

Observatory of women's image in publicity and media

The Observatory is a tool created to collect citizens' complaints about media and publicity contents in which women are discriminated or denigrated. Complaints are entered in a data base (with no personal data of the complainant) and after analysing the object of the complaint the Observatory decides if it is necessary to demand the media company to stop the diffusion or to modify it in order to comply with the law. Sometimes the Observatory's staff intervention is limited to sending recommendations about how to improve the treatment of women's image. An annual report is sent to civil society organisations, universities, local administrations, the media, associations of publicity, journalists and advertisers. The reports are on the web and they are consulted by experts or people interested in the subject.

Weblinks

[HTM](#)



Aims and objectives

- To have a central observatory to collect and take action on complaints regarding gender equality in the media

Results and impact

The work of the Observatory is used as a source in research and awareness-raising activities. Also, Observatory's members are increasingly invited to participate in meetings, conferences and congresses about the image of women in the media.

Creator/owner/responsible institution

Instituto de la Mujer

Stakeholder, Firstname: MariaJesus

Stakeholder, Family name: Ortiz Gomez

Additional information

Subtype: User groups regularly watching/listening/reading media outputs in order to evaluate their “fairness” with regard to the presence of women and men

Nuts code: ES

Metadata

ONGOING: Ne

TYPE: Observatory / Monitoring centre

COVERAGE: National

TARGET GROUP: Media company managers, Media professionals, Social Partners, Gender equality bodies representatives

KEYWORDS: advertising, audio-visual, media, press, newspapers, television, broadcasting, print media, journalism, private media organisations, public media organisations, balanced participation, dissemination of culture, monitoring tools, awareness-raising initiatives, stereotyped roles for men and women