

AWARENESS-RAISING AND SELF-REGULATION

When speaking about **awareness-raising** in the media, reference is made to every communication tool used to address gender inequalities in the media sector. This category includes:

- campaigns to raise the awareness of media professionals on the need to have women equally represented as experts, reporters in certain fields and opinion-makers in decision-making positions in media companies;
- campaigns to raise the awareness of women working in the media or audiences;
- conferences and events presenting data, good practices and research findings, and discussing the subject of women's participation and access to expression and decision-making in the media.

Awareness-raising represents 18% of the methods and tools retrieved in the survey 'Collection of methods, tools and good practices in the field of women and the media', which analysed media companies in the private and public sector, NGOs, professional associations and the gender machinery, searching for tools to foster women's access to expression in and through the media.

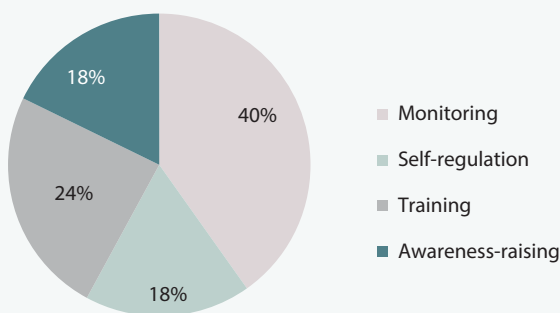


Figure 1. Methods and tools promoted in EU countries by type.

Awareness-raising methods and tools are mainly fostered by civil society (women's associations and NGOs) but the national gender machinery plays a key role, too, promoting 29% of communication-based activities.

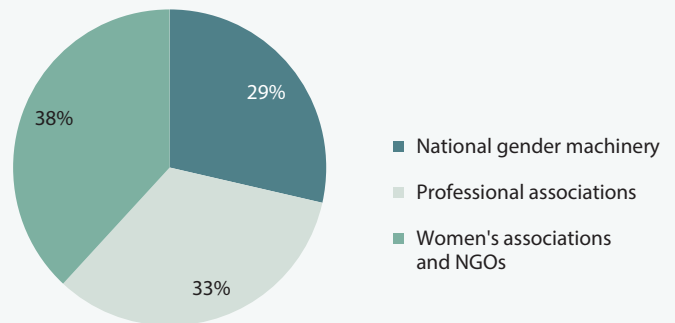


Figure 2. Stakeholders promoting awareness-raising activities.

Raising the awareness of media professionals (managers and staff) is crucial in order to have women equally represented as experts, reporters in certain fields (e.g. politics, science) and opinion-makers in decision-making positions in media companies. Actions implemented to reach this goal are mainly campaigns addressed to all the media workers, followed by focused conferences and events.

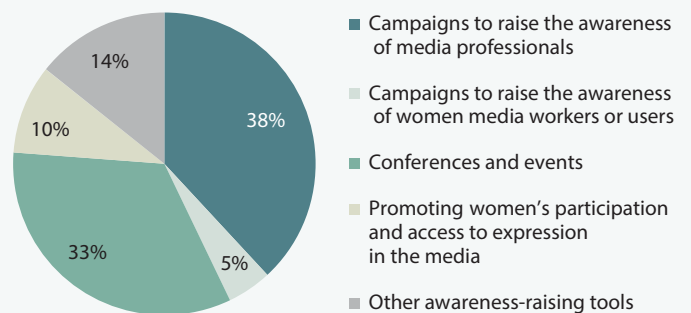


Figure 3. Distribution of awareness-raising activities by sub-category.

The stakeholders involved in the assessment process identified a number of particularly interesting good practices in the field of awareness-raising on the need to improve access to expression and decision-making of women in and through the media.

GOOD PRACTICES

TV3 50/50 Gender Balance on Tonight with Vincent Brown, Ireland

TV3 is a private broadcasting corporation airing the 'Tonight with Vincent Brown' show, which focuses on politics and business. The broadcast production decided, as a form of self-regulation, that experts invited to the show should be gender-balanced.

Gender equality plan by ORF, Austria

The gender equality plan of ORF, the Austrian public broadcaster organisation, has been set in motion by a dedicated team for gender equality within the organisation. It encompasses four pillars of which the self-regulation consists of both a quota (45 % of women to be in areas of work currently under-represented) as well as training for the technical professions in ORF, raising awareness and improving a general approach to equal opportunities and encouraging both men and women to be able to reconcile work and private life.

