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Department of Public Information (DPI)
Economic and Social
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United Nations Educational, Scientific and Cultural
Organization (UNESCO)**



**PARTICIPATION AND ACCESS OF WOMEN TO THE
MEDIA, AND THE IMPACT OF MEDIA ON AND ITS
USE AS AN INSTRUMENT FOR
THE ADVANCEMENT AND
EMPOWERMENT OF WOMEN**

**Report of the Expert Group Meeting
Beirut, Lebanon, 12 to 15 November 2002**

**Division for the Advancement of Women
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I. INTRODUCTION

1. The Platform for Action (PfA) adopted by the Fourth World Conference on Women in Beijing 1995 included women and media among its 12 critical areas of concern, and notes that “everywhere the potential exists for the media to make a far greater contribution to the advancement of women” (PfA, para.234). The PfA recognizes the technological advances which have helped to create a global communications network that transcends national boundaries and has an impact on public policy, private attitudes and behaviour. It notes the continuing under-representation of women in decision-making positions in the media, and the lack of gender sensitivity within media organizations (PfA, para.235), and it calls for the elimination of negative and degrading images of women in the media in order to provide “a balanced picture of women’s diverse lives and contributions to society in a changing world” (PfA, para. 236).

2. Through a series of dialogues on the subject during its fortieth session in 1996, the Commission on the Status of Women examined measures to be used for increasing the participation and access of women to expression and decision-making in and through the media and new technologies of communication. The Commission on the Status of Women reaffirmed its commitment to the principles of freedom of expression and of freedom of the press and other means of communication. The Commission also discussed freedom of expression from a gender perspective, in particular as it related to women’s full enjoyment of freedom of expression, equal access to the media, balanced and diverse portrayals in the media of women and their multiple roles, and media information aimed at eliminating all forms of violence against women. The Commission reconfirmed that respect for the human rights of women, including freedom of expression, was a fundamental principle of the international community. The Commission recommended that relevant United Nations bodies, including the Commission on Human Rights and its mechanisms and procedures, the Committee on the Elimination of Discrimination against Women and independent expert bodies, should within their mandates further examine violations of the human rights of women, including freedom of opinion and freedom of expression, from a gender perspective, in cooperation with the Commission on the Status of Women.

3. Among the achievements noted in the Secretary-General’s report, “Review and appraisal of the implementation of the Beijing Platform for Action” (E/CN.6/2000/PC/2), was an increase in the number of women’s media organizations and programmes, a development that contributed to the aims of promoting increased participation and diverse portrayals of women in the media. In some countries, progress had also been made by establishing professional guidelines and voluntary codes of conduct that encourage fair gender portrayal and the use of non-sexist language. Nevertheless, bias against women remained in the media. The document drew special attention to the negative, violent or degrading images of women, including pornography, which had increased in different forms, in some instances using new communication technologies.

4. Several meetings hosted by entities of the United Nations system have considered ways and means of increasing women’s participation in communications and media, and have discussed approaches to achieving a balanced and non-stereotypical portrayal of women.

5. The issue of women and the media has been on the international agenda for more than two decades. Countless studies have drawn attention to the serious under-representation of women as protagonists and participants in media structures around the world. While there is no necessary or simple relationship between the numbers of women working in media institutions and the type of content that is produced, the fact that women continue to be marginalized in

media output raises questions about the values, norms and priorities of those who direct and control media output in what is becoming an increasingly globalized communication system.

6. Although policy frameworks and strategic targets for the enhancement of women's participation in media have been shown to produce positive results in a number of settings, the increasingly global and commercial structures of media institutions do not sit easily with the adoption of gender-sensitive measures.

7. Yet there have been some encouraging developments, which can be attributed in part to the growing maturity of the women's movement and its access to an increasing body of facts and figures that document women's exclusion in terms that resonate with media producers and policy makers. Women's media associations and organizations have historically played a crucial role in supporting women media professionals, in creating alternative media spaces for the expression of women's perspectives on the world, and in critiquing offensive or stereotypical media content.

8. A further development is the growth of new information and communication technologies, and their impact on the mass media. This has many, sometimes conflicting, facets. The electronic highway system created by satellite, cable and the Internet provide existing media giants with vast global markets for their information and entertainment products and create a new communication and cultural environment. This development introduces many new concerns – for example, in relation to media freedom, intellectual property rights and cyber-crime, to name a few – each of which has a gender dimension. On the other hand, the arrival of digital media technologies provides the means for individuals, small groups and previously marginalized communities to express their views. For instance, there are increased opportunities for national, regional and global distribution of women-generated news – much of which, in the past, was limited in outreach through low-cost newsletters or, in some cases, short-wave radio. In that sense the new technologies offer potentially important new audiences, access to a wider range of sources of material, and rapid means of information exchange on issues of professional or political concern.

9. At its forty-fifth session in March 2001, the Commission on the Status of Women proposed a new multi-year programme of work identifying the priority themes for the period 2002-2006. Accordingly, at its forty-seventh session in March 2003, the Commission will consider the theme: "Participation and access of women to the media, and information and communication technologies, and their impact on and use as an instrument for the advancement and empowerment of women". In order to assist the Commission in its work, the Division for the Advancement of Women (DAW) convened an expert group meeting on the theme of "participation and access of women to the media and its impact on and use as an instrument for the advancement and empowerment of women", in cooperation with the United Nations Department of Public Information, the United Nations Economic and Social Commission for Western Asia (ESCWA), and the United Nations Educational, Scientific and Cultural Organization (UNESCO). The expert group meeting took place at ESCWA Headquarters, in Beirut, Lebanon from 12 to 15 November 2002. The report which follows is the outcome of this meeting.

II. ORGANIZATION OF WORK

A. Attendance

10. The Expert Group Meeting on "Participation and access of women to the media, and the impact of media on and its use as an instrument for the advancement and empowerment of women" was held in Beirut (Lebanon) from 12 to 15 November 2002. It was organized by the United Nations Division for the Advancement of Women, Department of Economic and Social Affairs (DAW/DESA), in collaboration with the Department of Public Information (DPI), the Economic and Social Commission for Western Asia (ESCWA), and the United Nations Educational, Scientific and Cultural Organization (UNESCO).

11. The meeting convened in plenary and in working groups. In the opening plenary meeting, background presentations created a conceptual framework for the deliberations. Working group discussions focusing on specific topics followed the plenary. The meeting concluded with the adoption of the final report which contained the main conclusions and recommendations.

12. The meeting was attended by ten experts representing different regions of the world, nine expert observers representing non-governmental organizations, academia and the media, and eight representatives from the United Nations system. (Annex 1)

B. Documentation

13. The documentation of the meeting comprised:

- two background papers prepared by DAW/DESA consultants;
- one background paper prepared by partner (DPI);
- eleven papers prepared by experts;
- five papers prepared by observers; and
- other documents (see Annex II).

14. This report and all documentation relating to the meeting are available online at the DAW website (<http://www.un.org/womenwatch/daw/csw/media2002/report>).

