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(GEC)**

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**“MEDIA AND THE IMAGE OF WOMEN”  
AMSTERDAM, 4-5 JULY 2013**

**REPORT**



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\* Please note that the views expressed are the authors and do not necessarily reflect those of the Council of Europe.

\*\*Please see the [Council of Europe Gender Equality website](#) for these PowerPoint presentations.

## **Introduction by the Chairperson of the Gender Equality Commission**

### **Foreword**

As the Chairperson of the Council of Europe Gender Equality Commission and representative of the Dutch Ministry of Education, Culture and Science, I had the pleasure of hosting in Amsterdam the Council of Europe Conference on “Media and the Image of Women”. I believe the Conference was successful not only in terms of participation but also in terms of substance, and this was largely echoed by media around Europe.

Combating gender stereotypes in the media and through the media has been in the focus of public authorities at national and European level for a long time. However, the momentum is still there and many actors feel the need to address again the issue of gender equality and the media. The Conference has proved to be a very timely event; it was immediately followed by the adoption by the Committee of Ministers of the Council of Europe of a Recommendation on Gender Equality and the Media.

The Conference was a major political event at European level for several reasons. First of all, thanks to the wide diversity of participants – representatives from governments and civil society, advertising agencies, journalists and other media professionals and researchers. Secondly, the excellent quality of the interventions during the “Talks” or the “Workshops” and the subsequent debates which addressed sexist content, leadership of women in the media, the role of new technologies, as well as the relations between freedom of expression and gender equality. The positive feedback received from participants, in particular the National Focal Points, indicates that the Conference was very inspiring and that examples provided by speakers about media and the image of women will be taken on board at the domestic level.

The following pages illustrate these meaningful moments, exchange of practices, strategies and measures to combat gender stereotypes in the media with all their ramifications, including violence against women. We hope that the readers will find interesting material.

The Conference clearly concluded that there is a strong need to pursue efforts for gender equality to become a reality in the media landscape. Amsterdam is the first in a series of initiatives aiming to involve all social actors in a movement against gender stereotypes. A number of findings and recommendations are made at the end of this document that the Council of Europe will take on board. A follow-up will be ensured in the framework of the Council of Europe Strategy on Gender Equality (2014-2017).

**Carlien Scheele**  
**Chairperson Gender Equality Commission**

## PART I

### OPENING PRESENTATIONS

#### **Andrée van Es, Deputy Mayor of Amsterdam**

Dear participants of the Gender Equality Conference, on behalf of the city of Amsterdam, welcome!

We are proud and honoured that your Conference is held in Amsterdam. I welcome the 150 guests from more than 40 countries who attend this conference today and tomorrow.

Before I will get to the core topic of your Conference, I would like to share with you some current Amsterdam events because I hope you will be able to visit the treasures of our beautiful city during your stay.

2013 is a very special year for Amsterdam. This year we celebrate several milestones of the City such as the opening of the renovated Rijksmuseum and the Van Gogh Museum. We celebrate the existence of 400 years of the Canal Ring, the 125th anniversary of our beautiful Concert hall at the Museum square.

We also celebrate the 150th anniversary of the abolition of slavery in the Netherlands. Last Monday we celebrated the national commemoration of the abolition of slavery in Amsterdam in the presence of the King and Queen of the Netherlands. Recently published research shows that the 'economy of human trade' was an important facet of the global economy, centred in Amsterdam during the golden age. This history is not only written in books but can be witnessed all over the city. You can find traces of this history on the street - especially the Canal Ring - and several other buildings such as our Mayor's residence. Our Golden Age has a black page, so to say.

To us this part of our history is important, because Amsterdam has become a very diverse city. With over 180 nationalities, different religions and life styles, ethnic and sexual diversity. To really enjoy this freedom, we feel it is important to know the history, when equal rights were preserved for a very small group. A small group of white males.

This brings me, a bit dramatically, to the topic of your Conference. In this Amsterdam, in this second Golden Age, there is still a lot to be done on equal rights for women. The image of women in the media illustrates this.

To start with a personal story, last week I was interviewed for the Financial Times of the Netherlands, *het Financieel Dagblad* together with a female researcher who had conducted research on the Amsterdam work and reintegration policy. The photographer said to us while taking pictures, "This is the first time I photograph two women for the Financial Times". In a way an old school feminist, not very easy to surprise, I was surprised by her remark. A financial newspaper is something else, so it appeared.

*Media and the image of women*, is an important and difficult topic. There is a certain ambiguity in discussing this issue. On the one hand certain patterns have to be changed. Newsrooms and head-hunters have to realize that there are always women suitable as talk show guests or executive director. On the other hand, women don't want to be selected because of their gender and seem to be less eager in gaining public attention. Or is it the other way around? News rooms and journalists do not recognize, so to say, more female solutions for social problems or managerial questions?

At present, in the Netherlands only one third of those pictured speaking on television is a woman. This year our Dutch Public Broadcasting organisation proposed a list of possible female talk show guests, a service to talk show programmes. However, they got a lot of criticism, during a week it

was trending topic in papers and .... talk shows and programmes proudly announced they would not use this 'women list'. To illustrate this criticism I quote from an internet forum:

*Tue 19 Feb 2013 at 12:54*

*I say as a woman: NO need for women in de wereld draait door, (a famous Dutch talk show), it was very embarrassing.*

*A program must simply have the best guests. Whether it's men or women does not matter.*

Of course, this is a legal argument. But it denies the need for equal representation in the public domain in order to achieve more gender equality in society.

We seem to accept that that the representation of power is man, also in the Amsterdam City Council, the political leaders are, with one exception, men. From the 7 Aldermen on the Amsterdam City Board, only two are woman. Never has there been a female mayor in progressive Amsterdam. This image is also reflected in the parliamentary press. During the monthly city town hall meetings, I face only male journalists. Young and eager men, hunting for scoops. Quick wins, fast news. The bonding with self-promoting politicians, as eager to score, is obvious. The question is how this influences the representation of local politics in the local news.

Do they recognise the qualities of many women, the power of cooperation? Or do they only recognise and appreciate machismo and self-promotion?

I grew up, politically, in parliament, being an MP at the age of 28. It took me very short time to learn the lesson of women stereotyping. In the eighties of the last centuries, an older female colleague explained to me: there are only two "roles" for women in politics to choose. Either you are the young, innocent girl, or you are the old maid or mother. These are the only choices to stay away from sexual stereotyping. In those days we discussed off course a lot on the "Madonna or whore" stereotyping. In those years I was young and innocent. I became pregnant, was the first MP who gave birth to a child, which caused a lot of noise. For years people would ask me: how is your baby and I would say, well, he is ten by now and very well, thank you. So much for media images! Of course, we have gained so much since then. Sexism, as openly expressed as in those days, is not accepted any more, there are many more female politicians and journalists as thirty years ago, I count my blessings. There are many more "roles" for women available now, as strong, powerful persons in every phase of our lives. Yet, is this reflected enough in the media? That is an important question for you.

In those years and later I experienced also something else, which I want to share with you. This is what I call "sisterhood". To be honest with you, I know no man who can be as villainy judging upon others, men or women, as women are.

In my emancipation agenda I always describe this as: women are measuring themselves and each other beyond imagination. Are my heels high enough? Is my head scarf covering enough? Is her presentation strong enough? Do I look good enough? Is she womanly enough? Is she smart enough?

Are we really supporting each other enough, would be my question. Or is the stereotype of the queen bee too attractive?

I would have loved to join you in this important debate. I am sure exchange of your different experiences will bring us really further. As I am sure that we all have a lot in common, we recognize each other's stories, and at the same time we will be surprised by the different context of national culture and patterns. As I am not able to stay, I want to end by wishing you a very good conference, thank you for having this conference in the heart of the city of freedom, tolerance and diversity.

I am sure that Amsterdam, the Netherlands, as well all participating countries will benefit of your labour these days!

**Philippe Boillat, Director General of Human Rights and Rule of Law, Council of Europe/Philippe Boillat, Directeur général des Droits de l'Homme et Etat de Droit**

Madame le Vice Maire d'Amsterdam,

Excellences, Mesdames et Messieurs,

Protéger et promouvoir la liberté d'expression et la liberté des médias est l'une des priorités du Conseil de l'Europe. Les médias sont en effet appelés à jouer le rôle de « chien de garde » de la démocratie. La liberté de la presse et des médias est l'un des traits caractéristiques de la bonne santé démocratique d'un Etat. La Cour européenne des droits de l'homme reconnaît que cette liberté autorise une certaine dose d'exagération, voire même de provocation. Certains qualifient les médias de véritable quatrième pouvoir. Il est vrai que le rôle des médias est perçu de différentes façons : pour les régimes autoritaires, les médias constituent une menace ; pour les entreprises de marketing et de publicité, ils sont une aubaine. Mais les médias représentent aussi un merveilleux outil pour l'éducation, le divertissement, pour l'information et le débat social. Ils constituent également une activité économique fantastique pour ceux que l'on nomme les géants de la communication de masse.

Mais aucun pouvoir ne doit être absolu. Aucun pouvoir ne peut s'affranchir des responsabilités liées à son exercice. Il est significatif que l'article 10 de la Convention européenne des droits de l'homme, qui protège la liberté d'expression et des médias, est le seul article de la Convention qui mentionne expressément la responsabilité dans l'exercice de cette liberté.

De nombreuses mesures, juridiquement contraignantes ou non, ont été prises pour promouvoir l'utilisation responsable des médias. Par exemples : une « comptabilité » de la couverture médiatique accordée aux candidats aux élections ; des systèmes pour veiller au pluralisme des médias ; des codes d'éthique pour la publicité adressée aux enfants ; l'avertissement des spectateurs du possible contenu violent des films ou des programmes de télévision ; ou encore des formations proposées aux journalistes pour traiter des sujets sensibles et pour éviter les propos racistes ou xénophobes.

Excellences, Mesdames et Messieurs,

A l'instar de la liberté d'expression et des médias, l'égalité entre les femmes et les hommes fait partie intégrante des droits fondamentaux. Cette égalité fait également partie intégrante de toute démocratie véritable. Il est vrai que la cause de l'égalité entre les hommes et les femmes a fait de grandes avancées en Europe. Aussi est-il paradoxal de constater le décalage qui persiste entre la conquête juridique de l'égalité et la place et l'image de la femme dans les médias.

Quotidiennement les médias nous exposent à des images, nous exposent à des situations ou à des propos, qui transmettent des descriptions stéréotypées de ce qu'est le féminin et de ce qu'est le masculin, assignant arbitrairement aux femmes et aux hommes des rôles déterminés par leur sexe.

Les stéréotypes sont le produit d'un processus « typique » du comportement humain : en créant des catégories, nous simplifions la prise de décision. Etant donné que l'immense majorité des informations que nous recevons s'entreposent dans notre subconscient sans avoir été « filtrées » ou analysées par notre conscience, il est certain que notre jugement, nos attitudes et nos comportements sont bien souvent influencés par des stéréotypes et des préjugés dont nous ne sommes pas conscients.

Des études ont démontré que ce type de préjugés conditionne dans une large mesure notre perception de la femme en tant que leader (il n'est pas anodin de constater que la plupart des femmes et des hommes préfèrent avoir un homme comme chef) ou de l'aptitude de la femme pour réussir dans certains métiers. On pourrait se demander, par ailleurs, pourquoi les femmes continuent à être une petite minorité dans les salles de rédaction et les postes à responsabilité de nombreux médias. Les stéréotypes impliquent également l'idéal de beauté féminine transmis

par les médias et l'industrie de la mode. Cet idéal va parfois jusqu'à provoquer chez de nombreuses filles et femmes des comportements alimentaires dangereux pour leur santé, voire pour leur vie. Quant à l'image de la femme soumise – trop souvent répandue – elle contribue pour sa part – et c'est probablement le plus grave – à perpétuer la relation historique de pouvoir de l'homme sur la femme dont l'expression la plus extrême est la violence à l'égard des femmes.

Pour toutes ces raisons, le Conseil de l'Europe s'intéresse depuis des années à l'image de la femme dans les médias. Le rôle des médias est notamment mentionné dans la Convention du Conseil de l'Europe sur la prévention et la lutte contre la violence à l'égard des femmes et la violence domestique (Istanbul). Cette convention demande aux Etats d'encourager les médias à poursuivre des politiques de promotion de l'égalité entre les femmes et les hommes et de lutte contre les stéréotypes, y compris par le biais de l'autorégulation.

Il ne m'est évidemment pas possible ici de mentionner toutes les actions entreprises par de nombreux acteurs au sein du Conseil de l'Europe ces trente dernières années. Je rappellerai simplement que le rôle des médias a été traité par plusieurs conférences des Ministres en charge de l'égalité entre les femmes et les hommes. Ce rôle des médias apparaît de façon très explicite dans la Déclaration et le Plan d'action adoptés à l'issue de la dernière de ces conférences ministérielles, qui s'est tenue à Bakou, en 2010. L'image de la femme dans les médias préoccupe également l'Assemblée Parlementaire du Conseil de l'Europe, qui a adopté une Recommandation à ce sujet en 2002 et une Recommandation sur l'image de la femme dans la publicité en 2007. De son côté, le Comité Directeur sur les médias et la société de l'information prépare actuellement une recommandation sur l'égalité entre les femmes et les hommes et les médias, recommandation qui – si elle est acceptée - devrait inspirer les travaux du Conseil de l'Europe, notamment lors de la prochaine Conférence des Ministres responsables des médias, Conférence qui se tiendra cet automne à Belgrade.

Excellences, Mesdames, Messieurs,

En organisant cette Conférence, nous avons souhaité proposer un cadre de réflexion pour les professionnels de l'égalité et des médias. Nous espérons que ce sujet et cet environnement dynamique stimuleront votre créativité et l'envie de progresser ensemble vers une plus grande prise de conscience des effets néfastes des stéréotypes et vers la prise de mesures qui nous permettront de les éliminer et d'en effacer les conséquences.

Je souhaite ici remercier chaleureusement les autorités néerlandaises, en particulier Madame Carlien Schiele, qui témoignent - par leur rôle au sein de la Commission Egalité du Conseil de l'Europe et par l'organisation de cette Conférence - d'un engagement réel en faveur de l'égalité entre les femmes et les hommes.

Cette Conférence – et je me plais à le souligner – est aussi la première rencontre des Points de contact nationaux sur l'égalité qui, avec la Commission sur l'égalité, constituent le moteur du nouveau programme transversal du Conseil de l'Europe sur l'égalité entre les femmes et les hommes. Nous sommes également heureux d'accueillir un nombre important de Rapporteurs sur l'égalité entre les femmes et les hommes qui ont été désignés à cette fin dans les différents comités intergouvernementaux du Conseil de l'Europe. Je me réjouis enfin du grand nombre de journalistes et de représentants des secteurs de la publicité et des médias, ainsi que des nombreux représentants de la société civile et des institutions de recherche. Je vous salue toutes et tous très cordialement.

Excellences, Mesdames, Messieurs,

Dans toute démocratie, liberté et égalité vont de pair. Aujourd'hui, nous parlons de liberté d'expression et d'égalité entre les femmes et les hommes. Ce sont deux socles de toute société véritablement démocratique. Si la liberté d'expression est et doit rester la règle de toute démocratie, le respect de la dignité humaine est un point de référence non négociable.



*Aujourd'hui et demain, vous aurez l'occasion d'examiner, dans les différents ateliers, des thèmes aussi importants que les stéréotypes et le sexisme, la compatibilité des principes d'égalité entre les femmes et les hommes et la liberté d'expression, ou encore l'exercice de responsabilités et les femmes dans les médias, sans oublier les nouvelles technologies.*

*Le rôle des médias est au cœur de la nouvelle stratégie du Conseil de l'Europe dans le domaine de l'égalité entre les femmes et les hommes. Cette Conférence s'inscrit donc dans la durée et nous espérons poursuivre nos travaux sur la base des recommandations que vous adopterez au terme de vos travaux. C'est dire à quel point votre contribution aux discussions et aux échanges est précieuse.*

*Je vous souhaite un plein succès à cette conférence et attends avec le plus grand intérêt le résultat de vos travaux.*

*Je vous remercie de votre attention.*

## KEYNOTE PRESENTATIONS

### Stereotyping and Sexism

#### Natacha Henry

#### Writer, lecturer and broadcaster, France

Still on in 2013: feminists have fought for more than 150 years to bring about gender balance and improve the image of women in the French media. At the same time, it is an area where the general public, especially women who would not identify themselves as feminists, will express their disapproval, in particular when it comes to the use of women as objects in advertising. In 1974, Simone de Beauvoir published an article asking for the ban of sexist advertising on the street, arguing it had a direct impact on gender violence.

