

Research of HRT employees` attitudes on gender equality promotion, especially in program content

A questionnaire was sent to 900 HRT employees (reporters, commentators, editors, journalists mentors...) and there were 171 responses. Besides the employees' attitudes on gender equality, the survey investigated gender sensitivity and practices in the development of programme content as well as the knowledge of the regulatory framework for gender equality.

Weblinks

Website



Aims and objectives

- To investigate HRT employees` attitudes and knowledge on gender equality.

Results and impact

For the first time the research gives an objective picture of the situation in the largest public media in Croatia and it can serve as an important basis and starting point for the development of different policy measures, especially in the educational area and in programme content.

Creator/owner/responsible institution

Croatian Radiotelevision (HRT) in collaboration with civil society organisations: CESI (Centre for Education, Counselling and Research) and B.a.B.e (Be Active Be Emancipated)

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Stakeholder, Family name: Rakić

Additional information

Subtype: Agreements (e.g. collective agreements, company agreements) safeguarding gender equality

Nuts code: HR

Metadata

ONGOING: Ne

TYPE: Study / Survey

COVERAGE: National

TARGET GROUP: Media professionals

KEYWORDS: media professionals, journalism, monitoring tools, gender-sensitive media, gender segregation in media domains, representation