

Awareness campaign in the newsrooms

A publication and several meetings with journalists from different media are held to disseminate the results of the Global Media Monitoring Project in Belgium.

Weblinks

Website



Aims and objectives

- To sensitize journalists on gender issues

Results and impact

According to promoters, the awareness campaign is a success. Mentalities are changing, recruitment for instance is more equal. Journalists are more attentive and careful when dealing with gender issues. A few years ago, it was not possible to discuss these questions.

Creator/owner/responsible institution

Association des Journalistes Professionnels

Stakeholder, Firstname: Martine

Stakeholder, Family name: Simonis

Additional information

Subtype: Campaigns to raise the awareness of media professionals (managers and staff) on the need to have women equally represented as experts, reporters in certain fields (e.g. politics, science) and opinion-makers in decision-making positions in media companies

Nuts code: BE3

Metadata

ONGOING: Ne

TYPE: Awareness-raising campaigns/events

COVERAGE: Regional

TARGET GROUP: Media company managers, Media professionals

KEYWORDS: awareness-raising initiatives, dissemination of culture, dissemination of information, gender segregation in media domains, journalism, media organisations, professionals, monitoring tools, press, stereotyped roles for men and women