

# **KAREN ROSS**

**Council of Europe, 22-23  
June  
Paris**

# gender stereotypes

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....where do they come from?

- \* history
  - \* tradition
    - \* beliefs
      - \* culture/media

....what purpose do they serve?

- \* power
  - \* control
    - \* hierarchy (patriarchy)
      - \* allocation of resources
        - \* easy categorisation

....are mostly based on ideological and cultural concepts which

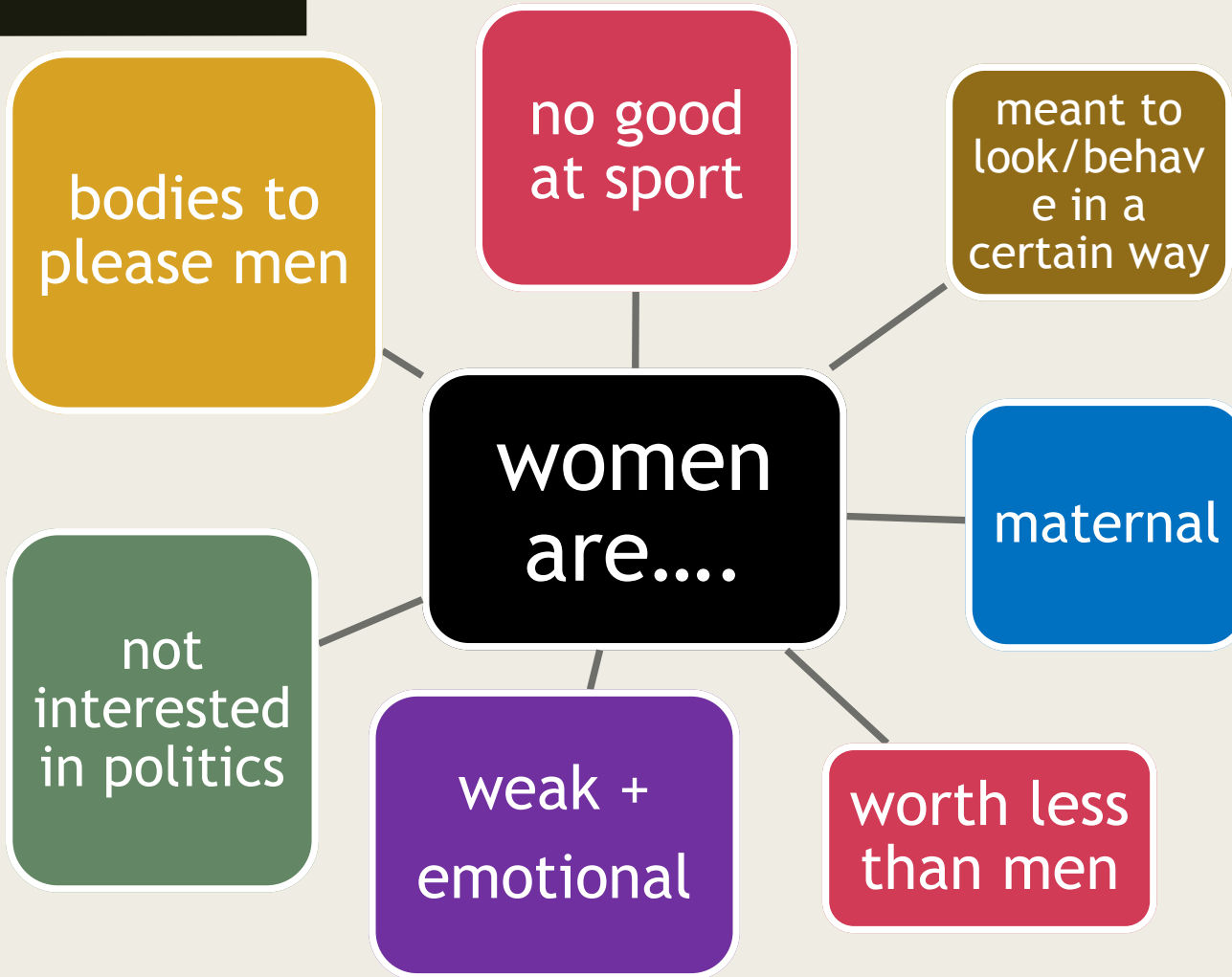
sustain male privilege

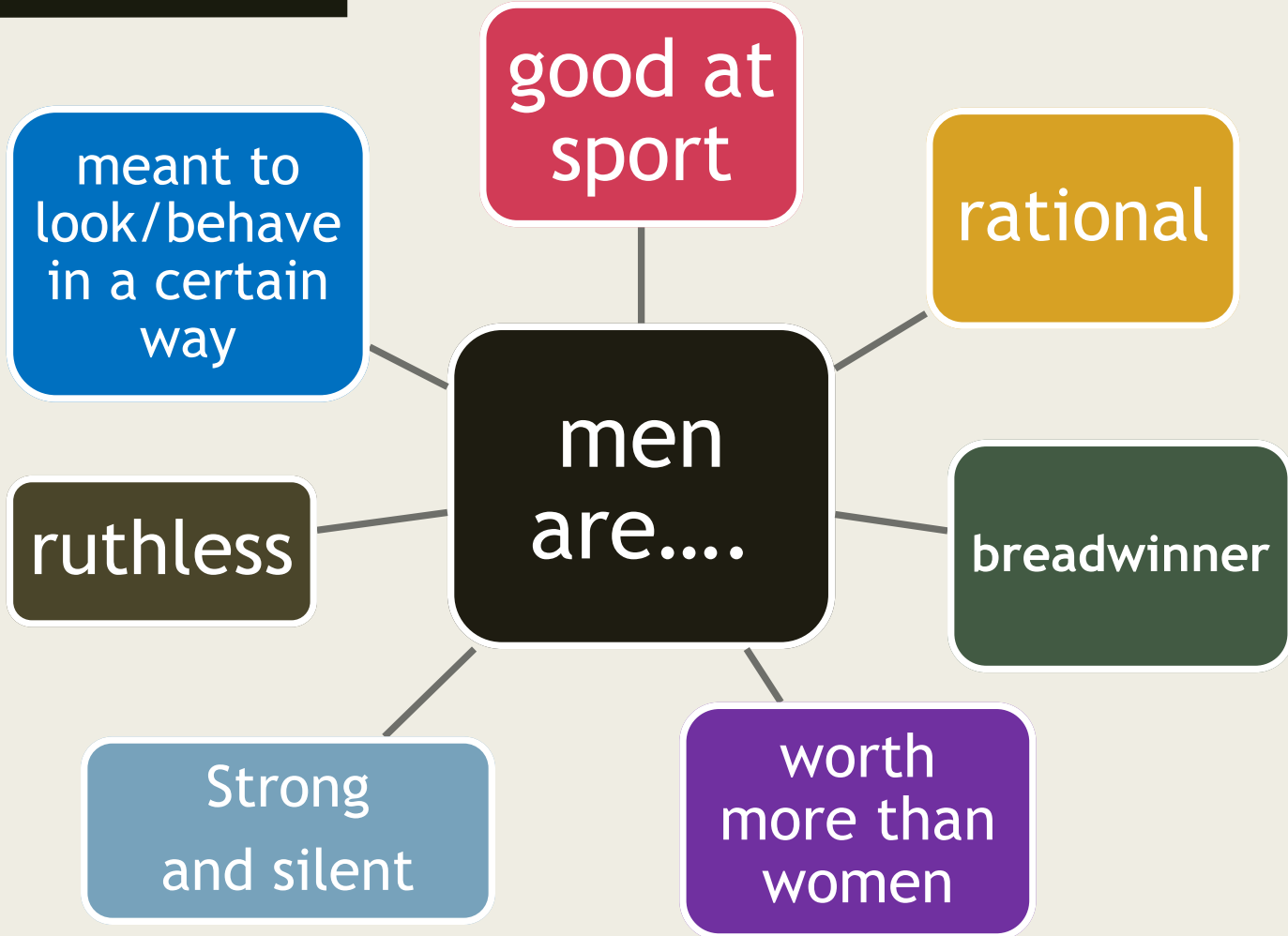
# gender stereotypes

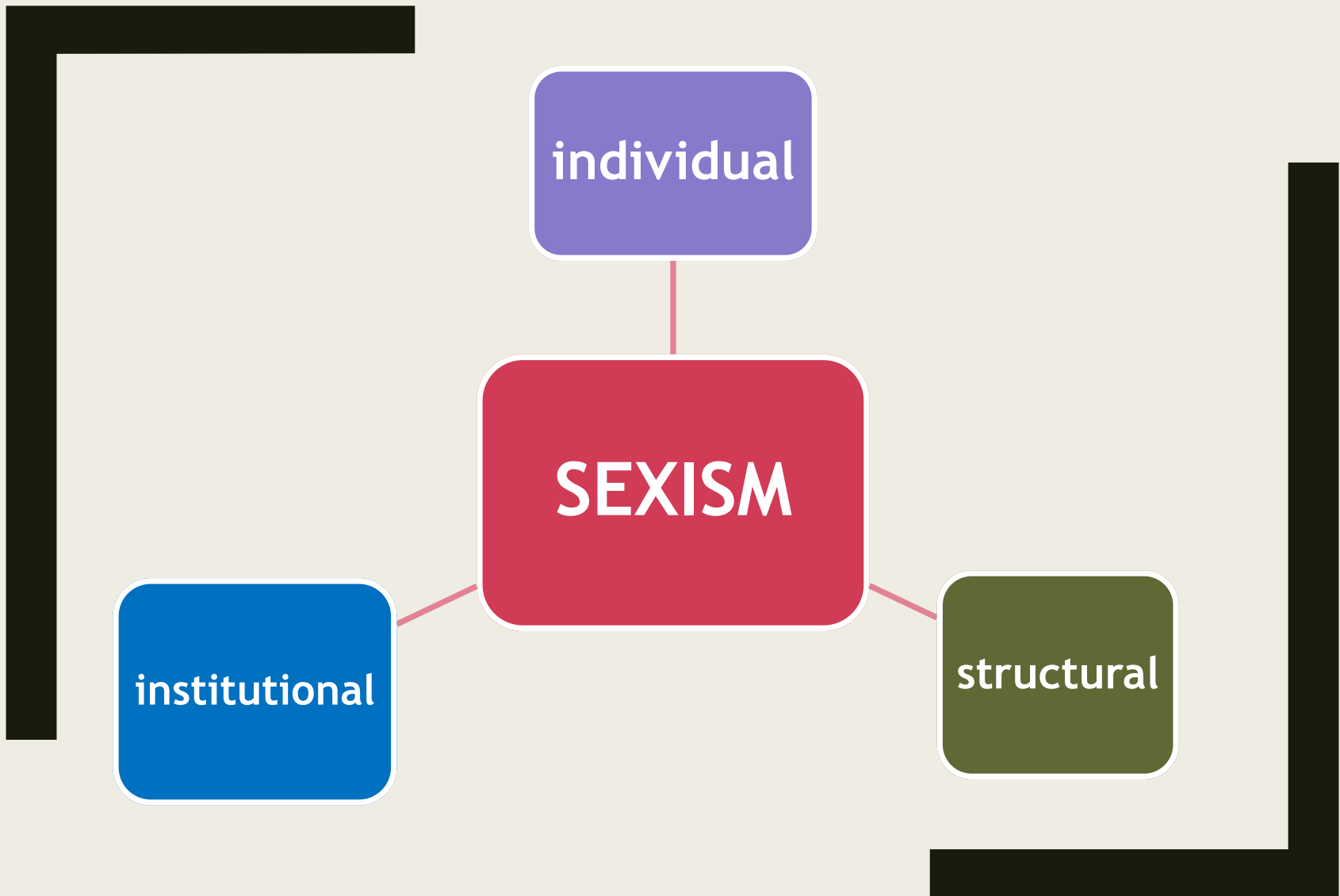
.... lead to.....