Today we know that this also applies to the general media, from the written press to TV shows: in what ways does the image of women in the French media help gender discrimination?

#### Building Women's Invisibility

Women are mentioned much less than men in articles and features. Apart from women's magazines and advertising, they are largely under-represented as news subjects or interviewees.

On average, the French general media mention 18% of women:

- Most of them are politicians or celebrities (actresses, singers...).
- Or they are present in the articles or news because they are:
  - o Involved in a difficult situation (victims of a murderer, a war, an earthquake, a strike...);
  - o Someone's partner (the girlfriend of a killer, the wife of a politician...).

Women are mentioned five times more often than men without their name or referred to by their first name only. This also goes for female politicians.

#### Knowledge is a Man's World

In TV and radio shows, 4 out of 5 experts are men<sup>1</sup>.

On any given topic, the presenter is surrounded on average by 20% of women experts and 80% men.

Some very serious weekly TV shows only have 2% of women experts per year.

Here are some examples:

TV INFO MAGAZINES	% WOMEN EXPERTS
<i>C dans l'air</i>	2%
<i>Sept à huit</i>	20%
<i>Complément d'enquête</i>	6%
<i>Pièce à conviction</i>	45%
<i>Capital</i>	17%
<i>Zone interdite</i>	4%

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<sup>1</sup> 2011 Report, *Les expertes, bilan d'une année d'autorégulation, Commission sur l'image des femmes dans les médias, La Documentation française.*

WEEKLY MAGAZINES	% MEN EXPERTS
<i>L'Express</i>	85%
<i>Le Point</i>	85%
<i>Le Nouvel Observateur</i>	87.5%
<i>Le Figaro Magazine</i>	92%
<i>Marianne</i>	64%
<i>Paris Match</i>	83%

MORNING RADIO	% WOMEN EXPERTS
<i>France Inter</i>	25%
<i>Europe 1</i>	20%
<i>RTL</i>	15.5%
<i>RMC</i>	30%
TOTAL	22%

Reasons evoked are that women tend to be less available early in the morning or in the evening, and that they often check that their boss allows them to take part in the show, which means they cannot give an immediate answer, which can be a problem.

Another reason is that they are simply not invited. Intelligence is supposed to be masculine. Media producers don't even realise that they never invite female experts to participate in their shows.

Often too they put women in a distinctive category. In order to do so, they use a specific vocabulary that minimises their competence.

For instance, 80% of an article from *Le Monde des Livres* about comic books gave technical and literary details about the work of 17 male authors<sup>2</sup>. At the very end, the names of four young female authors were mentioned as "the sign of a refreshing vitality"<sup>3</sup>.

Women's work and talent become non-existent. In advertising, they use this lack of brains as a joke.

For instance, an ad for pasta that needed seven minutes in the microwave oven showed the photo of a woman who said: "Irresistible, only seven minutes of intelligence a day", meaning women had just enough intelligence to understand how to prepare it.

There are also numerous advertisements where a man, a husband or some expert, jumps in to explain something to the woman who seems unable to understand – how a washing product works, the fact they have bought a new car, for instance.

### **Lewd Paternalism**

The consequence of this is that women will not be taken seriously when they have something serious to express.

And what I have called "lewd paternalism"<sup>4</sup> a male behaviour pattern is widespread in the French media. By making comments that he pretends are gentlemanly compliments or jokes, a man in a position of power targets and destabilises a woman who is younger, whose job situation and career are less secure. She secretly hates these remarks but she cannot react.

<sup>2</sup> *Bulles de saison, Le Monde des livres*, 3 September 2010.

<sup>3</sup> « Une BD féminine à la vitalité rafraîchissante ».

<sup>4</sup> For the first time in *Dites-le avec des femmes, le sexisme ordinaire dans les médias*, CFD-AFJ, coll., 1999. Later in *Les mecs lourds ou le paternalisme lubrique*, revised edition, Gender Company, 2011.

Example: A female journalist of 23 had to interview a Member of Parliament, also a former minister, who is 73. It was an assignment for her final degree in journalism. As the interview began, he put his hand on her knee and left it there. Did she react? No. Why? First, taken by surprise, she thought: "I cannot believe that this man who is so well-known and respected is actually behaving like this." Second, she was afraid of what might happen if she said something: "If I tell him to remove his hand, he will make fun of me and put an end to the interview." Last, she felt totally alone: "Who will be on my side if I stand up now and walk out?"

Indeed, who will? This last point is at the core of the tolerance for gender injustice in France. Let's imagine a better scenario: she says "I've come to make an interview, who do you think you are?", rushes back to her journalism school, tells the story to the director who picks up the phone and screams at the MP: "I send you one of my students and this is what you do?" But this never happens.

### **Minimising Violence**

The vocabulary used by the media to cover inter-partner or sexual violence is also significant in building the silencing of women.

When a woman is killed by her partner or former partner<sup>5</sup> the press says that the "drama" had its causes in "passion" and "love"<sup>6</sup>. It is a tragic and romantic private matter. The accused is presented as having understandable and forgivable weaknesses.

For instance on 21 February 2013 the daily newspaper *Libération* published an article about Oscar Pistorius who had shot his girlfriend Reeva Steenkamp a few days earlier. The article ended with this description of the alleged murderer: "An ordinary human being, confronted by his passions and impulses!"

When sexual assault is concerned, there is a strong denial about the possibility that the woman might be telling the truth. In May 2011, when Nafissatou Diallo made allegations against Dominique Strauss-Kahn, men of power in the French media immediately rushed in to say that she should not be taken seriously<sup>7</sup>: "Nobody's dead!" said one; "it's only sex with a servant!" said another; "who can blame a womaniser for loving women?" said a third, laughing at the Americans for being too prude. These macho intellectuals were present on all TV and radio shows. But for once, female politicians spoke out and answered back because feminists were widely using the Internet to scream their disapproval of this interpretation of the story.

After that, Dominique Strauss-Kahn went from one scandal to the next and his friends quietened up.

### **Sexist Solidarity with the Artists**

Artistic expression remains untouchable in France, whether the abuser is an artist and/or his art expresses violence and crime.

For instance, when film director Roman Polanski was arrested in Switzerland following the American request for extradition for allegedly raping a 13 year old girl in 1976, he got huge support from the same intellectuals that were going to stand for Strauss-Kahn two years later. The French Minister of Culture told the press: "Polanski's arrest is absolutely dreadful", and declared that it was "an old story that doesn't really make any sense". A petition to free Polanski was signed by dozens of big names in cinema, men and women. Notably, the only one who refused

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<sup>5</sup> 148 women in France in 2012.

<sup>6</sup> "drame de la passion", "drame de la rupture", "drame conjugal", "amoureux éconduit"...

<sup>7</sup> Led by writer and philosopher Bernard-Henri Lévy.

to sign was Luc Besson who said: "I have a daughter, she is 13 years old, and if she was raped, it would not be quite the same, even after thirty years."

Another example is the support given to a rapper called Orelsan, who rapped about how he would abort his girlfriend himself with a knife, and how he intended to "marie-trintigner" her, a reference to the actress Marie Trintignant, the mother of four children, who was beaten to death by her boyfriend, a famous singer, in 2003. The Minister of Culture compared the rapper to the poet Arthur Rimbaud. While feminists called for censorship, the mainstream "artistic" community pleaded freedom of expression. Eventually on 31 May 2013, the rapper was sentenced to a suspended fine of 1000 euros for "insult and provocation to violence towards women". It was the first time an artist was fined on the grounds of sexist expression.

### **Conclusion**

The media actively produce gender discrimination by pretending women are less clever than men, that they have to be treated as inferior creatures, that violence is no big deal. Sexist solidarity and production in the French media actively build subsequent silence from women in all spheres of society be it at school, in the work place, in public, at dinner parties or at the police station. It undermines their experiences, their self-confidence and ignores their competence.

We must encourage gender parity in all articles and TV or radio shows, apply fines to authors of discriminatory comments and teach future journalists the causes and consequences of gender based violence.

## **New Media Technologies: challenges and potential for change**

**Laura Bates**

**Founder of the Everyday Sexism Project, United Kingdom**

It is important to be aware that the rise in new media technologies can have an enormous impact in increasing negative media portrayals of women. The rise of newspaper and magazine websites, for example, has led to a new style of digital reporting, where brand new content is produced by the hour, rather than by the day. In many cases, the demand for regular, new articles within a very short time frame has led media outlets to focus on women's bodies, using 'news' articles about their clothes, weight and behaviour as quick, easy 'filler' pieces to take up space and provide new links and headlines.

Clear examples of this can be seen on the UK Daily Mail website, one of the most visited news websites in the world, which has an entire section of 'news' purely devoted to comments, often either admiring or derogatory, on women's bodies, with articles consisting almost entirely of huge numbers of near-identical photographs of the woman in question and inane commentary on her clothing or appearance.

Recent examples include: "There's nothing she won't do for an all over tan! Kelly Brook goes topless as she soaks up the sun in Mexico" ... "Rihanna narrowly avoids a wardrobe malfunction as she goes bra-less in a sparkling cape top" ... "Return of the Willough-boooby: Holly's cleavage makes a comeback in time for the semi final round of The Voice" ... "The gym visits are paying off! Alex Gerrard shows off her slim figure in skimpy aqua print bikini".

The absolute plethora of this material available online, with some enormously popular websites such as TMZ devoting themselves almost exclusively to this kind of content, means that the objectification of women in the media has never been greater. And this doesn't only focus on the portrayal of women like models and actresses, whose looks are somewhat relevant to their jobs, but also to all women, from politicians to criminal suspects. The knock on effect this might have in perpetuating notions of women as commodities, dehumanising them to become the sum of their body parts, and casting them as purely objects to be used for men's sexual gratification, should not be underestimated.

And nowhere can the impact of this portrayal of women be seen more clearly than in another phenomenon belonging to new media technologies - the rise and rise of creep shots.

For those not familiar with the concept, a creep shot is a picture, usually of a woman, taken without the subject's consent, often showing only one part of their body, and posted and shared online. Although men can be targeted, and some websites do focus on images of men, the phenomenon overwhelmingly targets women, meaning that tens of thousands of women's images are posted online, without their knowledge or consent, to be shared, graphically commented on and passed from one user to another for their own personal pleasure.

The phenomenon has become so widespread that it has diversified to become location and subject specific, with pages boasting creepshots of particular universities and images and descriptions of university students being uploaded without their knowledge or consent to sites like 'University Spotted' pages on Facebook.

And though the sharing of images and content such as this is prolific online thanks to the rise of new media technologies, from camera phone apps to Instagram and Twitter, its offline impact can be very real indeed. In a recent report by the National Union of Students, many female students reported being intimidated and feeling unable to go to the library or gym because of the pressure on girls to "look their best" at all times on campus. Another student wrote to the Everyday Sexism Project describing a similar website that focused on girls in the university cafeteria:

"This page was run by the 'Ladmins' who went on to focus all of their attention on females, who had no choice but to eat in the canteen and be put under the watchful eyes of whichever guys were indeed running the page. It was awkward for all the girls involved. To top it off, the 'Ladmins' introduced a feature of their own, at 7.30pm each night they would announce the 'lucky girl' who had won the guys affection that night, to which they added, 'Well done - it means we'd cum on your tits'."

So the proliferation of online objectification and online content presenting women as sexual objects begins to have a real-life knock on effect. The same impact can be seen from the online 'lads magazines' that flourish in an internet environment where quick, anonymous sharing and consumption is easy with the click of a button.

Specifically in the UK the prime examples are 'The Lad Bible' and 'Uni Lad', websites which depict women as sexual prey and encourage the pursuit and targeting of them, even when it borders on sexual assault or even rape. I am talking about entire websites where across hundreds of articles about women not a single female name appears; they are replaced with "wenches", "hoes", "clunge", "skank", "sloppy seconds", "pussy", "tramp", "chick", "bird", "milf", "slut" and "gash". Pages with articles saying things like: "85% of rape cases go unreported. That seems to be fairly good odds."

The peer pressure and group culture of the online media environment means that these articles receive a plethora of violently misogynistic comments, with users suggesting techniques for bedding uninterested girls (described as 'nobstacle courses') or for competitions for "smashing a virgin and having the bloodstains to prove it". Undoubtedly the anonymity and sense of a lack of jurisdiction provided by the internet increases the confidence of those posting such comments under articles about and by women.

Another huge challenge of New Media technologies, particularly in terms of the representation and promotion of women, is the potential this anonymity affords to trolls, harassers and misogynists. Like the majority of women writing and working online, I have received violent death and rape threats nearly daily since the launch of the Everyday Sexism Project website in April 2012. These range from comments like "Fuck you, stupid slut" and "fucking women should know their place", to graphic descriptions of domestic violence and 'explanations' like "you experience sexism because women are inferior in every way to men, the only reason you have been put on this planet is so we can fuck you, please die," to deliberately specific descriptions of how I should be raped and murdered.

Again, the real-world impact of such issues should not be underestimated – as the law has yet to catch up with cyber bullying and anonymous cyber hate and threats, the result in the meantime for many women is that they are simply silenced and driven from the internet – precisely the intended result.

But there is good news. As numerous as the risks and obstacles presented by new media technologies are, I believe they are outweighed by the potential for positive action and change, particularly in relation to the portrayal of women, and the amplification of women's voices.

The internet provides an open public forum for the debate and dissection of traditional media presentations of women, and online blogs such as Vagenda magazine have taken full advantage of this to satirically lampoon the outdated stereotypes of women's magazines. A seventeen year old girl told me how she'd managed to leave behind an eating disorder after discovering body positive websites and feminist Tumblrs. And for the first time in history, women around the world are able to join together and create networks, campaigns and movements for change using the power of social media.

I started the Everyday Sexism Project as a simple website where I asked women to add their experiences of sexism and gender imbalance, from the minor, niggling, normalised catcalls and wolf whistles, to workplace discrimination, sexist media portrayals of women, sexual assault and rape. I had no funding whatsoever and no way to publicise the website. I thought that perhaps 50 or 60 women would add their stories.

I could never have anticipated what happened next.

Powered by the simple strength of social media, women's voices were amplified and echoed as they began to tell their stories. One turned into ten, ten into a hundred, and in the course of just a single year, a hundred into thirty thousand stories from women around the world - women of all ages, races and sexual orientations, disabled and non-disabled, religious and not religious, employed and unemployed.

A seven-year-old disabled girl and a 74-year-old wheelchair user recorded almost identical experiences of shouted jibes about "female drivers". A video-shop cashier, a midwife and a marketing consultant suffered indistinguishable experiences of sexual assault by senior male colleagues.

A schoolgirl and a widow reported being pressured and pestered for sex. A reverend in the Church of England was repeatedly asked if there was a man available to perform the wedding or funeral service: "nothing personal". A man was congratulated for "babysitting" his own children. A 14-year-old schoolgirl wrote: "I am constantly told I can't be good at things because I'm a girl. That I need to get back in the kitchen. That all I'm good for is cleaning, cooking, and blowjobs." A DJ explained how constant harassment and groping had made her dread the job she once loved.

A girl in Pakistan described hiding sexual abuse for the sake of "family honour". A woman in Brazil was harassed by three men who tried to drag her into their car when she ignored them. In Germany, a woman had her crotch and bottom groped so frequently she described it as "the norm". In Mexico, a university student was told by her professor: "*Calladita te ves mas bonita*" (you look prettier when you shut up). In Israel, a teacher with a master's degree who speaks six languages was told she "wasn't a good enough homemaker for my future husband". In France, a man exposed himself to 12- and 16-year-old sisters as they tried to picnic in a public park. And on a bus in India, a woman was too afraid to report the man pressing his erect penis into her back.

