



Advancing Gender Equality in and through the Media

Picture from
<http://www.unescobkk.org/news/article/women-make-the-news-2014-advancing-global-partnerships-to-achieving-gender-equality-in-and-through/>

Geographical scope/benefitting country(ies):	Global with regional and national dimensions such as focus on Africa
Duration (in months):	36 months
Name and Unit of project Officer	Alton Grizzle and Venus Jennings, CI/FEM/MDAS
Partner(s) institutions:	UN Women Global Alliance on Media and Gender (GAMAG) World Broadcasting Union African Union of Broadcasters Southern Africa Broadcasting Association Pan-African Women's Organization Gender Links
Total estimated budget inclusive of Programme Support costs	10,000,000 USD (This amount can be partially or fully supported)

Rationale and background

Governments and civil society actors, including media organizations, met in Beijing from 4-15 September 1995 for the Fourth World Conference on Women. These stakeholders expressed their determination to advance the goals of equality, development and peace for all women everywhere in the interest of all humanity. The conference adopted the Beijing Declaration and Platform for Action, which consists of twelve strategic objectives and actions.

The project is aiming to promote gender equality in and through media by enabling systematic follow-up to the [Women and the Media Diagnosis](#) critical area of concern of the Beijing Declaration and Platform for Action (BDPA):

Strategic objective J.1. Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication.

[Strategic objective J.2](#). Promote a balanced and non-stereotyped portrayal of women in the media.

20 years after the BDPA, while there is much more to be done, there is nascent but noticeable progress toward gender-sensitivity in media. Addressing these challenges through global co-operation can lead to agreement on common values, standards and actions.

The global coordination of this critical area of concern was recently articulated by media organisations, civil society actors and government representatives during the Global Forum on Media and Gender. The Forum gave rise to the ground-breaking [Global Alliance on Media and Gender \(GAMAG\)](#). The African Union of Broadcasters, Southern Africa Broadcasting Association, Pan-African Women's Organization and other key partners on the continent were key partners of the Global Forum and are members of the international steering committee for GAMAG. All major broadcasting unions and most major civil society organizations working on gender and media are members of GAMAG.

AFRICA

The Global Report on the Status on Women in the News Media has shown that 69% of media that participated in the survey, in Sub-Saharan Africa, have company-wide policies on gender equality. However, this does not reflect in equality between women and men in staffing of these media nor in content. The same report revealed that only 28.2% of the persons at the governance occupational level are women. For top-level management 24.1% are women. 30%, 31%, and 32% are women at middle management, senior-level professional, and junior level professional respectively. 15 countries from Sub-Saharan African participated in the research.

According to the UNESCO Education for All Global Monitoring Report, Around 54% of children out of school are girls. In sub-Saharan Africa, almost 12 million girls may never enroll. Girls are getting left behind – fewer than half of the countries with data have equal numbers of girls and boys in school.

Women in Africa have less access to economic resources, political participation and suffer from high rate of maternal health problems and child mortality.

The project will respond to the need to, empower civil society, and build the capacity media and governments to promote gender equality in and through the media.

Why UNESCO?

UNESCO is well placed to address these issues because Strategic Objective J, Women and the Media, is an intersection of the UNESCO's Global Priorities Gender Equality, Priority Africa, and the Organization's mandate to support free, independent and pluralistic media. In this sense, UNESCO has a comparative advantage to follow-up on this key objective as the only UN agency mandated and that has a track record in promoting media development.

The project will build on UNESCO's on-going actions such as the recently launched Global Alliance on Media and Gender, the global survey on violence of women journalists, the Gender-Sensitive-Indicators for Media resource.

Overall Goal/Objective

The overall goal of the project is the empowerment of women in the media and through the media. It will also seek to reach gender balance in media content and staffing, including eliminate harmful gender stereotypes in the media globally and with focus on Africa. It will do this through facilitating lasting partnerships between media, civil society and governments and building their capacities to respond to gender inequalities in and through the media. Attention will be given to the role of media to accelerate improvements of all other objectives set forth in the Beijing Declaration and in relation to the MDG 3. Gender Equality and Women's Empowerment.