C. Adoption of the agenda and the programme of work

15. At the opening session of the plenary on 12 November 2002, the meeting adopted the following agenda and programme of work (see Annex III):

- Opening of the meeting and opening statements;
- Election of officers;
- Adoption of the programme of work;
- Introduction to the meeting;
- Presentation of papers by consultants, experts and observers on the topics of the meeting;
- General discussion;
- Working group discussions on:
 - Policy approaches as enabling frameworks

- Access to employment and decision-making
 - Representation, portrayal and other content issues
 - Impact of the new technologies on media professions and media content
- Presentation of reports from working groups;
 - Introduction of draft recommendations and report in plenary;
 - Adoption of final report and recommendations;
 - Closing session of the Expert Group Meeting.

D. Election of officers

16. At its opening session, the meeting elected the following officers:

Chairperson:	Anne S. Walker
Vice-Chairperson:	Lynne Muthoni Wanyeki
Rapporteur:	Ammu Joseph

E. Opening statements

17. The meeting was opened by Ms. Amina Adam, Chief, Coordination and Outreach Unit, Division for the Advancement of Women, who delivered an opening message sent by Ms. Carolyn Hannan, Director, Division for the Advancement of Women. Ms. Hannan noted that during the five-year review of the Platform for Action held in New York in June 2002, the General Assembly acknowledged achievements made in the implementation of strategic objectives under the critical area of concern of women and the media. Increased access of women to high-level decision-making positions had been achieved and the establishment of local, national and international women's media networks had improved global information dissemination, exchange of views, and support to women's groups active in media work. The development of ICTs had provided communication opportunities and had influenced the participation of women in the media. The number of women's media organizations and programmes had multiplied, facilitating increased participation and more positive portrayal of women in the media.

18. However, at the same time, many obstacles to the achievement of the goals established in the Platform for Action remained. Women were still not employed in key decision-making positions in sufficient numbers to influence media policy. Negative images of women, stereotyped portrayals, and pornography continued to exist, and in some contexts had even increased. Stereotypical attitudes and behaviour in local, national and international media were still clearly evident. The field of ICTs was not only male-dominated, but language barriers and high costs of equipment effectively barred most women from full utilization of the Internet. Ms Hannan also noted that the experts at the meeting were mandated to consider experiences and approaches that had proven successful in specific contexts, draw out lessons and good practices and provide recommendations for policies and actions.

19. Ms. Thérèse Gastaut, Director, Strategic Communications Division, United Nations Department of Public Information (DPI), welcomed the participants in her opening statement. She noted that the media were powerful tools, and that it was important to remember that the primary role of the media was to inform, not to educate or work for a cause. This applied to media coverage of women's issues. She pointed out two main issues surrounding the media:

they must be free and they must be responsible. The United Nations had identified two strategic objectives under the critical area of women and the media. The first called for women's increased participation and access to the media, specifically at the decision-making level. The second objective was to promote a balanced and non-stereotyped portrayal of women in mainstream media. Obstacles included weak measures, loose enforcement of relevant laws and a paucity of self-regulatory mechanisms.

20. Ms. Gastaut also stressed that one of the main messages conveyed by her Department to the media was that the participation of women and girls as well as men and boys in the life of their societies was vital to development. She quoted Secretary-General Kofi Annan's statement in October 2002 that "Any nation that has not used 50 per cent of its human resources stands to lose out."

21. The Executive Secretary of ESCWA Ms. Mervat Tallawy, highlighted that the media, with all the technological advancement within their reach, could help in transforming the traditions and customs which had greatly hampered the advancement of Arab women. She hoped the media would promote positive changes, including in relation to the negative and stereotypical image of women. She hailed the numerous UN conferences organized at the international level since the 1970s which had helped promote the advancement of women and the improvement of their conditions. Ms. Tallawy noted that media should begin according priority to women's issues.

22. In his opening statement, Lebanon's Minister of Information, H.E. Mr. Ghazi Aridi, said the media have an important role to play in influencing public opinion, and should be used to shed light on the problems that women face around the world. However, the media should not be limited only to reporting the problems. They should also participate in proposing solutions to the problems facing women. Mr. Aridi warned against one-sided reporting of events and attempts to exploit the plight of women for political reasons. Citing the coverage of Afghani women as a case in point, he called attention to the fact that their plight was highlighted only when it could be used as a justification for war, even though they had suffered oppression not only under the Taliban, but also for many years prior to the establishment of that regime. Mr. Aridi also pointed out that the media sometimes distorted reality, for example, by focusing on a Palestinian woman encouraging her son to become a martyr without probing the reasons underlying her attitude and behaviour.

F. Working Groups

23. The Expert Group Meeting established four working groups to consider women and the media within the context of the four topics covered by the meeting.

- Working group 1 considered topic 1: "Policy approaches as enabling frameworks," chaired by Melanie Cishecki, with Sonia Gill as rapporteur.
- Working group 2 considered topic 2: "Access to employment and decision-making," chaired by Barbara Crossette, with Maria Victoria Cabrera-Balleza as rapporteur.
- Working group 3 considered topic 3: "Representation, portrayal and other content issues," chaired by Bernadette vanDijck, with Colleen Lowe Morna as rapporteur.

- Working group 4 considered topic 4: “Impact of the new technologies on media professions and media content,” chaired by Lynne Muthoni Wanyeki, with Sharon Bhagwan Rolls as rapporteur.

III. SUMMARY OF THE DEBATE

A. Background

25. Analysis and critique of the interconnections between women, media institutions and media content have come to occupy an increasingly central place on the international agenda over the past twenty-five years. This has occurred against a background of dramatic transformations in the global media system. With the spread of satellite communication and the introduction of previously unimaginable numbers of channels into many countries, the enormous power of the media to influence ideas and behaviour at all levels of society has become fully apparent. In parts of the world where media systems were founded with a mission to educate and inform citizens in the context of social development, free trade principles and deregulation – allied with digital technology – have produced profound changes in traditional patterns of media financing and control. These changes have implications for women’s access to the media and information as users, for women’s participation in media and communication structures, and for the portrayal of women and their perspectives in media content. They also have important implications for policy.

26. The status of women on the one hand, and the state of the media on the other, are increasingly taken as key indices of the democratization and development of a society. However, these two debates – about women’s rights and about communication systems – tend to be carried out in parallel, and are almost never interconnected at the international or even the national level. Women’s concerns about media access, communication rights and freedom of expression are rarely taken into account in wider debates about free speech, media control and communication structures. An essential and urgent step in the pursuit of women’s advancement in and through the media must be an insistence on the centrality of gender issues as part and parcel of efforts to establish free and democratic media structures in society today.

27. Women’s rights are human rights. This declaration, adopted by the women’s movement in the 1990s, is both a symbolic statement and a strategic approach. In terms of the media, a similar link can be made between women’s rights and freedom of expression. Freedom of expression implies that women’s voices, as well as men’s, deserve to be heard. However, what we see and hear in the media today represents a severely limited range of voices. This calls into question the extent to which women’s rights and freedom of expression are currently respected in media output.

B. Policies as enabling frameworks

28. Very few communication policies take gender issues into consideration. But this absence of gender-sensitive policy is generally unnoticed by policy-makers themselves. A fundamental concern is therefore the need to build awareness among decision-makers and policy-makers about the significance of gender and its impact, and about the need for a gender dimension within policy frameworks. Parallel to this is the need for more women in decision-making positions within the policy-making process.

