



GENDER EQUALITY AND THE MEDIA AT NATIONAL LEVEL

Compilation
of good practices
from member states

GENDER EQUALITY COMMISSION (GEC)

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

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Contents

FOREWORD	5
AUSTRIA	7
BELGIUM	8
CROATIA	10
CYPRUS	13
CZECH REPUBLIC	16
ESTONIA	18
FRANCE	19
GERMANY	20
ITALY	21
REPUBLIC OF MOLDOVA	25
NETHERLANDS	29
NORWAY	30
POLAND	32
PORTUGAL	37
SPAIN	40
SWITZERLAND	43
THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA	44
TURKEY	45



Carlien Scheele
Chair of the Gender Equality Commission of the Council of Europe

Foreword

Promoting and improving the image of women in the media has been the focus of attention of the Council of Europe for many years and is one of the priority areas of the work and activities of the Gender Equality Commission.

As mentioned in the Committee of Ministers Recommendation on gender equality and media adopted in July 2013 “Gender equality means equal visibility, empowerment, responsibility and participation of both women and men in all spheres of public life, including the media”.

The media can hinder or hasten structural advancements towards gender equality since they play a crucial role in

forming society’s perceptions, opinions and behaviours. Hence, the media are in a privileged position to promote the combat against stereotypes, reflect the different reality of women and men in all their diversities and encourage gender parity.

Despite progress achieved and good promising practices leading the way for change, the media are still playing an active role in producing and perpetuating gender discrimination. Gender inequalities are reproduced in the media in many respects including women’s under-representation in media ownership, information production and management

posts. Furthermore women are cited much less than men in articles and are largely under-represented as news subjects or interviewees, with the exception of women's magazines and advertising.

The Council of Europe Conference on "Media and the Image of Women", which took place in Amsterdam in July 2013, examined the relationship of the media to the female images they project, including issues related to stereotyping and sexism; freedom of expression and gender equality; female leadership positions in the media; and the new media as a tool for positive change.

The Conference clearly concluded that there is a strong need to pursue efforts for gender equality to become a reality in the media landscape.

As a follow-up to the discussions and conclusions of the Amsterdam Conference, this compilation of good practices

on "gender equality and the media" at national level has been developed. The good practices include national and targeted media campaigns, specific legislation, prizes/awards for non-stereotyped portrayal of women, electronic databases with experts that traditionally appear less in media coverage, inventories of best practices in the field of gender imaging, training courses directed at mass media professionals, relevant data collection and competitions.

In preparing this compilation, we learned that a number of countries had difficulties in identifying good practices which highlights the need for further work in this area.

Sharing of best practices is the basis for any guidelines that might be put forward to tackle the issue. Therefore, despite the persistent challenges for the achievement of gender equality in the media, this compilation represents a useful and valuable step forward in our task of promoting gender parity in and through the media.

Austria

Advertising

Sexist advertising is currently, with a few exceptions, not regulated by federal law. Exceptions are, for example, the pornography law, the prohibition of gender-discriminatory “audiovisual communication” in the Federal Law on Audiovisual Media Services (AMD-G) and the prohibition of gender-discriminatory “commercial communications” in the Federal Act on the Austrian Broadcasting Corporation (ORF).

On the initiative of the Minister for Women, an international conference on “sexist advertising” took place in 2010. The aim of the international conference was a survey and analysis of the legal and institutional situation in Austria and Europe. Based on best practices, possible implementation strategies to reduce gender discriminatory advertisements were illustrated. Experts from academia, government and media participated and discussed jointly future prospects.

In 2011 an advisory board on anti-sexism to the Austrian Advertising Council was installed including qualified gender experts in order to counteract gender-discriminatory advertising and to raise awareness of the advertising industry for a non-discriminatory portrayal of the sexes.

Out of 278 complaints received in 2012 more than half dealt with “gender discriminatory advertising” (53.41%). The anti-sexism Advisory Board reviewed these complaints and furnished its opinion to the Council. In 13 cases (7.39%) the Council called for immediately stopping the campaign.

The “Gender Award Advertising” is another awareness-raising initiative established in 2012. The new prize honours gender-sensitive advertising productions (TV, radio or print) from Austria. The most important criteria are the promotion of equality between women and men in relation to overcoming gender stereotypes in the portrayal of persons, and that women and men are represented in atypical professions/roles.

Belgium

Flanders

Expertendatabank (met brochure- affiches)

The Flemish government created an electronic database (www.expertendatabank.be) in 2008 with experts that traditionally appear less in media coverage (women, ethnic minorities and people with disabilities, transgender people, ...). With this project, the Flemish government wants to increase their visibility in the media in a non-stereotypical context and show the media the shortest route to experts belonging to certain target groups. The expert database now

contains more than one thousand names, and is open to journalists, students in journalism and programme makers.

The database provides experts belonging to these target groups on a wide range of issues from soil science to heart transplantation. In addition, it contains the contact details of organisations working on gender, LGBT issues, disadvantaged women, migration and disability issues.

The Flemish Association of Journalists (VVJ) was closely involved in the construction of the database and proves to be an interesting partner in disseminating it.

In 2011, Equal Opportunities in Flanders published the brochure “Beyond the cliché”

(internet link: www.gelijkekansen.be/Portals/GelijkeKansen/39007_VoorbijHetCliché%20AS.pdf).

The brochure aims to inspire journalists in their pursuit of a balanced representation.

To promote the database well known male experts were asked to be the face of the campaign entitled ‘It doesn’t always have to be...’

Policy Research Centre for Media – News Monitor

The Policy Research Centre (PRC) for Media is one of the 21 Flemish Policy Research Centres providing policy-relevant research to the Flemish Authority. The PRC for Media researches news production, news coverage and media literacy in Flanders. The research focuses on the whole news cycle from news selection by the journalist up to the media choice of the user.

The New Monitor is a periodic scientific report on a current topic in the Flemish media. The report is written based on the data collected by the PRC Media. It is sent to politicians, media, academics and other stakeholders on a regular basis to encourage the civil debate on the news content of and media literacy in the Flemish media.

Both in 2012 and 2013 News Monitors were published focusing on the issue of gender: ‘Woman wanted’ (no. 9, January 2012, on the number of women in televised news programmes, www.steunpuntmedia.be/wp-content/uploads/2013/10/Nieuwsmonitor-15.pdf) and, ‘How diverse is the Flemish press corps?’ (no. 15, October 2013, on age, gender and ethnicity in Flemish newspapers, www.steunpuntmedia.be/wp-content/uploads/2013/10/Nieuwsmonitor-15.pdf).

Online Knowledge Platform of the Knowledge Centre on Media Literacy

There is still insufficient public knowledge and understanding about the existing good practice in the field of gender imaging. The Department of Culture, Youth, Sport and Media is developing an inventory of best practices with regard to gender and imaging. As of 2014 these good practices will be transposed onto the Online Knowledge Platform of the Knowledge Centre on Media Literacy. The online platform already consists of dossiers on media literacy for elderly people, for disadvantaged people living in poverty, on online privacy and on publicity literacy. Website: mediawijs.be/dossiers.

Croatia

National policy for Gender Equality for the period from 2011 - 2015 includes seven specific measures regarding gender mainstreaming in the media, under the specific goal 7.2 (page 68): www.ured-ravnopravnost.hr/site/images/pdf/kb%20strategija%20za%20ravnopravnost%20spolova%20knjizica%20eng.pdf. One of the measures was an obligation to conduct a survey on the attitudes towards gender issues among the journalists and editors on Croatian Radio and Television (HRT). The survey indicated a further need for gender training and it became one of specific subjects in the Plan for Education of the Centre for Education in HRT.