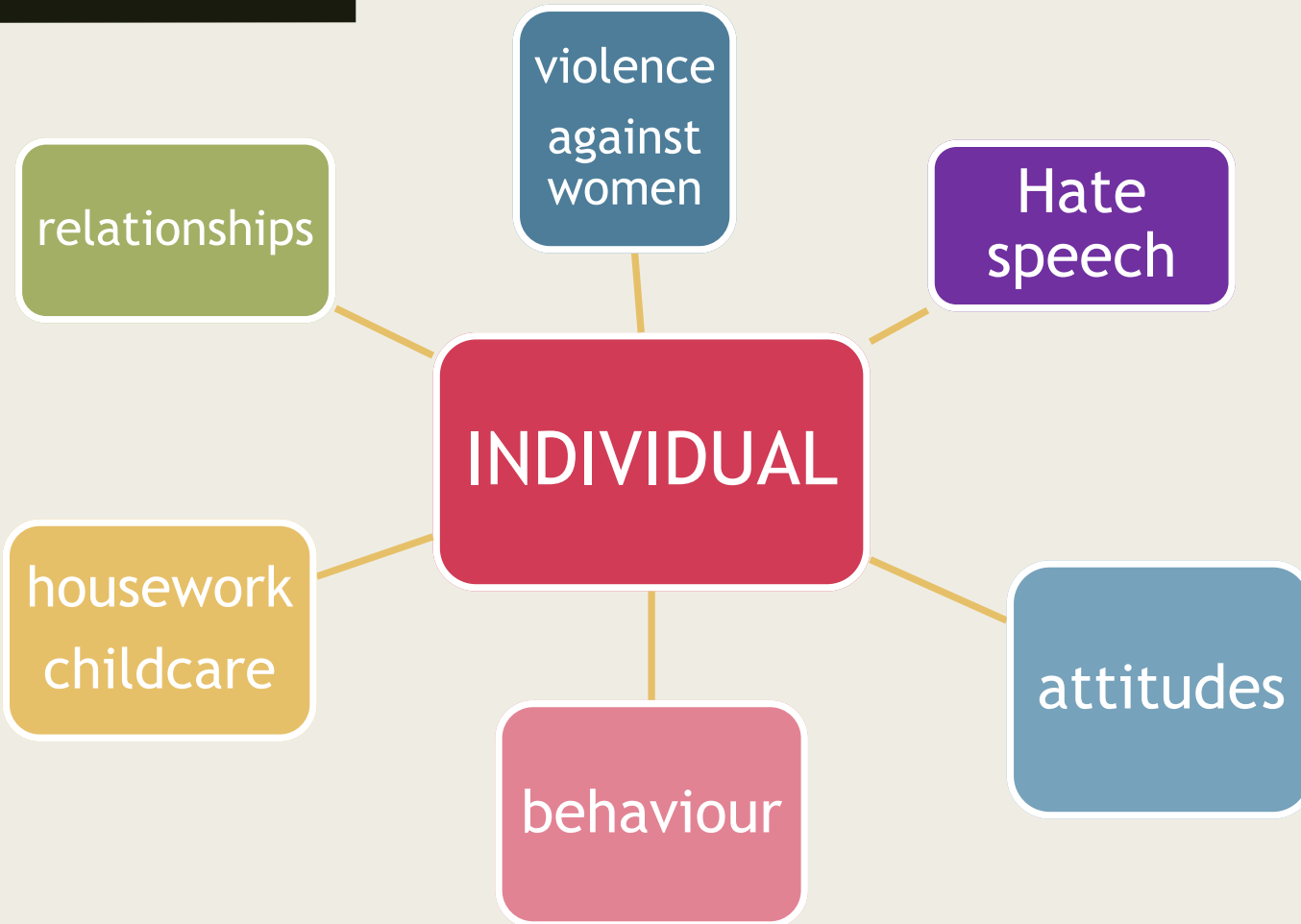


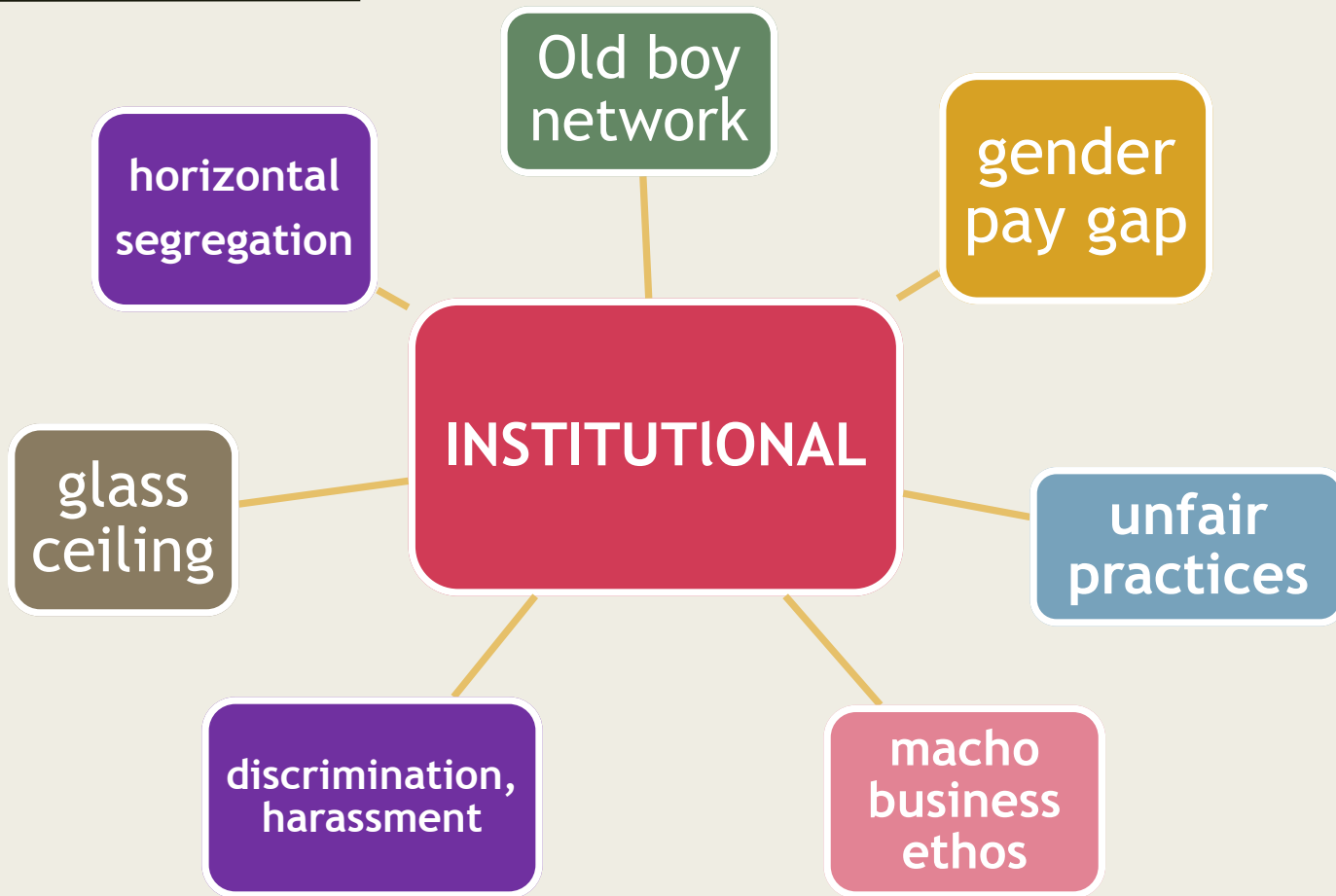
- \* homogenisation
- \* ignoring intersectional differences (e.g. sexuality, age, class, race, ability)
- \* life chances determined by biology
- \* potential thwarted
- \* discrimination and prejudice
- \* inappropriate attitudes and behaviour
- \* sexism - individual, institutional, structural



