

Women and the Media: methods, tools and good practices - Awareness-raising and self-regulation



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AWARENESS-RAISING AND SELF-REGULATION

When talking about awareness-raising in the media, reference is made to every communication tool used to address gender inequality in the media sector. This concept includes:

- Campaigns to raise the awareness of media professionals on the need to have women equally represented in a report, reporter or researcher's profile or media in-depth investigations in media companies
- Campaigns to raise the awareness of women working in the media or subjects
- Confidence-building or mentoring skills, practical skills and leadership training, and coaching for women participants and coaches to empower professional women in the media

Awareness-raising elements: Difficult the methods and tools used in the survey: Creation of feedback tools and guidelines for the field of women in the media sector, in-depth media comparison in the private and public sector, NGOs, professional associations and the gender equality, working for media sector networks across transnational and through networks.

Figure 1: Methods and tools used in awareness-raising by type

Awareness-raising methods and tools are used by females in all sectors: business, academia, and NGOs but the leading gender equality activities are the promoting 26% of content in the field of women.

Figure 2: Distribution of awareness-raising activities by tool category

The sub-activities involved in the awareness-raising process identified a number of particularly interesting good practices in the field of awareness-raising in the field: promoting, action to empowerment and decision-making of women in and through networks.

GOOD PRACTICES

TVC 50/50 Gender Balance on Tonight with Mosaic News, Ireland
TV3 a private broadcaster and government-owned TV channel with the highest share of TV3 female presenters and presenters. It has been an pioneer in developing audience self-regulation. Promoters promote that show should be gender-balanced.

Gender equality plan by ORF, Austria
The gender equality plan of ORF the Austrian public broadcaster is the first in the world. It is a comprehensive document for gender equality within the organization. It includes a long list of self-regulation practices of both a gender equality plan and a list of measures to be implemented in the field of self-regulation for the media professionals of ORF. Using a gender equality plan as a general approach to equality, gender equality and diversity is a key element of the ORF's strategy to work with its audience.

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