The power of new media technologies first allowed those women to find this space, created especially for them to tell their stories and be believed, often for the first time. Then it provided them with the means to tell those stories, publicly, but without having to speak them aloud or have their own name associated with them if that was too difficult. And finally it allowed their voices to be heard and magnified, so that people around the world heard them too and tens of thousands of people who had had no idea how bad the problem was were able to become aware of it, and of its scale and severity, for the very first time.

And every time the project was featured in the foreign press, I would receive emails from women in different countries and cities around the world, asking to bring the project to their country, saying 'we need this here'. And, again, through the power of new technology, we were able to use the internet and social media to help them set up their own versions of the website, Facebook page and Twitter feed and start to administrate them for the use of their own communities. Today we have 17 sites around the world and more on the way.



New media technologies can also unite the power of women's voices around the world when they are needed to make a change – and I'd like to give you an example of a time when that change related specifically to the portrayal of women online. Earlier this year, women started coming to me reporting images and content they had seen on Facebook that depicted and condoned rape, domestic violence and sexual abuse. The victims were almost always women and the content was graphic and violent – groups like “drop kicking sluts in the teeth” or “raping a pregnant bitch and telling your friends you had a threesome”, images of women beaten, bloody and battered with captions like “Women deserve equal rights...and lefts” or “next time, don't get pregnant”.

But Facebook, while it regularly removed images and content relating to other forms of prejudice, such as homophobia or anti-Semitism, apparently failed to classify violent misogyny as a comparable form of hate speech.

When direct communication to Facebook, petitions and campaigns by other women's organisations failed, I joined forces with Soraya Chemaly, an American writer and activist, and Jaclyn Friedman, of Women Action and the Media, to create a new campaign – one that harnessed the power of social media for collaborative action.

Creating a simple website where we clearly explained the action, we asked supporters to target the companies whose logos and adverts were appearing alongside the offensive Facebook content. Using screenshot technology, we asked them to upload an image of the page with the advertiser logo to Twitter or Facebook and send it directly to the advertiser in question, asking them whether they considered such content acceptable and were happy, by association, to endorse it.

We created a Twitter hash tag, #FBrape, which was used over 60,000 times in under a week, making the campaign trend and go viral on social media. We used catchy, clear infographics to get the message across in a moment on social networking sites like Tumblr and Facebook. And individual supporters took the idea of digital campaigning even further, with some using ‘brandalism’ to digitally alter the logos and slogans of the companies who refused to comply with the campaign. One supporter used the avatars of every Twitter follower of Dove, a company that was particularly resistant to the campaign, to recreate a photo composite version of one of the most upsetting images Facebook had refused to remove – an image of a young girl with a beaten face. He sent it back to Dove with the message “Dove, these are your customers.”

Within a week, the sheer, viral pressure yielded success. Facebook released a landmark public statement committing to all the demands we had made in our campaign and agreeing to amend its policy on hate speech to include content relating to rape and violence against women. It was a victory for social media and the power of digital campaigning. But I hope that it also represented more. I hope that with the enormous influence of new technologies like Facebook's huge social networking platform, comes great potential to have a positive impact on cultural norms and attitudes. For a platform as widely used and influential as Facebook to take a stand against the idea that rape and domestic violence are fair game for jokes and boastful content is a huge statement about what is and isn't socially acceptable.

So in conclusion, although they may enable and even magnify certain negative attitudes and behaviours towards women, I am also confident that by uniting women around the world and influencing social norms, new media technologies hold the key to the joined up, cooperative digital activism and collaborative action that can change the portrayal of women, and attitudes towards them, for the better.

## **Gender Equality and Freedom of Expression: incompatible principles**

**John Battle**

**Head of Compliance, ITN, United Kingdom**

### **A Television newsroom perspective**

ITN is one of the world's leading news and multimedia content companies creating news and factual editorial content on multiple platforms.

We provide the national news programmes for all three UK commercial public service broadcasters – ITV, Channel 4 and Channel 5 - and our news programmes reach around 10 million people every day. We have viewers worldwide through our partnerships with global news outlets and online partners.

ITN has produced news for nearly 60 years. We view ourselves as a serious heavyweight news company. We fiercely guard our independence and promote freedom of expression and produce hard-hitting dynamic news, but we also work hard to stay within the boundaries of the law and industry regulations.

We take the issue of gender equality seriously both on and off screen.

Gender equality is compatible with freedom of expression and news organisations. It's not an area which lends itself to regulation by law or industry regulations – such measures are brittle and unwieldy tools to deal with such a sensitive and developing issue. It is notable in the industry regulations there is regulation for discrimination against religion, disability, sexual orientation, transgender – but not gender.

But the importance of news and editorial judgements and freedom of expression mean that that change should not be imposed top-down, rather there is a need for greater industry awareness of the main issues in this area and for sharing and guidelines of best practice. Imposing law forcing gender equality is not easily compatible with editorial judgements.

A light touch is needed and subtlety to promote best practice.

So what is the practice in an organisation like ITN?

I will focus on four issues to illustrate the challenges for news organisations. Our practices are not perfect by any means but we believe they do go in the right direction. We should constantly question ourselves, can things be improved?

Four areas identified:

#### **1. Interviewees**

In the UK recently there has been a keen focus on increasing the number and range of women interviewees. There is a campaign for more female interviewees and female experts to be featured on broadcast media. This comes after research by City University, in conjunction with the industry magazine Broadcast, found that women were under-represented as interviewees in news and current affairs programmes.

The Expert Women campaign is encouraging media outlets to set a specific target of ensuring that 30% of all expert interviewees on broadcast media outlets are female. This is not a quota but a minimum target. It is a campaign of awareness raising.

Monitoring takes place, comparing over time. The most recent update gave the highest accolade to Channel 4 News for best use of female experts.

We don't have a quota system and we can't create experts – but we do try hard to ensure our programmes reflect life. One of the issues here is there is a lack of women in British public life and authority figures – so in the area of business where the reality is that there is only one female chief executive of the top leading 100 companies, you can see the difficulty if it is a chief executive you wish to report on economics or city issues. Similarly issues arise in politics, law, the military and religion. Choice of interviewees can also depend on who is put forward for interview.

But the fact is the public should constantly hear from both genders in news. This is not special treatment for women, it is merely reflecting the reality that women are experts too.

The challenge is there. It is for us to meet it.

## **2. Stereotypes in television news**

On screen it is important to avoid stereotypes. We try to be aware that some would argue there has been a tendency over time to portray women in certain ways on television news:

- Women as victims of a controversy or of a war or natural disaster or a famine;
- Women in certain types of story which equally apply to men such as domestic situations, involving children and nurseries or as victims of faulty products.

It is important not to shape people's perceptions of women by reflecting them in the majority of cases as victims.

In crime reporting, critics would say reporting of women as criminals often falls into two stereotypes:

- The woman who “fell under the spell” of a man and committed crime;
- The Black Widow syndrome - the cold calculated killer of a husband or partner.

The point is that stereotypes need to be avoided. It is important that women are seen as individuals in control of their lives and also responsible for their actions. Using stereotypes can present women wrongfully in a two dimensional and monolithic manner which does not affect reality.

## **3. Terminology / Language**

Terminology is also an area where real care is needed on use of broad terms like “mums say” rather than “parents say” or referring to the individual. The word can again homogenise and wrongly assume the individual is speaking for all and assuming all have the same views,

It's also in the use of surnames politicians are quite frequently referred to by surname alone: Cameron, Milliband, Osborne are all leading UK male politicians, but such single use would never be used for a female politician. We would normally say Teresa May or Harriet Harman. It is not clear why there is a difference but there is a difference of language.

Terminology in reporting crime against women and children is an area where change is occurring.

It is particularly important not to mix up what is legal with what is not and give a stamp of respectability:

- Not “images of child pornography” but “images of child abuse”;
- Not “elopement with a teacher” but “abduction”;
- Not “child prostitution / child prostitute” but “child abuse and abused child”.

The media plays an important role in reflecting attitudes in society. Those who work in the media should be conscious of this.

#### 4. Personnel

This is an area where a number of issues in the UK have come to the fore in most recent years:

- A Commission on Older Women has been set up by a leading politician to determine the number of women on screen and their age to ensure those over 50 are not discriminated against;
- The issue of female interviewees by City University / Broadcast magazine, referred to earlier, has now broadened out to female presenters.

At ITN we have changed and continue to change to encourage gender equality. Our newsrooms are fairly evenly balanced women to men both on and off screen - quite different from 20 years ago. It is not male dominated.

- Of 15 on screen presenters 7 are women;
- Of the regular news reporters ITN employs, 46 % are women;
- Of reporters over 50, 38% are women;
- In the most recent update on females on screen, Channel 4 News was commended for making history with two female presenters for the first time ever;
- ITV News was commended for using four male and four female journalists on the day the assessment was made;
- ITN are active members of a leading group in the area Creative Diversity Network that encourages a broad spectrum of people to work in the media and the arts. We want journalists at every level to reflect society itself - across gender, age, and cultural backgrounds. With a truly diverse news team – every member has a voice and it is less likely to fall into the traps of excluded voices and negative stereotypes I talked about earlier.

The change increasing the ratio of female staff has been brought about by changes to working practices including job-shares, part-time work and working from home which are part of the culture at ITN. In course, the staff remaining become role models and senior figures within the company for others to follow – so for example, the main Editor of our biggest news service ITV News, Deborah Turness, is now moving on to become President of News of the US Broadcaster NBC. Not only the first time a British person in such a senior position in a US broadcaster but also the first woman. At ITN we are sad to lose her but proud she is blazing a trail.

#### Conclusion

The present system is not perfect – but improvements are occurring in many areas. Generally getting better, gender equality is part of the culture of a news organisation – on and off screen. Culture in editorial news rooms is created primarily by ethos and practices - not law. It is nuanced and subtle. It is difficult / impossible to *impose a culture* – particularly in the area of news where editorial judgements, freedom of expression and editorial control are equally cherished and need to be protected.

Changing culture and practices by guidance, sharing of best practice and greater awareness in the media industry is the way forward rather than imposition of laws or regulation that may fetter editorial control and freedom of speech.

**Joke Hermes**  
**Lecturer, InHolland University, the Netherlands**

There are two short answers to the theme of this workshop: the first is: yes that is true: gender equality and freedom of the press are incompatible principles. Governments do not and should not have the right to interfere in content decisions as long as those are not an incitement to hate and discrimination and then, in a democracy, only after the fact. The second answer is also short: in Europe's public media freedom of expression is not seen to be harmed by the principle of social responsibility. Indeed public broadcasting institutions take on board a number of concrete directives to do with the fair representation of women and minority groups. In actual day-to-day practice, gender equality and freedom of the press apparently are not incompatible principles at all. Both are the responsibility of the democratic state.

In this introduction I would like to take a step back and consider how gender is 'reproduced'. From my perspective as a media and popular culture researcher we need to deal with a threefold set of problems to move ahead on this long standing issue: why do we invest so much and so deeply in gender difference; secondly, how do we understand the relation between the media and society, and thirdly, how do we want to understand and acknowledge power relations and inequality as both a civic and a regulatory issue.

The issue is a moral, a political, a legal and an economic one. Gender inequality is neither fair nor right, nor is it an economically beneficial system. Europe's position in the world economy makes it an unwise choice to not make good use of all the available brain capacity. If we do not believe that there is a given natural order that decrees that women should be kept out of positions of control politically and economically, we have to think about and take action on the opportunities offered to women and to men. We have to evaluate where, when and how gender roles are proscribed and insisted on in order to change whatever implicit and explicit rules hinder the full citizenship and social participation of women.

## **GENDER**

Class and gender from the end of the 19th century onward are seen as mechanisms that hinder both societies and individuals in their full development: as citizens and as workers. Race will be added as the 20th century presents us with various successful emancipatory movements: While civic rights were achieved they have not led to full political and social participation.

The Belgian Green Party *Groen!* noted a year and a half ago that parliamentarians who wanted to be heard from via the media had better be men. Elisabeth Meulman, Green Party parliamentarian maintains on the website *The world tomorrow (dewereldmorgen)* in 2011 that the top 20 of Flemish parliamentarians shown and quoted in the news contained only one woman's name. Yet 42 percent of the Flemish parliamentarians are women. According to Meulman (Green Party, Groen!) women politicians neither have the positions nor apparently work on subjects that journalists and editors find interesting. Even though they include education and social welfare.

Even a simple scan of the social world will show that most of us make an effort to maintain gender distinctions: the way we dress, talk and act are all gender specific. CarnalNation blogger Suzanne March wondered in 2010 why men won't wear skirts: they are comfortable and sexy and designed by both haute couture and high street labels, from H&M to Yves St. Laurent. Yet, they remain a party gimmick for a tiny group of happy few.

We tolerate a little playfulness around gender coding but would be very unhappy to do 'without gender'. The idea of a gender free or a gender neutral zone does not feel comfortable to most people. Neutral seems to suggest being neutered, harmless, sexless and unmanned. Being gendered matters because it bestows particular types of power on all of us that we cherish: whether we are women or men. We have to consider that there might be *as little support for gender equality* as there are arguments against even thinking of interfering with the freedom of expression and the freedom of the press. The question is whether it is a 'liking to have one's cake

and eat' it situation, or whether gender difference is fully compatible with equality of opportunity for all – and that we simply have to find the key to learning to understand difference in non-hierarchical ways.

## **MEDIA AND SOCIETY**

So far so good, I hope you will be thinking. After all: thinking and respecting difference has been on the agenda as long as issues of equality, we should be able to do that. Here I have to sound a warning note. When thinking of the media and society, we need to take on board a notion of gender that pertains to not just individuals but to practices and processes. We understand particular types of media and programmes as gendered (as feminine or masculine); we feel that particular ways of doing things are typically male or female. Norms and standards are hardly always explicit: often they are semi-dormant, deep structures that suggest that a particular type of person would be best qualified to do a particular type of job. When seen as places of labour, the media are no different from other social institutions, such as for instance the academy. There seems to be little guarantee that numbers of women will increase without actual support from governing bodies.

It remains difficult for individual women to gain access, they need to be much better, or have good connections compared to men who have the same educational background.

The media are not outside of society; they are an integral part of it. That goes for media content too: over the last half century we have seen an increase in women shown on television, but far less of an increase in the number of women in the news or as experts. Recently, member of the board of governors of Dutch Public Broadcasting, Shula Rijxman, opened discussion about the low number of women as guests in one of the most popular talk shows on Dutch (public) television, *De wereld draait door* (a pun on *The world goes on* and *The world is going mad*). While the initial discussion was terrible with two high-placed female guests who never watched television and had no clue as to this particular debate, however well they did in their respective fields, the show's production staff persisted and took the trouble to find interesting women who were experts on the topics discussed throughout the remainder of the season. They did not boast of this achievement. Perhaps they are better mannered than I am, or not yet altogether convinced that they did well enough. I suspect that the host of negative comments on Twitter about the initial *The World Goes On* debate and initiative was so harsh that it offered little incitement to take up the issue again. Media makers are not rewarded for promoting gender equality.

The real trouble when it comes to gender equality and the media is that society expects so much from the media: whether huge achievements in promoting the good, or terrible consequences and troubling effects in case of 'bad content and examples'. By according the media enormous power to influence how we think and act, the media are caught in a catch 22: they can never do well enough, not to be suspected immediately of also potentially being a force of immense evil. Broad sections of society are familiar with the early 20th century 'hypodermic needle' notion, also known as 'the magic bullet' model, which suggests that the media have the capacity to implant ideas and ways of behaving deeply in our psyche without viewers being aware that they do. This has in many ways become proto-professionalised knowledge: shared more widely in society than among today's academics who prefer to look at such mechanisms as framing and priming, or study vulnerable audience groups (autism spectrum disorder children for instance) rather than assume general effects – which they well know are very hard, indeed almost impossible to measure and do not occur under what one might call 'average' conditions. Average in this case should be understood as pertaining to most of society.

