

*Parity in Decision Making:
Women in the Heart of Europe*

Trainers Manual

Communication Skills for Women in Politics

Lesley Abdela
Lesley.abdela@shevolution.com

*Project coordinated by KETHI, Greece.
In partnership with Arcidonna Italy,
MONA - Hungary, the Northern Feminist University
Norway, and Shevolution UK*

ATHENS, 2005

CONTENTS

| | |
|---|----|
| Foweword | 7 |
| 'Parity in Decision making: Women in the Heart of Europe' | 9 |
| Introduction to the manual | 9 |
| How to use this Manual | 10 |
| | |
| SECTION 1 | 11 |
| Useful briefing information for candidates and activists | 11 |
| Current situation. European Parliament and Commission | 11 |
| They did this and it succeeded - Lessons learned | 13 |
| They did this and it succeeded. Sweden and Wales | 14 |
| Challenges faced by women candidates | 15 |
| The Six 'Cs' | 16 |
| They did this and it succeeded. Networks of women inside political parties | 18 |
| They did this and it succeeded. NGOs can make a difference | 19 |
| Political party Candidate selection processes can be a block to women | 20 |
| They did this and it succeeded. Gender-Balanced Quotas/Equalising Action | 21 |
| Arguments against Women's political empowerment. Rebuttals briefing | 28 |
| Media Coverage of Elections and women | 32 |
| | |
| Section 2 | 36 |
| 1. Public Speaking Workshop | 36 |
| Constructive Feed-back | 52 |
| 2. Media Interviews Workshop | 52 |

| | |
|--|------------|
| 3. Chairing Meetings Workshop | 66 |
| 4. Advocacy Workshop | 71 |
| The role of advocacy campaigners | 74 |
| Universal principles of advocacy | 75 |
| Good research makes your argument more effective | 78 |
| Gender-proof your advocacy campaign | 78 |
| Guidelines - Good research makes your argument more effective | 80 |
| Gender-proof check-list | 81 |
| WHAT, WHO, WHERE, HOW, WHY, WHEN | 84 |
| 5. Meeting decision-makers workshop | 86 |
| 6. Media workshop | 94 |
| Make your topic interesting to the Media | 95 |
| Tips for writing a letter for publication | 98 |
| 7. Press Releases | 105 |
| 8. Communication Tools. Workshop | 111 |
| 9. They did this and it succeeded. Advocacy Campaigns in Elections: | 117 |
| KETHI Greece | 117 |
| ARCIDONNA Italy | 120 |
| MONA Hungary | 122 |
| WAD Bulgaria | 126 |