

Awareness raising activities

The organisation started in 1992 as a reaction against sexualised advertisements and have evolved into being a media watch organisation on all aspects of gender equality. A number of awareness raising activities have been organised by this organisation which is dedicated to gender equality in and by the media. Awareness-raising campaigns include activities in schools (materials, workshops etc.), reporting, event organising

Weblinks

[Website](#)



Aims and objectives

- To monitor gender equality in the media and raise awareness about inequalities

Results and impact

No specific evaluation has been conducted, but women are still a minority (24% globally and 32% in Sweden) in the news subjects.

Creator/owner/responsible institution

Allt ar Mojligt

Stakeholder, Firstname: Simone

Stakeholder, Family name: Lindsten

Additional information

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

Nuts code: SE

Metadata

ONGOING: No

TYPE: Awareness-raising campaigns/events

COVERAGE: National

TARGET GROUP: General population, Media professionals, Media company managers

KEYWORDS: feminist media, press, radio, newspapers, television, broadcasting, print media, media organisations, media professionals, public media organisations, private media organisations, journalism, access to expression, balanced participation, dissemination of information, monitoring tools, awareness-raising initiatives, representation