The widespread popularity of the effects paradigm in thinking about the media has made it easy to blame the media for all that ill society. When it comes to gender relations and enabling gender equality and despite the annoying habit of especially the commercial media to favour particular body types, we cannot hold the media solely responsible for continuing gender inequality. We need to understand how particular definitions and representations are maintained beyond the reach of individuals, editors, moderators or production teams. We need

to understand how power functions in today's society and effectively obstructs gender equality, and how the media are *part* of a chain of habits, rituals and deeply-felt convictions that they too are not in a position to change.

## POWER

Speaking of power may conjure up an image of force and brutality. In some cases that is how power inequality is expressed and maintained. Rape and sexual assault are crimes more women than men are the victim of. Bear in mind though that men too are raped even if in many cases it is still a taboo to speak of this. Forced sexual intimacy makes for the stronger case if you want to argue sheer power as a force of socialization: many women have had the experience of being touched, rubbed up against, or have been grasped in intimate areas in public places, which has made them feel dirty and alienated, disowned from their bodies. #Shoutingback at vimeo.com, a compilation of women's stories makes clear what sexual assault is like in a very strong matter-of-fact way that chills to the bone. Still, to me, with all due respect, the fact that sexual assault is more often directed at women than at men, seems to be an *effect* of gender inequality and not the mechanism that maintains it. No one needs to beat me to make me dress the way I do, no sexual assault was involved to force me to make the choices I have made in my personal life and career. Individuals in society are made to toe various lines in very *rewarding* and seemingly non-restrictive ways. We have a very wide range of choice in taking up identities and positions as we fashion who we want to be. There is not one norm or set of norms, there is 'normality': the range or area within which a host of choices are allowed.

Hence, power often feels like it is on 'our' side: identities are owned and made personal. Gender we learn to understand as a visceral part of our identities, as consisting of actual feelings and sensations that deeply define social worth but also the capacity to be happy, to enjoy life and to succeed.

If power is defined as 'normality', and as the invitation to be normal and a special individual at the same time, it becomes clear how the media are implicated in continuing gender inequality. The media provide most of us with a wide range of examples that will help define 'normality'. No one need depend just on school, parents, public spaces, the church, the work place or any other social institution: the media offer us great latitude, and a lot of freedom to 'explore' who we are and want to be, and, especially, what is and is not acceptable.

Interestingly, in television audience research, we hear audience members talk about this very phenomenon in a highly knowledgeable and discerning manner. A couple of years ago Bibi Fadlalla heard Dutch young women of various backgrounds discuss what kind of dress code would make one slutty. Young women wearing head scarves were as much interested in these codes and discussed them with as much insight as young women dressed in the short and tight shirts that were then fashionable. Helen Wheatley, Rachel Moseley and Helen Wood found recently that the whole notion of 'women's television' felt alien to the women they interviewed. Their interviewees aged between 40 and 95 agreed on one exception: pop music programmes, not a format that television scholars would in the normal course of things define as women's television. But meaningful to them in the same way Fadlalla's Dutch informants used video clips. *Top of the Pops*, *Ready Steady Go* and *The Tube* were 'their shows'. They felt the shows allowed them to explore style and dress codes and identity in the best possible way.

Focusing on power and power relations, makes clear that gender inequality is maintained in the most mundane practices and as much if not more through pleasure than through force. It is also clear that we can hardly either explain the social order by referring to pop music or blame social inequality on these programmes.

## SUMMING UP

My first point is that the media are deeply implicated in the social order but cannot be seen as its instigator. It is more useful to accept, study and monitor the media as they are because they give us feedback on the numerous practices that co-constitute gender. In addition, it is clearly

also of enormous importance to stimulate reflection and criticism concerning restrictions in gender and other forms of cultural coding - public media such as public broadcasting and the press are of extreme relevance here. Not as a site to be controlled and governed, but as a platform for exchange and discussion, and as the type of media work places that employ an ombudsperson to invite critical self-reflexivity among media makers and managers.

Regarding the proposition that gender equality and freedom of expression are incompatible principles the second topic of discussion should be *how we understand the place and social role of the media, perhaps in conjunction with where we think the media 'are' today*. Broadcast and platform media are vastly different but together may well allow for an unprecedentedly rich culture of media debate and choice. Only then does it become relevant to think about the legal implications of thinking about governing media content production whether by quota, censorship or guidelines. Legal rules, an internal affairs type of policing inside the institutions are relatively little use if the pressure to maintain gender inequality (and favour men in news programming) comes from outside the media, and especially if it comes from media users themselves.

Thirdly, while the truly very unequal representation of men and women needs special attention, criticism and debate, it cannot be taken to directly affect the choices of women and men in their lives and in building their identities. Women have long ago learnt to identify with male characters (as readers of action novels and thrillers for instance). There are women like Kari, the wonderful girl nerd presenter on *Mythbusters* who promotes the beta sciences to us all. Rather, journalism schools should be addressed here as well as our collective misunderstanding of the deep force of shop floor socialisation which will reform well-meaning junior journalists into hardened news hunters who learn to be gender blind in precisely the wrong way.

We need to find other ways to make gender equality a reality. There are successful examples such as that of the classical musicians who auditioned behind a curtain. Instead of the usual very low percentage of women, almost equal numbers of men and women were selected when their gender was literally invisible (Evert de Vos, then associate editor-in-chief of *Intermediair*, Radio 1 discussion a couple of years ago, personal communication).

What would that mean for today's media? We can hardly return to radio (and leave out the actual image), although possibly we could make room for media presenters, experts and 'personalities' to be several 'avatars' rather than one gendered individual. Another option would be to play on the media's waywardness: tearing out a newspaper column written by the editor-in-chief of the Dutch feminist monthly *Opzij* (also here at this conference, I think), I inadvertently also tore out an article about actress Angelina Jolie. Right across from a discussion of feminism and emancipation, the Jolie article opened with the statement that the actress who had become famous because of her breasts had had them removed to reduce the risk of breast cancer. To reduce Jolie to her breasts was remarkable I felt (I happen to like her as an action hero and actress), but it was mind boggling to have the newspaper show feminist sensibility and outright sexism side by side. The same inconsistency perhaps could be made to work in favour of showcasing women rather than men. The media do not operate from ideological straightjackets but from a set of ritualized routines and work practices that currently work against gender equality but perhaps could be made to work in its favour.

It may well be that to point out how inconsistent the media can be, or to move away from our 'true' identities and incorporate temporary ones, will meet with resistance and objections. In that case, these scenarios can be used to flush out the 'real' obstacles to gender inequality. As long as there is seen to be merit in gender difference as such, as natural, authentic or meant-to-be, the letter of the law will not become material reality. Not the principles of gender equality and freedom of the press are at stake here but the most basic of human rights: not to be discriminated against on the grounds of gender, race or sexuality.



## Leadership and women in the media

### Helen Issler

#### Freelance Journalist / Presenter, Switzerland

1. This topic concerns me in various roles: As one of the first woman in leading positions at Swiss TV for almost 20 years and often as the only woman among executive editors. I also speak to you as a journalist and moderator of political programmes, as a member of a Journalist Union, as well as the Co-Vice-president of the largest Swiss alliance for women. So I will try to tell you about my experience and proposals in all these roles.

2. As you probably know from similar surveys: Women are much under-represented and under-estimated in most of the media. Their part is less than 30% and most of them are very often shown in unimportant roles: the secretary, the assistant, the little helper, the pretty companion. Often, women are described as fragile, vulnerable, the victim. You may have experienced it yourself that when you are in group of «important» men, they naturally assume that you are the one who will write the minutes and bring the coffee...

3. This chart is from the media monitoring project of the Swiss Office for Gender Equality of 2011. It confirms the fact that women in the media speak and are shown in rather unimportant roles. Women are interviewed as eye witnesses, for public opinion and personal experience, while most of the focus persons, experts and commentators are male.

4. These figures of the international Media Monitoring Project show that in the news of all media, only 25% of the subjects are female. And this despite the fact that there are more and more important women in politics, economy and science and that women form the majority of the population in most countries of the world.

5. Only since 1971, Swiss women have the right to vote and to be elected on a national basis. Nevertheless, in 2011 we had a majority of four female ministers out of seven in the Swiss executive government: the Federal Council. (Now we are back to three women ministers and four men.) But even in 2011, when these women were taking very important decisions and doing excellent jobs, in the so called «serious political media» only 22% of the news topics were dealing with women. But there were countless comments about the hairstyles and wardrobe of these four female ministers. In May 2011, after the catastrophe of Fukushima, the Swiss Federal Council decided to phase-out of nuclear energy. Some journalists called it an impetuous decision of four hysterical women.

6. The Swiss Meteo team is often a topic in the tabloid press. The women are called weather girls or even weather fairies. While the men are weather experts and first foremost chosen for their competence as meteorologists, the women have to be pretty and look like models. Some of them are not meteorologists but just memorise what an expert works out for them. I was the only female in the team who selected the moderators for the information department of Swiss TV. Often my male colleagues did not vote for the most competent woman candidate but for the prettiest one. Women obviously still have to fulfill the role of attractive announcers. And so we hardly see experienced older women on screen; men usually stay in the job until they retire – and even longer.

7. The yellow press, people magazines, private TV stations and advertisement reinforce the cliché that for young women the way to success is looking attractive and being sexy. A *Miss Switzerland* is elected every year and these Misses get a lot of attention and can make quite a bit of money. Some give up their education and dream of going to Hollywood, others marry a rich man. And they are role models for many young girls...

8. Serious media still largely ignore female experts and female topics. Men are featured in important roles. They are shown as the leaders, the experts, the ones who are responsible and

the ones we can trust. Obviously, male role models do not have to look sexy. Except in sports and show business - but also in sports, female athletes get a lot less media coverage than men.

9. In the weekly political discussion Arena on Swiss German TV, women are often quite alone, also because the presidents of the large political parties are mostly men. They often interrupt the women bluntly and usually talk longer. But women also often hesitate to take part in TV discussions because they are less self-confident and judged by the way they look – also from female spectators.

There is an interesting law case about the Arena discussion concerning the initiative claiming for an “unconditional basic income” of 27 April 2012. There were only men in the Arena circle discussing the case, although the topic concerns women just as much - if not more! A lady complained at the UBI, the independent appeal board of Swiss radio and TV, and the board agreed that the setting and the discussion were not appropriate <http://www.news.admin.ch/message/index.html?lang=de&msg-id=48023>. Now, Swiss TV SRF is appealing to the federal court and insists that the setting was politically correct. It will be very interesting to hear the final decision of the highest judges of Switzerland on this subject.

10. The U.S. Women's Media Center – founded by Jane Fonda, Robin Morgan and Gloria Steinem says: “*Media influence is one of the most powerful economic and cultural forces today. By deciding who gets to talk, what shapes the debate, who writes, and what is important enough to report, media shape our understanding of who we are and what we can be.*” And they encourage women to take action: “*Within this country, too few groups and organizations for women and girls have a constant media component, too many wait for their accomplishments to be discovered, and too many individuals whose stories and expertise are needed by the media are not encouraged or trained*”

11. One of the reasons of the mis- and under-representation of women in the Swiss media is due to the fact that all the larger media companies and TV stations are managed by men. They lack gender awareness and women topics are less important to them. And these average looking men are not shy at all in showing themselves on screen – whereas the anchor women have to be very attractive.

12. In 2012, the German TV-stations ARD and ZDF launched a big campaign to promote their quality and freedom of speech in public services. They advertised with four (!) men and completely forgot their female figureheads. After massive protests from the female journalist unions and the spectators, the campaign was stopped.

13. In spring 2012, an initiative of 350 female journalists in Germany was launched. They are promoting a quota of 30% of women in top media positions within five years. The Pro Quote campaign causes heated debates and some male journalists deny that women have the right to argue for their own cause in the media.

14. The newest *Schillingreport* of 2013 which shows the amount of women in leading positions in the largest Swiss companies notes at least a slow increase of women in management (6%) and executive board positions (12%). Among the CEOs, the chief executive officers, only 3% are females.

15. AllianceF and many other women's organisations, politicians and scientists demand a female quota of at least 30% in leading positions in business, politics, hospitals, universities, media, etc. It is a fact that companies with women «on board» have a better performance and are closer to their customers. But quota alone does not open the doors. Women also need working conditions that are compatible with a family and private life. This means job sharing, continuous training also in part time jobs and mentoring.

16. In Switzerland, conditions for working women are difficult and often stressful. The school system has not yet adapted to the fact that over 60% of the mothers are working. Compared to the northern countries, Switzerland spends only one tenth for external child care and the tax system penalises double income parents.

17. Swiss public service television and radio (SRG) merged in 2011 into one large company with a staff of more than 2,000. The new President *Raymond Loretan* speaks of recommending a quota to the supervising board. He deplores that the whole management of the TV and radio stations in the German, French, Italian and Romansh part of Switzerland is strictly male. Only at the third level there are these three (!) women. Are qualified women not ambitious enough? Or are men more power-hungry?

18. What difference would it make, if there were more leading women in the media? From my own experience as an executive editor I know that more diversity in a team brings greater variety of input, and more interesting and genuine results. Women are often closer to everyday life and are more sensitive to female clichés and sexism. But to be the only woman in a discussion about gender questions can be very strenuous and tiring.

19. In June 2013, women of the Swiss Journalist associations and a female media scientist published «Guidelines for more gender equality in media coverage». The guidelines call for a diverse image of women, less sexism in the media and less «male speech». This is especially important in German, where for example the words *student* and *doctor* are male. It still happens that, for example, in an article about the fact that nowadays more women than men study medicine, they write *der Arzt, Student, Professor* instead of *die Ärztin, Studentin, Professorin*. Some journalists argue that the female or neutral forms like *Studierende, Lernende*, etc. rape the German language or using the double form *Studenten und Studentinnen* is too long and complicated.

20. This checklist shows the most important points of the guidelines: Get rid of women's under-representation in the media, find women experts, use women networks. Be careful with person descriptions, avoid stereotypes and sexism. Use of female form in language - be creative. Photo material: show women in important roles, give them a name.

Link to the guidelines in German: <http://ssm-site.ch/cms/wp-content/uploads/2013/02/Gender-Medien-Leitfaden.pdf> The translation in French follows soon.

21. The guidelines aim to raise awareness for mis-representation of women in the media, the public, the internet and also in advertisement. They want to encourage a gender sensitive approach, show examples of good practice and encourage resistance to sexism. They are now discussed with students and journalists and sent to all the editorial offices. Some reactions of young female journalists were quite defensive. They declared that in the stress of daily work they did not have the time to think about gender questions and that their male editors liked sexy pictures of women as eye catchers.

22. Some people ask if freedom of expression and gender equality are compatible. Of course they are - they must be! As Hillary Clinton declared 1995 at the UN Conference of Women in Beijing: *Human rights are women's rights and women's rights are human rights. "Women comprise more than half the world's population, 70% of the world's poor, and two-thirds of those who are not taught to read and write. We are the primary caretakers for most of the world's children and elderly. Yet much of the work we do is not valued -- not by economists, not by historians, not by popular culture, not by government leaders."* And women are still not valued by the media!

23. Let's change it! Thank you for your attention.

**Suzanne Moll**  
**Media Specialist, Denmark**

Coming from a media background, I am not an academic, or even a media analyst I am first and foremost a journalist with a passion for meeting people, discussing life, and storytelling. So this is my contribution to these days of talk on media and gender. This driving force has given me a career in the Danish media landscape as manager, editor in chief, etc.

My background gives me the opportunity to look at the gender issue from an employee's point of view, from the boss side. And of course also a perspective on how the gender issue is portrayed in the Danish media. This will be the content of my speech today.

Having worked with almost only news since I was 25, this is the world I know inside out, for better or worse. And I will start with my overall conclusion -

THE NEWSROOM IS A MAN.

