

# VIDM trainingen, training courses, video's and checklists for professional women to help them getting more visible in the media

With training courses, checklists and presentations VIDM (Women in the Media) explains to women how journalists select there news and how they find the people they interview. Professional women do not have a lot of knowledge about how media works and are not used to make themselves visible to a broad public. Employed methods are: published reports and documentations in Dutch; campaigns to raise the awareness of women media workers or users; conferences and events presenting good practices; research findings and data on women and the media; actions to promote women's participation and access to expression in the media; training for female professionals

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## Weblinks

[Website](#)



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## Funding body

funded through participant fees

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## Aims and objectives

- To train professional women working outside the media in developing a network, self-confidence and interacting with the media

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## Results and impact

Higher awareness and women take more responsibility in getting more visible. They approach more journalists after the training and presentation. They more often say 'yes' to media exposure. After the training and presentation the women are aware of how important it is to be more visible in the media.

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## Creator/owner/responsible institution

VIDM (Women in the media)

**Stakeholder, Firstname:** Janneke

**Stakeholder, Family name:** van Heugten

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## Additional information

**Subtype:** Other gender training tool: media training for women professionals

**Duration:** 1 or 2 days

**Periodicity:** throughout the year

**Nr of beneficiaries:** more than 100

**Nuts code:** NL

**Evaluation:** N/A

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## Metadata

**ONGOING:** Ne

**TYPE:** Training tool

**COVERAGE:** National

**TARGET GROUP:** Other professionals

**KEYWORDS:** media balanced women's  
professionals , journalism, access to expression, participation , participation ,  
gender training, awareness-raising initiatives