

Sample of UNESCO's Activities in the Critical Area of Concern, "Women and the Media", of the Beijing Declaration and Platform for Action

Women Make the News

Where: Global

Web link: www.unesco.org/new/en/wmn

[Watch the video of Christiane Amanpour here](#)

Women Make the News aims to emphasize that gender equality must remain at the forefront of each society's agenda and that of the international community until gender balance is achieved at every level. The initiative has two goals: to promote gender equality in media operations, at all levels of their organizational structure; and to ensure equality in news reporting on women and men.

Annually, UNESCO and its partners invite a diverse range of print and broadcast media, as well as NGOs working in the field of gender and media, to debate a particular theme, to share their stories and experiences, articles, interviews, and TV and radio programmes dedicated to the year's theme. Editors-in-chief of newspapers, radio, television, both online and offline, are also invited to join UNESCO's initiative by producing special programmes on this topic and entrusting women journalists with editorial responsibility for the newsroom on International Women's Day or for the period of the WMN initiative. By doing this WMN draws attention to UNESCO's specific objectives concerning women's participation in media. These objectives have been shaped by the 1995 Beijing Declaration and Platform for Action.

This year, UNESCO has joined forces with the Global Alliance on Media and Gender to launch the Women Make the News 2015 initiative under the theme "Yes we must! Reaching Gender Equality in the Media by 2030." On the occasion of the twentieth anniversary of the Beijing Declaration and Platform for Action (BDPA) and the fifteenth anniversary of the UNESCO's Women Make the News initiative, Women Make the News 2015 will be continued throughout the year.

The WMN 2015 advocacy efforts will also continue to push for change and will include the following features:

- Promote an increase in [female sources interviewed in the news to at least 30%](#)
- Invite international development organizations as well as private corporations to [pledge to be a part of a donor framework to support the activities of GAMAG](#)
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- Strengthen cooperation with our media partners and their role in GAMAG
- Shine the spotlight on the necessity of partnerships to achieve the objectives of the Media and Gender critical area of concern of the Beijing Declaration

Following successful launch of Women Make the News, the initiative is continuing beyond International Women's Day to keep up the momentum throughout 2015 and linked to upcoming events such as:

- World Press Freedom Day, 2-4 May 2015
- Celebration of the 20th Anniversary of the Beijing Declaration and Platform for Action in September 2015
- Joint Donor Framework International Conference on Gender and Media in November 2015
- First General Assembly of GAMAG in November 2015
- And the on-going 70th Anniversary Celebration of UNESCO

Global Alliance on Media and Gender

Where: Global

Web link: www.unesco.org/new/en/gamag



[Photo: UN Women/J Carrier](#)

The International Steering Committee of the GAMAG met Ms Phumzile Mlambo-Ngcuka, Executive Director of UN Women, discussing gender and media issues to be included in the Sustainable Development Goals.

The Global Alliance on Media and Gender (GAMAG) is a global movement to promote gender equality in and through media. GAMAG is a pioneering network of over 600 NGO, CBO, association, network, training/academic institution, media organization, regulatory body (such as broadcasting commission) or media self-regulatory body, public or private entity and research institution who are involved in gender and media related activities or gender equality issues, whether online or off line.

The GAMAG Framework and Plan of Action writes GAMAG's objectives are as below:

- To pursue gender equality in media systems, structures and content by strengthening international, regional and national cooperation in which all stakeholders work together to drive change globally;
- To follow-up, build on and systematically monitor implementation of the Beijing Declaration and Platform for Action: 'Women and the Media Diagnosis', and its strategic objectives; and
- To develop and sustain gender and media priorities within a broad donor, government and development agency funding framework.

The International Steering Committee (ISC) of GAMAG reflects regional, linguistic and generational diversity, and includes representatives of key stakeholder sectors such as media professionals and their unions, media organizations, governments, civil society organizations, international agencies and youth representatives.

GAMAG is calling on governments, United Nations and international societies to recognize the centrality of gender equality in and through the media to achieving development goals, and thus to include reference to the intersection of media and gender in the post 2015 Sustainable Development Goals.

[See GAMAG Position Paper in English, French and Spanish](#)

Gender-Sensitive Indicators for Media

Web link: <http://www.unesco.org/new/en/communication-and-information/crosscutting-priorities/gender-and-media/gender-sensitive-indicators-in-media/>



[Photo: Hong Kieu/Vietnam+](#)

Gender-Sensitive Indicators for Media in Vietnam were launched in Hanoi in October 2014.