The two main objectives are:

- Civil society, media, and governments forge issue based alliances and their capacities enhanced leading to the acceleration of women's empowerment and reduction in gender inequalities in and through the media;
- More media organization's review existing or develop new policies and strategies relating women's empowerment in and through the media.

Main expected results

1. Global Alliance on Media and Gender (GAMAG) - non-governmental and community based organizations as well as the media - strengthened and become a mechanism to accelerate the implementation and systematic follow-up of Strategic Objective (SO) J of Beijing Declaration;
2. Women/men and boys/girls at all levels of society are empowered to advocate for gender equality in the media and acquire skills to become effective media sources;
3. Governments' awareness of and capacity to take necessary actions on gender and media enhanced;
4. Capacity of media organizations on gender-sensitivity improved and steps are taken to review or prepare internal policies and strategies;
5. National capacity enhanced for community radio stations to strengthen participation of women and girls in programme production.

Activities and outputs/deliverables relating to the achievement of expected results

Clearinghouse and Knowledge Communities on Media and Gender

The online clearinghouse and knowledge community will be a central repository on gender and media, connecting other existing platforms. The clearinghouse will: 1) include an international database of experts (women and men) working on gender and media issues; 2) facilitate research-informed public journalism and story-telling projects in partnership with industry, civil society and journalism media educators and researchers as a means of effecting change through direct engagement with industry and heightening social policy impact; 3) include quality news resources that inform, educate and provide examples of good practices in gender reporting; 4) include an online community specifically focused on journalism/media education and training designed to improve reporting practices on gender quality issues.

Meeting of GAMAG during 2015 Beijing Plus 20 Review Meeting or the UN General Assembly to mark 20th Anniversary of the Beijing Declaration.

GAMAG international steering committee and selected members will be convened and relevant session organized as per [output documents of the Global Forum on Media and Gender](#) (click to view). The aim here is to influence the Post 2015 Development agenda to ensure that gender-sensitive media development is seen as a means and an end to achieving gender equality.

This will be followed by joint meeting of UN Agencies, other international development partners as well as regional stakeholders in Africa on gender and media as a means to accelerate all other gender equality related objectives. Furthermore the meeting will seek to establish cooperation among development partners and develop a donor/development agency framework.

Research commission and dissemination

Policy-based research will be undertaken to inform an evidenced based approach. This will aid the development of action plans based on detailed information and knowledge. It will include setting-up an international university network on gender and media (UNITWIN). Also include use of gender indicators that account for the participation of women and girls in the communicative environment and barriers to that participation. Focus will be given to countries in Africa that have not participated in relevant research in the past.

Set up national, regional and international networks of journalists on media and gender

New technologies have ushered a shift in traditional journalism. More and more journalists have different outlets to influence and promote certain content. These networks will seek to amplify journalists' voices on the topic, exchange knowledge and ensure focused localized/tailored training.

Develop a Women Make the News Mobile Application

This activity will deepen and expand the Women Make the News (WMN) online policy advocacy initiative organized annually around International Women's Day. The WMN will enable social mobilization of grassroots women in Africa and globally, engaging them in news gathering and dissemination via the application and offer basic reference information, suggestions and reminders as to how they can go about advocate for gender equality in and through media. In addition the application will facilitate media monitoring by presenting programming schedule of participating media organizations to grassroots women who will be able to comment on or rate certain programmes that they watch, listen to or read – for gender-sensitivity. Feedback will be given to participating media organizations.

Training on Media and Information Literacy (MIL) as tool to promote gender equality

Media and other information providers can either ameliorate or propagate gender stereotypes and inequalities. By training and mentoring young girls and boys on MIL they will acquire competencies to identify gender stereotypes, to challenge these and to produce and disseminate their own content and perspectives – thereby breaking the cycle engrained and culturally transmitted inequalities. The mentorship component will be central, drawing on the expertise of more seasoned gender activists. The training will largely be designed as a Massive Open Online Course with strategically designed face-face components.

Training of gender and media activists

The media relies heavily on authentic and reputable sources. Gender equality experts and women leaders will be trained on techniques to interact with the media and to build relationships with journalists, thereby becoming effective media sources.

