

On the possibility of implementation of gender equality policies in media

The article describes the main stakeholders and mechanisms governing the media landscape in Estonia from the gender discrimination perspective.

Key information on EU or National policies/legislation on women's' representation on the Media:

The activity of media companies (except Estonian Public Broadcasting) is based on the commercial grounds and is self-regulatory, meaning there is no separate media law, but media company shall not violate the legislative acts of Estonia, including the Gender Equality Act.

Key information on EU or National policies/legislation on women's' representation in advertisement:

Compared to the overall weak regulation of media, there are very stern guidelines on advertising. Since 2008, a new act on advertisement is enforced which states that the principles of gender equality shall not be violated in Advertising.

Key information on trends and challenges on women and the media:

There are only very few complaints about the violation of gender equality principles directed to the Press Council. There are none submitted to the ethics advisor of the public broadcasting. Also, no cases of gender discrimination inside media organizations have been filed to the gender equality commissioner. In addition, the Union of Estonian Journalists, which as a trade union could stand for the journalist's rights, is rather weak.

Key stakeholders mentioned:

Estonian Public Broadcasting; Estonian Newspaper Association; Estonian Press Council; Estonian Union of Journalists; Estonian Women Editors; Ethics Advisers of Estonian Public Broadcasting

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