UNESCO has developed Gender-Sensitive Indicators for Media (GSIM) in cooperation with the International Federation of Journalists and many other partners. The aim of the Indicators is to stimulate media self-regulation on gender issues.

More than 40 media institutions in over 30 countries have applied the GSIM: Cameroon, Central African Republic, Democratic Republic of Congo, Gabon, Ivory Coast, Kenya, Lesotho, Liberia, Malawi, Mauritius, Namibia, Rwanda, Republic of Congo, Senegal, Swaziland, Tanzania, Uganda, Zimbabwe; Bahamas, Barbados, Grenada, Guyana, Jamaica, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad and Tobago, Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Kosovo, Macedonia, Serbia, Slovenia, Romania, China, Thailand, Mongolia, South Sudan, Morocco, Palestine and Iraq.

Partners (broadcasters, print media unions and associations) that UNESCO is partnering to adapt and pilot the GSIM:

- African Union of Broadcasters
- South African Broadcasting Association
- Caribbean Broadcasting Union
- OTI (Organización de Telecomunicaciones Iberoamericanas)
- Asia Pacific Broadcasting
- COPEAM (Permanent Conference of the Mediterranean Audiovisual Operators).

Often the stereotypical representation of women and men in the media is due to lack of trained male and female journalists. UNESCO is working with journalism training institutions around the world to promote gender-sensitive reporting, with a special syllabus on this topic.

Through the International Programme for the Development of Communication, the only intergovernmental programme on media development, UNESCO supports the training of hundreds of reporters, media managers/executives, media organizations, and citizens' media groups to reduce stereotypical representation of women in media, and to mainstream gender equality considerations into their policies and practices.

Global Survey on Media and Gender

Web link: <http://www.unesco.org/new/en/communication-and-information/resources/news-and-in-focus-articles/all->

[news/news/unesco_launched_global_survey_on_governments_actions_on_gender_and_media/](http://www.unesco.org/new/en/communication-and-information/resources/news-and-in-focus-articles/all-news/news/unesco_launched_global_survey_on_governments_actions_on_gender_and_media/)

<http://www.unesco.org/new/en/mediaandgendsurvey>

UNESCO is currently conducting a Global Survey on Gender and Media. Governments are being requested to respond to the questions on issues such as gender within official media policy and regulation; employment practices in the media especially public service media; and media content such as government advertising.

The Global Survey on Gender and Media is an ongoing research being conducted in cooperation with 205 governments. To date, 32 countries have responded to the questionnaire, and this preliminary report is composed based on the results submitted by 27 countries.

Scope of the survey:

- Policy and regulation
- Employment
- Education and training
- Research
- Public awareness
- Media content

Preliminary findings:

1. 96,3% answered that their government has national gender policies and/or strategies.
2. Only 25,9% stated that media is covered by governmental gender policies as to decision-making level of organizations.
3. Only 14,8% of governments have budget to promote gender equality in media staffing, and 29,6% of governments in media content.
4. 29,6% answered that policies to ensure gender balance in “Board(s) of Directors of publicly-owned media organizations” are in place.
5. 37,0% stated there have been reviews of existing gender policies of the publicly-owned media or audiovisual regulatory body/authority within the past three years.
6. 34,6% of governments indicated that they have mainstreamed media and gender issues by integrating media and gender in national cultural policies and programmes.
7. Only in 19,2% of countries, publicly-owned media have developed specific programmes to raise awareness on BDPfA, and only in 23,1% of countries have on CEDAW.
8. 53,8% of governments stated there are programmes of joint initiatives between government, women’s groups, networks, and NGOs that are active in media and gender equality issues.

CSW59 Side Event: "Women and the Media, Advancing Critical Area of Concern J of the Beijing Platform for Action"

Where: New York, USA

When: March 12, 2015 at 10 am in New York

[Watch the video of the whole discussion](#)



[Photo: UN Women/Ryan Brown](#)

Panel speakers, from left to right: Editor-in-Chief Emeritus, Bloomberg, Matthew Winkler; Minister of Social Affairs and Housing Minister of Nordic Cooperation, Iceland Eyglo Hardardottir; Gulser Corat, Director for Gender Equality in the Office of the Director-General, UNESCO; Journalist, France 24, Anette Young; UN Women Executive Director Phumzile Mlambo-Ngcuka; Academy Award-winning actress Geena Davis; CEO of Genderlinks and Chair of the Global Alliance on Media and Gender, Colleen Lowe Morna

In a move to promote gender equality in and through the media, as central to the Post 2015 Sustainable Development Goals, UNESCO and UN Women co-hosted a side event on gender and media at the 59th Session of the Commission on the Status of Women.