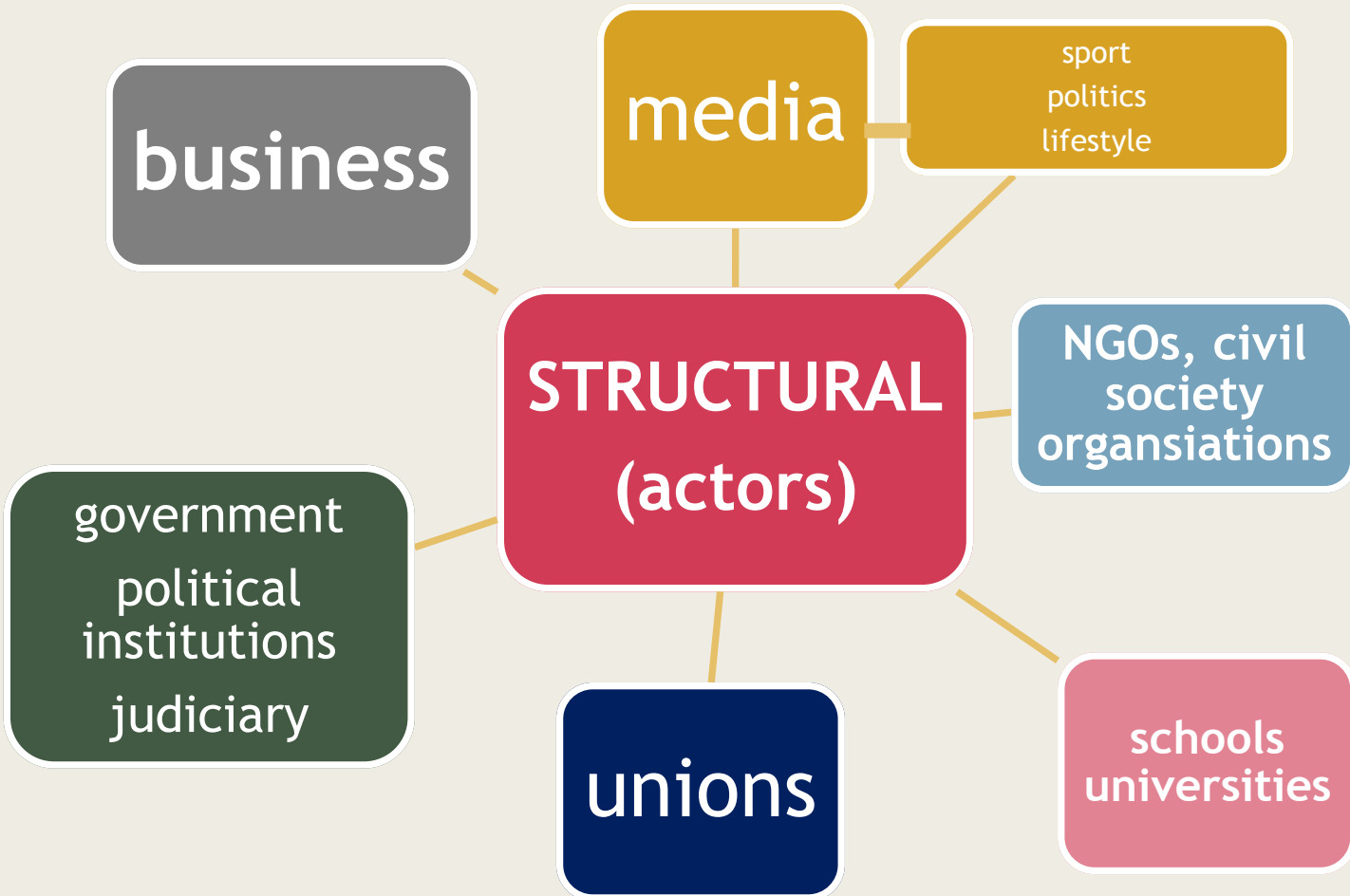




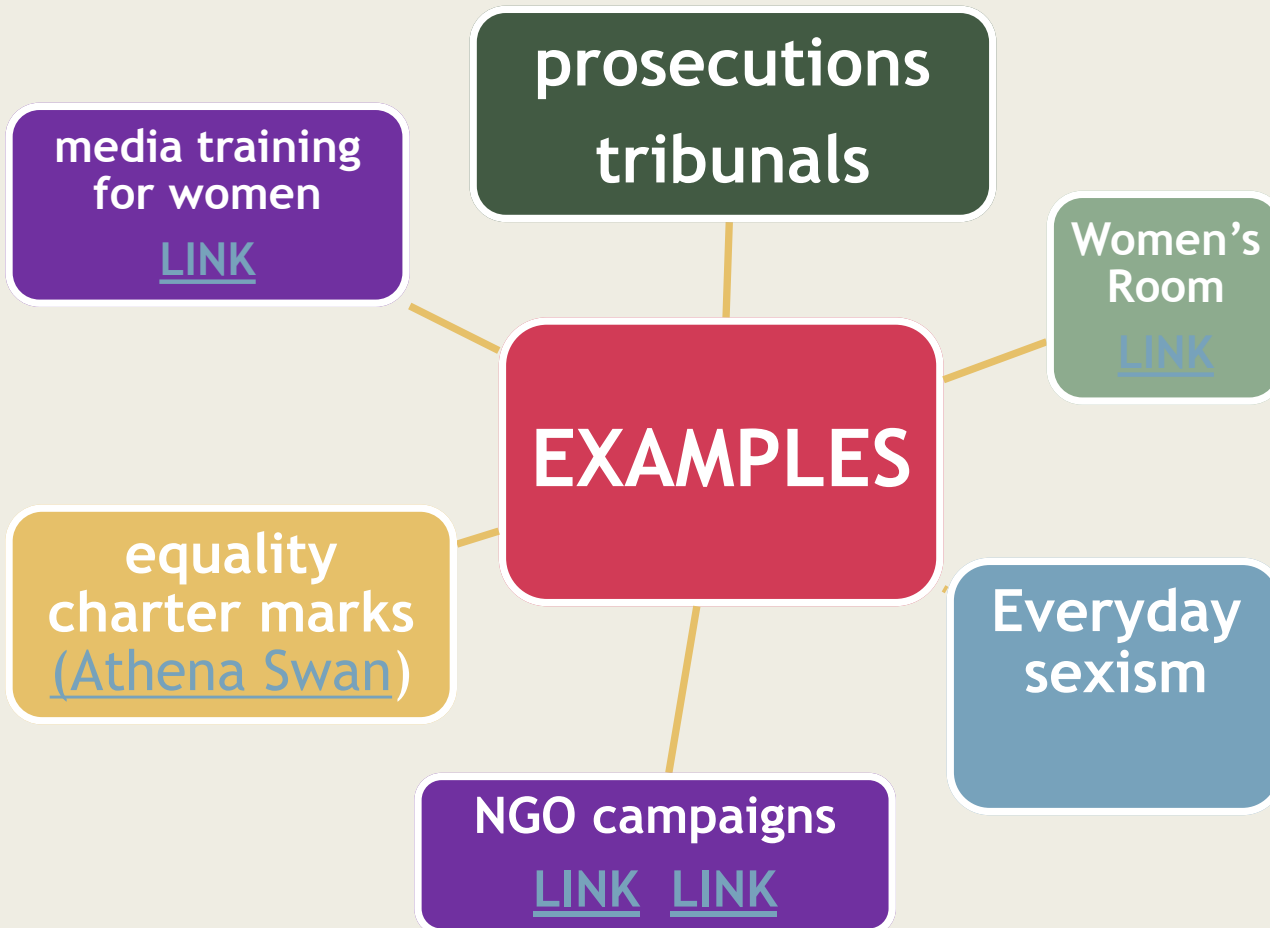














# .....so far.....

- 1979 - CEDAW (The Convention on the Elimination of all Forms of Discrimination Against Women)
- 1995 - Beijing Platform for Action
- 2000 - Millennium Development Goals
- 2015 - Sustainable Development Goals
- 2017 ???



**current  
project....**

## Advancing Gender Equality in Media Industries - AGEMI

A multidisciplinary European consortium comprising the Universities of Newcastle (UK), Padova (Italy) and Gothenburg (Sweden), the European Federation of Journalists (EFJ) and the Permanent Conference of the Mediterranean Audiovisual Operators (COPEAM) was recently awarded a grant by the European Commission's Directorate –General for Justice and Consumers to develop an action project to advance gender equality in media industries. The project will bring journalism, media and communication students together with media professionals so as to foster a gender equality perspective within both journalism and media education and professional journalism practice, and bridge the transition between education and employment. The project team will design a web platform which will become the go-to resource for individuals and organisations interested in promoting gender equality which will include: a resources bank of existing materials on the topic such as guidelines, toolkits, reports, analyses; examples of good practice from a variety of media organisations; original, co-created teaching and learning materials including video clips, interviews and activities; and digital tools including a web-based app. An important aspect of the project is developing the relationship between education and employment, between students, academics and practitioners and there are several opportunities to foster that relationship including internships, training events and a summer school. The project runs from February 2017 to July 2019. Once the project website has been developed, we will provide updates on progress and send invitations to get involved.