The very culture of discussing news, the communication at meetings, collecting news and conveying them is basically masculine. Masculine being in this sense a direct communication with no time for long discussions. This is a necessity when you have 20 minutes to deadline or the choice between this person or that person.

News is a highly competitive genre, and every day there are battles to be won in order to sell newspapers, or maintain your audience. Countless are the good people who have tried to transform the editorial meeting for example in order to give more time for "softer" stories. They have failed. Because covering hard news - be it politics, economics, sports - is a fact based discipline. The stories about lifestyle, culture, etc. are considered "soft". We want them, but they are not as important, and will be left out if something important happens.

The way we speak in the newsroom leaves little room for talks about personal issues. Of course we care for each other and want to know how our colleagues feel (gossip is a favourite pastime for journos), but you cannot change the basic culture of news production.

This does not mean that women in news management are men. But we are more direct and maybe a little less sensitive than in other parts of the media landscape.

As a journalist in news you have to accept this culture, as well as work odd hours. Deadlines are late, and you work shifts leaving weekends with your family a sometimes rare luxury. This is the reason why many women, with great talent for news, leave when they start having children. The stress of working under deadlines and late does not go down well with working in shifts. So when recruiting managers, naturally the pool of men is bigger than the pool of women.

When I started 25 years ago, there were hardly any female managers. But lucky for me the tide changed rapidly in the 90s. I was fortunate to be in a company with an explicit wish to recruit women as managers, we had a forum for discussion and as a result, today the gender ratio on managers level in DR is 60/40, which was the goal. This deliberate focus on gender created a success for DR and inspired the media outside, Today very few media does not have a woman at the top (or close to). To the extent they seem to be the token female, like you had the token black in the US at a point.

But there is still a way to go. And in order to highlight the issue, a group of women, myself included, created K2. As you all know, K2 is the second highest mountain in the world, and our goal was to enhance female management and leadership, and to dissolve ourselves when we had reached a 40% female managers representation.

And we gave each other an oath:

- always speak nice about each other in public;
- always recommend a woman for any job.

We made one initiative that created hype and attention to the gender question in media. Every two years we would have the journalists union count the number of female editors in the news media. And we would give a prize to the media with more women, and we would also name the one NOT promoting women in the media.

Of course a lot of (men) screamed about this not being serious, and this being a militant feminist project. But nobody wants to be told he is not progressive and doesn't promote women....and for some years it served a purpose. The latest stats from 2012 show:

- 20% women top executives (CEO, etc.);
- 15% women editors in chief;
- 25% women managing editors.

There is no reason to think this number has fundamentally changed. However we, the founding mothers, realised in the last years, the women younger than us does not see this as big problem. And last year we dissolved K2.

Now looking at the way media cover the gender issue in Denmark there are a few things to be noted.

The gender is no longer in itself noteworthy when doing portraits in newspapers. There are exceptions. But it is no longer a miracle if a woman becomes a CEO. It is no longer a miracle if the male CEO takes paternity leave.

In fact one could argue that it is peer pressure holding women back and not the career opportunities. If you have a demanding job, you do not necessarily have to be a great cook and a style icon. I stopped reading glossy magazines years ago for that same reason. We all must compromise and juggle work-life balance.

And there are still battles to be won.

To me the biggest gender issue these latest years looking at media coverage has been how Danish media has portrayed our female Prime Minister. For two years Hele Thorning Schmidt has been our PM. Her government has worked out a reform programme for economic recovery of Denmark that no man or liberal/conservative politician could have done harder or more consequent. Thanks to this Denmark has so far not taken the big dive into the economic abyss.

But no-one has been more criticised on a personal level than our PM. She looks too good to be true. Her handbags are too expensive; her heels too high: her husband works in Great Britain - in fact the rumours of him being gay are countless. So what if he IS gay? They seem to have a good marriage and it is none of our business. And yet she has to keep up with articles that are insulting to our sex, and to her professionalism. I do not agree with all her politics, but I think some of the media has behaved very badly.

On the whole, I would say Danish media has come a long way in covering the gender issues. There is still room for improvement. Last year a group of women published a book in Denmark "Women and power" in which they discuss the challenges. And one of the biggest is that women in top management feel lonely - they feel alone in a group of men. Not because they are unqualified, but the little undertones and small laughs you have between people of your own gender were missing. And one even gave it as the prime reason for leaving a very attractive position.

**My conclusions today are:**

1. If we want fundamental changes in any sector, we need to make deliberate changes. I became a media leader, because my employer made a programme promoting women like me. Our group K2 created hype by outing media leaders who did not appoint women in management.
2. The media sector in Denmark is developing slowly towards gender neutral coverage, but there are heavy relapses from time to time.

But in my opinion the big last and maybe the biggest battle is still the quota discussion of having more women as board members. Why is it so controversial to have a deliberate strategy on this? Norway has succeeded. And I do not buy the argument of "we recruit by qualifications" since when was it ever a question of qualified men?

Finally regarding the newsroom.

Even though the newsroom is a man, he has realised he needs a woman inside the newsroom and in covering the news. Because, surprise! The audience is half female.

## Shula Rijxman

### Member of Dutch Public Broadcasting, the Netherlands

We all entered this room with our own ideas, values and beliefs. So before I start, I would like to know how you feel about certain subjects. Let me give you three statements:

- True or false - raise your hand if you think the following is true: a man is less likely to sit at the back of the room.
- True or false - again raise your hand if you think it is true: man and women see television programmes completely different.
- And the last one; raise hands please if you agree with - the so-called 'glass ceiling' for working women is real.

Now that we know what you think, let's try to challenge those thoughts. I hope I can inspire some discussions. Today's topic is the creation of role models in media. Can we – national broadcasters, policy makers and academic scientists – influence the rise, shape and reach of those role models? My answer is yes.

I will share some insights on the gender issue first and then briefly address my own career and my personal connection with this for this topic. Finally I will focus on a special project that is currently running at Netherlands Public Broadcasting. Start with the gender issue. Our moral code and ethical agenda shape what we see. Nothing new there. There are many shared 'viewpoints' cross-gender but some differ. Those differences have been discussed for ages, are great material for self-help books, jokes and pickup lines like 'My wife doesn't understand me'. But this is more fundamental. It is hard to overstate the consequences of the fact that men and women see different things when looking at the same. You can take this very literally: the physiological shape of the eye differs between man and women.

I came to fully realise this by the work of one of the most influential philosophers in the Netherlands: Maxim Februari. In recent years, Maxim has given us one of the most insightful and compelling journeys into the gender discussion. Not too long ago his name was Marjolijn Februari and SHE set the agenda for a public debate in her column in a Dutch newspaper: "The personal news I would like to tell is my decision to perform corrections to the model in which I was poured. This means I will from now on live like a man, and since half a year I use hormones which make me fit for the new role as if by magic".

Marjolijn became Maxim and published a detailed and thoughtful account of change. One thing that stood out to me was that Maxim found it extremely hard to become a member of the 'man' club: "I am civilising into the World of men. It is absolutely an immigration process. I learn everywhere I go, but nobody wants to tell me anything. Men say that there are no differences, and we have the same habits as women, but it isn't true. It's very remarkable". As it turns out, Maxim had to do a lot more than physically change. His 'manliness' could not be surgically attached. It was 'a rocky road, full of unknown elements'.

Now, Maxim Februari has a unique perspective: the male and a vivid remembrance of the female. A perspective I do not have and, since on average 1 in 20.000 people undergo sex-change, not very many people in this room have.

So I allow Maxim to speak a little more: "I have encountered a couple of times the surprising fact that when I state something very firmly in an unknown companionship with very stubborn men, people believe me instantly. When I was a woman, this never happened". The effect known in science as the Mathilda Effect: by which scientific papers by women recognised less than male papers of roughly the same content.

Or, as the world's best known executive transvestite Eddie Izzard put it: 'It is 70% how you look, 20% how you say it and 10% what you say.'

Can we solve the bias? Can we use it to help push our agenda? Would it be better if my colleague Henk Hagoort were asking these questions here on this stage?

We know there is a gap. Feminist movements build the bridge to cross the gap. People like Maxim taught us the bridge probably needs to be wider and longer. And, pushing the metaphor, the bridge will need pillars. I think organisations could be these pillars. Media organisations for instance could help put a spotlight on inspiring role models and frontrunners. The Netherlands Public Broadcast organisation has a track record. Since many years gender equality on television has been one of our key projects. We tried many things; we failed, found and developed. And now we know the 'Role Model'-model contributes the most in balancing equality.

But before that, let's talk about me. No, just kidding, I dreaded this part, as much as I think it is important. I am a woman. After a career in marketing, owning an agency, becoming a CEO in television production, I suddenly appear in lists of 'most influential persons in Dutch media'. It feels strange, even somewhat embarrassing sharing this with you. So what makes me tick? Well, I like working for the general audience. I think it is important, and a personal pleasure to guard public values in broadcasting. Times are tough, there are many difficult decisions to be made, I want to 'do the right thing'. But... am I different from my colleague on the Board Mr Henk Hagoort? I don't think so. He doesn't think so. But the outside world has a different idea.

In her controversial book 'Lean in', Facebook's Sheryl Sandberg stated that woman should try harder to get to the top. I agree with her only to a certain degree. There are plenty women working harder and harder but do not succeed. Maybe 'harder' is not the answer. Maybe smarter is. Sandberg's book prompted many people to ask about my 'hard work'.

I don't think that I worked harder than many men and women. I think that if I was Simon Rixman instead of Shula Rixman, I would not have work less hard. What if Angela Merkel was called André Merkel? Well, for one, Mr Merkel would not be judged by his dressing everywhere he went. And he would probably have to defend his policies less. Angela Merkel's position and current leadership in navigating the Eurozone through the crisis is a remarkable, remarkable tour de force. The same goes for the current head of IMF, Christine Lagarde, Hillary Clinton's go for presidency. It is good that André, Chris and Bill are replaced by Angela, Christine and Hillary. Repetitive recognition, habituation to new role models, will lead the way for future generations. I should stress here, that with role models, I do not mean 'idols'. How much I admire these women, their role model is in their collective achievement. Building a role model means building a cluster of attributes and achievements that unite more people. Among these role models, there will be idols, spokeswomen connected to the cause.

Let me introduce you to Annechien Steenhuizen. A month ago she became one of two anchors of the Dutch evening news. During her introduction, she was interviewed a lot. And not once was her gender a topic of questions or discussion.

Now let me introduce Eugenie Herlaar. Forty-eight years ago she was the first feminine journalist to work for the evening news. She had written a letter to the evening news, stating: "Why aren't there any female voices on the News?" The reply letter invited her for a test, since they wanted a female voice, but could not find one. She could not go on air straight away.

In the United Kingdom a female news anchor led to much turmoil. The audience judged harsh: female anchors had no authority. Eugenie waited the same fate. But she pulled through and paved a way for women today, like Annechien whose authority wasn't doubted for a second. So where are we today? In the Netherlands, roughly 70% of all the current affairs programme anchors is male; 30% is female. But maybe more important is the stereotypical choice of guests in these programmes and their portrayal. Unless a topic is blatantly female, all experts are male. These numbers and portrayal matter because television has a great impact on society.

What are we doing about it? Let me explain two policies; one we were pursuing until recently and one current: The first is Naming and shaming, with the use of carrot and stick and secondly our current policy which I call Matchmaking.



Naming and shaming. This policy started a few years ago and was concluded last year. It dealt with inequality in a broader sense, gender being one of the topics. The experiment was conducted mainly for research. Each year we published how much screen time males and females got in every programme. Those publications each year led to heated debates confirming the gap in hard numbers and showing those numbers were not changing. This inherently negative approach led to numbness in the media (why bother anyway) or apathy. So we changed our way. Instead of shocking everybody into action, we added a bonus and fine system. The shows that improved their numbers were financially rewarded. Or, as some opponents explained, those who did not were fined. It got much bad press and left people who worked hard to get gender equality on the agenda with a bad taste in their mouth. We could either cut the programme, change it, or be stubborn and continue. We stopped, realising that pointing out these inequalities resulted in useful information, but would never initiate change. Maybe change should not be forced but teased, inspired, facilitated.

So we began anew. During our previous efforts we learned that most editorial staff considered themselves open minded, and had gender equality high on their agenda. The only thing: they couldn't always find relevant women. This, of course, could not be right. So we started facilitating them. Delivering relevant women. I know plenty! Together with a network organisation called 'Women Inc.' we selected women in key positions in any industry. Who are ambitious and eager to show their talents on national television? We shortlist them. Like matchmakers we 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 in a screen test, a panel discussion or interviewed - and editors connect with new people they can use as 'experts', 'panel' or 'opinion makers' instead of speed dialling one of their regular 'talking heads'.

Most important in the matchmaking process is our personal and tailor made approach. The more committed we are to finding and connecting the better the result, because both top-level women and editors have time to invest. And in my personal and professional experience those worlds don't meet naturally. Which is a shame, because if they would, the editors and top-level women would make an excellent combination and deliver new and interesting perspectives on news and reports. So now we help them. And the first results are promising. The candidates and editors are meeting, and learning from each other. Eager editors and ambitious top women sharing pros and cons of media performances, exchanging knowledge and ideas.

I would like to conclude with a general lesson I learned, and I hope it can inspire the Council of Europe and this conference. It is nothing big or fancy, but it is powerful and true. Especially after our many trials, methods and meetings. It is just this: keep things simple and very, very personal. Don't make a law, tell a story, tell your story. Don't push an agenda, just leave one on the table as you arrange for people to meet. Find people, men and women, but mostly women. Help them. If we had looked at the history of role models in the media, and if we listened to Maxim Februari's account, we would have moved faster, with more integrity and more satisfying. We made mistakes so others won't have to. And on a personal note, where others say to work harder, I say: meet more people. As an entrepreneur I was taught a breathtakingly beautiful law - at least, I think it is beautiful. It is: when you walk into a room filled with people you don't know, reach out and start shaking hands. Shake hands. Have a conversation. Meet people. Show yourself, ask, tell, share, give. Every person you meet could change your life.

This, of course, is also the ambition of the matchmaking programme. And it applies also to me, here, now, and you, here, now. I would gladly meet you. So if you would like to share your opinion, your experience or if you have any questions about the matchmaking programme, Maxim, gender equality in Dutch broadcasting or me, I will be very happy to answer them and nice to meet you.

## CLOSING PRESENTATIONS

### **Marjan Hammersma, Director General for Media and Culture, Ministry of Education, Culture and Science of the Netherlands**

Yesterday I joined the Conference and dinner. As Director General of the Dutch Ministry and Department of Culture and Media, I am very interested in the theme of women and the media.

Previously I worked as a researcher in the media. There I learned that you need to measure facts and figures to know where you stand. How participation of women in different media sectors is and how it develops?

You need the figures to make people aware. The recent EIGE report gives a very accurate insight into the position of women in media and leadership issues.

I was very charmed by the Dutch initiative presented by Shula Rijxman. Why?

- She brings together women experts and editors in match-making sessions.
- It is practical.
- It is easy to organise.
- You don't need a big organisation.
- All you need is a list of potential experts; a room; some coffee; and editors looking for a new network – not just old boys.

And we can build upon this good practice.

Yesterday, different organisations like the music Industry, social media, public and commercial broadcasters met each other here at the Conference.

They launched the idea to come together as a platform and they asked the Dutch government to help with that. And we will do so. Not *per se* financially but in a facilitating or mediating role. The goal is to decide what practical steps to take together as an alliance to exchange best practices and to look into steps to take in our media industries.

We have a similar platform on women and health issues. And that is working and is inspiring for different parties. The key words and success factor is:

- to make it practical;
- bring parties together;
- organise it close to the editors and news rooms.

It would be great if more member states take up a similar initiative and bring together the media industry and women. The next meetings of the Gender Equality Commission could be a good moment to exchange more practices with each other.

In the Netherlands we have a programme on media wisdom. Here also we use the method of networking, bringing parties from different sectors together, exchange best practices. In this programme gender stereotyping is a theme, as well as learning to develop a critical attitude towards media.

Experts in the media sector meet in specific working groups.