The event addressed one of the 12 Critical Areas of Concern of the Beijing Declaration and Platform for Action, “Women and the Media”, putting the spotlight on the importance of media regulatory and self-regulatory measures and the need for global partnerships. This helped give momentum to global efforts to promote gender equality in and through the media and contribute to the discussion in the context of the 20-year review the Beijing Declaration and Platform for Action during the 59th session of the United Nations Commission on the Status of Women. Ultimately, it also aimed to contribute to shaping an ambitious Post-2015 Development Agenda.

The event was built upon the partnerships amongst UNESCO, UN WOMEN, the Islamic Scientific Education and Cultural Organization (ISESCO), and others which co-organized the first Global Forum on Media and Gender held in Bangkok, Thailand (2-4 December 2013). The [Global Alliance on Media and](#)

[Gender \(GAMAG\)](#), a pioneering network of over 600 media, non-governmental as well as governmental organizations was the key outcome of that Forum. Nordic Council of Ministers and GAMAG were supporters of this Side Event.

The two main objectives of the event were:

- Increase awareness among stakeholder groups of the importance of policies within the media and at the national level, to advance gender equality and women's empowerment in and through media and highlight existing measures and best practices in this regard;
- Highlight the Global Alliance on Media and Gender as a partnership to accelerate the implementation and systematic follow-up of Strategic Objective (SO) J of Beijing Declaration and Platform for Action, and to nurture global efforts to promote gender equality in and through the media.

The session was delivered as a panel discussion, having Ms Annette Young (France24) as the moderator and speakers as follows:

- Ms Gulser Corat, Director for Gender Equality in the Office of the Director-General, UNESCO
- Ms Phumzile Mlambo-Ngcuka, Executive Director of UN Women
- Ms Eygló Harðardóttir, Minister of Social Affairs and Housing and Minister of Nordic Cooperation, Republic of Iceland
- Ms Geena Davis, Academy Award-Winning Actor, Founder and Chair of Geena Davis Institute on Gender in Media
- Ms Colleen Lowe Morna, CEO of the Gender Links and Chair of GAMAG
- Mr Matt Winkler, Editor-in-Chief Emeritus, Bloomberg

Global Research Project on Violence and Harassment against Women Journalists

Web link: <https://en.unesco.org/news/global-research-project-investigates-violence-against-women-journalists>
http://www.unesco.org/new/en/media-services/single-view/news/unesco_supported_report_on_violence_and_harassment_against_women_in_the_news_media_launched_in_beijing/



[Photo: IWMF/Matthew VanDyke](#)

The International News Safety Institute (INSI) and the International Women’s Media Foundation (IWMF), in collaboration with UNESCO and the Austrian government, have launched their global survey titled “Violence and harassment against women in the news media: a global picture”.

The report was presented on 10 March 2014 in Geneva at a special side event during 25th session of the Human Rights Council, and on 11 March 2014 in New York in conjunction with the 58th Session of the Commission on the Status of Women, where UNESCO’s Director-General, Ms Irina Bokova, spoke.

The survey also directly contributes to the gaps in safety of journalists’ research identified in the [UN Plan of Action on the Safety of Journalists and the Issue of Impunity](#).

Intimidation, Threats or Abuse: Of the 822 respondents who answered this question, 530 / 64.48% of women said they have experienced intimidation, threats or abuse in relation to their work. The most commonly experienced types of intimidation threats or abuse were: (1) abuse of power or authority (185 / 22.5%); (2) verbal, written and/or physical intimidation including personal threats (173 / 21.04%) and (3) attempts or threats to damage reputation or honour (154 / 18.73%).

Physical Violence: 105 out of 485 (21.65%) of the respondents confirmed that they had experienced physical violence in relation to their work. The violence was perpetrated by: (1) ‘Other’ – which included protesters and story subjects (38 / 36.54%) (2) Police – (24 / 23.08%) and (3) Interviewee – (21 / 20.19%).