*[Co-funded by the "Rights, Equality and Citizenship/Justice Programme of the European Union]*





# THE WOMEN'S ROOM



Are you a woman? Are you an expert in your field? Do you feel under-represented in the media?

**You should.**

Research shows that, while women are present in the media - for example we represent 79% of victims - three-quarters of the media's "experts" are men. The media says that this is because there just aren't that many female experts around, and the media just reflects the reality of the world. This website is about proving them wrong: [join](#) the 2500+ women already **signed up as experts** and help us do just that!

If you would like to register as a journalist please do so [here](#) -- please note that we can ONLY allow accredited journalists access to our database. If you are not an accredited journalist your account registration will not be approved and your request will be deleted.





Everyday Sexism Project x + v  
everydaysexism.com

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# the everyday sexism project

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The Everyday Sexism Project exists to catalogue instances of sexism experienced on a day to day basis. They might be serious or minor, outrageously offensive or so niggling and normalised that you don't even feel able to protest. Say as much or as little as you like, use your real name or a pseudonym – it's up to you. By sharing your story you're showing the world that sexism does exist, it is faced by women everyday and it is a valid problem to discuss.

If you prefer to e-mail me at [laura@everydaysexism.com](mailto:laura@everydaysexism.com) I can upload your story for you instead. Follow us on Twitter (and submit entries by tweet) at [@EverydaySexism](https://twitter.com/EverydaySexism).

