



Gender-oriented public relations work

Target group(s):	All staff members, in particular those who come from the public relations sector
Objective:	Participants are sensitised for gender aspects and gender-related questions in public relations work
Method:	Working groups, specify key questions
Task	Based on the key questions (see annex), the working groups ought to work out a press release, the announcement of an event, a business report or similar from their field of work or organisation.
Evaluation:	The results of the working groups are presented in the plenary session and discussed. A significant question within the scope of this evaluation is also to what extent the examples and images used consolidate gender stereotypes or help overcome them instead.
Time:	90 minutes (45 minutes in working groups, 45 minutes in plenary session)
Materials:	Flyers, press releases, announcement of an event, annual reports, etc. from the participant's work or organisation Working tool "Key questions" (see annex)
Note:	Depending on the language of the country, neutralisations used in the German language (for example: „ <i>Teilnehmerinnen und Teilnehmer: Teilnehmende</i> “) cannot be used and must be adapted to the possibilities offered by the respective language.
Working tool(s):	



Key questions to gender-oriented public relations work¹

Elements	Questions
Language	<ul style="list-style-type: none">• Is the text written in a gender-sensitive language?• Is the formulation creative when it comes to using female, male or pair forms?
Product	<ul style="list-style-type: none">• What is the message?• How can conveyance of the message be improved by incorporating gender perspectives?• Who is reached by the product?• Are men and women reached in their diversity?• How do men and women use the product in their diversity?
Layout/ design	<ul style="list-style-type: none">• Is the product (in pictures/layout and other design elements) void of degrading female and male gender stereotypes?• Does the numbered material differentiate according to gender?
Contents	<ul style="list-style-type: none">• How relevant is the issue for men and women in their diversity? Are there differences between the genders?• How can differences be adequately taken into account?• Are men and women equally represented?• Have generalised statements been avoided or has sufficient thought been given to their impact?• Are performance and characteristics equally valued and depicted by women and men?

¹ cf. *Checkliste Gender Mainstreaming in der Presse und Öffentlichkeitsarbeit des BMFSFJ* (Checklist on gender mainstreaming in the press and PR work of BMFSFJ): http://www.gender-mainstreaming.net/RedaktionBMFSFJ/RedaktionGM/Pdf-Anlagen/gm-und-oeffentlichkeitsarbeit_property=pdf.pdf