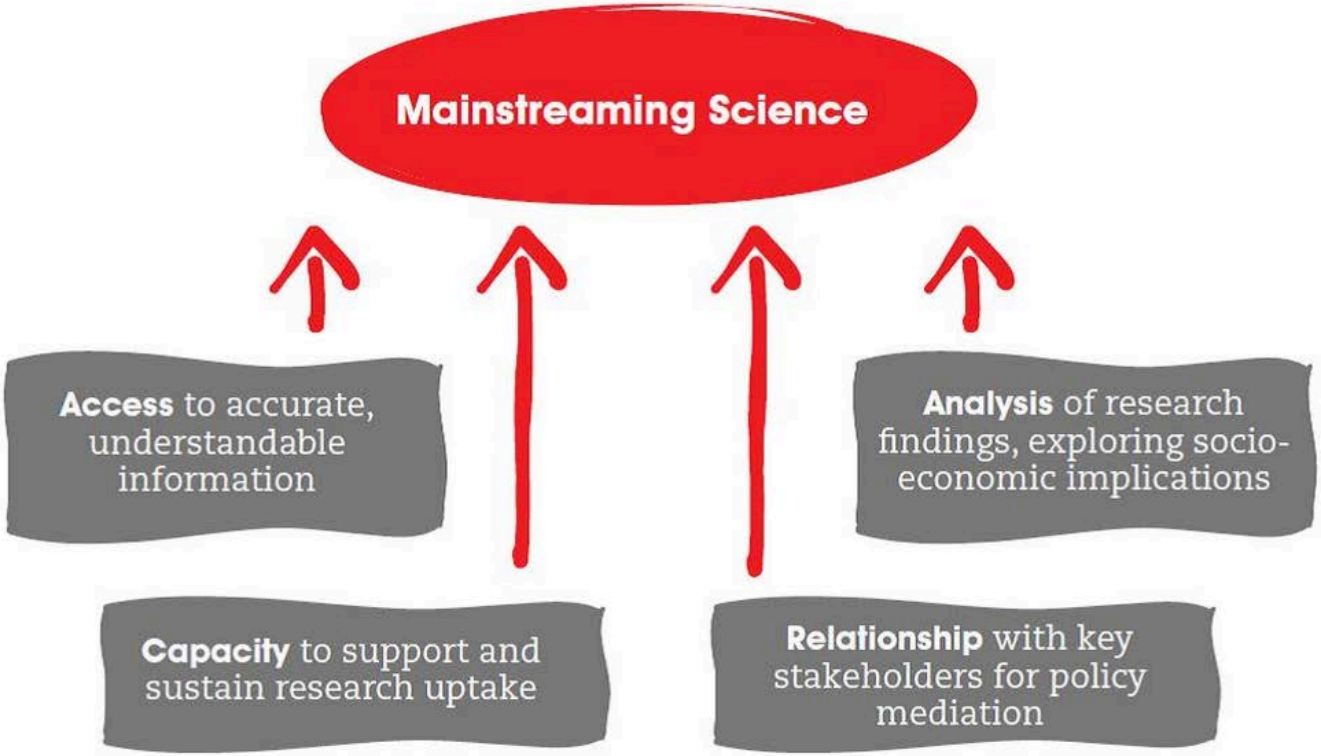
SCIDEV.NET: SCIENCE JOURNALISM, GENDER, AND SUSTAINABLE DEVELOPMENT

Juan Casasbuenas -Training Coordinator

Gender Summit 29th April 2016

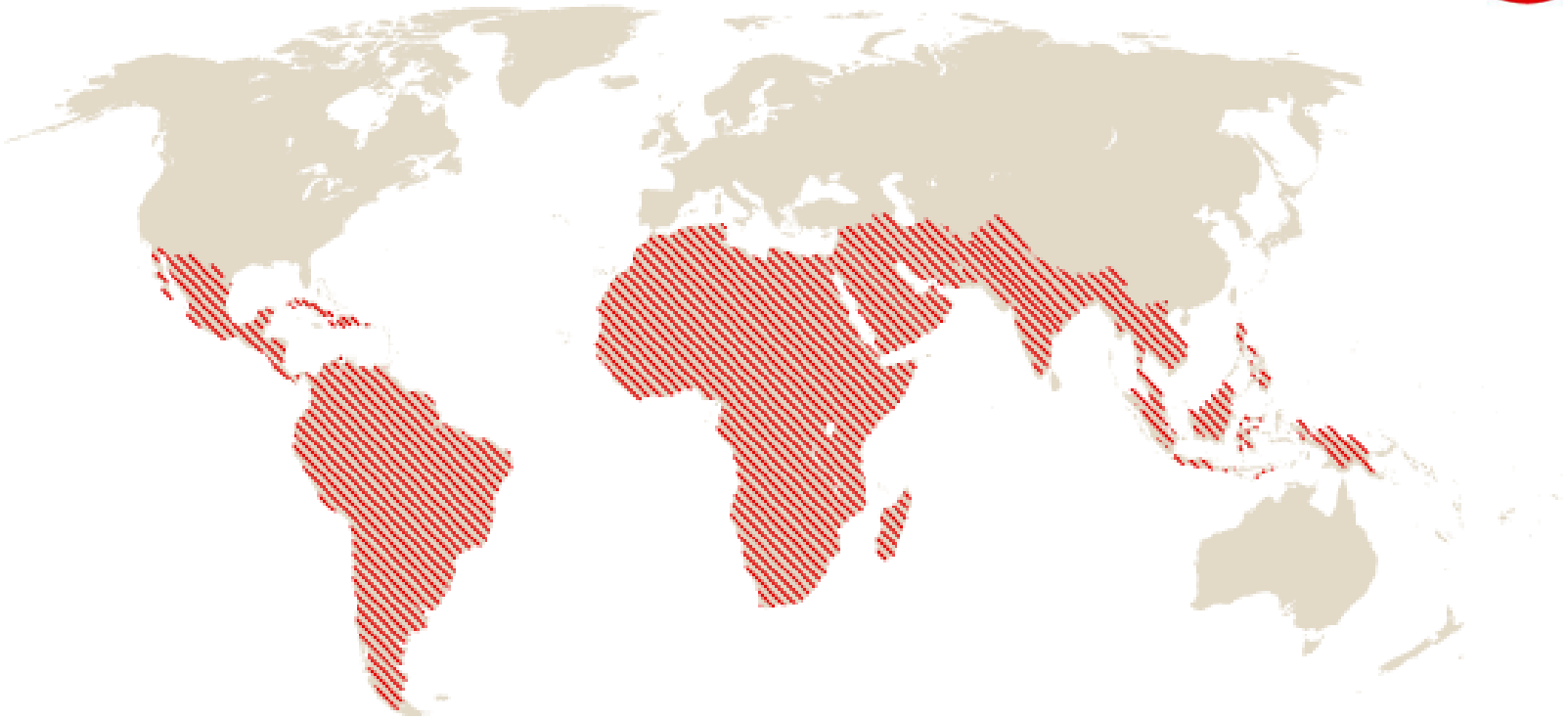
Visualising our contributions



We are an NGO committed to putting science at the heart of global development with the aim of having a positive impact on equitable sustainable development and poverty reduction.

Bringing science and development together through original news and analysis

Our editions



Sub-Saharan Africa (French)
Sub-Saharan Africa (English)
Latin America and the Caribbean
South East Asia and Pacific
Middle East and North Africa
South Asia
Global edition (London based)

Our content

- News
- Analysis blogs
- Spot lights
- Features
- Opinion pieces
- Multimedia
- Data visualisations
- At Large blogs

- Facts and figures
- Practical guides
- Learning reports
- Data Visualisations
- Notice board

How does SciDev.Net approach gender from a journalism perspective?