Research Project on Media and Gender in Asia Pacific

Web link: <http://en.unesco.org/news/improving-gender-equality-asia-pacific-media-new-study-unesco-women-and-ifj>

As a follow-up to the Global Forum on Media and Gender that took place in Bangkok in 2013, UNESCO and UN Women have partnered with the International Federation of Journalists Asia-Pacific (IFJ) to conduct a Research Study on Media and Gender in Asia-Pacific.

The research projects' objective is to accurately inform the debate on gender equality in the media and formulate concrete actions that relevant stakeholders in the region can take to improve the situation. It chose sample countries in South Asia (India, Sri Lanka, Nepal, Pakistan), South East Asia (Malaysia, Cambodia) and the Pacific (Vanuatu), and has been carried out with the guidance of UNESCO's Gender Sensitive Indicators for the Media (GSIM).

Gather data in areas such as the situation of women in the media; the number of women in senior, decision-making positions and the issues affecting this representation; the role that unions, associations and women's networks could and do play and expectations of their actions; and best practice case studies of campaigns, media workplaces as well as coverage and representation of women.

The study shows:

- More women undertake undergraduate and postgraduate study than men; 178 (32%) females and 112 (30%) males had completed an undergraduate degree, while 188 (34%) females and 104 (28%) males have undertaken postgraduate study.
- More women cover 'gender issues' in their reporting than men, 30% compared with 8%.
- The largest proportion of respondents (38%) said that women made up less than 10% of employees in top level management.
- There was growth in the number of women represented in the 10-25% bracket in senior editorial roles, however still the largest group of respondents (40%) said that women made up less than 10% of employees in senior editorial roles in their organisation.
- Nearly 50% of respondents said that women made up less than 10% of employees in decision-making positions such as top level management and senior editorial roles in their organisations.
- A quarter of respondents said that women made up 10-25% of participants in trainings they had attended, and 22% said women made up 25-50% of participants.
- 34% said they had witnessed workplace sexual harassment and 78 said they had been the victim. 36% of cases had been perpetrated by a colleague and 41% by a superior at work.
- Shame, embarrassment, fear it would affect their job and fear of repercussions were key reasons for victims not reporting the incidents.
- 177 respondents said their work had no official complaints cell or anti-sexual harassment policy and a further 178 were unaware of such mechanisms.

UNESCO Massive Open Online Course (MOOC) on Media and Information

Web link: <http://elab.lms.athabascau.ca/>

UNESCO, in partnership with Athabasca University and in cooperation with the UNESCO-UNAOC University Network on Media and Information Literacy and Intercultural Dialogue, opens a third call for registration for online course on media and information literacy (MIL).

This entry-level online course will provide youth with basic media and information competencies to become critical citizens and agents of change. The course is designed to enable youth to:

- Understand why media and other information providers are important to development and democratic societies;
- Recognize a need for information and to locate, access, organize and carefully evaluate information and the content of media and other information providers;
- Use and share information based on moral principles or accepted standards of social behavior – in light of opportunities and potential risks;
- Interact with media and other information providers to freely express themselves, share their culture and learn about other cultures, promote gender equality, and participate in democratic and development activities.

The course is based on the MIL Curriculum and the Freedom of Expression (FOE) Toolkit published by UNESCO. A central theme throughout this 10-week course is how media and information literacy can enable youth to be actively involved in intercultural dialogue, advocating for equality between women/girls and men/boys, and freedom of expression.

Online Media and Information Literacy Course Units

- Unit 1 – Media and Information Literacy (MIL): An Introduction
- Unit 2 – Media and Information Literacy and Intercultural Dialogue
- Unit 3 – Media and Information Literacy: Evaluating and Using Information and Media Content
- Unit 4 – Media and Information Literacy: Using Research and Analysis to Produce Your Own Information and Media Content
- Unit 5 – Freedom of Expression, Freedom of Information, Freedom of the Press
- Unit 6 - Representations of Gender in the Media, Books, on the Internet and in History
- Unit 7 – Media and Information Ethics in Relation to the Needs of Big Business, Politics and Development
- Unit 8 – Understanding and Evaluating the World of Advertising
- Unit 9 – The Challenges and Opportunities of Media, Libraries and New Technologies for Youth
- Unit 10 – Engaging with Media and Using New Technology and Information for Social Action

World Radio Day 2014 – Gender Equality Theme

Web link: <http://www.unesco.org/new/en/unesco/events/prizes-and-celebrations/celebrations/international-days/world-radio-day-2014/>

UNESCO succeeded in drawing world attention to the issue of gender equality and influencing the salience of issues in media content through World Radio Day 2014, which played an agenda-setting role and facilitated the diffusion of UNESCO's work in radio in 155 locations. WRD is currently UNESCO's primary measurement uniquely targeting radio rather than press coverage.

