

# Public Awareness and Dialogue



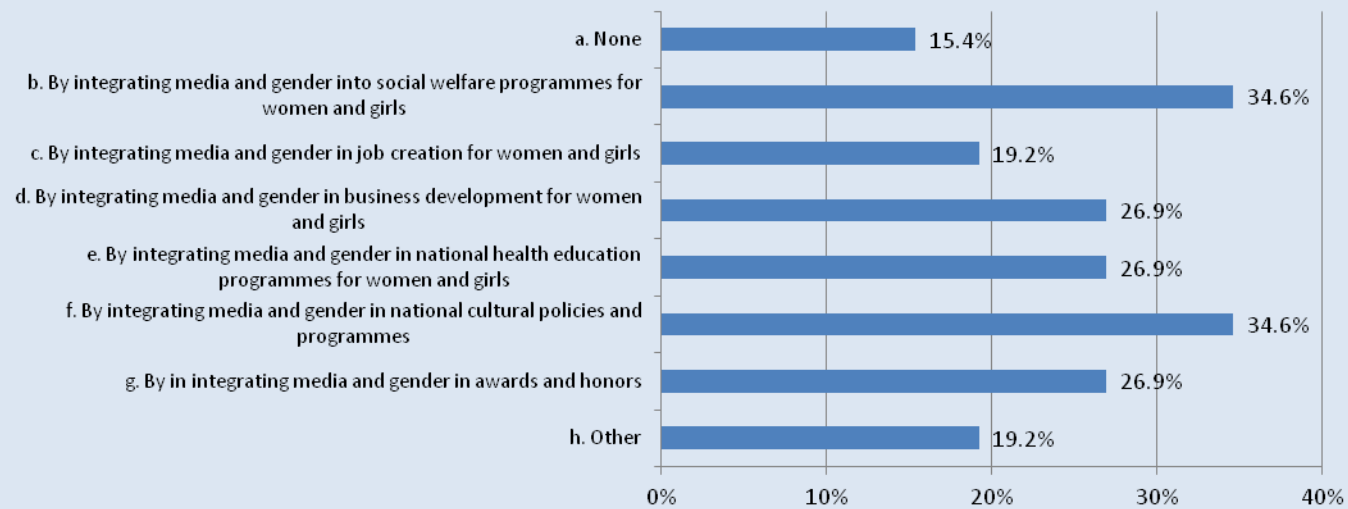
United Nations  
Educational, Scientific and  
Cultural Organization

# Global Survey on Gender and Media Preliminary Findings



Global Alliance On Media And Gender

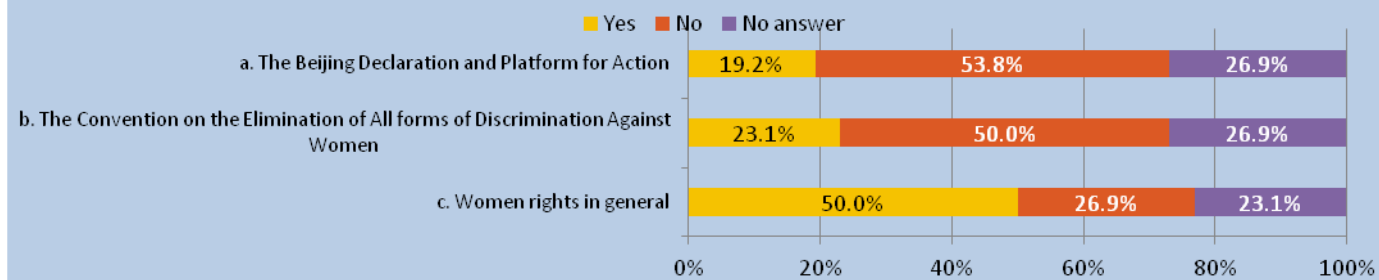
Does the government have ways of mainstreaming media and gender issues into a range of policies, strategies and activities?