The Centre for Education of HRT and the HRT Academy, in co-operation with the Ombudsperson for Gender Equality, conducted educational workshops for editors and journalists

regarding the need for removing gender stereotypes and sexism from all public media.

Law on Gender Equality from 2008 contains a separate article regarding media obligations on gender equality (see article 16) and also has the article that states specific obligations regarding adoption of self-regulatory acts for certain categories of public bodies and companies (see article 11) www.ured-ravnopravnost.hr/site/en/zakon-o-ravnopravnosti.html. This applies to Croatian Radio Television – HRT, and they adopted this kind of self-regulatory document, with previous approval from the Office for Gender Equality of the Government of the Republic of Croatia. This document also contains information of the position of women in HRT structures, and goals

and measures that will be implemented in order to improve the position of women in HRT, education on gender equality and gender sensitive programmes of the HRT. In 2010, 41.08% of the employees were women, and 71.7 % of those were women editors. There were 20% of women in the HRT Directorate, 30% of women in the HRT Council and 33% of women were directors.

HRT reports to the Government Office for Gender Equality of the Republic of Croatia about its work each year according to the National Policy for Gender Equality for the period from 2011 to 2015.

HRT is also obliged by the Law on Media to broadcast content that is socially valuable and important and free of charge (for instance, the Government Office is granted the broadcasting of its video and radio spots on political participation of women free of charge, as part of campaigning before local and national elections). HRT is also obliged to pay 3% of monthly citizen's contributions to the Fund for pluralism and diversity, which is obliged to use this money in developing and producing content that promotes gender issues (among others).

A fine of HRK 1,000,000.00 will be imposed for a violation by the media where in the publication of their programmes or in their advertisements, women and men are presented in an offensive, degrading or humiliating manner with regard

to their sex or sexual orientation according to the Gender Equality Act from 2008.

The Office for Gender Equality of the Government of the Republic of Croatia has also organised well attended a Round Table about Women and Media which was opened by the Croatian Prime Minister in 2010.

The Office for Gender Equality translated two handbooks on gender equality and media issues: a Croatian edition of the Council of Europe's "Women and Journalists first!" and a Croatian edition of the International Federation of Journalists handbook "Getting the Balance right!" These publications are widely disseminated and are available to download from the Office's website.

The Office for Gender Equality also translated the Council of Europe's Recommendation of the Committee of Ministers to member states on gender equality and the media which was adopted in July 2013. The same recommendation was published along with the link to the English original version (wcd.coe.int/ViewDoc.jsp?id=2087343&Site=CM&BackColorInternet=C3C3C3&BackColorIntranet=EDB021&BackColorLogged=F5D383) on the Office's website www.ured-ravnopravnost.hr/site/images/pdf/preporuka%20odbora%20ministara%203.pdf.

A Fund for the Promotion of Pluralism and Diversity of Electronic Media operates within the Electronic Media

Agency whose assets encourage the production and broadcasting of audiovisual and radio programmes of television and/or radio networks on a local and regional level, which are of the public interest and as one of those categories it is highlighted “Encouraging the development of awareness of gender equality.”

This year the Electronic Media Agency plans to implement the project for improving media literacy in the context of important social issues, including gender equality, for editors and journalists of the radio and TV stations in Croatia. In the framework of this project, five two-day workshops will be held on the subject.

Cyprus

Cyprus Equality Authority

The Office of the Commissioner for Administration and Human Rights within the framework of its powers as Equality Authority, has secured financing through the European Community's financial programme "PROGRESS" for carrying out actions aimed at combating/eradicating violence against women and girls in the Cypriot society.

One of the actions is to organise a co-ordinated national and targeted media campaign on VAW using diverse communication tools that will raise awareness of the general public on the problem of VAW and promote the message of zero tolerance to all forms of VAW and young girls in Cyprus. The campaign will focus on intimate partner violence. More specifically the media campaign will aim to eliminate gender stereotypes and challenge socio-cultural attitudes that render violent behaviour acceptable by targeting specifically men and boys.

The specific objectives as regards to awareness-raising are:

- A to develop and implement a national campaign that will focus on intimate partner violence, sexual violence including rape, and sexual harassment;
- B to raise awareness of the general public, and more specifically of men and boys, about the problem of VAW (different forms of VAW, health, social and economic implications, women's rights, etc.).

The target groups for the campaign include:

- ▶ the society at large;
- ▶ men and boys (ages 10+);
- ▶ women and girls victims.

The mediums that will be used are: TV, Radio, Newspapers, the Internet, outdoor banners. Each medium will target a specific group. (e.g TV spots and outdoor banners will target

the society at large, radio spots will target mainly adults 18+, while the Internet campaign (especially through the use of Facebook) will target predominantly a younger audience.

Cyprus Radio Television Authority

Cyprus Radio Television Authority (CRTA) is an independent body, which is responsible, among other things for the content regulation broadcast over private radio stations and private television channels. CRTA seeks to ensure that private broadcasting operates in compliance with the radio-television Law and Regulations, while it partially oversees the public service broadcasting. The Authority examines media content either on its own initiative or following complaints lodged by the public. Avoiding any kind of discrimination, on the ground of sex, among others, in the programmes broadcast remains one of the main priorities in the work of the Authority. In this extent, the following regulatory provisions are relevant:

Article 30 of the Radio and Television stations Laws 1998 to 2013 provides that:

” The media service providers operating under the jurisdiction of the Republic of Cyprus are forbidden to broadcast programs (content) containing any incitement to hatred based on race, sex, religion or nationality.

Article 30E of the Radio and Television stations Laws 1998 to 2013 refers that:

- ” The media service providers ensure that audiovisual commercial advertisements comply with the following conditions and/or limitations:
- (g) Audiovisual commercial advertisements are prohibited from:
 - (i) Insulting human dignity
 - (ii) Embracing or promoting any discrimination based on sex, racial or ethnic origin, nationality, religion or convictions, disability, age or sexual orientation”.

Furthermore, the following regulations of the Radio and Television stations Regulations 2000 (10/2000) provide the following:

Regulation 24(2)(e) concerns mainly the News and provides:

” The following rules apply to news and current affairs: particular provision is inserted for reportages, which broadcast issues of violence against children, women or elders”.

Regulation 26(l) concerns the entertainment programs and provides – among others – that:

” During Entertainment programs broadcasting of content that offend the dignity of two sexes is prohibited”.

Additionally, the Code of Advertisement (Appendix IX) comprised in the aforesaid Regulations and more specifically provision B8 states that

” *advertisements are prepared with a sentiment of responsibility to the society and consider the ethical values that consist the foundation of any democratic state and are common to all country-members of the Council of Europe, such as personal freedom, tolerance and respect to the dignity and the equality of all people.*

For the purposes of accomplishing its work the Authority may issue circulars reminding private broadcasters of their

responsibilities and obligations, as derived by the Law and Regulations, regarding the quality of the media products and the avoidance of any content that does not respect gender equality. In addition, in examining media content as regards potential violation of the provisions of the Law and Regulations the CRTA issues Decisions, in which it encourages broadcasters to disseminate media product (information and entertainment) that complies with the principles and the provisions of the Law and the Regulations and that respects gender equality, and to distribute media content in which men and women receive equal treatment and are not discriminated based on their gender. It is further emphasised that the Authority perceives gender equality as an inalienable human right.

