



## **EMPOWERING WOMEN, EMPOWERING HUMANITY: PICTURE IT!**

### **The Beijing Platform for Action Turns 20**

#### **A MEDIA COMPACT FOR BEIJING+20**

[UN Women](#) is implementing a public mobilization campaign in the context of the 20<sup>th</sup> anniversary of the Fourth World Conference on Women in Beijing that set a path-breaking agenda on women's rights in 1995.

Launched in May 2014, and gradually building up throughout the year and into 2015, the campaign titled "Empowering Women – Empowering Humanity: Picture It!" is engaging a wide range of constituencies on the Beijing Conference's overall theme of women's empowerment and gender equality. The campaign will be punctuated by a large-scale celebration in March 2015 during the Commission on the Status of Women and culminate in a high-level event at the UN General Assembly in 2015. It will be positioned to inform and guide the post-2015 agenda as a forward-looking development blueprint which stresses the central importance of ensuring women's rights, empowerment and gender equality.

Unified under a newly developed visual brand and logo, the campaign provides opportunities to become involved for a range of partners, including the media. UN Women is inviting media organizations as well as individual journalists and media practitioners from a variety of print, broadcast and online outlets to join the campaign as partners through a **Media Compact**.

The Media Compact aims to be a mutual understanding via which valued media partners are requested to scale up reporting on women's rights and gender equality issues through sustained coverage, with a minimum of ten stories during the campaign period ( May 2014—September 2015), using the Beijing+20 logo, as much as possible.

#### **Media Opportunities**

Partnerships will be tailored, but may include some of the following:

**Come Aboard:** Become part of the Media Compact for Beijing+20, an agreement to cooperate and promote Beijing Conference's overall theme of women's empowerment and gender equality through the content you produce. Once you are part of the Media

Compact, you will be listed as a as a [partner on UN Women's Beijing+20 webpage](#), and a public announcement will be made through our social media channels.

**You Picture It! We amplify:** As writers, bloggers, producers of popular media platforms and opinion makers, we invite you to focus special attention on what women's rights and gender equality mean today and develop your own series of coverage on these issues. Themes that can be explored include: what is the status of women's rights today, where did we go right, what are the remaining challenges? What do the people who attended Beijing think about the status of its promise today; what do the post- Beijing generation (those born in 1995, or in the 90s) think about women's rights? What do they want to see? We will amplify content on gender equality and women's rights written/ produced by you through our wide network of UN Women's social media channels.

**Headliners:** As part of the select Media Compact circle, you will be the first to receive advance editorial highlights on Beijing+20 – celebrity blogs, thought-leader op-eds and features illustrating the issues.

**Content:** New and innovative editorial content is being produced by UN Women on a monthly basis on one of the twelve focus areas of the Beijing Platform for Action. You can use that content produced by UN Women free of charge, using the UN Women Beijing +20 logo, and/or referencing UN Women as the source of the original content.

**That ONE story:** That one story on women's rights that you always wanted to write or cover but didn't know where to start, ASK US. We can help you connect with experts, partners, grassroots activists, our field offices, our officials, so that you can sketch out this story just in time, as voices on women's rights will be amplified this year.

**Double whammy:** Opportunity on a priority basis to interview one of UN Women's top officials along with a grassroots partner on a topic of your choice.

**Be the face of Beijing+20:** Become part of official Beijing+20 events as a moderator or speaker to amplify the conversation on women's rights.