

Online database of professional women

At www.VIDM.nl professional women fill in a profile. In the profile they explain to journalists on which professional subject they are available for interviews. More than 500 journalists opened an account at www.vidm.nl. With that account they can send press questions. Journalists can use the database for free. Women get more exposure in the media and journalists can very quickly find enough interesting resources.

Weblinks

Website



Aims and objectives

-to provide easier access to female professionals through a database of female experts

Results and impact

The issue is getting more attention. Media are under pressure to show more female experts.

Creator/owner/responsible institution

VIDM (Women in the media)

Stakeholder, Firstname: Janneke

Stakeholder, Family name: van Heugten

Additional information

Subtype: Other tool for monitoring access of women to expression: database of female experts

Nuts code: NL

Metadata

ONGOING: No

TYPE: Database

COVERAGE: National

TARGET GROUP: Other professionals, Media professionals

KEYWORDS: media women in male-dominated
online media, media organisations, professionals , professions
women's
access to expression, participation , awareness-raising initiatives