Czech Republic

There is a campaign called “Sexist Piggy” (zenskaprava.cz/sexisticke-prasatecko/) organised by an NGO called NESEHNUTÍ (www.nesehnuti.cz). The aim of this campaign is to raise general awareness on the prevalence of sexism and gender stereotypes in advertisement and its negative effects. Every year (negative) “prizes” for the most sexist advertisement in several categories are awarded. The “Sexist Piggy” award has been running for several years and has managed to gain more broad coverage by some of the important media in the Czech Republic.

Sexist Piggy – self-regulating civic activity

The competition called Sexist Piggy began in 2009 by the NESEHNUTÍ organisation. It is aimed to highlight sexism in advertisement, media and public space. Sexist Piggy is trying to be a self-regulating civic activity. It wants to cultivate media space by direct-warning the companies and organisations about sexist elements in their advertisement. Sexist advertisements are nominated for the competition

exclusively by the public (this brings important information about what people perceive as sexist). Anti-winners are then chosen separately by a public, professional jury containing people from the academic sphere (gender, media studies and marketing specialists) and from the advertising industry.

The aim of the competition is to monitor abundance of sexist advertisement in the Czech Republic. The number of nominated ads is increasing (about 100 ads nominated in each year). Hence, there now exists a database of about 400 sexist advertisements in Czech Republic, which is used for research purposes and for working and co-operating with offices. This is also a form of civil and consumers

protest, which should serve as a clear message for corporations using sexist advertisement about the public view on their media presentation. The competition also makes the society more sensitive to patterns of sexism in public space.

The popularity of the competition is rising each year. The term Sexist Piggy has become a synonym for sexist behaviour. Big mainstream media do inform about the competition annually. This public knowledge of the competition helps to communicate with offices that supervise advertisement and media, which supports their struggle to improve present situation in advertisement field.

Estonia

In 2013 the Ministry of Social Affairs carried out an awareness-raising campaign “Stereotype” in the framework of implementation of the ESF programme “Promoting Gender Equality 2011-2013”. The aim of the campaign was to tackle gender stereotypes and to demonstrate their negative influence on work and career choices. One of the main activities of the campaign was a series of seven video clips pointing

out gender stereotypes in everyday occasions and their negative impact on lives of women and men. Two of the clips also targeted the issue of treatment of women by media. Video clips were shown in television and were available through the internet (www.stereotyp.ee/en/). The clips got a wide attention and received positive feedback in Estonia and internationally.

France

The CSA (*Conseil supérieur de l'audiovisuel*) has in fact done a lot to improve women's representation in audiovisual communication services. Its report is the fruit of that hard work, which first entailed creating a legal basis for the CSA's capacity to intervene.

In co-operation with the government, the CSA has worked on the draft law currently under discussion in parliament on gender equality, several articles of which are intended to defend women's image in the media, and which entrusts to the CSA a role of monitoring, and even sanctioning failures to meet the law's objectives.

The CSA has also conducted numerous surveys to ascertain women's situation in television and radio broadcasting, which had remained unsatisfactory, despite reconciliation

efforts. Unequal treatment, absence of women, stereotyping, etc., are still all too often found in the media.

Lastly, and more particularly, the CSA asked TV and radio broadcasters to make a commitment for 2014 to move the media landscape towards a better gender balance. France Télévisions had, even before being asked, pledged on 8 July 2013 to include in its objectives and resources contract with the State quantified measures in respect of women's presence both in its teams and on the airwaves (inter alia 30% of women experts in the studio). Radio France followed the same path in the autumn. Other publishers, to varying degrees, have taken part in the exercise, auguring well for a better year in 2014. Notable efforts are being made, although the road ahead is still a very long one...

Germany

The project “Career Orientation in Entertainment Formats” operated by the the MINTiFF-Initiative and Network and supported by the German Ministry for Education and Research (BMBF) and the European Social Fund (ESF): For further information please see the brochure “STEM and Equal Opportunities in TV Drama Formats” (www.bmbf.de/pub/equal_opportunities_in_tv_drama_formats.pdf). Dr Marion Esch, head of the MINTiFF-Initiative, also participated in the Amsterdam conference.

Since 2001, the government of Lower Saxony has granted the “Juliane Bartel” media-award each year. The award is named after Juliane Bartel (1954-1998) who was known for high quality and humorous journalism in radio and television. The competition is open to TV and radio broadcasters,

authors as well as production companies. The prize goes to TV films, documentations, features and radio segments that promote gender equality by featuring diverse role-models, by describing diversity and migration with a view to gender equality or by uncovering conflicts between (gender-stereotyped) role-models and deficiencies. The prize money is 12,000 Euros. The award is granted by an independent and inter-disciplinary jury. Further information can be found on the following website: www.jbnp.niedersachsen.de (German only).

The public broadcasters in Germany have taken on board the topics gender equality and women’s rights more and more in recent years.

Italy

Media play a particularly significant role in the fight against gender stereotypes. Therefore, their contribution is central to provide a realistic picture of the skills and potential of women and men in modern society as well as to avoid their degrading or offensive representation in everyday life. To this end, on 31 January 2013, the Italian Minister of Labour and Social Policies in charge of Equal Opportunities and the Italian Advertising Self-Regulation Institute (Istituto di Autodisciplina Pubblicitaria) signed the second Memorandum of Understanding (MoU) aimed at ensuring that commercial communication:

- ▶ does not use images representing violence against women or inciting violence against women;
- ▶ protects women's dignity, respects the principle of equal opportunities and spreads positive values on women's image;
- ▶ pays special attention to gender representation and respects the identity of women and men in line with the evolution of their respective roles in society;
- ▶ avoids using gender stereotypes.

The objective of the above mentioned MoU is to promote and further strengthen the enforcement of the prohibition to use offensive or discriminatory images of women or images encouraging violence against them. According to the Memorandum, the Department for Equal Opportunities of the Italian Presidency of the Council of Ministers is entitled to ask for the removal of the press advertisements and posters which show degrading images of women or are explicitly violent or sexist. According to Article 2 of the MoU, a Joint Committee is established with the task of implementing it, monitoring its implementation, supporting and promoting the activities provided for by it. Within the framework of the above mentioned MoU, whose established duration is two years, the Department for Equal Opportunities commits to organising a competition to award a non-pecuniary annual prize to the advertisement which best represented the image of women over the year. Furthermore, the Department for Equal Opportunities is currently co-ordinating the development of the Extraordinary Action Plan against Sexual and Gender-Based Violence, which will be aimed, inter alia, at increasing the awareness of media operators in order to ensure that information and (commercial) communication respects gender representation and, in particular, women's image.

Within the framework of the promotion of gender equality, over the last few years the Italian Department for Equal

Opportunities has particularly focused on combating violence against women also through media, information and communication campaigns. The last one was entitled "Riconosci la Violenza" (Recognize Violence). It was launched by the Department for Equal Opportunities on 25 November 2013, on the occasion of the International Day for the Elimination of Violence against Women. The campaign was developed free of charge by a group of women professionals who have been working on this issue for many years and is disseminated at the national level through posters, a TV advert broadcast on the main national public and private networks and videos shown in Italy's main train stations as well as on board the Italian high-speed trains, and through advertisements in the national daily newspapers and magazines and on the Internet.