29. Laws and policies exist to deal with various aspects of media operation:
- (i) *Laws and policies that are essentially supportive of freedom of expression and freedom of information.* There is a need to analyse and understand the rights given under these from the perspective of gender, to identify how violations of such rights occur with respect to women, and to work towards making the policies and regulations more gender-sensitive.
 - (ii) *Laws and policies that deal with accreditation and standard-setting for the media, including self-regulatory mechanisms, codes of conduct, codes of ethics etc.* At this level the professional bodies that provide guidance to national policy-making institutions should include gender specialists so that, when consulted, their advice takes account of gender issues.
 - (iii) *Laws and policies that deal with broadcast licensing and frequency distribution; and*
 - (iv) *Laws and policies that deal with telecommunications and universal access.*
In relation to both (iii) and (iv) communication policy-makers must take on board the fact that, just as in other sectoral areas such as health, education, etc., a gender-based approach will lead to more inclusive and comprehensive policy frameworks. In this context, for instance, licensing bodies must be informed about the importance of gender issues, and these should be included in the conditions for granting and renewing licenses.
30. Regulatory bodies, standard-setting bodies and media organizations themselves can be held to account in terms of the implementation of codes and guidelines, and there is a role here for gender advocacy groups in developing dialogue and lobbying for change. To underpin all these efforts, there is a need for research that analyses gender aspects of media content and media performance in relation to existing legislation, policies and codes, with a view to making recommendations for change or for the development of new policy that takes account of gender considerations.
31. Both policy frameworks and systems of regulation can be strengthened by the inclusion of a range of perspectives and the sharing of responsibilities. For example, the opinions and interests of marginalized groups such as those in rural areas, who have little or no media access, are rarely taken into account in policy-making consultations. Women in particular tend to be overlooked in such situations. Models based on an equitable sharing of responsibilities between independent regulatory bodies, media organizations and civil society deserve to be explored.
32. No easy generalizations can be made about the relative merits of the various media ownership structures – for example, state-controlled, public service, private/commercial, community-based – in relation to principles of gender equality, in terms of either content or employment patterns. For example, state-controlled media can reflect attempts to promote women’s advancement and to reduce gender inequalities in the context of national policy frameworks. Commercial systems can be encouraged to pursue gender equality goals on the grounds that diversity is good for business. The mandates of public service and community media organizations tend to recognize the need to reflect diversity and to serve the public interest. In principle, therefore, the voices of women should be heard in the output of public

service and community media. However, in some countries these types of systems do not exist. In others, they are under threat from the intensification of market-oriented media systems. These realities need to be acknowledged through policies and financial measures to support and strengthen existing public service and community media, and to create such media where they are at present absent.

33. In many countries the distinction between state-controlled and public service media is blurred. There is a need to clearly delink public broadcasters from government, so that they are placed under autonomous, publicly appointed and accountable bodies. Public debate and agreement on public service mandates is also needed, so as to define the criteria and processes for public nomination and appointment, and the modalities of establishing public common carriers for the independent distribution of broadcasting transmissions. In this process, due attention must be paid to ensuring the gender-responsiveness of the content, production, management and ownership structures of public broadcasting systems.

34. In some countries, existing policy frameworks need to be revised and repositioned in response to the changing context of debate attaching to both communication systems and women's rights. For example, codes that are currently based on a narrow focus on gender portrayal would benefit from being expanded to the broader framework offered by concepts of human rights and equality rights. Although there is some concern that such a shift might, in certain countries, be used to curtail debate relating to the specificity of gender discrimination, all governments are accountable under international human rights law and therefore must respond to critiques and calls for action within such a framework. Women must be creative and courageous in using the human rights framework to call attention to violations of women's rights in relation to the media, and to push for change.

35. The problem of how to break the 'culture of silence' that inhibits women from speaking out and making their views heard on matters of concern in relation to media content is a difficult one. This is related to a feeling of powerlessness, and to a belief that media organizations will not take account of public feedback or critiques. Here the strategy of public education is important, to convince people that well-formulated and properly targeted complaints can bring results and lead to change. The provision of simple and accessible templates and checklists for monitoring, along with information about how to reach the relevant bodies and organizations, can encourage women to take action.

36. Civil society organizations have an important role to play in lobbying for policy development and implementation. For example, in India, it is primarily CSOs that are taking the initiative to operationalise the Supreme Court judgement of 1995 that the airwaves are 'public property', by launching community media projects to meet the needs of groups poorly served by the mainstream media. Women are central to the effectiveness of such projects. But without enabling policies and adequate funding, they are likely to remain small experiments with limited reach. Lack of financial, human and time resources is a serious barrier to realizing the potential contribution of civil society organizations in this field.

37. Policy should be understood not as an abstract concept but as a practical tool which, when effectively used by groups both inside and outside the media, can bring pressure on both regulatory bodies and media organizations to make real change. Debates around specific instances of non-adherence to policy standards can open up more general discussions about policy gaps or the lack of gender specificity in policies and codes. Even a one-line statement in a

piece of media legislation can be used to push for the creation of projects and actions to promote gender equality. Women need to be made aware of the existence of regulatory instruments and standards, and of the ways in which they can be used.

C. Access to employment and decision-making

38. UNESCO data show that in many countries women have outnumbered men among mass communication and journalism students for about two decades. But although the percentage of female journalists and other middle-level media professionals has risen substantially over that period, research continues to document women's absence from senior decision-making jobs in the media worldwide. These patterns are already being reproduced in the new information and technology industries.

39. The success of a small number of highly visible media women sometimes obscures the fact that, for the majority, opportunities remain severely limited. There are particular barriers to women in certain sectors of the media, for example political, business and sports journalism. And certain categories of women, such as women of colour and ethnic minority women as well as women from socially excluded groups, are marginal in terms of access to the profession. Obstacles to women's advancement in media occupations include social roles and attitudes, lack of institutional support that would allow the reconciliation of family and professional responsibilities, sexual harassment, lack of training, exclusion from male networks where decisions are often made, as well as working hours and (in some countries) shift work.

40. The persistence of a glass ceiling prevents many women from rising above the middle echelons within media organizations. Research from several countries indicates a high attrition rate of women from the media industry, even among those in high-level positions. The reasons are often complex. They may include women's perception and experience of discrimination; frustration arising from their limited impact on news priorities and other media content; a feeling that they can regain autonomy and make a bigger contribution by working outside the media.

41. Other reasons for dropout include the increasing market orientation of media systems, which means that content is becoming less important. Some young people regard a career in the media as a route to stardom or celebrity. But for those who enter the profession with high ideals, regarding it as a vocation, it can be difficult to accept the tendency to privilege entertainment or celebrity news at the expense of substantive content. In addition, many young women come into the media believing that competence and hard work will be rewarded, only to find that advancement often depends on power alliances and networks. A further element is that not all women enjoy the political power games that are typical in the highest echelons of media organizations.

