Overview of the seminar:

Recent events have revealed the scale of gender discrimination and sexual exploitation of women in the media industry.

The magnitude of sexual harassment cases that have surfaced in the wake of the Harvey Weinstein case demonstrates the culture of discrimination against women and girls that permeates every aspect of society. While women represent half of the world’s population, less than one third of all speaking characters in film are female. Only one fourth of the persons heard, read about or seen in newspaper, television and radio news are female, too, according to the Geena Davis Institute on Gender in Media.

Norway, The Guardian and UN Women will join forces in an event that aims to seize this opportunity, to move from the global outcry against gender discrimination, and showcase solutions to move from discussions to action and end this scourge once and for all.

Programme:

11.30- Chair’s Opening remarks

Polly Toynbee, Guardian columnist

11.35-11.50 Keynote address

Sienna Miller, Actor and Activist

11.50-12.40 Panel Discussion

Phumzile Mlambo-Ngcuka UN Women Executive Director

Pamella Sittoni, Managing Editor of the East African

Fatemah Farag, Founder of Welad el Belad and Director of Women in News in MENA

Matthew Winkler, Co-Founder and Editor-in-Chief Emeritus, Bloomberg News

12.40-12.45 Endnote remarks

Ine Marie Eriksen Søreide, Norway Minister for Foreign Affair
BIOGRAPHIES

Chair:

Polly Toynbee

Polly Toynbee is a columnist for the Guardian. She was formerly BBC social affairs editor, columnist and associate editor of the Independent, co-editor of the Washington Monthly and a reporter and feature writer for the Observer. She has twice won a National Press Award as Commentator of the Year and the George Orwell prize. Her latest book is 'Dismembered - how the attack on the state harms us all'.

Panellists:

Fatemah Farag

Fatemah Farag is the Founder and Director of Welad Elbalad Media Services LTD, a company dedicated to community media development and media excellence in Egypt. She is the MENA Director for WAN IFRA’s Women in News Program and a WEF Board Member. Before establishing Welad Elbalad Media Services, Ms. Farag was the founding chief editor of the English Edition of Al Masry Al Youm. Before 2009, she divided her professional time between the newsroom and journalism training and education. She was Assistant Chief Editor, responsible for the features and life-style sections and senior staff reporter at Al-Ahram Weekly, the English language newspaper issued by Al-Ahram, before which she worked for the Regional Bureau of the Washington Post, was a full time staff reporter for the Middle East Times – Egypt, and has freelanced for a host of local and international news organizations. As an educator she has held the position of Training Consultant for the Heikal Foundation for Arab Journalism and has also consulted and trained for various organizations including the European Union, the British Council, Free Voice and the
Bibliotheca Alexandrina. She also taught journalism at the American University in Cairo (AUC) for two years and continues to dedicate time to journalism training.

Ms Farag began her career specializing in development issues with the United Nations Development Programme (UNDP), and as a reporter and newspaper editor she has dedicated much of her work to the coverage of social issues. She is a graduate of the American University in Cairo, from which she also received a Masters degree in political science.

Phumzile Mlambo-Ngcuka

Phumzile Mlambo-Ngcuka is United Nations Under-Secretary-General and Executive Director of UN Women. She was sworn into office on 19 August 2013 and brings a wealth of experience and expertise to this position, having devoted her career to issues of human rights, equality and social justice. Ms. Mlambo-Ngcuka has worked in government and civil society, and with the private sector, and was actively involved in the struggle to end apartheid in her home country of South Africa.

From 2005 to 2008, she served as Deputy President of South Africa, overseeing programmes to combat poverty and bring the advantages of a growing economy to the poor, with a particular focus on women. Prior to this, she served as Minister of Minerals and Energy from 1999 to 2005 and Deputy Minister in the Department of Trade and Industry from 1996 to 1999. She was a Member of Parliament from 1994 to 1996 as part of South Africa’s first democratic government.

Ms. Mlambo-Ngcuka began her career as a teacher and gained international experience as a coordinator at the World YWCA in Geneva, where she established a global programme for young women. She is the founder of the Umlambo Foundation, which supports leadership and education. A longtime champion of women’s rights, she is affiliated with several organizations devoted to education, women’s empowerment and gender equality.

She has completed her PhD on education and technology at the University of Warwick, United Kingdom.
Pamella Sittoni

Pamella leads the Nation Media Group’s coverage of international, African and regional affairs by staff in Nairobi and three bureaus in the region, as well as Correspondents across Africa. She has held the position for five years.