The "Riconosci la Violenza" Campaign was translated into Spanish, adopted and launched by the State of Mexico for the 2013 International Day for the Elimination of Violence against Women.

The Campaign was also presented by Professor Maria Cecilia Guerra, the Italian Vice Minister of Labour and Social Policies in charge of Equal Opportunities, during the Fifth Conference of States Party on the Follow Up Mechanism to the Belem do Parà Convention (MESECVI), organised by the Organization of American States and held on 18 and 19 November 2013 in Washington D.C.

On that occasion, also the Council of Europe expressed its interest in disseminating it. Indeed, the Council of Europe made it available on its website in December and congratulated the Department on the campaign's constructive approach. The Campaign was also presented to the European Commission during the 42nd meeting of the Advisory Committee on Equal Opportunities for women and men, held on 28 November 2013 in Brussels. Following the meeting, Germany, Greece, Poland and Romania also expressed their interest in and congratulations on the Campaign. In particular, Greece decided to upload the relevant material on both the official website of the Greek General Secretariat for Gender Equality and a specific website on violence against women created by its organisation (womensos.gr/nea_allwn_forewn/).

The "Riconosci la Violenza" Campaign adopts a clear and constructive approach to gender-based violence, which does not consider women only as victims of this heinous and widespread crime. It is meant to convey a clear message: women need to find the courage to react and recognize physical, psychological and verbal violence from the first signs. The main characters are five different couples hugging. The man's face is always covered by a big black rectangle reminding all women that

"Violence has many faces. Learn to recognize them". The Campaign therefore encourages all women not to

accept or justify the violent behaviour of those men who say they love them. The images also show different titles aimed at providing women with advice on how to prevent and respond to violence from the first signs, namely:

- ▶ A violent man doesn't deserve your love. He deserves to be reported.
- ▶ Don't marry a violent man. Children learn quickly.
- ▶ There is only one way to change a violent boyfriend. Change the boyfriend.
- ▶ Slaps are slaps. To mistake them for love could hurt a lot.
- ▶ You know he'll knock you. If he knocks at the door, don't open it.

All the campaign materials are designed for easy sharing via social media and can be disseminated free of charge provided that they are not changed or used for commercial purposes. They are available in Italian on the website of the Department for Equal Opportunities of the Italian Presidency of the Council of Ministers (www.pariopportunita.gov.it/index.php/campagne-di-informazione/2408-qriconosci-la-violenzaq). The Campaign was also officially translated into English and Spanish.

With reference to the role of new technology and new media for the achievement of gender equality, the Department for Equal Opportunities is currently implementing the European project "FIVE MEN - Fight Violence against woMEN",

whose main aim is to develop a social communication campaign on zero tolerance for gender-based violence mainly targeting men and boys and to fight against the main stereotypes on the relationships between women and men which tend to create “social tolerance” towards violence and naturalise this violent behaviour.

Within the framework of the FIVE MEN Project a web series will be produced and disseminated on the Internet. The web series will be composed of five episodes, each one lasting five minutes, and addressing men and boys. The series will be aimed at involving them in combating violence against women. The idea behind the web series is to talk to men by telling them men’s stories and facts. In fact, in order to provide an overall overview of men’s world and to facilitate identification mechanisms in all types of male audience, the web series will not be focused on one main character only, but on many characters that are going to differ from each other in their age, social and economic background, relationships and family situations. Also the contexts in which the single characters will be represented are going to be different from one another with a view to showing that violence can originate from any context.

In line with the traditional mechanism of web series, all the five episodes will be linked to each other by a horizontal narration which will make the whole series more captivating.

The web series will:

- ▶ identify and investigate the main stereotypes on the relationships between women and men which are at the core of the dynamics generating violence;
- ▶ propose new and fairer male behavioural patterns with the aim of preventing violent behaviour before having to repress it.

The five short movies will be broadcast on the Internet, in a specific website from which users will be able to download the episodes, enter comments and access the web series’ social media pages (Twitter and Facebook). The web series will be launched in a special launch Conference which will be organised in a symbolic Italian city or town where a young Italian woman was killed by male violence against her. Also a European Conference on “Violence Against Women – Good Practices on Communication Campaigns” will be held during the Italian Presidency of the Council of the European Union in 2014.

Republic of Moldova

Mass-media institutions self-assessment through gender dimension

Target Group: 17 mass-media (print and electronic press) were included in the project of self-assessment through gender dimension.

The project of gender self-assessment of electronic and print media was implemented in the period of January to October 2013 by the Association of Independent Press (API), at the initiative and with the financial support of UN Women Programme in Moldova “Women’s Economic Empowerment through increasing Employability in the Republic of Moldova”. Thus, the collected information allowed undertaking a general analysis of gender dimension

in print and on-line media, as well as on how mass media were concerned to ensure gender equality and balance in their articles.

Data presentation and analysis

Quantitative data collected

The absolute majority of articles have been written by women (whether employees of the editorial office or voluntary correspondents), and for each article signed by a man there would be, on average, three articles signed by women. This situation occurs due to the fact that women are much more frequently employed as reporters (persons who write

the articles), while men hold predominantly ruling positions in the editorial hierarchy (directors, editors-in-chief) or technical positions (designers, IT specialists, etc.).

While selecting protagonists for articles and reports, mass-media gives priority to men, they being twice more publicised than women. This is explained by the fact that journalists are obliged to report about public interest events, including political topics (political parties, parliament) or about the activity of central administration bodies (government, ministries, agencies), fields in which women's representation is insufficient.

Having analysed the media coverage of various fields/topics certain tendencies can be noticed in the view of balancing the gender coverage at the columns: culture and science, social, foreign relations. Certain progress was registered as well at the columns: politics, sports, media and IT, but these domains still continue to be dominated by men. The topic of education shows an opposite picture – it remains excessively feminised.

Qualitative data

In the framework of this project, women were presented in a positive light in the majority of articles having them as protagonists, whereas men – in a neutral light. Thus, women appeared in a positive context in 57.4% of all the articles

having women-protagonists, neutrally – in 36.4% of articles. As for the remaining 6.2% of texts, women-protagonists had a negative image. Men appeared most often in a neutral context (46.6% of all the articles featuring men-protagonists). At the same time, men were covered less in a positive light, and that is 1.5 times less seldom than women (in 36.6%) and almost 3 times more frequently in a negative context (16.8%) as compared to women. The materials displaying both men and women as protagonists introduced them mainly in a neutral light (42.7% of all the articles with both gender protagonists in equal manner) or in a positive one (44.1% of the total).

Women-protagonists appeared more rarely than men in the public space, i.e. at events, meetings, while performing public duties, whereas in the private environment, women appeared more frequently than men. The outcomes registered during the entire duration of self-assessment display a tendency for a minor increase in the percentage of journalistic materials about men in private environment (quarter 1 – 14.3% of all the articles about men, quarter 3 – 16.9%), on the account of the decrease in the number of articles featuring men in the public environment (quarter 1 – 85.7%, quarter 3 – 83.1%).

As regards women-protagonists, the situation remained unchanged in the first two quarters of self-assessment, and in the last quarter the presence of women in the public

environment increased by approximately 3 percentage points in comparison with the previous periods. Accordingly, the weight of articles reporting about women in the private environment was reduced.