42. Such issues have various implications for training. This needs to go beyond skills development and management training, to include a focus on the power structures of media organizations and the expertise needed to negotiate and work within these structures. Similarly, there is need to train women – especially younger women – in how to build alliances and networks, and in confidence-building approaches that will reduce women's vulnerability to sexual harassment or the pressure to engage in unethical professional practices. Other proven successful approaches to the promotion of women's advancement include mentoring, networking, the sensitization of media managements to gender concerns, and the adoption of

stated policies and transparent procedures in relation to recruitment, pay, promotion, work assignments and other professional matters.

43. Although women often manage to leave their mark on media content, they have not yet succeeded in changing the fundamental patterns of gender portrayal. It is still difficult to get women's voices heard in news stories, even when women are or should be at the centre of the news – for example, civilian deaths in conflict situations, HIV/AIDS, trafficking in women and so on. Again, the reasons for this are many and complex. The growing cult of celebrity or personality journalism, associated with heavy commercialization of media, has switched the emphasis away from quality news and information to sound bite and entertainment news. Related to this is the fact that the high level of competition in contemporary news organizations means that journalists are fighting for attention. In addition, under the pressure to succeed, many women feel impelled to adapt to the male-defined professional norms that drive most media institutions. In some countries, media women who attempt to bring sensitive political and social issues into the public arena are subjected to extremely harsh criticism, and may be discredited by resort to religious or cultural values.

44. Efforts to bring women in from the periphery to the centre of the public sphere through news and information that addresses a wider range of issues have been made more feasible through Internet and online communication systems. Civil society organizations also have an important role to play in this – for example by creating links and opening dialogue with media practitioners, providing training and creating awareness of the need for gender dimensions within all types of media output, and by supplying gender-related news and information to the media.

D. Representation, portrayal and other content issues

45. There has been little progress in the transformation of media content since the 1995 Fourth World Conference of Women in Beijing. The Global Media Monitoring Project that year showed that 17% of news sources were women. By 2000 this had increased to a mere 18%. The situation is not much better in media genres other than news and current affairs, such as entertainment, drama and talk shows. Women are still both under-represented in the media and portrayed in stereotypical roles. Certain categories of women, such as poor, disabled or older women or those belonging to ethnic minorities, are virtually invisible. At the same time, some other categories of women, especially the young, are only too visible as their sexualised images are exploited to promote the commercial interests of media and other enterprises.

46. Concern about the continuing under-representation and misrepresentation of women in media content, despite decades of struggle and the growing presence of women in media organizations, has stimulated fresh thinking about effective strategies for intervention. The assumption that more women in the media, especially in decision-making positions, would automatically result in improved content has had to be reviewed to take into account the role of institutional policies, professional values and commercial interests in determining content.

47. In addition, the recent and ongoing transformation of the media environment has underlined the need for renewed understanding and revised approaches that acknowledge the fact that media representation in general, and of women in particular, is embedded in social, political and economic contexts and structures. For instance, the arrival of new commercial cable and satellite television channels and the privatisation of old state-run media have led to more market-oriented content in several parts of the world. This, in turn, has introduced new tensions and

conflicts into representations of women. Similarly, with media structures and hierarchies still dominated by men, content continues to reflect a masculine vision of the world and of what is important. As a result, issues that are particularly crucial to women's lives feature low down in the scale of what is regarded as newsworthy.

48. The problem of women's portrayal in the media is, therefore, deeply rooted in power imbalances both within media institutions and in the wider society. Real, sustainable, positive change requires a social and political transformation in which women's rights – especially their right to information and communication – are truly understood, respected and implemented both in society at large and by the media.

49. One way out of the impasse in which the debate about gender portrayal appears to be locked is through interaction and dialogue between researchers, activists, audiences, advertisers, journalists, and radio and television producers aimed at fostering change from within. This approach involves direct engagement with key actors in the mainstream media that stimulates them to think about gender as a factor in the choices they make and the representations they thereby produce. The introduction of a gender perspective in media values and practice can be promoted through collaboration between media organizations and external agencies or through internal mechanisms instituted to promote diversity in content and perspective.

50. The strategy of direct engagement is based on three premises: a) gender equality is intrinsic to the freedom of expression and information; b) rights come with responsibilities and the media, therefore, have an obligation to ensure equal voice to women and men and to serve the information needs of both; and c) gender awareness results in better media practice. This situates the promotion of gender equality and gender consciousness in the media within the broader framework of human rights and democratic values, on the one hand, and quality and professionalism, on the other. Direct engagement includes research and documentation, the creation of databases for reference and criteria for evaluation, as well as training at different levels and stages.

51. A second approach to the problem also involves direct engagement – with media consumers rather than practitioners. Innovative media literacy programmes with a special focus on gender can be used to engage the general public in various types of critique and debate around media practices that help in the development of critical media skills among audiences.

52. A third, emerging approach views the right to communicate as an essential element in the consolidation of democracy and an indispensable aspect of citizen participation in public life. It also perceives information as a public good to which all citizens are entitled. This approach involves moving from a media-centric focus on production and content to one that acknowledges the centrality of citizenship in matters relating to media and communication, and takes into account the different ways in which citizens, including women, receive and make meaning from media messages. Women's groups and civil society organizations can work together to promote gender-sensitivity in both media practice and communications studies, as well as to foster among citizens more awareness of the media, the right to information and the increasingly recognized right to communicate.

53. These relatively new approaches have a number of common features. They introduce a wider perspective to the question of representation/portrayal in media content. They locate the issue within the framework of democratisation, human rights and equality rights. They seek to

establish that gender is not exclusively a women's issue since the construction of femininity and masculinity are closely linked and the ways in which men are portrayed place expectations and limitations on them that are not compatible with gender equality. And they attempt to promote change through a range of actors – both female and male – from within and outside the media.

54. The first approach highlights the importance of gender consciousness for better journalism and attempts to involve media professionals of both sexes in the effort to improve content through greater diversity of images, voices and perspectives. The others focus more on empowering citizens to push the media towards the same end. The two complementary approaches can be adapted to different regional and cultural contexts and should be integrated into educational processes and training programmes.

E. Impact of new technologies on media professions and media content

55. The advent of new information and communications technologies (ICTs) and the growing convergence of all media made possible by advances in ICTs and telecommunications have had a major impact on the media as well as on the information and communications work done by the women's movement. New information technologies include Internet-enabled electronic networking, web databases and information centres, web-radio, web-TV, fax broadcasting, video conferencing, CD-ROMs, as well as special technologies for people with disabilities, including closed captioning for the hearing impaired, Braille keyboards for the sight impaired, and other technological innovations that serve to include various marginalized groups in the communication process.

56. For those women who can access and use them, ICTs offer many benefits, especially in terms of reducing poverty, improving governance, overcoming isolation, providing voice, and advancing gender equality. However, accessibility remains a critical issue. In most regions of the world only a small proportion of the population is connected to the Internet. Factors such as literacy and education, poverty, language, technical infrastructure, computer literacy and connection costs limit the access of both female and male populations. But women are often additionally disadvantaged because gender roles and relationships affect women's education, mobility, time, skills and resources. Lack of gender awareness also affects perceptions regarding users' needs and preferences, the design of hardware and software, the location and staffing of telecentres and other community access points.