**Add your story:**

name

Post tags (optional) tick all that apply

Workplace  Public space  Home  Public Transport  School  University  Media



# Who MAKES THE NEWS?

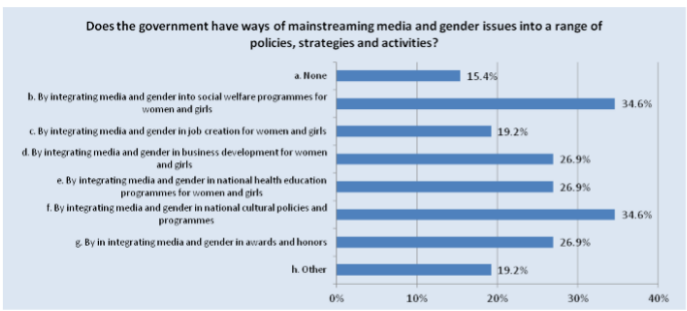
 

***A campaign to remind news media of their responsibility to uphold professional ethics on fair coverage, balance, accuracy and non-discrimination.***

***Quelques ressources disponibles en français | Algunos recursos disponibles en Español***

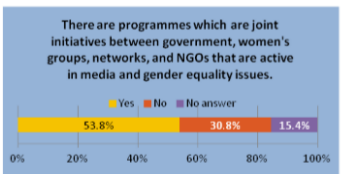
*Download campaign logo | Descargue la imagen de la campaña aquí | Téléchargez le logo ici*

## Public Awareness and Dialogue

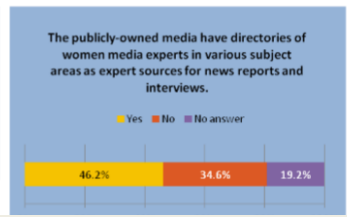


Examples in "Other" include:

- ✓ The Finnish Child and Youth Policy Programme (2012–2015) discusses media literacy and competences and is targeted equally for boys and girls.
- ✓ In China, information about outstanding women or outstanding women competition will be reported by the mass media every year.



✓ Among 14 countries that answered "Yes", 10



## Global Survey on Gender and Media Preliminary Findings



### Objective:

- ❖ Gather, analyze and distribute empirical data on progress towards achieving Strategic Objective J of the Beijing Platform for Action, from the standpoint of government actions
- ❖ Raise awareness of the topic among governments and make recommendations on public policies as to how media can be integrated into national gender policies and strategies
- ❖ Contribute to Beijing+20 Review through publication and dissemination of the research results

**Finding #1:** 96% answered that their government has national gender policies and/or strategies.

**Finding #2:** Only 26% stated that media is covered by governmental gender policies as to decision-making level of organizations.

**Finding #3:** Only 15% of governments have budget to promote gender equality in media staffing, and 29.6% of governments in media content.

**Finding #4:** 30% answered that policies to ensure gender balance in "Board(s) of Directors of publicly-owned media organizations" are in place.

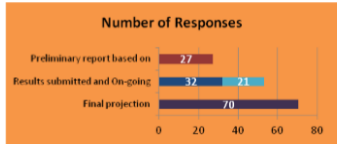
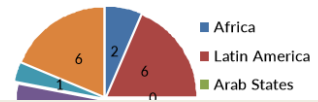
**Finding #5:** 37% stated there have been reviews of existing gender policies of the publicly-owned media or audiovisual regulatory body/authority within the past three years.

**Finding #6:** 35% of governments indicated that they have mainstreamed media and gender issues by integrating media and gender in national cultural policies and programmes.

**Finding #7:** Only in 19% of countries, publicly-owned media have developed specific programmes to raise awareness on BDPfA, and only in 23.1% of countries have on CEDAW.

**Finding #8:** 54% of governments stated there are programmes of joint initiatives between government, women's groups, networks, and NGOs that are active in media and gender equality issues.

### Until October 2015, countries that have joined the global survey




✓ The Global Survey on Gender and Media is an ongoing research being conducted in cooperation with 205 governments. To date, 32

WORK IN BROADCAST / PAST EVENTS

# Archived Event: Expert Women

It's been acknowledged by broadcasters across the industry that there aren't enough expert female contributors appearing on air. BBC Expert Women is our attempt to redress the balance via a series of free training days that provide experiences, insight and networking opportunities that help demystify the media and boost skills.



Introducing BBC Expert Women's Days

Sort by: Default <



# actions - some more examples

- Public bodies
  - *City Council+UN, [Mexico City metro](#)*
  - *Thames Valley police, [Consent](#)*
- Corporates
  - *Always 1, [Like A Girl1](#)*
  - *Always 2, [Like A Girl2](#)*
- NGOs
  - *Sport England, [This Girl Can](#)*