

Awareness-raising campaign and expert database

The campaign is conducted by means of a database and a brochure. The aim of the database is creating a non-stereotypical image of women (also immigrants, people with disabilities, transgender people and poor people) in the media. These target groups don't appear enough in the media, and when they do it's not about their expertise but too often about their 'belonging' to these target groups.

Weblinks

[Expert databank](#)



Aims and objectives

To sensitize journalists about non-stereotypical imaging

Results and impact

The database counts more than 1000 experts. Journalists and students in journalism can consult the database when looking for experts.

Creator/owner/responsible institution

Equal Opportunities in Flanders

Stakeholder, Firstname: Sabine

Stakeholder, Family name: Vande Gaer

Additional information

Subtype: 5.1 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: BE

Metadata

ONGOING: Ne

TYPE: Awareness-raising campaigns/events

COVERAGE: Regional

TARGET GROUP: Media professionals

KEYWORDS: awareness-raising initiatives, gender segregation in media domains, images of women, journalism, monitoring tools, press