57. The World Wide Web created by the Internet continues to be frustrating and inaccessible for many people – and certainly most women – often because of technical and financial problems, but also due to gaps in training and knowledge. These inequalities can be addressed only through a combination of adequate financial investment and policy goals that are gender-sensitive. Enabling policies and mechanisms assume particular importance at a time when control of mass media networks – including radio, television, films, newspapers, magazines, cable, satellite, Internet, and telecommunications – is increasingly concentrated in the hands of a few media conglomerates, many of them resource-rich and powerful transnational entities. If women are to gain access to the information and knowledge they need to participate at every level of social, economic and political life in their countries, regions and the world as a whole, they must be empowered to negotiate this complex maze of technology and power.

58. The changing nature and structures of the media brought about by the emergence of ICTs have facilitated the establishment of alternative media organizations and NGOs which are doing

legitimate media work and are covering issues that are not given adequate attention by the mainstream media. Such alternative media organizations reach out to large sections of the population that are not served by the mainstream media. The Internet has brought women's news and views into the public domain, with countless websites targeted specifically, if not exclusively, at women. The Web has also expanded women's world, primarily in terms of creating strong online communities. Advances in information technology have thus further opened up boundaries that had already been breached by women's organizations worldwide through a wide array of communication outreach systems previously sustained by phone, print materials and snail-mail. Future strategies need to learn from these approaches, which typically have used multiple forms of media and communication.

59. For example, it is important that the new technologies, such as computers and Internet, do not deflect attention from technologies that have been around for longer, such as radio, television and video, print and CD-ROMS. Often a mix of "traditional" and new technology is the most appropriate choice. In many situations, the combination of radio and Internet is proving especially powerful. The principle of content repackaging that underlies many ongoing projects is a key to providing information to "unconnected" women. Many "connected" women – particularly in the Global South – can and do act as bridges to unconnected groups in their communities by repackaging information they find online and sharing it through other communications channels and in different languages.

60. However, although the new media have generated hope and expectation, the patterns of gender segregation that are well known in the established media industries are already being reproduced in the field of ICTs. For instance, men are more likely to be found in the high-paying, creative work of software development or Internet-based start-ups, whereas employees in single-tasked ICT work, such as cashiers or data-entry workers, are predominantly female and low-paid. Women are virtually absent from senior decision-making and politically influential positions in the ICT sector. The almost complete absence of women from the production of software (and hardware) places a question mark over the possibility of women's viewpoints, knowledge and interests being adequately represented in the new media.

61. This becomes particularly evident with regard to the content of ICTs, especially in the commercial domain, which is marked by masculinist rhetoric and a set of representations which are frequently sexualised and often sexist. For instance, it is estimated that at least 10 per cent of sales via the Internet are of a sexual nature – much of it pornographic – whether in the form of books, video-clips, photographs, on-line interviews or other items. The aggressive manner in which such content is propagated and promoted on the Internet in particular assumes the dimensions of a major, hostile backlash against women and children.

62. Journalistic content on the Internet currently reflects predictable patterns in terms of the sources and priorities of news, with representation on the Web determined by access to connectivity, language and other factors that result in the domination of news and views from certain parts of the world and certain sections of the media. Equally predictable is the traditional gender patterning in the selection of stories. Women are rarely represented in the top news stories unless they happen to be international celebrities or feature in stories on violence or crime. With robots searching for news on the Web, with news sources on the Web becoming increasingly monolithic, and with news sites becoming the first stop for breaking news – at least in the wired and connected parts of the world – the question of gender sensitivity seems almost

irrelevant and the struggle to have women's voices heard in the international news agenda appears doomed to move into even more difficult terrain.

63. Similarly, while ICTs are assumed to enhance the work of professionals employed in traditional media, here too the notorious digital divide is likely to be compounded by a gender divide unless special efforts are made to equip women in the media to take advantage of the opportunities made available by technology. Also, while ICTs have theoretically increased journalists' access to information and opinion, media professionals are unlikely to look for or find data, news and views relating to women without guidance to help them access those resources that do exist. In parallel with this, women need to learn how to use ICTs to get their messages across to the mainstream media.

64. It is important to note that the economic benefits of the so-called Information Society derive not only from the consumption of ICTs, but also from their production. Advocacy efforts have so far focused on ensuring access to ICTs rather than their control. There is an urgent need to prepare women for active use of ICTs through adequate investment in education, research and training for women and girls in the fields of mathematics, science and technology. Moreover, since research shows that girls and boys tend to have different learning patterns, it is necessary to restructure educational programmes so that girls are adequately catered for in the teaching/learning process, and so that they can go on to play an equal role in the creation and use of ICTs.

65. At present, despite the vast amount of content available on the Web, little of it is of direct relevance or use to most women in most parts of the world. If women are to benefit from ICTs, there has to be more focus on content that is appropriate in terms of both substance and language. This means that, in using ICTs for development planning and programmes, the prevalent top-down approach must give way to one where information from the village level is incorporated at all levels and stages of policy planning and implementation. Technology must be used to address the concerns and aspirations of women, girls and minority groups in the Global South, including women facing special disadvantages, such as women from indigenous or socially excluded communities, women living with HIV/AIDS and women with disabilities, who continue to be marginalized in media and communication processes.

66. Access to information and communication is a human right and must be ensured at all times, particularly in times of crisis. Media and communication are important tools to be used in the promotion of long-term peace. The role of women as peace builders, and the unique contributions that women bring to the peace-table, as enshrined in the United Nations Security Council Resolution 1325 titled Women, Peace and Security, must be strengthened through all appropriate forms of media. Media, information and communication technologies must be used not only to document the experiences of women in armed conflict, but to support and publicize women's peace initiatives, which are often sidelined by the mass media.

67. The media also constitute an important tool to address and combat racism. At the same time, the media, including ICTs – and in particular the Internet – have the potential to be misused to produce and disseminate ideas of racial superiority and related intolerances. This is highlighted in the outcome document of the World Conference Against Racism, Racial Discrimination, Xenophobia and Related Intolerance (Durban 2001). Durban 2001 also reaffirms the importance of community media in giving voice to victims of racism, racial

discrimination, xenophobia and racial intolerance. This is especially pertinent during the United Nations' designated Decade for Human Rights Education (1995-2004).

IV. RECOMMENDATIONS

68. Media, in all their forms, are central to women's advancement and empowerment. Women's right to freedom of expression and to information is fundamental to the realisation of all their rights and freedoms. These rights include the right to speak and be heard, as well as to enter and participate in media professions.

1. Policy approaches as enabling frameworks

69. The process of globalisation, including the spread of transnational media, as well as trends towards concentration of media ownership, under-funding of public service broadcasting, commodification of news and information, and commercialisation of the new information and communication technologies, are undermining the ability of nation states to pursue progressive communication policies. They also limit the accountability of national media systems and restrict the diversity of views and public expression.

70. We therefore recommend the following actions to be taken:

By governments, the UN, and other intergovernmental organizations

- Institute policies that protect and promote freedom of expression and information, affirm women's right to these freedoms, ensure women's access to communication as an increasingly recognized right, and create an enabling environment for women in media.

