



The Joint Action Group for Gender Equality (JAG) comprises:

All Women's Action Society (AWAM)
Perak Women for Women Society (PWW)
Persatuan Kesedaran Komuniti Selangor (EMPOWER)
Persatuan Sahabat Wanita Selangor (PSWS)
Sabah Women's Action Resource Group (SAWO)
Sisters in Islam (SIS)
Women's Aid Organisation (WAO)
Women's Centre for Change, Penang (WCC)

INFO SHEET ON THE AWARDS

The organisers: The Joint Action Group for Gender Equality (JAG)

The objectives:

- (i) To raise public awareness on what constitutes sexism, misogyny, homophobia, and transphobia
- (ii) To educate the public to expect higher standards of behaviour from public figures and institutions
- (iii) To encourage public figures and institutions to adhere to higher standards of behaviour in relation to gender and sexuality

Eligible nominees: Any public statement, act, or policy that was reported in the media between January 1, 2011 and December 31, 2011 and is deemed sexist, misogynistic, homophobic, or transphobic (or helpful in challenging these forms of discrimination in the case of the "Right on Track" award). Specific criteria are set for each of the seven awards categories.

Process of determining nominees and winners: Each JAG organisation was invited to nominate public statements, acts, or policies that met the criteria set out based on what was reported in the media. The organising team then verified nominations and created a shortlist of nominees for each category. Members and supporters of each JAG organisation were then invited to vote for their nominee of choice.

The 7 categories and specific criteria for each:

- I. Foot in Mouth**
 > a public statement that manifests notions of misogyny, sexism, homophobia, or transphobia even if the speaker did not intend to come across as misogynistic, sexist, homophobic, or transphobic
- II. Insulting Intelligence**
 > a public statement that displays misogyny, sexism, homophobia, or transphobia and is illogical, irrational, or blatantly false
- III. Cannot Ignore**
 > a seriously offensive act or statement by a public figure or institution that is particularly damaging to the cause of gender equality and that requires a severe response
- IV. Least Helpful to the Sisterhood**
 > an act or statement by a female public figure which displays misogyny, sexism, homophobia, or transphobia
 > in particular displays an attitude of extreme conservatism towards women's position in society or promotes inequality between the genders
- V. Ad Nauseam**
 > a public act or statement that displays misogyny, sexism, homophobia, or transphobia and is repeated over a period of time
- VI. Policy Fail**
 > a state or federal policy that is misogynistic, sexist, homophobic, or transphobic in its content and/or consequences
- VII. Right on Track**
 > a public statement or action that is helpful in fighting misogyny, sexism, homophobia, or transphobia