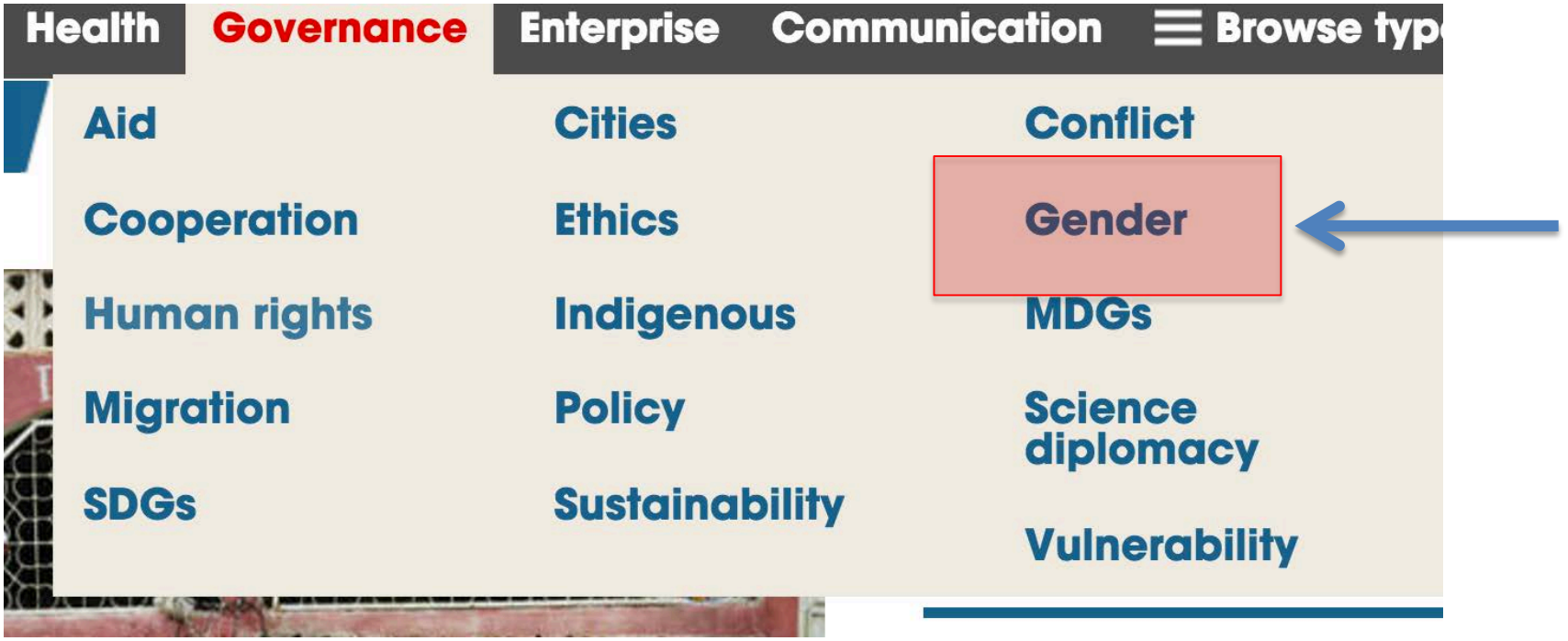
- **Gender coverage** – as a dedicated theme

- **Story angles** – 'surprising' story angles

- **Mainstreaming** in the editorial process and sharing learning

DEDICATED COVERAGE

Gender coverage



Noticias: 28/03/16

Dengue en embarazadas produciría partos prematuros

Noticias: 22/03/16

A más consumo de TV más búsqueda de "cuerpo ideal"

Consumo de TV influye más que cualquier otro factor en orientar preferencias por cuerpos delgados femeninos.

Comunicación | **Género** | **Salud**

Noticias: 08/03/16

Mujeres urbanas superan a hombres en crecimiento de riqueza

Hogares con hombres como jefes de hogar superan en riqueza de activos a los que lideran mujeres.

Noticias: 07/01/16

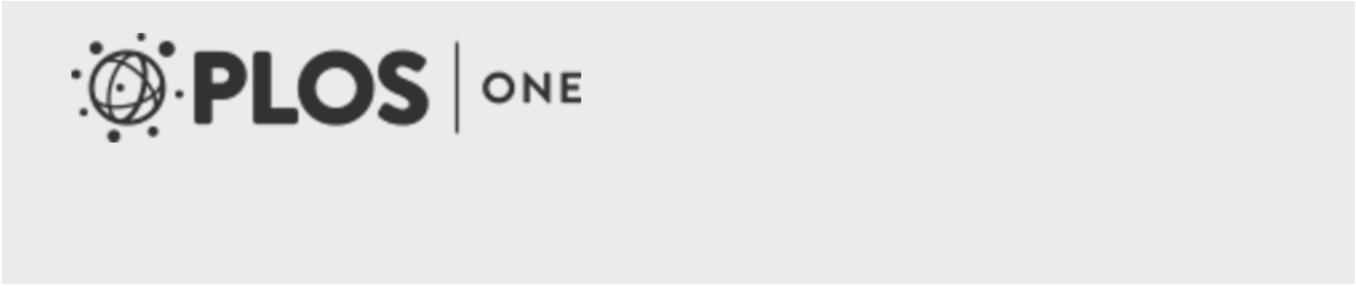
Pakistan's SDG success hinges on media gender shift

STORY ANGLES – APPLYING THE LENS

"…not all topics will have such evident gender angles, but starting with the assumption that all subjects have a gender dimension might lead you to some unexpected stories. "