And together they offer a wide variety of lessons for schools, information for parents and teachers, awareness campaigns, Information on media use and production.

**H.E. Dziunik Aghajanian, Ambassador of Armenia to the Netherlands, representing the Chairmanship of the Committee of Ministers of the Council of Europe**

At the outset, let me congratulate the Gender Equality Commission of the Council of Europe and the Ministry of Education, Culture and Science of the Netherlands, and Ms Carlien Scheele, for the excellent organisation of this Conference dedicated to one of the topical issues that requires continued attention and action.

I am taking the floor on behalf of the Armenian Chairmanship of the Committee of Ministers of the Council of Europe. This gender equality conference was endorsed by the Armenian Chairmanship and enclosed in its programme as it highlighted one of the areas that still requires concerted action in combating intolerance and discrimination, which is the priority focus of our Chairmanship. The Council of Europe has been continuously engaged in the fight against hatred, intolerance and racial discrimination through standard-setting, monitoring and awareness-raising. These threats to our fundamental values require strong political will and adequate action to fight those challenges.

The discussions of the last two days touched upon all the aspects of the role and status of women in media in the countries of the Council of Europe, the concerns arising from perpetuating the wrongful images of women, that are being exacerbated by the new media technologies and momentary dissemination of information through internet. The global migratory processes, while adding to the diversity of our cultures, also introduce various stereotypes that cannot be easily changed or discarded. While a lot of commonalities came out during our discussions, significant differences across countries were also noticeable.

I would like to take this opportunity to thank Ms Katherine Sarikakis, General Rapporteur of the Conference, for a very detailed and comprehensive summarization of the discussions and opinions expressed. There are several points that I would like to emphasise requiring further action and those "red lights" that we all have to be aware of while devising respective policies.

In order for the countries of the Council of Europe to look into the relevant policies and their improvement or change, it is imperative to recognise and acknowledge the issue itself and understand its nature and underlying reasons. For that, proper research and analysis has to be carried out which would also look into the societal aspects of the issue, including existing traditions and stereotypes, and those factors promoting or perpetuating them.

The findings of those researches need to be discussed in the respective bodies in the member states and the Council of Europe. The latter is fully equipped with relevant Committees to address all aspects of the problem. To this end, co-operation among the Gender Equality Commission, Steering Committee on Media and Information Society and Cybercrime Convention Committee would be required.

There are no "one-size-fits-all" solutions that could be used for drawing up recommendations in order to improve the situation in the member states of the Council of Europe. It is true for both the existing legislation in the countries and the state of women representation in the decision-making in the media. In this sense, we have to be cautious not to step onto the path of overregulation. The Armenian Law on TV and Broadcasting in its Article 22 forbids propagation of pornography, violence or cruelty, and in Article 8.b bans advertisement "if it contains insulting phrases, comparisons and images with regard to the race, nationality, profession or social background, age group or sex, language, religious or other beliefs." I believe similar laws or regulations exist in all member states of the Council of Europe as it derives also from the European Convention on Human Rights.

It would be advisable for the media organisations in respective countries to look into the issue vis-à-vis its own code of ethics and/or conduct and suggest avenues for its improvement. Sharing of best practices among the member states of the Council of Europe could serve as the basis for any guidelines that might be put forward to tackle the issue.

The opinions on introduction of quotas to rectify the situation with underrepresentation of women in the leaderships of media organisations were extremely divergent. And this is not by coincidence. The effectiveness of such measures has to be taken into account based also on the considerations of the actual situation with regard to women engagement in journalism, societal approaches and pay. We have seen varying pictures across the board. We heard of the successful example of the Nordic countries to support and promote women participation in media. Yet the situation in Armenia is slightly different. A recent UNFPA study indicated that 73 per cent of publications were authored by women in Armenia, yet 86 per cent about whom we read in the Armenian media were men. The percentage of women leadership is very low.

I think you would agree that while media provides a powerful tool for shaping public opinion, it also acts as a mirror reflection of our societies with their vices and virtues. And this would require diversified approaches to remedy the situation.

Nonetheless, certain actions could already be undertaken to bring in change and improve the situation.

- Sensitisation on gender issues and equality is one of the things that can be put into the core of journalistic training both at universities and the media organizations;
- De-sexualisation/de-genderisation of coverage by the use of neutral phrases could become a rule of thumb, *inter alia* contributing to the fight against intolerance in the member states;
- Avoidance of the villainisation of the other sex. It is imperative not to turn the discourse into the "women-versus-men" one. We have to constantly remember that gender is about BOTH of the sexes, and issues affecting one of them translates into gender imbalance with its ensuing consequences.

The discussions of the last two days provided us with ample material to take back and strive to improve the gender outlook in media. They also emphasised the need for long-term comprehensive strategies to be devised with systematised approaches containing prospective outlines of action and policies to be carried out. This is a task ahead of us.

I wish all of us success in bringing in change through concerted efforts towards the betterment of our societies.

I thank you all.

## **PART II**

### **Findings and Recommendations**

**Katharine SARIKAKIS**

**Professor of Communication Science, University of Vienna**

**General Rapporteur**

#### **Summary**

Media has a significant impact on how social and cultural norms relating to women and to gender form and evolve. At the same time, women's image and the role that women play in the media are heavily influenced by existing social and cultural norms. The Council of Europe Conference on Media and the Image of Women 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 brought together key actors throughout Europe to draw attention to existing standards; facilitate debate, good practice exchange and networking; take stock of progress; and make recommendations for further action. Representatives from public and private media industries, civil society, academia, international organisations, and public authorities contributed to the findings and recommendations.

The Conference concluded that media's treatment of women and their reproduction of female stereotypes are linked to violence against women in everyday life. Stereotypes and sexist representation affect women as citizens and violate their human rights. But it also concluded that women's professional presence in media industries has given rise to improved and equitable representations of women and girls. Women's status within the industry has progressed, but changes have been slow and uneven across countries, and are now being threatened by prevailing conditions of austerity and media concentration.

Participants stressed the paramount importance of developing collaboration among media organisations, states, professional organisations and civil society. Alliances, networks and collaborative ways of tackling inequity and stereotyping can complement each other and mutually strengthen work in the area. They also highlighted the need for a proactive commitment of both public authorities and media industries to combat the multifaceted and complex factors that contribute to and reinforce gender inequality in the media. Policies should be put in place to help tackle sexist content, but without hindering freedom of the press or citizens' right to freedom of expression. Media and government collaboration should also entail setting up a gender equality agenda, which would include measures dealing with content, employment, the lack of women in decision-making positions, technological design, and both specialised and general media literacy skills.

Last, the Conference called for gender equality awareness-raising, studies of the impact of social injustice on people's lives and life-chances and a sophisticated programme of media literacy to be integrated into compulsory education across Europe.

## Key findings

Never before in history have media played such a major role in the socialisation of human beings and become such an integral and constant part of people's everyday lives. The media have the power to transmit messages and images of the world. They are not simply mirrors of the world; they are active shapers of perceptions and ideas. Over the past 20 years, the media have become powerful and central actors in constructing and making sense of local and global social affairs. As institutions, they shape cultural and social attitudes, impact on politics and public policy, and even influence journalism.

Media's most important role has always been linked to that of a watchdog and informing the citizenry, so that participation in public affairs and decisions can be realised through democratic deliberation. The underlying conditions of democratic, mediated public deliberation are equitable access to and exercise of citizenship rights, namely social, economic, cultural and political rights. This means that public deliberation, at whose centre the media are firmly anchored, can be democratic only when speakers, viewpoints and experiences are accorded equal respect and space, and where equality of dialogue partners is guaranteed.

Furthermore, democratic speech is one which is free from fear of retaliation and persecution, and is conditional on all sides having access to the most comprehensive information possible on the debate topic. These conditions must be accompanied by attention to context and pre-existing inequalities, such as cultural inequality or a lack of resources that can render "speaking subjects" voiceless. Democratisation of the public domain in this form is a crucial precondition for gender democracy. The media construct meanings and narratives of human experience through content and production processes, spaces of deliberation across borders and different socio-economic groups. In other words, the media generate cultural meanings about not only what is considered to be issues of common concern in a society, but also about who is considered legitimate – even worthy – to speak about them.

The media continue to be regarded as the Fourth Estate, despite profound changes in media landscapes and the immense role the market plays in their everyday management and content production. And despite the dominance of "consumer-oriented" discourse within and about today's media – discourse which characterises communication as business – it is the fundamental principle of serving democratic values and democratic deliberation that guides European public policy expectations and is in accordance with international standards and instruments of human and civil rights.

The role that media play in gender democracy has been of long-lasting concern, when considering the process of moving towards gender equality. As things stand today, this role can be largely identified through two interrelated fronts. By representing and narrating gender and gender roles through content programming, design and production, media shape and reinforce stereotypes and prejudices about women and men. These are also reinforced on a second front by the current *structural* organisation of mass media and communications. The fact that women are still in a minority in media professions disadvantages them not only as producers of meaning, but also as technologists and decision makers.

This persisting inequality has been the object of intensive and detailed studies for over four decades. Time and again, studies have shown that the numbers and proportion of women involved in the making of news, content and the decision-making processes of media organisations are significantly lower than those of their male counterparts. This situation cuts across most professional positions, forms of media, news content, organisation management and so forth, with the exception of women's magazines. Studies have documented the existence of male dominance in media corporations, as well as a masculine organisational culture that has resisted change towards more equitable gender roles.

From early pioneering work, such as Rush and Oukrup's 2004 study on the status of women in media and communications in the United States in the 1970s and its update over three decades, to Gallagher's *Unfinished story* (1995), the Global Media Monitoring Project (the most recent is 2010) and the latest study of the European Institute for Gender Equality (2013), the overall findings are similar, despite individual country and industry differences.

The media can be defined as "different technological processes that facilitate communication between the sender of a message and the receiver of that message" (Croteau and Hoynes 2000). This definition allows us to speak not only about established media, such as television and the press, and their virtual forms on the Internet, but also about a variety of new media forms, such as social media. Some of these are twitter, facebook, platforms such as youtube, instagram and so on. Today's media landscape in Europe is a mixture of public and community ownership, as well private ownership. The media are converging in more ways than one and more than ever before, in particular with regard to technology, formats and the way they are used: radio and television, the Internet, social media and the print press can be produced and consumed in very similar ways, despite their differences.

The significance of digital technologies in shaping citizens' relation to media and communicative spaces can be understood in terms of digital rights and policies. Digital media are governed by laws and policies, and these in turn determine the extent to which existing rights are maintained or modified, such as the right to privacy. It is difficult to ignore the negative impact that the concentration of media ownership across Europe and the immense near-monopolistic role that social media companies play have had on gender equality. For example, media ownership concentration and the deregulation of the media in general have intensified the circulation of sexist images of women and the sexualisation of women and girls.

This is partly due to the market logic of constructing market-niches that "push" media to rely on and cultivate a specific kind of gender roles. It is within this context that we find most violent content. This is particularly the case when it comes to the female body. The sexualisation of pop culture artists is a "standard" marketing strategy. Critics argue that elements of "pornification" have entered mainstream culture with the result that advertisement, music and even fashion promotion are increasingly taking visual and verbal cues from pornographic content (Levy 2005).

Technologies facilitate quick and easier access to content that otherwise would have been difficult to circulate. In these conditions, "the female body remains a sexualised, fragmented and mutilated body in the world of global advertising not only in the West but around the world" (Sarikakis and Shade 2010).

New media technologies are heralded for offering users the means to transcend gender restrictions and connect with one another on a gender-free basis, yet often their technological design and architecture do not allow gender-free usage and creativity. This is particularly important for young people, who use social media intensively and who are involved in cross-media storytelling. Technological design often forces young users to perpetuate hyper-gendered identities, restricting and channelling their sense of worth, their sense of self and expression, as well as how they see others, in particular girls. Technical design of applications and social media sites "channels" users' ways of expression into specific ways, for example, by "directing" where or how to express emotions, gender (often no choices to choose gender free representations when registering), thoughts and habits. Moreover, technologically induced problems such as these are fortified by social practices based on social relations and mainstream culture. Bullying, hyper-sexualisation and sexism are on the rise in universities and schools and have spread rapidly through new media and social media. User-generated content, such as amateur videos, photographs and other material, as well as elements of pop culture, such as music videos, emulate each other in a whirlwind of hyper-emphasised physical and gender-based behaviours and expectations.

The architecture of technology and its design impact on the ways people use these media and express themselves. Technology empowers or disallows users to determine the extent to which their privacy will be protected. It is central to upholding and protecting individual privacy and digital rights, such as the right to access to digital content and the Internet, to develop skills to use further new technologies and to use them without fear. Privacy is a particularly important aspect of new media and social media usage, and young people should be made aware of this and empowered to safeguard their privacy. Gender specific effects on women due to violation of their privacy include physical and verbal assault and intimidation. Stereotypes ample in popular youth culture normalise violence against women in the digital world.

At the same time, the multiple demands made on journalists' time, along with the increased precariousness of journalism and other media professions, have had a negative impact on the production of non-fictional, informative content. The consequences of these new work conditions for women are twofold: the quality of the coverage of public affairs and women's news stories is worrisome, as women's representation does not seem to be improving overall. Second, women's own positions and career prospects, including reaching leadership positions, in the media have been undermined. Today's media jobs pay less and are less rewarding personally. These conditions have created new challenges for women with regard to career progression, their image in the media and ultimately their meaningful participation in public life.

The structural problem of resources and their distribution can be partly attributed to the consequences of the economic crisis in Europe. Economic downturn has reduced the provision of public services and the social net upon which women's lives often depend and which allow them to participate more dynamically in the public domain of politics and economy, including the media (European Women's Lobby 2012). Service provisions include childcare, care for the elderly and social care in general, safety, social benefits and health provision, legal support and support through membership in unions.



It is true that not all media are the same. National contexts and media landscapes can be rather diverse or dissimilar in their specific treatment of women and in their general organisation. Responsible journalism, forms of management ethics in public media and media with a minimum degree of public remit pave the way to a more equitable cultural production of meanings overall, and provide a wider range of opportunities for the free expression that enhances freedom and democracy.

Morover, women's own initiatives in the production of media has brought change and offered positive role models for society. It is through networking and collective action that change can be brought to the media, as recent cases of reporting rape, sexist attitudes and "artistic freedom" attest to. Again, it seems that the Internet and the new media provide the spaces lacking in established media for women to connect and to protest, but also to produce and create new forms and formats of content. The role of women professionals in the media, especially in the boardroom, is also crucial, as their networks and alliances can support pressure for change in hard-to-move corporations.

For example, going after sexist and hate language targeting women is one of the objectives of The Everyday Sexism Project (<http://everydaysexism.com/>). It campaigned to pressure Facebook into filtering and banning groups and images that depict and promote violence against women. The campaign was successful because of the immense interest it attracted from women around Europe and the world, including female users of Facebook.

However, gender stereotypes persist, but perhaps not the same as in the past: some have evolved, while others are being revived or remain unchanged. For example, there is a whole sector of the media whose business model is based on sexism: violence against women is glamorised and monetised and a new form of aggression against women and girls is emerging. In these cases, it is not the right to free speech of the media owners or editors that is at stake: the issue is the silencing of women. Women are less likely to be consulted as "experts" than men; they are a minority in politics and in media representations; and the news, even if about women, speaks with a male voice. The ratio of women in positions of media leaders, decision makers and content deciders does not appear to have risen significantly in the past decade and has stalled between 25% and 30%. This echoes earlier work on the status of women in journalism and the media professions that predicted the "recurrent and reinforced residuum" of one-quarter to one-third of women to men.

Major media industries do not perform well in gender representation across the world, with only a few exceptions. The 2005 Global Media Monitoring Project survey reported that "the world we see in the news is a world in which women are virtually invisible" (Gallagher 2005). According to the report, women are dramatically under-represented in the news, with only about one-fifth of news subjects being female (the topic of the news stories or interviewees). There was no single news topic in which women outnumbered men as newsmakers: only 14% of political stories were on women and 20% of business news focused on women. However, women are dominant in the media as celebrities (42%), royalty (33%) or "ordinary" people. In 2010, the survey reported that only 13% of all stories focus specifically on women; 46% of all stories reinforce gender stereotypes; politics featured 19% women and figures for business stories remained unchanged in 2010.

