

**WOMEN  
SPEAK  
OUT!**

# **Reporting Guidelines Resource Pack**



Women Speak Out was a three-year project funded by Comic Relief and aimed to empower women to speak out and tell their stories of disadvantage and inequality through video. The women we filmed received media training to gain confidence in public speaking, and to build their skills in dealing with and speaking to the media about their experiences.

Depictions of women across all forms of media are still rooted in negative stereotypes and their intelligence, abilities and competence side lined and undervalued. For women's organisations, working daily with women in vulnerable situations, there is a pressing need for them to clearly and confidently tell the stories of the women they work with, increasing the public's understanding of the myriad of problems facing women and highlighting the continuing need to have women only services.

Working on this project has highlighted the need for both media professionals and women's organisations to understand and follow existing guidelines designed to support journalists report sensitively and accurately .

## **BBC Resources**

The BBC Academy is an educational arm of the British Broadcasting Corporation which trains current and prospective broadcasting employees in the skills of the Broadcasting industry. As part of this it has produced resources and guidelines to support journalists working with vulnerable people

Shea Wong is a media volunteer for a charity that works to end stigma surrounding mental health issues. She has bipolar disorder and has taken part in many media interviews. In this video she explains what works for her - and what does not - when she is approached by a journalist.

<http://www.bbc.co.uk/academy/journalism/skills/vulnerable-contributors/article/art20140627143845887>



Journalists-turned-academics Sallyanne Duncan and Jackie Newton have spent many years researching the reporting of death and bereavement. Here they offer advice on interviewing people who are grieving.

<http://www.bbc.co.uk/blogs/collegeofjournalism/entries/c2f2b118-2b71-3f83-82ae-9bb6054b857e>

**Sian Williams** has been a BBC broadcast journalist and presenter for almost 30 years. She is currently completing a master's degree in psychology at the University of Westminster, studying how news crews can be protected from psychological trauma and how they deal with those caught up in it. Sian is also a trained trauma risk management assessor.

<http://www.bbc.co.uk/blogs/collegeofjournalism/entries/810488b1-7fed-3dd3-bc09-315ce8e051c4>

### **National Union of Journalists Resources**

The NUJ is one of the biggest journalists' unions in the world and represent a broad range of media professionals. They work to improve the pay and conditions of their members and protect and promote media freedom, professionalism and ethical standards

#### **The NUJ Code of Conduct**

The NUJ's code of conduct has set out the main principles of UK and Irish journalism since 1936. The code is part of the rules of the union. All journalists joining the NUJ must sign up and agree they will strive to adhere to its professional principles.

<https://www.nuj.org.uk/about/nuj-code/>

Alongside their code of conduct the NUJ has produced guidelines on reporting on a range of issues.

Guidelines on reporting on violence against women

<https://www.nuj.org.uk/documents/nuj-guidelines-on-violence-against-women/>

Guidelines on reporting on race

<https://www.nuj.org.uk/news/updated-nuj-race-reporting-guidelines/>

Guidelines on reporting on mental health and suicide

<https://www.nuj.org.uk/news/mental-health-and-suicide-reporting-guidelines/>

Guidelines on reporting on HIV

<https://www.nuj.org.uk/documents/guidelines-on-reporting-hiv-2010/>



## Guidelines on LGBT reporting

<https://www.nuj.org.uk/documents/nuj-guidelines-on-lgbt-reporting/>

Church Action on Poverty worked with the NUJ to develop guidelines on reporting on poverty

<http://www.church-poverty.org.uk/news/pressroom/stigma/nuj>

## Benefit to Society

The benefit to society campaign is run by a number of housing organisations across the UK and their mission is to represent social housing tenants as a benefit to society. They believe that the media, government and the social housing sector itself all need to be challenged in the way they represent social housing tenants

<http://benefittosociety.co.uk/the-campaign/>

## Media Wise

The MediaWise Trust – formerly PressWise – exists to:

- provide free, confidential advice and assistance for members of the public affected by inaccurate, intrusive, or sensational media coverage;
- deliver use-of-the-media training for the voluntary sector and members of the public;
- devise and deliver training on ethical issues for media professionals;
- conduct research and publish material about media law, policy and practice;
- contribute to public debate about the role and impact of the mass media.

In this role they have produced research and a number of guides for individuals, organisations and the media on a range of issues

Range of guidelines and research on gender and representation of women in the media

<http://www.mediawise.org.uk/diversity/gender/>

## Reporting Asylum and Refugee Issues (2004/2008)

Produced by MediaWise for the [NUJ Ethics Council](#), with support from the [United Nations High Commissioner for Refugees \(UNHCR\)](#). It contains a guide to terminology, a list of useful resources and other information. The leaflet was originally launched in 2004 but was revised and updated in January 2008.

<http://www.mediawise.org.uk/refugees/>



For individuals dealing with the media

<http://www.mediawise.org.uk/dealing-with-the-media/>

### **UNESCO**

UNESCO's Women Make the News is a global initiative first celebrated in 2000, aimed at fixing global attention on an issue relating to gender equality in and through the media, driving debate and encouraging action-oriented solutions until global objectives are met.

<https://en.unesco.org/women-make-the-news-2017/resources?language=en>

### **Ethical Journalist Initiative**

The Ethical Journalism Initiative is a global campaign of programmes and activities to support and strengthen quality in media. They have produced guidelines on reporting on violence against women

<http://ethicaljournalisminitiative.org/en/contents/ifj-guidelines-for-reporting-on-violence-against-women>

### **Journalism.co.uk**

Interesting article by Catalina Albeanu based in interviews with the winners of the inaugural Ending Violence Against Women Media Awards in 2016 on How can journalists challenge the stereotypes and cover violence against women and girls in a more helpful way?

<https://www.journalism.co.uk/news/considerations-for-journalists-covering-violence-against-women/s2/a694592/>

To contact the Women's Resource Centre:

Call us: 020 7697 3450

E-mail us: [info@wrc.org.uk](mailto:info@wrc.org.uk)

Find useful information on our website: [www.thewomensresourcecentre.org.uk](http://www.thewomensresourcecentre.org.uk)

Follow us on twitter: [@whywomen](https://twitter.com/whywomen)

Like us on Facebook: [www.facebook.com/whywomen](https://www.facebook.com/whywomen)

