



A BRIEF GUIDE TO

GENDER REPRESENTATION FOR JEWISH ADVERTISERS

Increasingly, women's images are being erased from Jewish publications, though **women are an essential part of the Jewish community**. When we remove women from representations of our lives, whether in media or art, we devalue them and send messages that hurt both genders.

Please use your position as a communicator to counter this trend and represent Jewish life to both genders in a healthy, modest and respectful manner.

These guidelines can ensure your publications reflect a respectful relationship with Jewish women:



COPY AND TEXT

TERMINOLOGY & WORD CHOICE

- Include names of both members of a couple:**
Write "David and Sarah Cohen." Do not write "David Cohen and wife" or simply "David Cohen." Include both of their professional titles (MA, MBA, MD, MSW, PhD, Rabbanit, etc.) if applicable. If you are not sure if a woman has a title, ask her.
- Use proper terminology for women:**
Use "girls" for ages 12 or younger. The term "young women" is best for those ages 12 to 17. From age 18, use the word "women."
- Use the term "youth" as per its modern meaning:**
Youth applies to either gender.
- Use the word "people" appropriately:**
Don't use "people" when you mean men.
For example: Don't use: "Ten people make up a minyan" (Orthodox). Ten men make up a minyan.
- Identify proper names of body parts:**
When addressing body parts or medical

conditions, use proper names instead of euphemisms.

For example: A fundraiser for breast cancer should use the term "breast cancer," and not "women's cancer" or "chest cancer."



GENDER INCLUSIVITY

- Include both parents:**
For content that addresses parenting, include both fathers and mothers.
- Keep terms gender neutral:**
Avoid assigning genders to topics or content that should be gender neutral.
For example: Do not separate menu items into "boys' food" and "girls' food." Likewise, toys, books, and many events.
- Avoid assigning gendered codes to content:**
Do not use gender-coded terms when describing content geared at men and women.
For example: Do not label shiurim as "inspirational" for women, yet "serious" for men.



VISUAL COMMUNICATION

IMAGES

- ✓ **Include images of women and girls:**
When portraying people in a setting that is not exclusively male, include women and/or girls.
- ✓ **Do not blur, pixelate or erase the faces of women and girls:**
That is not modesty. It is disrespectful and harmful.
- ✓ **Do not alter historical photos to erase women or change their clothing:**
Photographs are historical record and should not be changed.
- ✓ **Use images of both members of a couple:**
When depicting a couple, use images of both people, not just the husband. When depicting a woman, do not use an image of her husband instead.
- ✓ **Diversify images:**
An image of a group that is meant to depict the Jewish community should include both men and women. Ideally, include a diverse representation of Jews, such as Jews of color and Jews with disabilities.
- ✓ **When images of women are not allowed:**
If a publication refuses to show images of women, men should not be shown either. If you are prohibited from using women's images, remove all images of speakers/people. Censoring one type of person is discrimination.

IMAGES OF ACTIVITIES

- ✓ **Avoid stereotypical images:**
If the subject is a woman or if the target audience is women, avoid exclusive use of flowers, jewelry, Shabbat candlesticks, sparkles, butterflies or other stereotypically feminine imagery to represent women or "women's interests."

- ✓ **Show both men and women engaged in domestic tasks:**
Do not default to images of women exclusively.
For example:
 - ▶ Use images of men engaged in tasks like Passover cleaning and cooking
 - ▶ Show men caring for children
 - ▶ Include women participating at a Shabbat table or other religious event and not just serving food
- ✓ **Show both women and men when depicting professionals:**
When depicting images of professionals, scholarship, sports or leadership, do not default to images of men exclusively.
For example: To accompany an article about medical care, use images of both male and female doctors, even if the content is not specifically about "women doctors."

HEADSHOTS & HIERARCHY

- ✓ **Use headshots of equal size and shape for men and women:**
Do not diminish women by making their images smaller than the men or in a different shaped graphic.
- ✓ **Incorporate all relevant titles for both genders:**
Consider MA, MBA, MD, MSW, Rabbanit, Ms. and PhD.
- ✓ **List names of men and women equally:**
In a list that includes both men and women's names, order them alphabetically or chronologically by event and schedule. For example: Do not separate women from a list of speakers and place them on the bottom of the design.
- ✓ **When in doubt:**
Be in touch! We are here to help.
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