

# Act of commitment for a process of self-regulation aiming to improve the Image of women in the media

The specific commitments of each party are as follows:

- Media organisations:
  - o Actively seek to feature more women experts in programmes/articles, through the means of their choice;
  - o Participate in the constitution of a network of women experts;
  - o Raise awareness among editorial and production staff.
- Commission on the Image of Women in the Media:
  - o Annual quantitative monitoring of the number of women experts in a corpus of articles/programmes of their choice;
  - o Annual auditions of media organisations (over one week of the year) on their self-regulation practices;
  - o Writing of an annual report on the progress of the self-regulatory process.
- The French government:
  - o Support for the process;
  - o Overview of progress via the annual report produced by the Commission.

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## Weblinks

[Website](#)



## Aims and objectives

- To increase the proportion of women experts appearing in programmes/articles.

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## Results and impact

The 2011 report of the Commission on the Image of Women in the Media was the first assessment of progress achieved in relation to the Act. The report is available online. The overall findings of the evaluation of the first year are that:

- The signing of the Act has clearly led to a high degree of awareness-raising and enthusiasm of media organisations on this issue. As an indicator, 60% of organisations agreed to be interviewed as part of the annual audits.
- Significant progress has been achieved in terms of changes to recruitment policies and the access of women to important and visible roles.
- However, the proportion of women experts in programmes/articles has not made any significant progress. Out of 1007 experts in total in the three types of media, only 18% were women. For the different types of media: there were only 15% of women in the written press, 23% on the radio and 18% on television. This figure was even lower than the figure in the Global Media Management Project survey in 2010, of 20% of experts.

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## Creator/owner/responsible institution

Conseil supérieur de l'audiovisuel (CSA)

**Stakeholder, Firstname:** Michèle

**Stakeholder, Family name:** Reiser

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## Additional information

**Subtype:** Agreements (e.g. collective agreements, company agreements) safeguarding gender equality

**Nuts code:** FR

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## Metadata

**ONGOING:** No

**TYPE:** Protocol

**COVERAGE:** National

**TARGET GROUP:** Media company managers, Media professionals

**KEYWORDS:** media organisations, media professionals, women in male-dominated professions, access to expression, balanced participation, women's participation, gender segregation in media domains, awareness-raising initiatives, self-regulation tools, breaking of gender stereotypes