Shirley Malcom, Head of Education and Human Resources Programs, AAAS

Example 1



OPEN ACCESS PEER-REVIEWED

RESEARCH ARTICLE

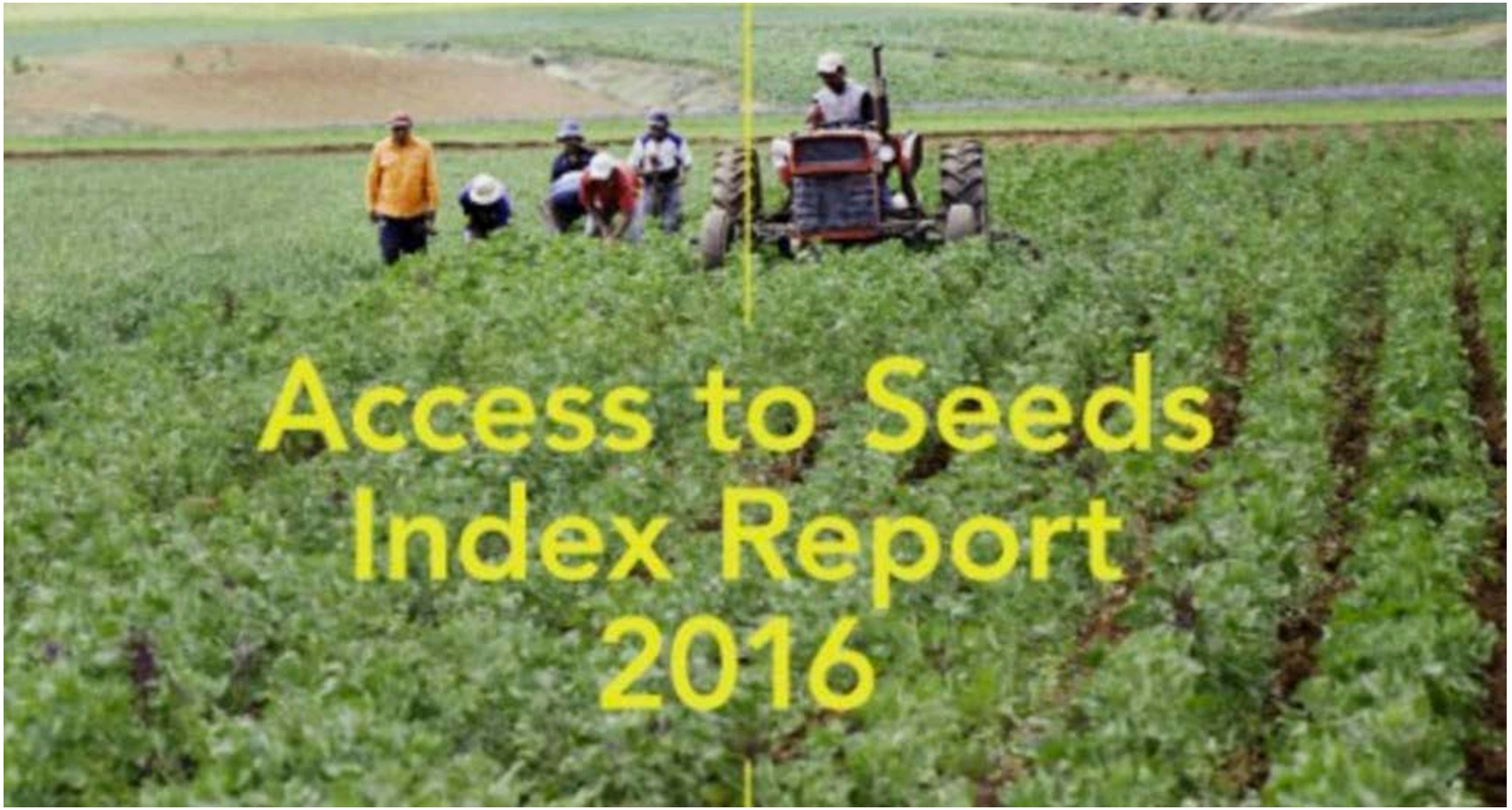
The Geography of Gender Inequality

Brendan Fisher, Robin Naidoo

Published: March 1, 2016 • http://dx.doi.org/10.1371/journal.pone.0145778

Example 1

Example 2



Example 2

MAINSTREAMING AND SHARING LEARNING

Workshop with editorial staff for all our desks – in collaboration with Gender InSITE

- **Structures and process:** Mainstreaming gender into commissioning, editing and publishing
- **Content:** Style guides, glossaries & language, differential impact
- **Audience perceptions:** how do viewers see our content? How change our approach?

GenderInSITE
Gender in science, innovation, technology and engineering

Workshop outcomes

1. *Commissioning*
2. *Interviewees*
3. *Images*
4. *Headlines*
5. *Sub-editing*
6. *Editing*

- **Pitching guidelines** updated incorporating recommendations from workshop
- **Case studies and examples** to support freelance journalists e.g. transportation, climate change, biofuels
- **Lots of advice** generated relevant to our wider journalist network too

Sharing learning

Practical guide published on SciDev.Net site

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training@scidev.net