It is important to bear in mind that women are not a homogenous group with the exact same experiences, but they do experience what we call intersectionality: multiple and varying degrees of disadvantage and marginalisation that may change from context to context, and from woman to woman. Yet these experiences are organised around the demographic markers of gender, age, class, sexual orientation, and physical and other disabilities. This element of intersectionality makes it difficult to talk about “women” in general, but it forces us to grasp the complexity of the challenges women face. It is also important to acknowledge that the aim for social change cannot focus on the “individual”. It is not about improving the position of women in the media on an individual or even on a specific group basis, but about improving their position as a social group. Hence, although women are not just “one category”, neither are they individuals devoid of social context.

Certainly some progress has been made since the early studies on women and media policy. These positive points were discussed at the Conference, including some of the effects of having more women in media professions:

- The production of more diverse images of women in media content go hand in hand with the rise of women in positions of authority in the new media environments.
- There is more awareness among media professionals about the importance and need for gender sensitive approaches to content production and for a higher presence of women in media corporations.
- Women at the helm of media organisations are no longer considered as anomalies.
- Role models are important as an educational and inspirational method for young people and women whose circumstances have been challenging, such as women who have not followed a typical educational life path, professional women with children and/or dependents and so on.
- More women in the media provide not only better representation of women, but also better media governance.
- The new media are used by women to draw attention to neglected aspects of women's lives, to connect women and to help form global alliances. They can give a voice to women in a way that mainstream media have failed to do.

Yet at the same time, systemic, structural and cultural obstacles persist and hinder progress in the representation of women and their positions in the media generally, in particular:

- The hyper-sexualisation of images and use of social media for the objectification of women constitute a new context within which women and especially young people construct and express their identities.
- The liberalisation of markets and media deregulation have gone hand in hand with the phenomenon of hyper-sexualisation of women, in particular female artists and pop culture entertainers.

- Images of the sexualised females provide limited role models for young women and create a false picture of women's roles in society.
- Images of female objectification normalise everyday sexism.
- Economic crises, changing labour conditions and the under-representation of women in leading positions in the media have affected not only individual careers and life chances, but have also contributed to the production of limited content and undermined women's full participation in public life.

### **International standards and principles**

Any debate concerning the role of the media in society inherently involves the fundamental principles of freedom of the press and freedom of expression. Without these, media cannot fulfil its functions and societies cannot bring about change and social justice effectively. Freedom of expression is not an absolute right, but is linked to other human rights, which it may not cancel and endanger, such as the right to life, dignity, safety or privacy (Article 10 of the European Convention on Human Rights). Through its case law, the European Court of Human Rights has tested and passed judgement on various cases concerning the violation of Article 10 in Europe, from press freedom to individuals' freedom to seek and impart information, as well as in cases where permissible limitations, especially in broadcast and audiovisual media, were deemed necessary for the protection of other rights. At an international level, Article 19 of the United Nations Declaration of Human Rights clearly expresses the need for responsibility in the exercise of the right to expression.

Freedom of expression is often invoked when society targets media organisations over the representation of women and girls in their content. Debates stifle when the media, journalists and artists' right to freedom of expression is used to counter demands for change towards equitable treatment of women in cultural and media products. The phenomenon of "symbolic annihilation" of women (Tuchman 1978) involves omission of women, the trivialisation of women's skills, speech, experiences, and the condemnation of women who do not comply with expected norms of sexuality, marriage, image, aspirations and so on. Due to this long-standing practice of omission and misrepresentation, critics argue, freedom of expression of women as a social group has been violated. Stereotyping and violence against women are intrinsically connected: studies, reports and witness testimonies have documented this connection across a range of geographical areas and socio-economic contexts. International efforts to combat violence against women and girls recognise this connection. Stereotyping of human beings effectively silences and "annihilates" them by depriving them of the opportunity to express diverse ideas, have different lifestyles, and demonstrate and apply skills and knowledge. It also "colours" their social and private lives with unjust and harming expectations. Stereotyping trivialises experience.

The need for balance in the ways in which the media portray women, the recognition of women's roles as integral productive and influential forces in the media, and the role that media can play in combating, but also in reinforcing stereotypes, has been recognised in international and European policy for gender mainstreaming and media content and employment.

The United Nations initiative, known as the Beijing Platform and its subsequent Beijing +5 and Beijing +10 conferences, drew attention to the changes needed and set targets dealing with women's representation and leadership positions in the media, their access to and use of media technologies and women's literacy.

The UN Convention on the Elimination of Discrimination Against Women (CEDAW) stresses the need to abolish discriminatory laws and practices that hinder gender equality and that media have a crucial role to play in combating violence against women. Article 1 of the Convention defines discrimination against women as

*... any distinction, exclusion or restriction made on the basis of sex which has the effect or purpose of impairing or nullifying the recognition, enjoyment or exercise by women, irrespective of their marital status, on a basis of equality of men and women, of human rights and fundamental freedoms in the political, economic, social, cultural, civil or any other field.*

According to Article 5, States Parties shall take all appropriate measures:

*(a) To modify the social and cultural patterns of conduct of men and women, with a view to achieving the elimination of prejudices and customary and all other practices which are based on the idea of the inferiority or the superiority of either of the sexes or on stereotyped roles for men and women.*

The Council of Europe has developed norms which guarantee the non-discrimination of women's civil and political rights (the European Convention on Human Rights), as well as their social, cultural and economic rights. The revised European Social Charter guarantees non-discrimination of men and women, and equal treatment and equal opportunities in all areas, together with the right to non-discrimination for any social group on the basis of their "race", sex, age, disability, association with ethnic minorities, family responsibilities or social background. The Social Charter also guarantees the right to protection from sexual and psychological harassment in employment and from any form of exploitation. The Charter is the cornerstone of social equality rights legislation in Europe and underpins the work of nation states and entities involved in European governance, such as NGOs, regulatory bodies, women's organisations, professional organisations - such as journalists.

Specific problematic areas that hinder achieving full gender equality are centred on physical and psychological violence against women and its perpetuation and normalisation through cultural systems. The Council of Europe Convention on Action against Trafficking in Human Beings (2005) – the first European treaty aimed at protecting victims of trafficking and their rights – derives from an exhaustive report on the use of the Internet for trafficking in adults. The report (Hughes 2003) analysed how pornography, images of sexually exploited adults circulating online without their consent and online communication forums were used to exchange information about prostitution and buying people.

In 2007, a second report, "The misuse of Internet for the recruitment of victims of trafficking in human beings" followed the Convention, and detailed the strategies used for trafficking recruitment through new technologies.

In 2011, with the opening for signature of its Convention on preventing and combating violence against women and domestic violence (Istanbul Convention), the Council of Europe provided a comprehensive policy package for member states. Article 17 refers to the importance of the participation of the private sector, the media and communication technologies in the elaboration and implementation of policies. Moreover, citizens' literacy, educational guidance and change in the media are central to addressing degrading content and sexualised violence.

Alarmed by the persistence of violent content and stereotypes against women in the media and the rapidly changing media technology landscape, the Council of Europe adopted Recommendation CM/Rec(2013)1 on gender equality and media. The Recommendation provides an update of related Committee of Ministers recommendations, of Parliamentary Assembly resolutions, and a new policy direction that will address inequality and violence against women within New Media environments:

*4. Media organisations should be encouraged to adopt self-regulatory measures, internal codes of conduct/ethics and internal supervision, and develop standards in media coverage that promotes gender equality, in order to promote a consistent internal policy and working conditions aimed at:*

- equal access to, and representation in, media work for women and men, including in the areas where women are underrepresented;*
- a balanced participation of women and men in management posts, in bodies with an advisory, regulatory or internal supervisory role, and generally in the decision-making process;*
- a non-stereotyped image, role and visibility of women and men, avoidance of sexist advertising, language and content which could lead to discrimination on grounds of sex, incitement to hatred and gender-based violence.*

Importantly, the Recommendation also recognises and calls for gender sensitive media literacy and citizenship education as integral areas in fighting discrimination against women in the production of media and cultural contents.

The Council of Europe Gender Equality Strategy 2014-2017 identifies combating gender stereotypes and sexism as a strategic objective and puts forward concrete measures and action to promote gender equality awareness, combat sexism as a form of hate speech, and promote a positive and non-stereotyped image of women and men in the media, among others.

At the European Union level, the European Commission developed the Strategy for Equality between Women and Men 2010-2015. The strategy aims to tackle persistent inequalities in the proportion of women in decision-making positions in employment; to pursue dignity, integrity, and end gender-based violence; promote equal pay; and promote gender equality beyond the EU. The strategy is an inherent part of the provisions laid down in the 1997 Amsterdam Treaty, whereby the principle of gender mainstreaming, meaning the systematic consideration of gender in policy design, evaluation of its implementation and possible impact, must accompany every area of EU activity.

In 2013, the European Institute for Gender Equality designed the "European Gender Equality Index" for the European Union, deriving from this strategy the first such comparative instrument in Europe which can monitor and measure progress in gender equality in the EU's major related policy areas of health, education, employment and governance. The findings show an average of 54% achieved gender equality across member states. The differences among countries are significant. The domains where gender inequality is the most glaring are those of power, such as decision making. There are also glaring inequalities in the time spent on performing unpaid care labour. These markers indicate the persistence of norms and attitudes about gender roles and the need for further policy action.

These are agreements and international instruments to which member states have committed themselves to combat violence against women and safeguard human rights.

## Recommendations

Based on international legal frameworks and taking into account evidence on the current status of women in media and communications and its relation to women's rights, the conference concluded with the following recommendations.

### TO STATES AND PUBLIC AUTHORITIES

#### ***Media content, stereotypes, sexism***

- Provide clear policy frameworks and legal remedial avenues for women to use in cases of sexist and harmful content. User-friendly systems of complaint and redress should be in place that will enable citizens to stand up against sexist media content by filing a complaint.
- Strengthen and establish independent media regulatory bodies, which should represent a wide range of public interests, and in particular ensure that women are meaningfully involved.
- Promote and safeguard media pluralism. Pluralistic media are important for democracy and gender-balanced content.

#### ***Education, skills, literacy***

- Include compulsory media and gender literacy education in all school grades.
- Ensure that a robust system of education on social rights and ways to claim and defend these rights is communicated to young people as part of their citizenship education.
- Raise awareness among children and young people early on about the restrictive nature of stereotypes, stereotypical and biased content, and sexist behaviour, including the level of injustice which affects groups and which society endures as a result.
- Provide young people and children with the tools and knowledge to resist and counteract stereotypical and biased content and practices. Good academic and practical knowledge of press complaint systems, for example, should be part of their education.

**TO MEDIA ORGANISATIONS*****Media content and freedom of expression***

- Combat the proliferation of stereotyping through careful reporting, appropriate programming in general and everyday practice in the daily business of media organisations.
- Provide guidance in the use of appropriate terminology in describing and reporting violations of the law and human rights, such as child abuse, rape, sexual harassment and other forms of violence.
- Avoid beautifying, glamorising, obscuring and relativising terms to describe such abuses. This goes hand in hand with a conscious and systematic effort to strengthen "good", that is, appropriate language, which should be as accurate and sensitive to gender-specific violence as possible.
- Establish a unified code of terms for journalists and media across Europe to support this effort, and which journalists' unions, together with media organisations, can strengthen.
- Ensure that a balanced group of media workers provide coverage of diverse topics, witnesses, experts, thereby producing better gender representation.
- Proactively address the effects of stereotyping by educating and raising awareness in society by covering issues such as gendered violence against women.

***Policy and decision-making mechanisms***

- Strengthen self-regulatory mechanisms and codes of conduct to condemn and combat sexist imagery, language and practices by setting clear standards and consequences for the industry, and provide progress monitoring.
- Ensure that internal codes of ethics and conduct, including procedures for complaint, are widely known to the public and easy to access. A practical way to disseminate this information would be to include guidance about such procedures on the websites of all major media in Europe, in addition to their self-regulatory bodies.



**Employment of women in the media**

- Support the return to work of women professionals after parental leave, and encourage work practices that correspond to people's natural life cycles, such as caring for young children.
- Provide training with adequate remuneration and social benefits, and provide other forms of support through mentoring systems. Childcare support can alleviate significantly the burden placed on individuals and help them overcome structural hurdles and progress in their careers.
- Provide resources and programmes for the strengthening of women's media literacy in designing, accessing and managing information and content in media technologies.
- Encourage studies of the managerial and decision-making aspects of media organisations to become an integral part of higher education curricula and journalism training programmes.
- Protect journalists from job precariousness and instability and create safe working environments for women.
- The policy of quotas for women in the media remains for some a controversial issue. This is not because opinions are not united in the urgent need to raise the proportion of women in media and content, but because there is disagreement as to whether such measures would be effective and appropriate. The debate oscillates between a focus on women as individuals and women as a social group. Women as a social group can benefit from quotas. Disagreement focuses largely on women as individuals.
- Conference discussions highlighted two interconnecting elements:
  - a as a strategy and a goal, quotas can motivate political action, and
  - b as historical experience has demonstrated, without quotas, vulnerable, yet crucial content would not have been protected, such as children's programmes or European content in audio-visual material. From this point of view, quotas are a course of action that enables various professional organisations to apply pressure for corrective action in the media.

**TO INTERNATIONAL ORGANISATIONS****International organisations should encourage their member states to:**

- comply with international standards, provide resources to combat sexism in culture, monitor progress and provide corrective measures in a timely fashion.
- ensure that Internet users are given more control over their privacy and representation, and should have the option to retract content they produced in social media.
- promote women in science and technology, so that gender sensitive applications and considerations can be embedded within the "code" of the Internet and within the technological design of the tools of communication.
- hold the media accountable in their role to address gender imbalances. This is a useful practice that civil society and professional organisations can further pursue. This could take the form of regular monitoring and submitting requests for information. Transparency in everyday business and management of major corporations is important for the successful application of corporate responsibility.

**TO STATES, PUBLIC AUTHORITIES AND MEDIA ORGANISATIONS**

- Commit to long-term collaborative training in gender awareness;
- Publicly recognise and give credit to organisations for excellence and leadership in promoting balanced gender representation. Women's leadership in the media will help support and reinforce good practice.

