



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 evenly 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, <http://www.gender-mainstreaming.net/RedaktionBMFSFJ/RedaktionGM/Pdf-Anlagen/gm-und-oeffentlichkeitsarbeit.property=pdf.pdf> (Abfrage 24.9.2005)