Some methods and tools fall into the category of self-regulation by companies, industries and professional bodies which aim to ensure gender equality in their organisations. These make up 18% of the methods and tools retrieved in the survey. They include codes of conduct safeguarding gender equality, protocols, agreements with government bodies and gender equality plans within media companies.

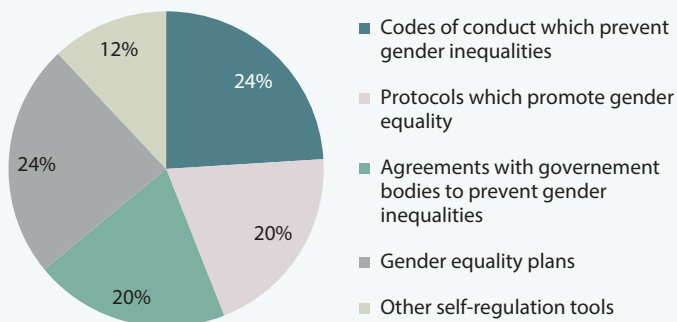


Figure 4. Distribution of self-regulation activities by sub-category.

Frequently the promoter of the code of conduct it is not just the media company but an external stakeholder in agreement and collaboration with that company. The external stakeholder provides guidelines or designs a protocol, carries on specific activities to implement the self-regulation and/or the monitoring activities. The following figure illustrates which are the main actors promoting self-regulation within media companies.

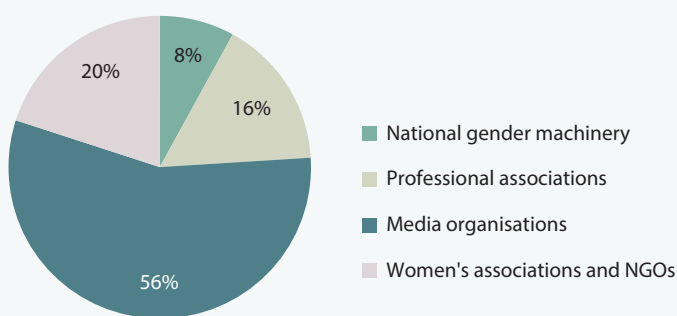


Figure 5. Stakeholders promoting self-regulation activities.

SPECIFIC CRITERIA

SELF-REGULATION FOR GENDER EQUALITY

- Tools intended to increase women's access to roles enhancing their intellectual skills and competences.
- Tools intended to give women voice in the media products that are more relevant in shaping public opinion.
- Tools intended to promote participation of women in media production process at any level.
- Tools intended to promote access of women to decision-making in the media sector.
- Self-regulation tools aiming to promote a transparent organisation of work, based on clearly defined and shared criteria in promotion and tasks management.
- Stable, long-lasting nature of self-regulation tools adopted to redress gender imbalances.
- Strong basis on women's participation and access to expression and decision-making in the media.

AWARENESS-RAISING

- Clear definition of awareness-raising goal(s).
- Clear definition of the objectives of communication campaigns and actions.
- Clear indication that tools spread concepts that empower women and mainstream gender equality.
- Centred on women's expertise and skills.
- Communication tools are distributed and shared with the target audiences.
- The issue of gender imbalance as a community affair.

GOOD PRACTICES

Awareness-raising campaigns for the French-speaking community of Belgium

Act of commitment for a process of self-regulation aiming to improve the image of women in the media by the Commission on the image of women in the media, France

The awareness-raising initiatives promoted by the Association des Journalistes Professionnels consisted of a conference, events and seminars and focused on reporting the current situation of Belgian women within the media industry and the good practices implemented in newsrooms in order to achieve gender equality.

The act of commitment for a process of self-regulation is a method for improving access to expression and decision-making for women in the media in France. The media has committed to actively seeking to increase the number of women experts in programmes/articles through the means of their choice, to participate in the constitution of a network of women experts and to raise awareness among editorial and production staff.

ABOUT THE STUDY

The European Institute for Gender Equality (EIGE) commissioned a study to support progress towards Objective J1. of the Beijing Platform for Action. The aim of the study is to collect methods, tools and identify good practices in the field of women and the media, in EU Member States. The study was implemented in the period August 2012–May 2013.



ABOUT EIGE

The European Institute for Gender Equality is the EU knowledge centre on gender equality. EIGE supports policymakers and all relevant institutions in their efforts to make equality between women and men a reality for all Europeans and beyond, by providing them with specific expertise and comparable and reliable information on gender equality in Europe.



More information about EIGE:
<http://eige.europa.eu>

More information about the study:
<http://eige.europa.eu/good-practices>