

HUMAN RIGHTS,  
DEMOCRACY  
AND THE RULE OF LAW

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

DROITS DE L'HOMME,  
DÉMOCRATIE  
ET ÉTAT DE DROIT

## Media and Internet Division

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**Gender Equality and Media**

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**The Media and Internet Division** engages in standard-setting activities based primarily on the European Convention on Human Rights and the Strasbourg Court's case law

**Aim of standard setting activities:**

1. For member states to update their legal framework, national indicators and judicial practices and to share best practices
2. Within the private sector, the civil society and governments of member states to increase reflection, discussions and awareness-raising among actors

#### **Recommendation CM/Rec(2013)1 of the Committee of Ministers to member States on gender equality and media**

##### **Identified problems:**

- Women's under-representation in media ownership, in information production and journalism, in newsrooms and management posts, often precarious conditions of employment
- Women's low visibility, both in terms of quality and quantity, in media content
- Rare use of women as experts and the relative absence of women's viewpoints and opinions in the media
- Persistence of sexist stereotypes and lack of counter-stereotypes in the media coverage of political events and election campaigns

##### **Recommendations:**

- Adoption and implementation of an appropriate legal framework to prohibit discrimination
- Adoption of self-regulatory measures and internal codes of conduct by media outlets to promote equal representation of men and women in media work
- Adoption of indicators on gender equality in the media and a regular monitoring of the representation of men and women in the media
- Media literacy to include gender equality perspective

The **Recommendation** (2013)<sup>1</sup> contains the indication of specific measures to be taken by member states in order to enhance the gender equality perspective in the media:

6 main areas of focus:

1. Gender equality policy and legislation
2. Adoption and implementation of national indicators
3. Provision of information and promotion of good practices
4. Accountability channels, research and publication and media literacy and active citizenship

Those measures have been detailed in the

**Handbook on the implementation of Recommendation CM/Rec (2013) on gender equality and the media**



providing a set of useful practical indications to Member States on how to implement the standards.

## **Follow up Questionnaire on Recommendation CM/Rec(2013)1 of the Committee of Ministers of the Council of Europe on gender equality and media**

Aim: to provide a follow-up instrument to the handbook through direct inquiries to relevant stakeholders:

- 1. Member States**
- 2. Media Organisations**
- 3. Media Regulators**
- 4. Press Councils**

Members of the GEC and CDMSI will have until **end of December 2018** to provide their comments before the questionnaire is distributed to stakeholders.

## 9 Questions to Member States authorities (5/9)

### General commitment

*1. In the past five years, has your country taken any specific steps to promote gender equality in the media?*

### I. Legislation

*2. Is there any specific legislation in place in your country promoting gender equality in the media?*

*3. Was the legislation in question adopted in response to Recommendation CM/Rec(2013)1 on gender equality and media or any other international instruments/commitments of your State?*

*4. Does your legislation on media regulatory authority include specific requirements on gender equality?*

How do you monitor their implementation?

*5. Does your legislation on the public service media include specific requirements on gender equality? the media?*

## II. Policies for the promotion of gender equality in the media (9/9)

*6. Do your national/regional/local authorities support, through non-financial and/or financial measures, any programmes or projects aimed at enhancing a gender-sensitive media coverage?*

*7. Do your national/regional/local authorities support, through non-financial and/or financial measures, any programmes or projects aimed at promoting gender equality in the media as a profession?*

*8. Has your country adopted national gender equality indicators for the media sector?*

### **Dissemination of the Recommendation - awareness raising**

*9. What step did you take/support to disseminate the Council of Europe Recommendation CM/Rec(2013)1 on gender equality and media and promote it amongst the relevant stakeholders and the media?*



## 3. Raising Awareness among Stakeholders

### **Study on media coverage of elections with a specific focus on gender equality:**

Rapporteurs: *Pamela Moriniere, Maja Zarić and Pierre-François Docquir, (2017)*

Big challenges of Gender Equality addressed in the study:

- the portrayal of women political candidates in electoral campaigns
- electoral topics are still predominantly covered by men

#### **MAIN CONCLUSIONS:**

- 1. Employment of women in media is increasing, the organisational structure of media remains largely masculine and women are still significantly under-represented at the decision-making level.**
- 2. Most authoritative voices in politics are men and they receive most media coverage, this reinforces male dominance in the news.**
- 3. While a series of regulators have adopted some form of commitment towards gender equality, few specific initiatives have directly tackled election coverage from a gender perspective**

# Implementation: Our cooperation Activities

## ONGOING PROJECTS

**Azerbaijan:** “Gender equality and media freedom in Azerbaijan” (Jan-Dec. 2018)

**Ukraine:** “Freedom of media in Ukraine II” PGG/ CoE/EU Eastern Partnership Programmatic Co-operation Framework (PCF) (2015-2017)

**Ukraine:** “Strengthening Freedom of Media, Access to Information and Reinforcing Public Broadcasting System in Ukraine” (2018-2019).

**Republic of Moldova:** “Promoting Media Freedom and Pluralism in the Republic of Moldova “ (Dec 2016- Dec 2018)

**JUFREX :** “Reinforcing Judicial Expertise on Freedom of Expression and the Media in South-East Europe” (Albania, Bosnia and Herzegovina, “the former Yugoslav Republic of Macedonia”, Kosovo\*, Montenegro, Serbia) with a focus on the judiciary, regulators and journalists (June 2016 – April 2019)

## PROJECTS TO START IN 2019

**Tunisia:** Initiating “ Support Programme to Independent Authorities in Tunisia” **Morocco:** Under negotiation “ Freedom of Expression and Independence of the Media”

## JUFREX II

**Ukraine:** “Strengthening Information Society, Public Broadcasting and Safety of Journalists in Ukraine”.

\*All references to Kosovo, whether the territory, institutions or population, in this text shall be understood in full compliance with United Nation's Security Council Resolution 1244 and without prejudice to the status of Kosovo.

*Raising awareness about implementation of standards*

**COMPLETED ACTIVITIES:**

**Ukraine:** “Gender equality in media and advertising: European standards and Ukrainian reality” conference in Kyiv on 23 March 2018

More than 60 participants – Members of Parliament, government officials, journalists, civil society activists and representatives of the international community.

- Application of gender equality standards in media and advertising
- Proposals presented for amending the legislation to prevent sexism in advertising
- Tackling similar challenges in other European countries

**Azerbaijan:** Introduction of gender equality and non-discrimination principle in Azerbaijan Press Council Code of Ethics.

Press Council the first to provide such a comprehensive provision on gender equality and non-discrimination in journalists’ codes of practice in Council of Europe Member States.

*Raising awareness about implementation of standards*

**FUTURE ACTIVITIES**

Implementation of the new Toolkit for Mainstreaming Gender in cooperation activities published by ODGP

**Azerbaijan:**

- 7 training sessions in Baku and regions for 200 journalists and media professionals in order to cover gender equality issues properly in media and promote gender equality in and through media.
- New curriculum and teaching course on “Gender equality and media freedom” is developed in universities

**South III Regional Activities:** “Promoting freedom of expression and a positive role of the media in combating gender stereotypes and violence against women”:

two regional activities involving

1. Regulators of Tunisia, Morocco and possibly other countries
2. Journalists’ training on portrayal of women in the media and combating domestic violence

Freedom of expression

**Thank you for  
your attention**

[link](#)

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