Main characters (both women and men) appeared in the media mainly (85.3% of the total) as socially active persons, i.e. involved in community life and/or family life, generating actions, etc. Thus, in 82.9% of all the articles about men, they were presented as active characters, in other 17.1% – as socially passive persons, which are subject to an action produced by someone else, whether a man or a woman (are being criticized by others, take part in events organised by others, etc.). Women-protagonists were mirrored as socially active persons in 88.4% of all the articles about women, and in 11.1% – as socially passive persons (in the remaining 0.5%, women-protagonists had a neutral position in terms of social activity).

Progress/evolution

Thus, in just nine months, the total data for the 17 mass-media institutions indicate almost a doubling of women-protagonists' visibility in journalistic materials, from 16.7% in February 2013 up to 28.6% in October 2013.

A complementary aspect to be examined is the impact of the technological platform on which mass-media institutions

(online or print press) operate upon the dynamics of progress in balancing gender coverage. In consequence, by comparing progress indicators scored by online media institutions and print press institutions, we can assert that print press is more favourable to gender balance than the online media. Certain progress was achieved as well in mirroring women and men-protagonists with secondary roles in journalistic subjects.

The analysis of quarterly progress in traditionally masculinised sectors, such as politics, economy, and sports shows a rather modest success and the necessity to increase the presence of women protagonists. But sometimes the analysis recorded the increase of women's visibility in economic and foreign relations' sectors.

Lessons learnt

Mass-media institutions' self-assessment through gender dimension was a useful and a rather efficient exercise. Given the previous experience of the project team, one can assert that this approach is a better one in terms of quantity, quality, as well as sustainability, as compared with other approaches in the field, such as: training mass-media representatives, awarding winners for thematic articles, conducting independent monitoring of mass-media.

The Evaluation Council has assessed the positive tendencies registered by the 17 mass-media institutions at certain chapters, even if the progress is still modest.

Recommendations

The Evaluation Council developed recommendations for mass-media institutions with a view to ensure gender balance in journalistic materials, and several recommendations for public institutions, which have been sent to the Commission for equality among women and men under the Government of the Republic of Moldova, during the sitting on 22 November 2013.

Useful links:

- ▶ api.md/upload/editor/FINAL_REPORT_Mass-media_institutions_self-assessment_through_gender_dimension.pdf
(copy and paste link into search engine)
- ▶ www.api.md/news/view/en-gender-equality-helps-state-to-develop-economically-findings-287
- ▶ www.api.md/news/view/en-workshop-on-self-assessment-through-gender-dimension-125

Netherlands

Good Practice Netherlands Public Broadcasting Company (NPO)

From experience with other projects, NPO learned that most editorial staff had considered themselves to be open minded, and had gender equality high on their agenda. The only thing: they could not always find relevant women. This, of course, could not be right. So NPO started facilitating them.

Delivering relevant women

Together with a network organisation called 'Women Inc.' NPO selected women in key positions in any industry who are ambitious and eager to show their talents on national television and then they shortlist them. Like matchmakers, they visit editorial floors and arrange speed dates with 12 candidates and editors of the show.

Candidates learn what it takes to be on a television or radio show - be it on a screen test, a panel discussion or interviewed – and editors connect with new people they can use as 'expert', 'panel' or 'opinion maker' instead of speed dialling one of their regular 'talking heads'.

Most important in the matchmaking process is the personal and tailor made approach. The more committed NPO is to finding and connecting, the better the result.

The first results are promising. The candidates and editors are meeting and learning from each other. Eager editors and ambitious top women share pros and cons of media performances and exchange knowledge and ideas.

Norway

The number of women editors and commentators has increased in recent years. In 2014, the percentage of female members of the Association of Norwegian Editors increased from 20% in 2006 to 30%. Of those who held the title editor-in-chief, 27% were women (an increase from 16% in 2006).

In recent years, interest in issues relating to gender equality in the film sector has grown. This growth is especially due to a survey entitled “Numbers Speak for themselves” concerning the representation of women in key positions and decision-making in the film sector. The survey was conducted at the initiative of the sector itself and showed gender disparities in leading roles and in the distribution of funding. Men held 80% of the positions as directors, scriptwriters, and producers.

A white paper titled “The Pathfinder” was submitted to the Norwegian Parliament in 2007. One of the themes dealt with was gender equality in the film sector. The white paper set a goal that women should hold at least 40% of key positions in the film sector by 2010. In 2013, this goal was not fully achieved; however, 38.5% of key positions are now held by women.

Hate speech and Challenges Ahead

Challenges in social media regarding women’s freedom of speech remain. Women who express their opinion in the media, especially on women’s rights, occasionally experience hateful comments, threats and other silencing strategies. This may cripple the public debate and deny women their freedom of speech. Newspapers online have intensified

their editing of comments, but there is also a need for more active measures. The gender perspective should be taken into account when dealing with hate speech in general and social media in particular.

The need to know more – Nordic Gender & Media Forum

As a follow-up of the Beijing platform – providing women better access to media and combating gender stereotypes – the Nordic Council of Ministers currently supports the project “Nordic Gender & Media Forum”. There is obviously a need

for a more analytical and systematically knowledge-based approach to “Women and Media”. Solid data and comparative statistics are needed in order to measure and assess which way the development is going, and moreover assessing best practices and policies based on evidence. The project mainly targets the media sector itself, representatives, and decision-makers and researchers in the Nordic and Baltic countries, but is also addressing the media sector in other countries. Norway is an active partner and contributor to the project “Nordic Gender & Media Forum” with the aim of responding to these needs. For more information please consult: www.nordicgenderandmediaforum.se.

Poland

The project entitled “Media of Equal Opportunities” was implemented from 20 December 2011 to 30 April 2013 by the Chancellery of the Prime Minister, and the Office of the Government Plenipotentiary for Equal Treatment. The general objective of the project was to introduce a gender equality perspective into public discourse, through educational and promotional activities targeted at the individuals and communities who are responsible for, and have an impact on, the shape/condition thereof.

The most important goals which the project had included were: better implementation of non-discrimination laws, development of national policy to fight discrimination and promote equality beyond the legislative sphere and supporting the dissemination of information concerning national and EU policies and legislation aimed at fighting discrimination. The project was inaugurated with a briefing

session, during which the Government Plenipotentiary for Equal Treatment presented the principles and operational framework of the project. There were two contests carried out as part of the project: first one was addressed to experts and NGOs. Its goal was to select the best reports, studies and analyses on the messaging and language used in the media to discuss anti-discrimination issues. Coaching manuals, as well as training materials regarding equal opportunity and anti-discrimination policy in mass media were also eligible. The jury chose the materials that were to be issued and distributed as part of the award. According to the project’s design, awarding and publishing studies, analyses, and other educational materials developed by the non-governmental sector was a form of supporting and promoting their innovative approaches and studies related to anti-discrimination policy. The second competition was open to journalists and

journalism students. It highlighted the best ideas in the field of promoting equality and combating discrimination in three categories: pen (Internet), microphone and image.

What is important, so far, the journalists have not been targeted as a primary project target group. Unlike previous projects, here the journalists participated in all stages of the project implementation and were included in the debate on combating discrimination and promoting diversity. Mass media play a crucial role in shaping public attitudes; therefore, their involvement in the issue of promoting equality is critical and can contribute to minimize the phenomenon of harmful stereotyping in mass media contents.

The educational part of the project consisted of a series of training courses for journalists and journalism students.