By governments, national mechanisms for the advancement of women, the UN, and other intergovernmental organizations

- i. Ensure that media regulatory bodies are independent of state control.
- ii. Ensure that cultural products are protected in free trade agreements because of the potential negative impact of these agreements on public service broadcasters and local content requirements, which allow women's voices to be heard.
- iii. Provide appropriate and sustained levels of resource support to CSOs, including NGOs, to enable them to undertake activities necessary to influence policy.
- iv. Undertake research to assess the potential business benefits of greater gender awareness and sensitivity so that the business plans of media enterprises, in relation to both programming and advertising, can be adapted as a result of such research.
- v. In preparation for the 47th session of the CSW in March 2003, review and assess policies and actions relating to women and media, including the implementation of Section J of the Beijing Platform for Action (PfA), relevant sections of the Beijing +5 outcome document, as well as previous deliberations of the CEDAW Committee and the CSW on

this subject, so as to build on the past and plan for the future in a productive and effective manner.

By regulatory authorities

- i. Analyse communication policies from a gender perspective through ongoing dialogue with all stake-holders, including gender specialists. Periodically assess the relevance and effectiveness of these policies for the advancement of women's right to information and freedom of expression.
- ii. Address challenges presented by language, cost, connectivity, lack of infrastructure and censorship which undermine the benefit of ICTs to women, through the development of legal and policy frameworks which take gender into account. In particular, ensure that gender is mainstreamed into laws and policies aimed at achieving universal access.
- iii. Acknowledge the importance of public and community media to women by instituting legal and policy frameworks that take gender into account, and that enable these media to be established and to flourish – for example, through scaled licensing fees, the reservation of a portion of the broadcast and telecommunications spectrum for gendered rural access, and cross-subsidisation from the private sector.
- iv. Address the problem of media content that is harmful or degrading to women, with special reference to the Internet, in collaboration with CSOs, including NGOs.
- v. Periodically review, assess and implement policies relating to women and media, including Section J of the Beijing Platform for Action (PfA) and relevant sections of the Beijing +5 outcome document, and all other international instruments relating to women and media.

By media organizations, professional associations and institutions of media education

- i. Adopt gender-sensitive professional codes and guidelines for coverage and representation, and encourage all media professionals to work within the framework of gender equality.
- ii. Create awareness among students and young people about professional codes and guidelines relating to gender equality.

By CSOs, including NGOs

- i. Analyse national communications policies and brief policy makers on the findings and their implications in terms of gender equality.
- ii. Monitor media organizations in terms of their compliance with existing codes and guidelines and use the results for dialogue with these organizations to encourage improvement in their policies related to women.

- iii. Extend media-watch activities to include the monitoring of content with special reference to sexist images, particularly on broadcast and Web-based media, and use the results to initiate dialogue to promote change.
- iv. Form sub-regional, regional and global networked coalitions to create common strategies at the policy level to address issues relating to women's voices in the media, including diversity in these voices.

2. Access to employment and decision-making

71. Access to employment and decision-making in media and communication is central to women's human rights. Although more women are entering and using the media, concerns about women's access, employment and decision-making remain. With this in mind, media enterprises, organizations, professional associations, educational institutions and other social actors including governments, the UN and other intergovernmental organizations should share the responsibility for increasing women's access and participation.

72. We therefore recommend the following actions to be taken:

By media organizations and professional associations

- i. Set goals or targets for the achievement of gender balance among media personnel in different categories and levels of media employment, including technical areas of media operations.
- ii. Establish policies and transparent procedures for recruitment, remuneration, promotion, work assignment, and other matters that affect professional access, employment and advancement. These should be guided by the principles of gender justice and equity, with special attention to women from disadvantaged groups.
- iii. In view of the growing evidence that many women are dropping out of media professions at different stages of their careers, conduct research to examine this global trend, publicize the findings and implement measures to ensure that women are enabled and encouraged to stay within the media.
- iv. Recognize the existence of negative gender-based attitudes and behaviours within media enterprises and organizations, including sexual harassment in the workplace, and institute measures and mechanisms to create a gender-friendly work environment.
- v. Establish more flexible work schedules, not as a special concession to women, but in recognition of the need for all human beings to achieve a healthy balance between professional and personal life, which would in turn enhance both productivity and creativity, especially since technology has made this a feasible option.
- vi. Provide management, negotiation and leadership training for women to help them succeed in media companies by anticipating and dealing with the realities and challenges of the media environment, including professional power structures and relations. Such training should also help women to develop the self-confidence necessary to overcome

obstacles such as sexual harassment and other forms of gender-based discrimination and exploitation.

- vii. Ensure diversity among media personnel through recruitment and training that addresses the specific needs of young women, older women, rural women, indigenous women, migrant women, and women from other socially disadvantaged or excluded groups.
- viii. Foster gender-awareness among women and men in the media by conducting workshops and training, or by setting up mechanisms for media practitioners to critique their work.
- ix. Establish mentoring systems and other supportive strategies to enhance women's capabilities and potential for advancement in the media.

By governments, the UN, other intergovernmental organizations and donor agencies

- i. Recognize the work of community and other alternative media groups and create policies that will facilitate their accreditation during intergovernmental meetings, conferences, and other official events.
- ii. Develop checklists and indicators for monitoring the access and participation of women in media organizations.
- iii. Recognize the significance of women's access to and participation in the media as a democratic value and support research on and action towards gender balance in media organizations.
- iv. Support women's media initiatives as a vital aspect of the democratisation of the media and society.
- v. Provide appropriate and sustained levels of resource support to CSOs, including NGOs, to enable them to undertake activities necessary to increase women's media access, employment and decision-making.
- vi. Initiate and provide resources to support internationally comparative, reliable research into gender employment patterns in the media and the barriers to women's advancement.

By regulatory authorities

- i. Ensure that public broadcasters respect principles of gender equality and equity by taking measures to promote the equal representation of women and men at all levels of decision-making including management, editorial, and programming.
- ii. Encourage gender equality and equity in private and community-based media in the process of granting licenses to broadcasters.

By CSOs, including NGOs

- Monitor women's access, employment and decision-making in the media, and use the results to promote discussion of measures that could bring about change.

3. Representation, portrayal and other content issues

73. Research shows that there has been little progress in the transformation of media content from a gender perspective since the Beijing conference. Yet the right to communicate is increasingly recognized as central to democracy, citizenship, and good governance. The *de facto* censorship of women's views and the stereotyping of male and female roles in the media must therefore receive even greater prominence than in the past. This calls for a more strategic and targeted approach that engages those who own the media and create its content in finding solutions that enhance the professionalism of the media, while at the same time opening the door to more diverse content. Only when such win-win solutions are found will transformation of media content start to be realised.

74. We therefore recommend the following actions to be taken:

By media decision makers and professional associations

- i. Promote gender equality as intrinsic to freedom of expression and information and recognize the responsibility of media practitioners to give equal voice to women and men.
- ii. Adopt gender policies that include specific targets and guidelines for media content, and are put into practice through relevant ethical codes, editorial guidelines, style books, etc.
- iii. Pay greater attention to the content of entertainment and advertising media, which are often targeted at youth and women, and are often more powerful than the news media in reinforcing and perpetuating gender stereotypes. This is a significant concern in the age of globalisation when media production and distribution systems are controlled and facilitated by a few media conglomerates.
- iv. Ensure that gender considerations are integrated into audience and readership surveys and that these surveys provide gender disaggregated statistics.
- v. Ensure that professional guidelines and codes of ethics that set standards such as balance, fairness and sensitivity include a gender perspective.

