Croatian radiotelevision self-regulation tools (action plan for gender equality and ethical codex)

HRT is a public service and the biggest media organisation in Croatia. It has its own action plan for gender equality which was adopted in November 2010. The plan introduces zero tolerance towards discrimination based on gender equality, the implementation of gender equality principles, as well as a protection mechanism in cases of gender-related discrimination. Some planned measures are:

- Management plans to combat any kind of gender-based discrimination and establish gender balance
- Monitoring of information and other programs on themes related to gender equality
- A gender balance in experts invited to express their opinion
- The program schedule should be developed and implemented in a gender-sensitive way
- Education of management and HR on gender equality
- HRT will participate in public campaigns aimed at education, awareness-raising and promotion of gender equality by broadcasting free television spots etc.

HRT LSO adopted an Ethical codex in 2009 which regulates different professional standards including equal treatment.

Weblinks

Website

Aims and objectives

- To define measures in order to promote and implement the gender equality principle at the HRT.
- To define rules on good and professional work and behaviour as well as professional and ethical standards in program development and production
Results and impact

According to promoters, these instruments have supported the institutionalisation of gender equality principles at HRT and have increased attention on gender issues, but further improvements are needed.

Creator/owner/responsible institution

Croatian Radiotelevision (HRT)

Stakeholder, Firstname: Mirjana

Stakeholder, Family name: Rakić

Additional information

Subtype: Gender equality plans

Nuts code: HR

Metadata

ONGOING: No

TYPE: Self-regulation tool

COVERAGE: National

TARGET GROUP: Media company managers

KEYWORDS: broadcasting, public media organisations, media professionals, gender segregation in media domains, codes of conduct, self-regulation tools, quota, monitoring tools, gender training, awareness-raising initiatives