Training sessions covered the issues of equality and anti-discrimination, with a special focus on the language of communication and hate speech. The project was concluded with a conference, which had over 80 participants. During the conference, the entire project was summarised and awards were handed out to the winners of the competitions carried out as part of the project. The conference also included a panel discussion with media experts. There was also the project's added value which was the opportunity given to journalists from different parts of the country who participated in the activities, and acquired linguistic skills

with regards to professional, non-exclusionary and non-discriminatory language.

One of the key outcomes of the project was an exchange of experiences amongst the representatives from different types of media (the Internet, press, radio, television) regarding stereotypes and discriminatory practices evident in media coverage. Then, transferring knowledge concerning stereotypes and discrimination in mass media to people who are just acquiring their journalistic skills (students); consequently, right from the start, they learn best practices and master the ability to identify unwelcomed phenomena. Finally, learning basic concepts related to the issue of discrimination and becoming familiar with sources/materials (websites, publications, recent/updated studies and reports), on stereotypes and discriminatory messaging present in mass media were also important.

Second added value of the project consists in stimulating the cooperation between NGOs and the world of mass media, which found its reflection in a very specific initiative, established as a result of the project outcome. It is a campaign conducted by the "Feminoteka" Foundation, in partnership with the largest Polish daily "Gazeta Wyborcza", aimed at increasing the participation and the importance of women in mass media. Individuals who initiated the campaign cooperated with the Beneficiary in the implementation of the project entitled "Media of Equal Opportunities".

An extra added value consists in strengthening the dialogue held between the Office of the Government Plenipotentiary for Equal Treatment with the representatives from public media, including Telewizja Polska S.A. (Polish Television) which in the future can bring desired results in the form of an increased sensitiveness to equality issues of people responsible for the broadcasting content.

Moreover, the project coincided with the publication of a report on the role of women in mass media, published by the European Institute for Gender Equality (EIGE) and commissioned by the Irish EU Presidency. The EIGE Report was promoted in Poland as part of the implemented project. The multiplier effect of this particular project consists in providing training to journalism students in the field of non-discrimination, which contributed to the increase of their awareness and had a positive impact on their professional work, which in turn affects general public as such.

The project definitely contributed to strengthening the dialogue and debate on equal opportunity policy of all stakeholders (representatives from the government, civil society organisations, scientists and media), which significantly contributes to the further development of national policy to fight discrimination and promote equality beyond the legislative sphere, as well as to a better implementation of already existing laws in this field. As part of the project, one carried out activities aimed at disseminating

knowledge of national and EU policy and legislation in the field of fighting discrimination, thus increasing the awareness not only among the target groups (journalists and journalism students, civil society organisations, experts in the field of discrimination in mass media), but also, indirectly, general public as such – which also fosters better implementation of existing anti-discrimination law.

The completed project resulted in the development of a set of recommendations concerning desired changes in applying the principle of non-discrimination in mass media, which were included in the National Action Plan for Equal Treatment for 2013-2016. The initiatives undertaken by the Office of the Government Plenipotentiary for Equal Treatment in this field will therefore be continued upon the use of available EU funds. The goal of these activities was defined as follows: Change of stereotypical and discriminatory image of members of discrimination-prone groups in mass media messaging. Also, the following activities leading to this goal were set up: to continuing and reinforcing a multi-dimensional public debate on the ways of presenting the discrimination-prone groups in mass media messaging (with the participation of well-known public persons, representatives from academic circles, and media experts), and establishing a broad coalition for “Media of Equal Opportunities”, in order to promote the issue of equal treatment in mass media and taking initiatives related thereto.

The issue of equal treatment rarely emerges in mass media; therefore, it seems to be of key importance to value this particular journalistic field and appreciate the journalists being involved in tackling the issue of discrimination. The completed competition may be a good example of this practice. In future, the beneficiary intends to repeat such activities, which will ensure that the issue of equal treatment in mass media receives due relevance and significance. One should clearly state that this is an important issue, which meets with the response of general public. The organisation of the competition constitutes also a good opportunity to involve journalists in co-operation, in the context of counteracting discrimination in mass media.

How has this been done?

In particular, there have been four main tasks. The first one was connected with Project Management, where the team made up of beneficiary's employees developed a project management structure. By virtue of a competition, an entity was selected to provide services consisting in supporting the beneficiary in administration- and organisation-related issues as regards the implementation of project activities (conferences and competitions). Then, tasks of the financial support specialist were taken over by a beneficiary's employee as part of his/her professional duties. The selection of project contractors was carried out in accordance

with national policy on awarding public contracts, in a competitive and transparent manner.

The second activity was training courses. The training sessions were attended by 215 participants, including 59 journalists (32 women and 27 men), 128 journalism students (104 women and 24 men), and 15 persons representing other institutions associated with mass media (12 women and 3 men). The recruitment of training participants was carried out by the company based on an information campaign on the Internet, as well as by disseminating information about the training on the beneficiary's websites and by mailing addressed to editorial staffs and university authorities.

The third activity was a competition. It has been held for NGOs dealing with equal treatment and anti-discrimination. The competition for NGOs for the best study related to non-discrimination and the promotion of diversity was held in accordance with the plan set out in the grant agreement. The beneficiary set out detailed rules and regulations of the competition, prepared a relevant informative and promotional material, and set up a five-person jury. In selecting jury experts, the beneficiary was guided by the principle of diversity. It made sure that the jury consisted of not only people with different backgrounds (journalistic, academic, and non-government), but also of specialists in different

discrimination symptoms (based on gender, psychosexual orientation, disability, origin/descent, and/or skin colour).

Last but not least, there was a conference in which representatives from bodies engaged in the fight for equality in Poland, especially from mass media which exert real influence on the social discourse, were asked to participate. During the event, the Beneficiaries were present the project schedule and assumptions. It encouraged the participants to discuss and diagnose the situation right at the start. The briefing of the Government Plenipotentiary for Equal Treatment on the project “Media of Equal Opportunities” (its objectives and planned activities) was held on 26 October 2012 at the Chancellery of the Prime Minister. Before the briefing, the information thereof was communicated to the news media and opinion-forming editorial staffs - potential stakeholders in the project. The purpose of the briefing was to get through with the information about the project to journalists (who constitute an important target group of the project), and through them – to general public. The briefing was attended by the Government Plenipotentiary for Equal Treatment and the coordinator of the project “Media of Equal Opportunities”. The briefing was also attended by press, radio, and TV journalists. During the briefing, the Government

Plenipotentiary for Equal Treatment informed the general public about the implementation of the project and its assumptions, and invited non-governmental organisations

and journalists to participate in the competitions open to them. A key element of the briefing was the official inauguration of the competition for journalistic content. The project co-ordinator presented detailed information on the competition itself and rules for submitting publications.

After the briefing, the Office of the Government Plenipotentiary for Equal Treatment issued a press release that was communicated to mass media. The briefing substantially contributed to the promotion of the project and proved to have a major impact on high attendance in the competition for journalistic content. Information materials were reproduced and disseminated among the briefing participants. Minutes from the briefing were also published on the beneficiary’s website(s). To summarise the Conference, the beneficiary developed a detailed concept of the conference and specified the assumptions thereof. The goal of the conference was to bring together all the target groups of the project and the project activities’ participants, in order to strengthen the debate on the role of mass media in counteracting discrimination and promotion of diversity. The conference was addressed to civil society organisations, representatives from public and private mass media (press, radio, TV, and the Internet), scientists, and researchers specialising in this topic, as well as experts in the field. The goals were achieved in full.