By media training institutions, monitors and researchers

- i. Ensure that a gender perspective is integrated into all levels and forms of media training, research, and monitoring.
- ii. Gather case studies, issue regular reports and engage in on-going dialogue with the media on questions relating to gender parity in media content and portrayal.

By governments, the UN and other intergovernmental organizations, and donors

- i. Support professional associations, including CSOs and other NGOs, by providing the necessary financial and technical resources to generate practical tools for gender and media policy development, training, monitoring and consumer awareness, and to document and disseminate the growing number of best practices in this area.
- ii. Support community media, as these are among the most accessible forms of media to women. Ensure that community media adopt and implement gender policies.

By regulatory bodies

- Ensure that publicly-funded media organizations fulfil their public interest obligations by achieving gender sensitivity and parity in their content.

By CSOs, including NGOs

- i. Adopt more strategic and professional approaches to the media by, for example, analysing the structure and operation of media organizations in order to be able to assist in transforming media content.
- ii. Ensure that gender awareness is integrated into media literacy training and campaigns, especially those that aim to mobilise consumer action.
- iii. Regularly issue and publicize user-friendly reports that highlight both best and worst practices. Hold dialogues with the media to discuss such reports and their implications for change.

4. The impact of new ICTs on media professions and media content

75. The economic benefits of the so-called Information Society derive not only from the consumption of new information communication technologies (ICTS), but also from their production and control. Advocacy efforts have tended to focus on ensuring access to but not control of ICTs and this has adversely affected women at all levels of society. That said, the advent and increased use of ICTs by the women's movement since the mid-1990s and the growing convergence of all media made possible by advances in ICTs and telecommunications has impacted considerably on both the mainstream media and the women's movement. In using ICTs for development planning and programmes, the top-down approach must give way to one where information from the village level is incorporated at all levels and stages of policy planning and implementation.

76. We therefore recommend the following actions to be taken:

By governments and regional and international organizations, such as the United Nations:

- i. Ensure that women in the Global South – including poor and rural women – are not further disadvantaged, by following a more development centred approach in the formulation of ICT policies.

- ii. Support women's ability to create, access and share information through the use of new ICTS that are appropriate for use by all women and girls, in particular women with disabilities who have specific technological needs.
- iii. Support the development of appropriate programmes in local languages for rural women and youth to use at telecentres and ensure that women and youth are directly involved in content development.
- iv. Invest in the education of girls in the fields of maths, science and technology to ensure they are involved in the development of technologies, giving special attention to the manner in which girls learn and the streaming of girls into traditional fields, particularly at adolescence.
- v. Address infrastructure concerns such as poor telecommunications connections and distribution, and the costs of both hardware and software.
- vi. Ensure the involvement of women in the policy formulation and implementation process with respect to media, ICTs and telecommunication, and put in place gender-responsive measures that ensure the representation of women in regulatory bodies.
- vii. Ensure that gender is taken into account in all funding mechanisms.
- viii. Ensure that ICTs are used fully in the promotion of women's peace-building and conflict resolution initiatives, as supported and articulated in UN Security Council Resolution 1325.
- ix. Assist media professionals in undertaking capacity building and training on ICTs, giving special consideration to gender issues and perspectives.

By media organizations:

- i. Capitalize on ICTs to improve the sharing of information, research and lessons learned from women's experiences, including "Herstories" related to the pursuit of gender equality, development and peace.
- ii. Encourage and support all activities and efforts to verify the sources and validity of information on the Internet.
- iii. Avoid over-reliance on information obtainable via the Internet, bearing in mind that women – particularly women from the Global South – have few opportunities to make their information accessible through the Internet.
- iv. Make a dedicated effort to seek out information generated by women that is available via the Internet, especially women from the Global South.
- v. Provide gender-sensitive training for media professionals on the use and impact of ICTs, particularly the Internet.

5. World Summit on the Information Society (WSIS)

77. “Communications technology is not an end in itself, but a means of supplying quality content in the information society. In this regard, mass media – in their various forms – are recognized as important means of fostering public information, societal development and social cohesion.” (*Declaration of the Pan-European Conference in Preparation of the World Summit on the Information Society, Bucharest, 7-9 November 2002*).

78. We therefore urge that the following recommendations be taken into consideration in the lead-up to the World Summit on the Information Society, at the World Summit itself, and for inclusion in the final outcomes document of the Summit.

79. Actions to be taken:

By governments, regional and international organizations, the United Nations system, Civil Society Organizations and other relevant Stakeholders

- i. Ensure equal opportunities for women as participants and decision makers in all aspects related to the shaping and implementation of ICT legal and policy frameworks.
- ii. Ensure the education and training of women and girls in the full range of possibilities for employment in and use of ICTs.
- iii. Ensure the involvement of women in all ICT decision making bodies, including the International Telecommunications Union (ITU), World Trade Organization (WTO), International Council for the Assignment of Names and Numbers (ICANN), Internet Society (ISOC), etc.
- iv. Ensure at least 30% participation of women in government delegations to WSIS planning and preparatory sessions and at the World Summit itself.

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ANNEX II
LIST OF DOCUMENTS

A. PAPERS BY EXPERTS

- EGM/MEDIA/2002/EP.1 *Access, employment and decision-making*
Barbara Crossette (USA)
- EGM/MEDIA/2002/EP.2 *Screening gender portrayal and programme making routines*
Bernadette van Dijck (Netherlands)
- EGM/MEDIA/2002/EP.3 *Co-regulation: A new model of media regulation*
Melanie Cishecki (Canada)
- EGM/MEDIA/2002/EP.4/
Rev.1 *Workíng, watchíng and waítíng: Women and issues of
access, employment and decision-making in the media in India*
Ammu Joseph (India)
- EGM/MEDIA/2002/EP.5 *Promoting gender equality in and through the media: A Southern
African case study*
Colleen Lowe Morna (South Africa)
- EGM/MEDIA/2002/EP.6 *The impact of new information communication technology on the
media: A community media perspective from the Pacific Island region*
Sharon Bhagwan Rolls (Fiji Islands)
- EGM/MEDIA/2002/EP.7 *Policy approaches as enabling frameworks*
Sonia Gill (Barbados)
- EGM/MEDIA/2002/EP.8 *Beyond contents: Proposals from a gender perspective for
intervention in the media*
Teresa Uca Silva (Chile)
- EGM/MEDIA/2002/EP.9 *Women's communications strategies utilizing ICTs and strategic
alliances worldwide*
Anne S. Walker (Australia)
- EGM/MEDIA/2002/EP.10 *The impact of (new) information and communication technologies
(NICTs) on the media professions and media content with respect to
gender*
Lynne Muthoni Wanyeki (Kenya)
- EGM/MEDIA/2002/EP.11 *Content and representation of women in the Arab media*
Reem Obeidat (Jordan)

