

## Roundtable "gender equality in the media"

The roundtable on gender and media was organised by the Office and was aimed mainly to journalist, but was also attended by a wider public (including prime minister, civil society organisations etc.). A picture of the situation of women in the media was discussed, focusing on gender stereotypes, discriminatory practices and mechanisms of women's exclusion from the media. Recommendations on professional standards related to gender equality in the media were also discussed.

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### Weblinks

[Website](#)



### Aims and objectives

- To present the results of media monitoring in Croatia regarding the respect of gender equality principles
- To raise awareness about the importance of media in shaping gender attitudes and stereotypes
- To provide journalists with more information and understanding of gender issues in their work.

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### Results and impact

According to promoters, the roundtable was an important step towards a public discussion of gender inequality in Croatian media, as well as of bad and good practices in media reporting related to the respect of the gender principle. It was widely attended by journalists.

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## Creator/owner/responsible institution

Croatian Government Gender Equality Office

**Stakeholder, Firstname:** Tamara

**Stakeholder, Family name:** Šterk

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## Additional information

**Subtype:** Conferences and events presenting good practices, research findings and data on Women and the Media

**Nuts code:** HR

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## Metadata

**ONGOING:** No

**TYPE:** Awareness-raising campaigns/events

**COVERAGE:** National

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

**KEYWORDS:** media professionals, journalism, gender segregation in media domains, awareness-raising initiatives, images of women, representation, stereotyped roles for men and women, gender-sensitive media, breaking of gender stereotypes