Portugal

The award “Parity - Women and Men in the Media”

The award “Parity - Women and Men in the Media” has been granted yearly since 2005 by the Portuguese national mechanisms for equality of women and men, now the Commission for Citizenship and Gender Equality (CIG) and has so far celebrated several works, as well as journalists in Portugal.

The award applies to journalistic, creative or other media products, whether on paper, video, digital and audio support. It aims to raise the awareness among media professionals to the importance of journalistic work on the issue of gender equality and non-discrimination.

The works competing for this award must promote equality of women and men, favour a gender equality friendly environment and contribute to:

- ▶ disseminate balanced, non-stereotyped and diversified images of women and men;
- ▶ stimulate a wider representation of women in production and in decision-making;
- ▶ produce and disseminate works focusing on women in leadership positions;
- ▶ disseminate information aimed at increasing the awareness of the general public on the human rights women's,
- ▶ foster the emergence of gender specialists in the area of the media, possessing the skills to make social, economic, cultural and political analyses that include a gender perspective.

Last year, for the first time, this award was also granted to marketing and advertising companies that have been responsible for advertising and marketing campaigns

promoting non-discriminatory contents. Thus, the award now includes two categories competing separately: journalism, and advertising or marketing campaigns.

The delivery of this award is widely publicised by the media.

Ongoing training addressed to media professionals on “Gender and Information”

The Commission for Citizenship and Gender Equality (CIG), the Portuguese national mechanism for equality of women and men, has been promoting in partnership with the Professional Training Center for Journalists (CENJOR) a 12-hour training module entitled “Gender and Information” addressed to journalists with a professional title. This training is provided by journalists and/or researchers in the areas of gender and the media.

These training sessions aim at raising the awareness of media professionals to the gendered nature of information and the media, and to enable them to develop a gender sensitive and gender inclusive professional practice. Training fosters a critical-reflective attitude in participants leading to more rigorous and deeper journalistic works in the field of gender equality and non-discrimination.

Training focuses on the following contents: the social construction of gender, equality and the status of women in

Portugal; gender equality legislation and national and international commitments; the gender perspective applied to information; discourse, gender and deontology; the women’s dimension in events; assigned roles and approaches, the growing feminisation of Portuguese journalism; feminisation and labour issues, new topics, new sources and new perspectives; gender-based violence as an expression of power asymmetries between men and women; violence against women (the case of female genital mutilation); domestic violence as an example of gender-based violence; the media coverage of homicide in the context of intimate relationships.

The conjunction of some key elements contributes to make this initiative a good practice, namely:

- A the profile of the trainers - the trainers are persons with a renowned expertise in their areas of work and with a very consolidated gender perspective in their professional practice,
- B training contributes to deconstruct gender stereotypes,
- C training includes the presentation and critical analysis of real and current examples of gender discriminatory news,
- D it provides very practical guidance on how to develop a gender sensitive professional performance,

- E it makes available information regarding the multiple dimensions of gender inequality in the various spheres of social life which can be newsworthy issues.

We can say that the profile of the trainers is one of the key factors for the success of this initiative. The training sessions rely on four trainers with very specific profiles.

Two of the trainers are responsible for two major observatories on gender and media:

- ▶ One trainer is the researcher responsible in Portugal for the international Global Media Monitoring Project.
- ▶ The trainer responsible for the issue of gender-based violence is a co-ordinator of the Observatory of Murdered Women, a structure created in 2004 by UMAR, a Gender Equality NGO. The Observatory analyses all journalistic works and news in the press focusing on homicide cases in the context of intimate relationships.

Another of the trainers is the President of the Deontological Council of the journalists Trade Union. The fourth trainer is a journalist of recognized merit in Portugal, renowned for her work and reflection on gender equality. Having been the first woman television reporter on war scenes and one of the first to hold a leadership position in the state television, she uses much of her professional experience to reflect critically with a gender perspective.

Awareness-raising addressed to university students of journalism – “Are news gendered?”

The Commission for Citizenship and Gender Equality (CIG) has been promoting an initiative entitled “Are news gendered?” in close co-operation with some higher education institutions that offer degree diploma courses in media/journalism. This initiative consists of a 3-hour session promoted by a journalist renowned for her work and reflection on gender equality in Portugal.

These awareness-raising 3-hour sessions take place in the student’s everyday environment and occupy no more than one class period of time. Their teachers are also invited to participate as well as the department responsible for the area (media/journalism) with whom an effective relation of partnership is established for the organisation of the initiative.

Being a professional reference and a skilled communicator, the trainer involves a significant number of students and communicates in an informal way, reporting experiences, always contextualised and approached with a gender perspective, without neglecting the scientific foundations of her propositions. The type of communication established and its adaptation to the target audience are considered to be fundamental aspects for the success of this practice.

Spain

First, it should be noted the legislative framework created by the **Law 3/2007, of 22 March, on effective equality for women and men**. This law establishes measures to promote equality in the media so that the image presented of women and men is plural and non-stereotyped, avoiding any form of discrimination.

For **publicly owned media** (Radio Televisión Española, Agencia Efe), specific rules are set to suitably reflect the presence of women in social life, use inclusive language and collaborate in promoting equality between women and men (basically through self-regulation) and to eradicate gender violence. Also, the publicly owned media will promote the integration of women into positions of management and professional responsibility, and the relationship with associations and women's groups to identify their needs and interests in the field of communication.

As for **privately owned media**, the law calls for respect for the equality of men and women, avoiding any kind of discrimination, and appeals to the role of Public Administrations to promote the adoption by the media of self-regulatory agreements that contribute to the compliance of the equality legislation, including advertising and sales activities developed in them.

Similarly, the **General Law on Advertising**, as amended by the Organic Law on Comprehensive Protection measures against Gender-based violence, declares unlawful advertising that violates the dignity of women, is stereotypical or uses the female body as a lure without any linkage with the advertised product, regulates the control instruments of these such cases of discriminatory advertising and provides for the promotion of measures to avoid sexist advertising.

In addition, the **Observatory of Women Image**, receives, analyses and organises complaints arising from sexist ads that appear in any media. On this basis, companies are required to modify or withdraw their campaigns, and the Spanish Women's Institute advise them to facilitate the removal of discriminatory messages. From 2009 to 2012 a total of 4,091 complaints have been received and actions have been taken in 131 occasions. Each year, the Observatory prepares a report on the actions taken.

Under the above legislation and as a reinforcement of the actions that are performed by the Observatory of Women Image, the Spanish **Women's Institute** also joined in the lawsuit filed by an association of consumers against Ryanair for the editing of the calendar "Girls of Ryanair 2012" that advertised fares using the images of such calendar ("Hot Prices, like the crew!, hottest rates, like crew!").

The ruling, dated 5 December 2013, has estimated the demand condemning the company to stop the advertising campaign and to refrain from future repetition. Ryanair currently has filed an appeal, so the judgment is not yet final.

This request starts a new strategy from the Spanish Women's Institute, in order to give greater effectiveness to the implementation of legislation on sexist advertising.

Following the **collaboration agreements with RTVE** initiated in previous years, during 2013 training on equal

professional public corporation has been provided, with the reservation of 200 seats at the Virtual School for Equality, managed by the Spanish Women's Institute. It is intended to continue this performance in future editions.

Also direct agreements have been formalized with the area of News Services of TVE to promote the dissemination of news and content that encourage the promotion of equality and help give visibility to the social participation of women.

