

# Guidelines on gender equality and gender portrayal in the broadcasting media

Television and radio stations should increase the participation and involvement of both sexes in broadcasting as producers or decision-makers in the industry. Men and women should have equal responsibilities in the broadcasting industry. Broadcasters should ensure both sexes equal access to all areas and levels of the broadcasting media. Broadcasting companies should recruit a gender-balanced staff. Broadcasting organizations should adopt an equality policy and a structure for the employment of both sexes in key sectors and in managerial level. Both sexes need to be involved in decision-making to promote an active and visible policy of mainstreaming a gender perspective in the broadcasting media. Television and radio stations should increase the participation and involvement of both sexes in broadcasting as producers or decision makers in the industry. Men and women should have equal responsibilities in the broadcasting industry. Broadcasters should ensure both sexes equal access to all areas and levels of the broadcasting media. Broadcasting companies should recruit a gender-balanced staff. Broadcasting organizations should adopt an equality policy and a structure for the employment of both sexes in key sectors and in managerial level. Both sexes need to be involved in decision-making to promote an active and visible policy of mainstreaming a gender perspective in the broadcasting media.

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

Men and women should have equal responsibilities in the broadcasting industry.

## **Key stakeholders mentioned:**

human resources in media

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## Weblinks

[Guidelines in pdf \(Annex 3 - Pages 83-86\)](#)



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