## APPENDIX I

### Bibliography

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TALKS As from 2.30 pm	WORKSHOPS As from 2.30 pm	OPENSOURCE As from 2.30 pm
<b>Gender Equality and Freedom of Expression: incompatible principles</b>	<b>Moderator:</b> <b>Sylvie Durrer</b>  <b>Stereotyping and Sexism</b>	
<b>John Battle</b> Head of Compliance, ITN, United Kingdom	<b>Elisabeth Holzleithner</b> Associate Professor, University of Vienna, Austria	European Institute of Gender Equality  European Women's Audiovisual Network
<b>Leadership and women in the media</b>	<b>Moderator:</b> <b>Guillaume Monfort Juarez</b>  <b>New media technologies: challenges and potential for change</b>	"No Hate Speech Movement" (European Youth Centre, Council of Europe)  Netherlands Public Broadcasting & Women Inc.  VIDM
<b>Suzanne Moll</b> Media Specialist, Denmark  <b>Shula Rijxman</b> Member of the Nederlandse Publieke Omroep (Dutch Public Broadcasting), the Netherlands	<b>Sofie Van Bauwel</b> Professor, Ghent University, Belgium	Institute for Gender Equality and Women's History – ATRIA  European Youth Press
<b>5.00 pm</b>	<b>Transport by canal to reception and dinner hosted by Dutch authorities. Reporting back from talks and workshops. Opportunity to have exchange of views during dinner.</b>	

## DAY 2 - FRIDAY, 5 JULY 2013

## PLENARY SESSION – 10.00 am

**Moderator: Anouschka Laheij**

- **Marjan Hammersma**, Director General for Media and Culture
- **Katharine Sarikakis**, General Rapporteur, to present Conference conclusions
- **Carlien Scheele**, Chairperson of the Gender Equality Commission
- **H.E. Dziunik Aghajanian**, Ambassador of Armenia to the Netherlands, representing the Chairmanship of the Committee of Ministers of the Council of Europe, to close the Conference



## PROGRAMME FINAL

1<sup>er</sup> JOUR – JEUDI 4 JUILLET 2013

9h00 – 10h00

**Arrivée et enregistrement des participants**  
**Entretiens sur place concernant les résultats attendus de la conférence**

## SÉANCE PLÉNIÈRE 10h00 – 11h00

**Modératrice: Anouschka Laheij**

**Allocations d'ouverture par :**

- **Andrée van Es**, Maire adjointe d'Amsterdam
- **Philippe Boillat**, Directeur général des Droits de l'Homme et de l'Etat de Droit, Conseil de l'Europe
- **Carlien Scheele**, Présidente de la Commission pour l'égalité entre les femmes et les hommes
- **Willem Post**, Journaliste – aperçu de la situation et des thèmes dans les médias concernant les femmes

EXPOSÉS A partir de 11 h 00	ATELIERS A partir de 11 h 00	FORUM OUVERT A partir de 11 h 00
<p><b>Modératrice pour les exposés:</b>  <b>Anouschka Laheij</b></p> <p><b>Stéréotypes et sexisme</b></p>	<p><b>Modérateur:</b>  <b>Sergiy Kyslytsya</b></p> <p><b>Egalité entre les femmes et les hommes et liberté d'expression : des principes incompatibles ?</b></p>	<p><i>European Institute of Gender Equality</i></p> <p><i>European Women's Audiovisual Network</i></p> <p><i>"No Hate Speech Movement"</i>            (Centre européen de la Jeunesse, Conseil de l'Europe)</p> <p><i>Netherlands Public Broadcasting &amp; Women Inc.</i></p> <p style="text-align: center;">VIDM</p> <p><i>Institute for Gender Equality and Women's History – ATRIA</i></p> <p><i>European Youth Press</i></p>
<p><b>Catherine Bij de Vaate</b>            Conseillère en politique  <i>Institute on Gender Equality and Women's History, Pays-Bas</i></p> <p><b>Natacha Henry</b>            Ecrivain, maître de conférences et journaliste, France</p>	<p><b>Joke Hermes</b>            Maître de conférences,            Université InHolland, Pays-Bas</p>	
<p><b>Les nouvelles technologies médiatiques : problèmes et atouts pour le changement</b></p>	<p><b>Modératrice: Pauline Moreau</b></p> <p><b>L'exercice de responsabilités et les femmes dans les médias</b></p>	
<p><b>Laura Bates</b>            Fondatrice de "Everyday Sexism Project", Royaume Uni</p>	<p><b>Helen Issler</b>            Journaliste / Présentatrice indépendante, Suisse</p>	
<b>13h00 – 14h20 Déjeuner du Réseau</b>		
EXPOSÉS A partir de 14h30	ATELIERS A partir de 14h30	FORUM OUVERT A partir de 14h30

<p><b>Egalité entre les femmes et les hommes et liberté d'expression : des principes incompatibles ?</b></p>	<p><b>Modératrice: Sylvie Durrer</b></p> <p><b>Stéréotypes et sexisme</b></p>	
<p><b>John Battle</b> Responsable de la Conformité, ITN, Royaume Uni</p>	<p><b>Elisabeth Holzleithner</b> Professeur, Université de Vienne, Autriche</p>	<p><i>European Institute of Gender Equality</i></p> <p><i>European Women's Audiovisual Network</i></p>
<p><b>L'exercice de responsabilités et les femmes dans les médias</b></p>	<p><b>Modérateur :</b> <b>Guillaume Monfort Juarez</b></p> <p><b>Les nouvelles technologies médiatiques : problèmes et atouts pour le changement</b></p>	<p><i>"No Hate Speech Movement"</i> (Centre européen de la Jeunesse, Conseil de l'Europe)</p> <p><i>Netherlands Public Broadcasting &amp; Women Inc.</i></p> <p><i>VIDM</i></p>
<p><b>Suzanne Moll</b> Spécialiste média, Danemark</p> <p><b>Shula Rijxman</b> Membre de <i>Nederlandse Publieke Omroep</i> (Média public néerlandais), Pays-Bas</p>	<p><b>Sofie Van Bauwel</b> Professeur, Université de Gent, Belgique</p>	<p><i>Institute for Gender Equality and Women's History – ATRIA</i></p> <p><i>European Youth Press</i></p>
<p><b>17h00</b>      <b>Transport par bateau à la réception et au dîner offerts par les autorités néerlandaises</b> <b>Compte rendu des exposés et des ateliers. Possibilité d'avoir un échange de vues au cours du dîner.</b></p>		
<p><b>2<sup>e</sup> JOUR – VENDREDI 5 JUILLET 2013</b></p>		
<p><b>SÉANCE PLÉNIÈRE – 10h00</b></p>		
<p><b>Modératrice : Anouschka Laheij</b></p> <ul style="list-style-type: none"> <li>➤ <b>Marjan Hammersma</b>, Directrice Générale des médias et de la Culture, Pays-Bas</li> <li>➤ <b>Katharine Sarikakis</b>, Rapporteuse générale, présentation des remarques de conclusion</li> <li>➤ <b>Carlien Scheele</b>, Présidente de la Commission pour l'égalité entre les femmes et les hommes</li> <li>➤ <b>H.E. Dziunik Aghjanian</b>, Ambassadrice d'Arménie au Pays-Bas, représentant la Présidence du Comité des Ministres du Conseil de l'Europe, pour le clôturer de la Conférence</li> </ul>		

## Appendix III List of Participants

### **NATIONAL FOCAL POINTS AND/OR REPRESENTATIVES GENDER EQUALITY COMMISSION MEMBERS NOMINATED EXPERTS**

#### **Armenia/Arménie**

Ms Astghik MIRZAZKHANYAN  
Head of Social Department of Republic of  
Armenia Government Staff

Ms Karine SOUDJIAN (*GEC Member*)  
Head of the Human Rights and  
Humanitarian Issues Division, Ministry of  
Foreign Affairs of Armenia

#### **Austria/Autriche**

Ms Elfriede PFEFFER  
Federal Ministry of Labour, Social Affairs and  
Consumer Protection, European Labour Law  
and International Social Policy

#### **Azerbaijan/Azerbaïdjan**

Mr Amar MUTALLIMOV  
Third Secretary, Embassy of Azerbaijan to the  
Kingdom of the Netherlands

#### **Belgium/Belgium**

Mme Alexandra ADRIAENSSENS  
Directrice chargée de mission, Direction de  
l'Égalité des Chances, Ministère de la  
Communauté française

#### **Bosnia and Herzegovina/Bosnie- Herzégovine**

Ms Marina MARKOTIC  
Expert advisor in charge of the media  
relations, Agency for Gender Equality

#### **Croatia/Croatie**

Ms Matea SEDMAK  
Office for Gender Equality, Government of  
the Republic of Croatia

#### **Cyprus/Chypre**

Ms Constandia MICHAELIDOU  
Radio Television Legal Officer, Cyprus Radio  
Television Authority

#### **Czech Republic/République Tchèque**

Mr Radan SAFARIK (*GEC Member*)  
Gender Equality Unit, Ministry of Labour and  
Social Affairs

Mr Zdenek SLOBODA  
Centre for Cultural, Media and  
Communication Studies  
Palacky University Olomouc

#### **Denmark/Danemark**

Ms Kira APPEL  
Senior Advisor, Deputy Head of Department,  
Ministry of Gender Equality and  
Ecclesiastical Affairs

#### **Estonia/Estonie**

Ms Harda ROOSNA  
Estonian Women's Associations Roundtable

Ms Käthlin SANDER  
Advisor, Gender Equality Department,  
Ministry of Social Affairs

#### **Finland/Finlande**

Ms Päivi YLI-PIETILA (*GEC Member*)  
Ministerial Adviser, Ministry of Social Affairs  
and Health

#### **France**

Mme Geneviève ZDROJEWSKI  
Adjointe au Chef de Bureau, Bureau des  
Affaires européennes et internationales (BEI)  
Ministère des Affaires sociales et de la Santé,  
Ministère des Droits des Femmes

#### **Georgia/Géorgie**

Mr Beka DZAMASHVILI  
Deputy Head of the Public International,  
Law Department, Ministry of Justice

#### **Germany/Allemagne**

Ms Antje WUNDERLICH  
European and International Gender,  
Equality Policy, Federal Ministry for Family  
Affairs, Senior Citizens, Women and Youth

Ms Maya GOETZ  
Head of the International Central Institute for  
Youth and Educational Television (IZI) at the  
Bayerischer Rundfunk, Managing Director,  
Prix Jeunesse International.

Ms Marion ESCH  
Director MINTiFF

**Greece/Grèce**

Ms Iphigenie KATSARIDOU  
Senior Official, General Secretariat for  
Gender Equality, Ministry of Interior

**Hungary/Hongrie**

Mr György CIRAKI  
Senior Human Rights Officer, Ministry of State  
for Social and Family Affairs, Department of  
Family Policy, Ministry of Human Resource

**Iceland/Islande**

Ms Huguína R. HJALTADÓTTIR  
Adviser, Centre for Gender Equality, Ministry  
of Welfare

Ms Elva Björk SVERRISDÓTTIR  
Press Officer, Ministry of Finance and  
Economic Affairs

**Ireland/Irlande**

Ms Pauline MOREAU (*GEC Member*)  
Director, Gender Equality Division,  
Department of Justice and Equality

**Italy/Italie**

Mr Michele PALMA (*GEC Member*)  
Director of International and Communitarian  
Affairs Office, Department for Rights and  
Equal Opportunities

Ms Elena FALCOMATA  
Department for Rights and Equal  
Opportunities

**Latvia/Lettonie**

Ms Agnese GAILE  
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Planning and Development, Ministry of  
Welfare of the Republic of Latvia

Ms Marita ZITMANE  
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Latvia

**Liechtenstein**

Ms Karin LINGG  
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**Lithuania/Lituanie**

Ms Lina PIVORAITE  
Chief specialist of the Division of Equality  
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Security and Labour

**Malta/Malte**

Dr Romina BARTOLO  
Executive Director, National Commission for  
the Promotion of Equality

**Republic of Moldova/République de  
Moldova**

Ms Lilia PASCAL  
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opportunities, between men and women  
and violence policies, Ministry of Labour,  
Social Protection and Family

**Monaco**

Mme Brigitte BOCCONE-PAGÈS  
Conseiller Technique, Département des  
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**Montenegro**

Ms Irena BOSKOVIC  
Head of Department for Gender Equality,  
Ministry of Justice and Human Rights

Ms Slavica STRIKOVIĆ  
Women Action WNGO

**Netherlands/Pays-Bas**

Ms Carlien SCHEELE (*GEC Chairperson*)  
Director, Directorate for Gender and LGBT  
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**Poland/Pologne**

Ms Monika KSIENIEWICZ (*GEC member*)  
Deputy Director, Office of the Government  
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Ms Maria PAWLOWSKA  
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Plenipotentiary for Equal Treatment, the  
Chancellery of the Prime Minister

Mr Piotr OZGA  
Expert, Office of the Government  
Plenipotentiary for Equal Treatment

**Portugal**

Ms Andreia LOURENCO MARQUES  
Head of Unit, Promotion of Citizenship and  
Gender Equality Unit, Commission for  
Citizenship and Gender Equality Unit

Ms Isabel ROMAO (*GEC Member*)  
Independent gender equality expert

**Romania/Roumanie**

Mr Sorin BOTEZATU  
Director for Gender Equality, Ministry of Labour, Family and Social Protection and Elderly

**San Marino/Saint Marin**

Ms Veronica GASPERONI  
Member, San Marino Commission for equal opportunities

**Slovak Republic/République slovaque**

Ms Olga PIETRUCHOVA  
Director of the Department of Gender Equality and Equal Opportunities, Ministry of Labour, Social Affairs and the Family of the Slovak Republic

**Slovenia/Slovénie**

Ms Violeta NEUBAUER (*GEC Member*)  
Co-ordinator for International Affairs, Equal Opportunities and European Co-ordination Service  
Ministry of Labour, Family and Social Affairs

**Spain/Espagne**

Ms Ana ARRILLAGA ALDAMA  
Chief of Service, Deputy Direction General for International Relations, Secretary of State for Social Affairs and Equality, Ministry of Health, Social Affairs and Equality

Ms Maria JESUS ORTIZ  
Director of the Spanish Women Image Observatory

Mr Guillaume MONFORT (*GEC Member*)  
Co-ordinator, International Relations Department, Ministry of Health, Social Services and Equality

**Sweden/Suède**

Ms Maria EDSTRÖM  
Scientific Co-ordinator, NORDICOM, University of Gothenburg

**Switzerland/Suisse**

Mme Sylvie DURRER  
Directrice, Bureau fédéral de l'égalité entre femmes et hommes BFEG, Département fédéral de l'Intérieur

**Turkey/Turquie**

Dr Goknur AKCADAG  
Head of R&D and Project Department, Directorate General on the Status of Women, Ministry of Family and Social Policies

Mr Mehmet ERDOGAN  
Directorate General on Status of Women, Ministry of Family and Social Policies

**Ukraine**

Mr Sergiy KYSLYTSYA (*GEC Vice Chairperson*)  
Director General, Directorate General for International Organisations, Ministry of Foreign Affairs

**United Kingdom/Royaume-Uni**

Ms Thea WILLIS  
Gender Team, Government Equalities Office

**NON MEMBER STATE****Morocco / Maroc**

Mme Fatim Zahra Baba Ahmed  
Conseillère de Mme la Ministre

M. Younes Ouanaimi  
Chef de la division de l'Observatoire des droits de la femme

**KEYNOTE SPEAKERS**

Ms Laura BATES  
Founder, Everyday Sexism Project, United Kingdom

Mr John BATTLE  
Head of Compliance, ITN, United Kingdom

Ms Catherine BIJ DE VAATE  
Policy Adviser, Institute on Gender Equality and Women's History, the Netherlands

Ms Natacha HENRY  
Writer, Lecturer, Broadcaster, France

Ms Joke HERMES  
Lecturer, InHolland University, the Netherlands

Ms Elisabeth HOLZLEITHNER  
Associate Professor, University of Vienna, Austria

Ms Helen ISSLER  
Freelance Journalist, Presenter, Switzerland

Ms Suzanne MOLL  
Media Specialist, Denmark

Mr Willem POST  
Journalist

Ms Shula RIJXMAN  
Member of Dutch Public Broadcasting,  
Netherlands

Ms Sofie VAN BAUWEL  
Professor, Ghent University, Belgium

**General Rapporteur**

Professor Katharine SARIKAKIS  
Professor of Communication Science,  
University of Vienna

**Moderator**

Ms Anouschka LAJEIJ  
Coach/Trainer

**PARTICIPANTS FROM HOST  
COUNTRY/PARTICIPANTS DU PAYS  
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## **Appendix IV Reference Documents**

### **Council of Europe**

[Recommendation CM/Rec\(2013\)1 of the Committee of Ministers to member states on gender equality and media](#)

[Council of Europe Convention on preventing and combating violence against women and domestic violence \(Istanbul Convention\)](#)

[Council of Europe Convention on Action against Trafficking in Human Beings](#)

### **Other**

[United Nations Convention on the Elimination of All Forms of Discrimination against Women](#)

[United Nations Convention on the Rights of the Child](#)

[European Institute for Gender Equality \(EIGE\) Study on advancing gender equality in decision-making in media organisations](#)

[Council of the European Union – Conclusions - “Advancing Women’s Role as Decision-makers in the Media”](#)

[Women’s Economic Engagement and the Europe 2020 Agenda - REPORT](#)

[Global Media Monitoring Project 2010](#)

[European Women’s Lobby: The Price of Austerity - the Impact on Women’s Rights and Gender Equality in Europe \(2012\)](#)