In the same vein, the Spanish Women's Institute participates in the Advisory Council of the CRTVE¹, collegiate advisory body of the Board of Directors of the Corporation, in which civil society is represented.

In order to increase public **education and social awareness** on equality and media, the Institute of Women's Affairs organizes free digital training courses about equality and gender-related approach in advertising and film.

The course "Women and advertising: image building" aims to provide training for the analysis of the image of women that is disseminated through advertising, and the gender stereotypes associated. It is aimed at teachers of Kindergarten, Primary and Secondary Education and the general public, with 40 hours of class. The first edition was held in 2013 with 60 seats.

¹ Spanish Radio and Television Corporation

In the same vein, the course “Sharing male and female sights” aims to educate in audiovisual language and the social representation of women and men, as well as providing training in cinematography and visualising the contribution of women to the history of cinema. The duration of the course is 40 hours. It started in 2011 and has had already three editions. In 2013 it was equipped with 90 seats: 60 for the general public and 30 for education professionals (which, in this case, receive official certification approved by the Ministry of Education, Culture and Sports).

Both courses have been widely welcomed by the public, exceeding the demand in the number of places available, which has provoked the view that more than one annual edition should be held.

To raise awareness of the general population different nationwide advertising campaigns have been conducted nationwide on family joint responsibility in the domestic sphere, as that conducted by the Spanish Women’s Institute in 2012 in collaboration with the Spanish Red Cross with humorous cartoons “It’s your task, it is our task” noting the need to correct the imbalances in the distribution of domestic responsibilities and care. The campaign was broadcast in 12 Autonomous Communities, inserting posters on street furniture on eight autonomous regions and distributing 3,000 copies between companies of the guide “Developing new business management values: joint responsibility

and equality,” tool aimed specifically at small and medium Enterprises.

The **Strategic Plan on Equal Opportunities** (2014-2016) has just been approved, the objectives of which are to avoid the sexist treatment of the image of women in the media. The following lines can be identified in the Plan:

- ▶ To sensitise the media, businesses and society in general, on the treatment of non-sexist image of women.
- ▶ Promotion of self-regulation of private media regarding the treatment of the image of women.
- ▶ Co-operation with the publicly-owned media, to encourage effective and egalitarian image of women.

This plan also includes actions to ensure the inclusion, on equal opportunities, of women and men to the information society and to strengthen the integration of the principle of equality in the field of culture and artistic and intellectual creation and production.

Switzerland

1 **The Media and Gender platform of the Swiss Media Union (SSM)**

This platform publicises activities and provides reports on studies and conferences, as well as a guide to non-sexist journalism: www.ssm-site.ch/fr/profil/english-synopsis/

2 **Regular participation by Switzerland in the Global Media Monitoring Project (GMMP)**

Switzerland participates regularly in the Global Media Monitoring Project. For the 2010 GMMP, it produced a specific, in-depth analysis, which was widely disseminated. Link to Swiss supplement to the 2010 Global Project (in French): www.egalite.ch/uploads/fem/GMMP2010_CH_Rapport_fr.pdf

3 **Analyses and recommendations to the media by the Federal Commission for Women's Issues on the occasion of the federal elections**

This extra-parliamentary commission follows women's issues at federal level and regularly publishes analyses and issues recommendations. See, for instance, document on the presence of female candidates in the media (in French) "Faits et chiffres sur la présence des candidates dans les médias" and more recent analyses here: www.ekf.admin.ch/dokumentation/00442/index.html?lang=fr

4 **The Women and Media Prize of the Conference of French-speaking Swiss Gender Equality Offices**

The prize is awarded to journalists who promote gender equality out of concern for professional ethics: <http://www.egalite.ch/femmes-medias.html> (in French).

The former Yugoslav Republic of Macedonia

Research for gender in media information (available in Macedonian only) can be found on at www.avmu.mk.

Turkey

Gender Equality and Media Workshops have been held for the future media professionals to raise their awareness on gender equality and violence against women by the General Directorate on the Status of Women. Application-based gender equality training programmes are provided to the students participating from a wide range of universities in the workshops.

The Workshops last five days. The first two days of the workshop includes training. Within the framework of the training programmes, opening speeches are delivered and the workshop programme and the Directorate are introduced to

the participants by the personnel of the General Directorate, and lastly the presentations are delivered about institutional, legal and international improvements recorded with regard to the field and the inequality indicators. The second day of the workshop includes presentations in which the basic concepts and the relation between gender and media is specified by the academics, representatives of NGOs and media professionals. Furthermore, substantial examples are illustrated in the presentations with regard to the women's representation in the media and information is provided about women-oriented journalism. The last three days are spent in workshop activities.

A variety of media materials are produced in the advertisement, radio, television, photography and journalism workshops. “Gender Equality and Media Workshop” programme in which a total of 434 students have participated so far, was organised with the co-operation and collaboration of the following universities;

- ▶ Communication Faculty of Ankara University (28 January-1 February 2008; 30 June-5 July 2008)
- ▶ Communication Sciences Faculty of Anadolu University (29 June-3 July 2009; 2-6 November 2009)
- ▶ Faculty of Communication Sciences and Women Application Practice and Research Center of Anadolu University (2-6 July 2012; 21-25 October 2013)
- ▶ Communication Faculty of Economy University (21-25 June 2010)
- ▶ Communication Faculty of Akdeniz University (1-5 November 2010)
- ▶ Communication Faculty of Kocaeli University (26-30 November 2012)
- ▶ Communication Faculty of Selçuk University (11-15 November 2013)

An “Impact Analysis of the Media Workshop” was carried out to assess the impacts of the workshops held by the General Directorate on the Status of Women over the participants and to what extent these efforts contributed to gender

equality. Realised in co-operation with the GDSW and TÜSSIDE, the analysis was comprised of the two components below:

- ▶ The Impact Analysis of the Workshop on the Role of the Local Media Professionals in Combating Domestic Violence against Women and How to Write a News Article
- ▶ The Impact Analysis of the Gender and Media Workshop.

In scope of the analysis work, it was intended to evaluate the impact of the “Gender and Media Workshop” on participants since they were first held in 2009 and identify how far they contributed to gender equality.

As a part of the impact analysis of the Gender and Media Workshops; the assessment reports were drafted based on the assessment forms which were completed by participants at the end of the workshop activities and were reviewed to prepare an analysis report. In consequence of the in-depth interviews with the 3 academics engaged in the workshop activities as well as the co-ordinator academic and trainers, a focus group discussion was held with the participation of the students at the workshops. The pre-test and post-test forms filled in by the students during the workshops were evaluated using the SPSS programme and a report of analysis was prepared.

The Final Report, which includes the results and conclusions of the analysis work, revealed that the workshops yielded the targeted outcomes to a great extent and gender awareness was raised among the media professionals and the students of communication faculties, as the future media professionals, thanks to the workshops; and introduced recommendations as to promoting the impact of the workshops, their extension and sustainability.

Media has a significant impact on social and cultural norms relating to women and gender. Combating gender stereotypes in and through media is therefore much more than an issue concerning women, it is a matter of realising democracy.

www.coe.int

The Council of Europe is the continent's leading human rights organisation. It comprises 47 member states, 28 of which are members of the European Union. All Council of Europe member states have signed up to the European Convention on Human Rights, a treaty designed to protect human rights, democracy and the rule of law. The European Court of Human Rights oversees the implementation of the Convention in the member states.