The mobilization of radio broadcasters in all geographical regions accelerated broadcasting of radio shows and news concerning gender parity in radio. Key topics included stereotypes, safety of women radio journalists or gender balance in executive and board positions of broadcasters. UNESCO National Commissions and Field Offices all over the world sent out WRD information and carried out events locally. Six broadcasters and two online radio stations transmitted live from UNESCO's hall¹ in Paris Headquarters. Simultaneously, UNESCO flagship events took place in Chile, Ghana, Kenya, Namibia, and Tanzania.

Two hundred and forty eight celebrations were registered from around the world on UNESCO's WRD Crowdmap generating a blockbuster social media movement and raising UNESCO as a "*world trending topic*" on Twitter for a second consecutive year. Other media statistics for WRD include: 15.864 Youtube plays, 2.401 SoundCloud plays, 2941 Infographics views and 85.986 website page views. UNESCO staff delivered 59 media interviews covering a broad geographical spread across all regions.

UNESCO partnered with 11 UN organizations² and 13 international broadcasting organizations³ to set the media agenda on gender equality. Through reciprocal link exchanges and cross promotion on social media channels, UNESCO's message was carried by 145 broadcasters around the world, making up the majority of the above-mentioned 248 registered events.

UNESCO Youth Mobile

Web link: <http://www.youthmobile.org/>

¹ China Radio International, Mir Radio, Monte Carlo Doualiya, Radio France Internationale, Radio Exterior de España, Radio Orient, Radio VL and WNYU.

² FAO - Food and Agriculture Organization of the United Nations; IAEA - International Atomic Energy Agency; OHCHR - Office of the United Nations High Commissioner for Human Rights; UN RADIO; UNDP - United Nations Development Programme; UNDPI - United Nations Development Programme; UNEP - United Nations Environment Programme; UNGEI - UN Girl's Education Initiative; UNIC - United Nations Information Centre; UNICEF - United Nations Children's Fund; and UN Women.

³ Academia Española de la Radio; ABU - Asia-Pacific Broadcasting Union; AER - Association of European Radios; AIBD - Asia Pacific Institute for Broadcasting Development; AMARC - World Association of Community Radio Broadcasters; ASBU - Arab States Broadcasting Union; AUB/UAR - The African Union of Broadcasting; BNNRC - Bangladesh NGOs Network for Radio and Communication; COPEAM - Permanent Conference of the Mediterranean Audiovisual Operators; EBU/UER - European Broadcasting Union; IAB - International Association of Broadcasting; ITU - International Telecommunication Union; and URTI - International Radio and Television Union.



[Photo: UNESCO YouthMobile](#)

Expert meeting in 2014

The YouthMobile Initiative aims to empower youth—particularly young women—with the high-level skills and confidence to create mobile apps that are locally-relevant and contribute to the reduction of chronic youth unemployment. The global objective is to engage at least 25,000 young people and sell at least 5,000 mobile apps by 2017. At a time when the world is looking for new ways to build peace and sustainable development, encouraging innovation and creativity of youth of the world will be vital in effectively addressing these challenges.

To support addressing these challenges, YouthMobile is currently [collaborating with Technovation](#). The [Technovation Challenge](#) is an annual initiative where more than 6,000 young girls from 30+ countries undertake a 3-month training course in apps programming, design, marketing, and entrepreneurship culminating in a challenge in Silicon Valley. This collaboration will significantly broaden the reach of the programmes and its impact on target beneficiaries. Technovation will contribute its unique curricula for mobile applications development as openly licensed material, which UNESCO will then promote, in particular for content localization and translation to local languages. Moreover, UNESCO and Technovation will collaborate to empower key stakeholders in Member States to develop and support training opportunities for young women in mobile apps development.