

Collaboration agreement with public ownership media

The Institute provides funding to produce programmes or to support State radio and television in broadcasting them. The objective is to make visible women's participation in all spheres of life and to give value to women's contribution to society. Social media are also used because of their great influence. The Collaboration Agreement with public TVE (Spanish international broadcasting channel) includes the duties and the funding contribution of each party. Before this, there were signed agreements with the Official Institute of Spanish TV (the state one), between 2000 and 2008, which were aimed to increase gender knowledge among journalists, and there were several studies on the presence of women in radio and television news programmes as subject and source of information. Other activities carried out in the framework of these agreements were the design of a curriculum on gender for university studies and a Code for the correct coverage of gender violence in the news.

Weblinks

[Website](#)



Aims and objectives

- To have a partnership with media organisations to increase equal access of women to expression in television and radio and to improve the way in which the media provide information on gender equality and represent women.

Results and impact

Not yet evaluated

Creator/owner/responsible institution

Instituto de la Mujer

Stakeholder, Firstname: MariaJesus

Stakeholder, Family name: Ortiz Gomez

Additional information

Subtype: Protocols which promote gender equality

Nuts code: ES

Metadata

ONGOING: No

TYPE: Protocol

COVERAGE: National

TARGET GROUP: Media company managers

KEYWORDS: audio-visual, media, radio, television, broadcasting, journalism, public media organisations, balanced participation, awareness-raising initiatives, incentives, stereotyped roles for men and women