

By paying attention to gender, you can create more balance in your programming.
Seems ironic, but it works!

"Whereas there should be more accurate and just representation of women's music on-air, which can change public perceptions, help to eliminate discriminatory attitudes, and provide more appropriate reflections of issues affecting a diverse group of women."
NCRA Conference 2004, Motion 3

M = music
P = performers
W = words
R = recording
• **EMPOWER!** •

• • • What is FEMCON? • • •

- FemCon is a tool to help you increase women's musical representation on the air.
- To be defined as FEMCON, women's participation must fall into MPWR (EMPOWER) categories: Music, Performers, Words, Recording - similar to the MAPL categories for CANCON.
- Ask yourself: does this track have a female writer, instrumentalist, singer, producer, or more?
- If the info isn't on the CD or LP, then find out! Search online! Scour music magazines!
- Promote FemCon by providing a brief bio, discussing other projects, and playing more songs from that artist!
- Help others! Write down any playlist tracks that fall under FemCon, with the date, and pass on to other programmers.

Before you play that song, ask yourself if...

- Derogatory language is used to describe women in general?
- Women are stereotyped in terms of gender, race, sexuality, ability, or any combo of?
- Acts of violence against women are celebrated or made light of?
- An extreme hatred of women (misogyny) is expressed?

If "yes" answers one or more of these questions, you need to discuss why with your audience, as in, in what context has this song been chosen to air? For example, if you're doing a show about the Montreal Massacre, and want to illustrate how misogyny in music is linked to violence against women, then you have provided the context to demonstrate the widespread use of misogynistic lyrics.

Sexism:
Prejudice, stereotyping, or discrimination, typically against women on the basis of sex.
- Oxford Dictionary, 2003



Effects of playing misogynistic music

- Acts of violence against women are repeated over and over again on radio, TV, and the internet.
- A song with violent and hateful depictions of women can become a hit, unquestioned by broadcasters, listeners or children, and absorbed into mainstream consciousness.
- Yet, the effects of questioning and analyzing music before it's played, combined with playing more music by women, are positive. Stereotypes, from the downright hateful to the subtly negative, become less socially acceptable - less normal - and it becomes standard to hear women making music.

Before you grab that mic, ask: Did I...

- Encourage listeners to think critically of sexist, racist, ablist, homophobic, classist, or any combo of, lyrics and viewpoints expressed on this show?
- Make known any women-driven or women-focused programming at this station, other local stations or online?
- Promote community resources for women?
- Offer a balance of music that features women (at least 30% of the time), including interviews and profiles of women musicians?
- Work to make playlists include FemCon?
- Enlist PSA's or other info to publicize upcoming women-driven concerts and/or events?
- Report news about women in music and the arts?

By covering these bases, you will be making a definite impact on the way that women are viewed in the media, and treated in society. The effects of questioning and analyzing music, playing more music by women, and promoting women's events and resources will challenge stereotypes, create a more realistic and empowered picture of women in music, and redefine the status quo.