B. PAPERS BY OBSERVERS

- EGM/MEDIA/2002/OP.1 *A call for a global grassroots campaign to enhance women's access, employment and image in the media through creating additional standards for paid legal notices*
Rita Henley Jensen (USA)
- EGM/MEDIA/2002/OP.2 *Selling Ourselves Short: Individual versus collective power of young women in the United States media*
Emily Freeburg (USA)
- EGM/MEDIA/2002/OP.3 *Roundtable and recommendations on women in media*
Leslie Wright (USA)
- EGM/MEDIA/2002/OP.4 *Older women and the media*
Marlene Sanders (USA)
- EGM/MEDIA/2002/OP.5 *The Arab world and the challenge of introducing gender-sensitive communication policies*
Dima Dabbous-Sensenig (Lebanon)

C. BACKGROUND PAPERS

- EGM/MEDIA/2002/BP.1 *Women, media and democratic society: In pursuit of rights and freedoms*
Margaret Gallagher (United Kingdom)
- EGM/MEDIA/2002/BP.2 *Report on the online discussion on "Participation and access of women to the media, and the impact of media on and its use as an instrument for the advancement and empowerment of women"*
Victoria Maria Cabrera-Balleza (Philippines)
- EGM/MEDIA/2002/BP.3 *Participation and access of women to the media, and the impact of media on, and its use as an instrument for the advancement and empowerment of women*
United Nations Department of Public Information

**ANNEX III
PROGRAMME OF WORK**

Tuesday 12 November 2002

- 8.30 a.m. – 9.30 a.m. Registration of Participants (Experts and Observers)
- 10.00 a.m. – 11.00 a.m. Opening ceremony
- Message from Carolyn Hannan, Director, Division for the Advancement of Women, Department of Economic and Social Affairs delivered by Amina Adam, Chief, Coordination and Outreach Unit, Division for the Advancement of Women
- Opening statement from Thérèse Gastaut, Director, Public Affairs Division, Department of Public Information
- Opening statement from Mervat Tallawy, Executive Secretary, ESCWA
- Opening statement from H.E. Ghazi Al-Aridi, Minister of Information of Lebanon
- 11.00 a.m. – 11.15 a.m. Break
- 11.15 a.m. – 11.45 p.m. Election of Officers and adoption of the Programme of Work
- Introduction to the meeting
- 11.45 p.m. – 1.00 p.m. Presentations of two Background Papers
- “Women, Media And Democratic Society. In Pursuit Of Rights And Freedoms”* by Margaret Gallagher, Consultant, DAW
- Online discussion report by Maria Victoria Cabrera-Balleza, Consultant, DAW
- 1.00 p.m. – 1.45 p.m. Lunch
- 1.45 p.m. – 2.45 p.m. Presentations by Experts of Panel I on *“Policy approaches as enabling frameworks”*
- Melanie Cishecki (Canada) *“Co-Regulation: A New Model of Media Regulation”*
- Sonia Gill (Barbados) *“Participation and Access of Women to the Media and its Impact on and Use as an Instrument for the Advancement and Empowerment of Women”*

Presentations by Expert Observers

Neziha Zarrouk (Ambassador of Tunisia to Lebanon) *“Tunisian Experience of Policy-Making for Women in the Media”*

Nahawand Al-Kaderi Issa (Lebanon) *“Women in Lebanese Television”*

Leslie Wright (USA/NGO Committee on the Status of Women, New York) *“Roundtable and Recommendations on Women in Media”*

2.45 p.m. – 4.00 p.m.

Presentations by Experts of Panel II on *“Access, employment, decision-making”*

Barbara Crossette (USA) *“Access, Employment and Decision-Making”*

Ammu Joseph (India) *“Working, Watching and Waiting: Women and issues of access, employment and decision-making in the media in India”*

4.00 p.m. – 6.00 p.m.

Presentations by Expert Observers followed by general debate

Marlene Sanders (USA), *“Older Women and the Media”*

Rita Henley Jensen (USA) *“A call for a global grassroots campaign to enhance women’s access, employment and image in the media through creating additional standards for paid legal notices”*

Wednesday 13 November 2002

9.30 a.m. – 11.00 a.m.

Presentations by Experts of Panel III on *“Representation/ Portrayal and content issues”*

Colleen Lowe Morna (South Africa) *“Promoting gender Equality in and through the Media: A Southern African Case study”*

Bernadette Van Djick (Netherlands) *“Screening Gender, Gender Portrayal and Programme Making Routines”*

Teresa Uca Silva (Chile) *“Beyond contents: Proposals from a gender perspective for intervention in the media”*

Presentations by Expert Observers

Bushra Jabre (Lebanon/USA/John Hopkins University) *“Arab Women Speak Out”*

Report of the Expert Group Meeting on Women and the Media

Emily Freeburg (USA/Franciscans International) *“Selling Ourselves Short: Individual versus collective power of young women in the United States media”*

Dima Dabbous-Sensenig (Lebanon/Lebanese American University) *“The Arab world and the challenge of introducing gender-sensitive communication policies”*

Khawla Mattar (Bahrain) *“Women in Satellite Television Stations in the Arab Region”*

11.00 a.m. – 11.15 a.m.

Break

11.15 a.m. – 1.00 p.m.

Presentations by Experts Panel IV on *“Impact of the new technologies on media professions and media content”*

Sharon Bhagwan Rolls (Fiji) *“The impact of New Information Communication Technology on the Media: A Community Media Perspective from the Pacific Island Region”*

Anne S. Walker (Australia) *“Impact of the new technologies on media professions and media content”*

Lynne Muthoni Wanyeki (Kenya) *“The Impact of (New) Information and Communication Technologies (NICTs) on the Media Professions and Media Content with respect to Gender”*

Presentations by UN and Expert Observers

Thérèse Gastaut (France/UNDPI) *“Participation and access of women to the media, and the impact of media on, and its use as an instrument for the advancement and empowerment of women”*

Sorosh Roshan (Iran/USA) International Health Awareness Network (IHAN)

1.00 p.m. – 1.45 p.m.

Lunch

1.45 p.m. – 3.00 p.m.

Presentations by Observers followed by general debate

3.00 p.m. – 5.00 p.m.

Discussion

Establishment of Working Groups on different issues presented

Thursday 14 November 2002

9.30 a.m. – 1.00 p.m.

Working Groups continue on the draft recommendations

1.00 p.m. – 1.45 p.m.

Lunch

Report of the Expert Group Meeting on Women and the Media

1.45 p.m. – 3.00 p.m. Working Groups continue, followed by meeting of the drafting committee

3.00 p.m. – 5.00 p.m. Feedback from the Working Groups to plenary

Friday 15 November 2002

9.30 a.m. – 11.00 a.m. Completion of recommendations by the Drafting Committee

11.00 a.m. – 11.15 a.m. Break

11.15 a.m. – 1.00 p.m. Presentation and discussion of draft report and recommendation

1.00 p.m. – 1.45 p.m. Lunch/Press Conference

1.45 p.m. – 7.00 p.m. Adoption of final report and recommendations

7.00 p.m. – 8.00 p.m. Closing session