Global Report on governments' and civil society's actions to achieve (SO) J of Beijing Declaration

The report will be done through a global survey. The survey instrument will be designed by experts based on relevant actions to be taken by governments as described in the Beijing Declaration and Platform for Action. This global report will serve three main purposes: 1) Gather, analyze and distribute empirical data on progress towards achieving Strategic Objective J of the Beijing Declaration from the stand point of government actions; 2) Raise awareness of the topic among Member States and make recommendations as to how media and ICTs can be integrated into national gender policies and strategies, and; 3) Contribute to the 20-year review previously mentioned.

Efforts will be made to ensure that 90% of countries in Africa participate in the research.

Other activities will include: 1) Setting up of national and regional chapters of GAMAG and capacity building for non-governmental and community based organizations, 2) Training for public service broadcasters and civil society to produce, disseminate and exchange user-generated content on gender equality issues, 3) Design and implement a programme of excellence in media and gender, 4) Translation of UNESCO's Gender-Sensitive Indicators for Media into local languages, 5) Technical assistance for media organizations to assess and amend internal policies using UNESCO's Gender-Sensitive Indicators for Media, 6) Strengthen media and civil society capacities to operationalize new policies. Document and show case good practices, 7) Updating of the Global Media Monitoring Project and the Global Report on the Status of Women in the Media, and 8) Support to online advocacy and innovate women empowerment initiatives/programmes to engage women and girls, of non-governmental and community based organizations.

Beneficiaries and stakeholders

The direct beneficiaries are women/men and girls/boys, journalists and gender equality activists in targeted countries. Other key stakeholders will include media organizations, media owners and executives, civil society organizations, governments and national, regional and international development partners.

The design of the project is based on consultation with many stakeholders before, during and after the Global Forum on Media and Gender. It is framed by the Framework and Plan of Action for GAMAG and will be implemented in collaboration members of GAMAG. This will ensure that the ownership, rights, interests, opportunities, needs and participation of the key beneficiary groups are addressed.

Implementation strategy

In addition to the activities mentioned above, the overall strategic approach will be centered on partnerships. The project will seek to build on and link-up existing initiatives in Africa and will only start new interventions in countries where these do not exist. UNESCO has already carried a global survey of organizations working on gender and media issues which informed the need for and level of interest in the Global Alliance on Media and Gender. The information gathered will be part and parcel of the approach to concretize strategic partnerships with on-going actions as key inputs for the project.

Additional assessment will be carried out to identify most suitable target countries and to set up multi-stakeholder implementation groups at country and regional levels.

Following the above assessment country and regional level action plans will be articulated in line with the project objectives and the Global Framework and Action Plan for the Global Alliance on Media and Gender.

The three broad stakeholder groups, media, civil society and governments will be treated with equal importance. However tailored strategy will be designed in line with the unique peculiarities of each. There will be a combination of interventions targeting each group individually and collectively.

Government buy in will be secured for all countries involved.

Monitoring and evaluation will be an integral part of project implementation so that implementation strategies can be changed as needed. A multi-stakeholder group will be put in place to lead this process and an online mechanism linked the gender and media clearing house established for real time feedback from project beneficiaries and stakeholders

Sustainability and exit strategy

In line with the implementation strategy briefly described above, sustainability will be assured through the types of partnerships established for project implementation. For one the activities, will as far as is possible seek to build on related work being carried out by a partner organizations (civil society, governments or media) in target countries or at an international level. This way the project will enhance their capacity, the interventions will be institutionalized and thus follow-up ensured. For training activities, a combination of online and face-to-face training will be undertaken. Training material will be packaged and will be made available as open educational resources to enable future training after the project ends.

The hope is that by the end of the project media organizations, governments in Africa, and international development partners would have integrated media and gender in their on-going and future programmes. This will enable continuation processes until gender equality in and through the media is reached.

The secretariat for GAMAG and related networks will be facilitated by online mechanisms to be developed or strengthened.

A donor/development agency framework which is to arise from this project will contribute to replication and scaling-up of relevant activities. Partnerships will also be sought with private sector organizations.