Sittoni began her career at the Nation Media Group in Kenya as a reporter in 1993, and later worked as a sub-editor, deputy chief sub-editor and chief sub-editor. In 2003 she moved to the Standard Group, as Deputy Managing Editor. In 2005, she was appointed Managing Editor of its flagship daily, The Standard, becoming the first woman Managing Editor of a daily newspaper in Kenya.

From 2006 to 2012, she worked as a Communication Specialist with the United Nations Children’s Fund (UNICEF) Kenya, where she, among other tasks, led the agency’s engagement with Members of Parliament and was charged with mobilising the media to keep children’s and women’s issues on the national and global agenda. Sittoni holds a degree in literature and anthropology and a post-graduate diploma in communication from the University of Nairobi, and a Master’s degree in New Media, Democracy and Governance, from the University of Leicester. She is a Fellow of the Aspen Global Leadership Network through the Africa Leadership Initiative (East Africa).

Matthew Winkler

Matthew Winkler is Editor-in-Chief Emeritus of Bloomberg News, which he founded with Michael Bloomberg in 1990 when he joined the then eight-year-old financial information company Bloomberg L.P. He became a member of the Bloomberg L.P. board in 2006 and is a columnist for Bloomberg View.
During Winkler’s 25 years as editor-in-chief, Bloomberg became the only news organization to receive every top award in every form of news media, including: the Pulitzer Prize, the “Emmy” of the National Academy of Television Arts and Sciences and the National Magazine Award from the American Society of Magazine Editors. Bloomberg News comprises 2,600 print and broadcast journalists and analysts in more than 100 bureaus throughout North and South America, Europe and Asia; publishes 5,000 stories daily, Bloomberg Businessweek and Bloomberg Markets magazines and produces Bloomberg Television and Radio, a 24-hour network reaching more than 350 million households worldwide, and Bloomberg.com.

Winkler received the 2012 Lifetime Achievement Award from the City University of New York Graduate School of Journalism, the 2007 Gerald Loeb Foundation Lifetime Achievement Award, recognizing “exceptional career achievements in business, financial and economic news writing,” the 2007 “Emmy” Lifetime Achievement Award for business and financial reporting, the National Council for Research on Women award in 2010 for promoting women and the YWCA-NYC Man of the Year award in 2013 for promoting diversity and female focused initiatives. The Securities and Exchange Commission’s ban on selective disclosure of corporate information, known as Reg FD, was prompted by Bloomberg News’ reporting of market manipulation in the 1990s and the Federal Reserve’s disclosure of unprecedented loans during the 2007-2008 financial crisis resulted after courts affirmed Bloomberg’s Freedom of Information Act suit against the central bank, for which it received a special citation from Harvard University’s John F. Kennedy School of Government at the 2012 Goldsmith Awards.

Bloomberg News received more than 800 awards during Winkler’s leadership, including the Pulitzer for Explanatory Reporting, Robert F. Kennedy Center for Justice & Human Rights Journalism, Roy W. Howard for Public Service, George Polk, Gerald Loeb, Overseas Press Club, Sidney Hillman, Investigative Reporters & Editors, Society of Professional Journalists, Society of American Business Editors and Writers and National Magazine Awards for general interest, best cover and best single topic.


Born in New York City in 1955, Winkler is a graduate of Kenyon College (A.B. in history, honorary doctorate of Laws); trustee of Kenyon and The Kenyon Review; member of the boards of the International Center for Journalists, Committee to Protect Journalists and International Women’s Media Foundation.
Ine Eriksen Søreide is Minister of Foreign Affairs of Norway. She was Minister of Defence from 2013 to 2017. Before that, she served as member of the Storting (Norwegian parliament) for 12 years. From 2009 to 2013, she chaired the Standing Committee on Foreign Affairs and Defence. In the same period, she was also Head of the Delegation for Relations with the European Parliament as well as Head of the European Consultative Committee. From 2005 to 2009, Ms Eriksen Søreide chaired the Standing Committee on Education, Research and Church Affairs.

Ms Eriksen Søreide started her political career in 1996 as a member of the Central Committee of the Young Conservatives. From 2000 to 2004, she was Chair of the Young Conservatives. She was a member of the Conservative Party Executive Committee from 2004 to 2014. Ms Eriksen Søreide has a graduate degree in Law from the University of Tromsø. She was born in 1976 and grew up in Strømmen, just outside Oslo.