

# Women and Men on the Screen: who speaks in television

The article is based on the studies on Estonian Television conducted in 2002 and 2008, and introduces the comments of TV hosts on the project Screening Gender and the main tendencies which surfaced in the relevant studies made in Estonia.

## **Key information on EU or National policies/legislation on women's' representation on the Media:**

According to the law on Estonian Public Broadcasting, Estonian Television as a public TV station must, in comparison with private TV stations, pay more attention to the demands of the audience, to the diversity of Estonian society.

## **Key information on trends and challenges on women and the media:**

Although the analysis of Estonian Television in 2002 and 2008 confirms that the proportion of women who can have a say is continuously smaller than that of men, and there are broadcasts, themes, roles and functions in broadcasts where women are almost missing, the leading editors manifest the attitude that there is no need to provide more time for women in TV with some special measures.

## **Key stakeholders mentioned:**

Estonian Television; Estonian Public Broadcasting

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## Weblinks

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