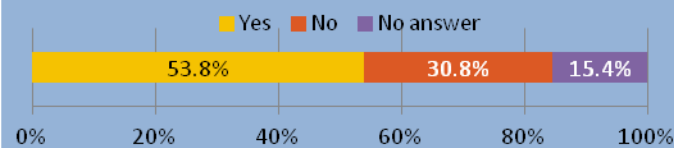
Examples in "Other" include:

- ✓ The Finnish Child and Youth Policy Programme (2012–2015) discusses media literacy and competences and is targeted equally for boys and girls.
- ✓ In China, information about outstanding women or outstanding women competition will be reported by the mass media every year.

The publicly-owned media develop specific programmes to raise awareness on:

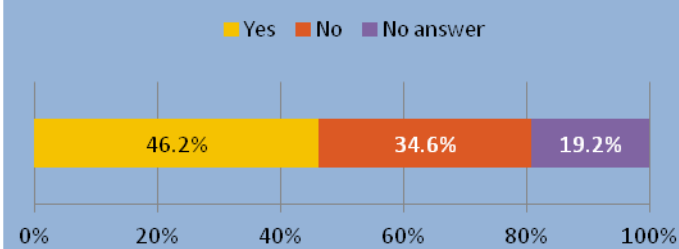


There are programmes which are joint initiatives between government, women's groups, networks, and NGOs that are active in media and gender equality issues.



- ✓ Among 14 countries that answered "Yes", 10 countries have provided verifiable references to relevant programmes of joint initiative.

The publicly-owned media have directories of women media experts in various subject areas as expert sources for news reports and interviews.



## Contact

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## Objective:

- ❖ Gather, analyze and distribute empirical data on progress towards achieving Strategic Objective J of the Beijing Platform for Action, from the standpoint of government actions
- ❖ Raise awareness of the topic among governments and make recommendations on public policies as to how media can be integrated into national gender policies and strategies
- ❖ Contribute to Beijing+20 Review through publication and dissemination of the research results

**Finding #1:** 96% answered that their government has national gender policies and/or strategies.

**Finding #3:** Only 15% of governments have budget to promote gender equality in media staffing, and 29,6% of governments in media content.

**Finding #5:** 37% stated there have been reviews of existing gender policies of the publicly-owned media or audiovisual regulatory body/authority within the past three years.

**Finding #7:** Only in 19% of countries, publicly-owned media have developed specific programmes to raise awareness on BDPfA, and only in 23,1% of countries have on CEDAW.

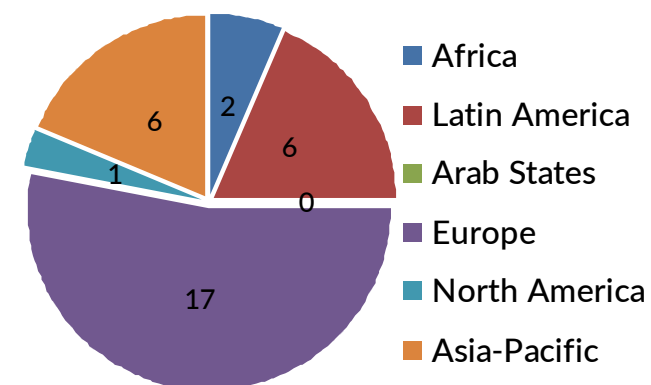
**Finding #2:** Only 26% stated that media is covered by governmental gender policies as to decision-making level of organizations.

**Finding #4:** 30% answered that policies to ensure gender balance in "Board(s) of Directors of publicly-owned media organizations" are in place.

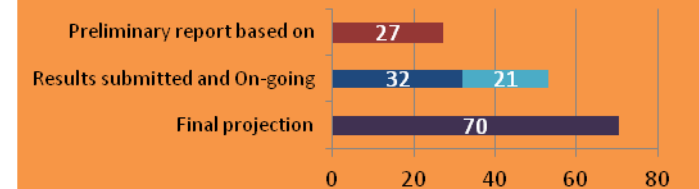
**Finding #6:** 35% of governments indicated that they have mainstreamed media and gender issues by integrating media and gender in national cultural policies and programmes.

**Finding #8:** 54% of governments stated there are programmes of joint initiatives between government, women's groups, networks, and NGOs that are active in media and gender equality issues.

## Until October 2015, countries that have joined the global survey



## Number of Responses

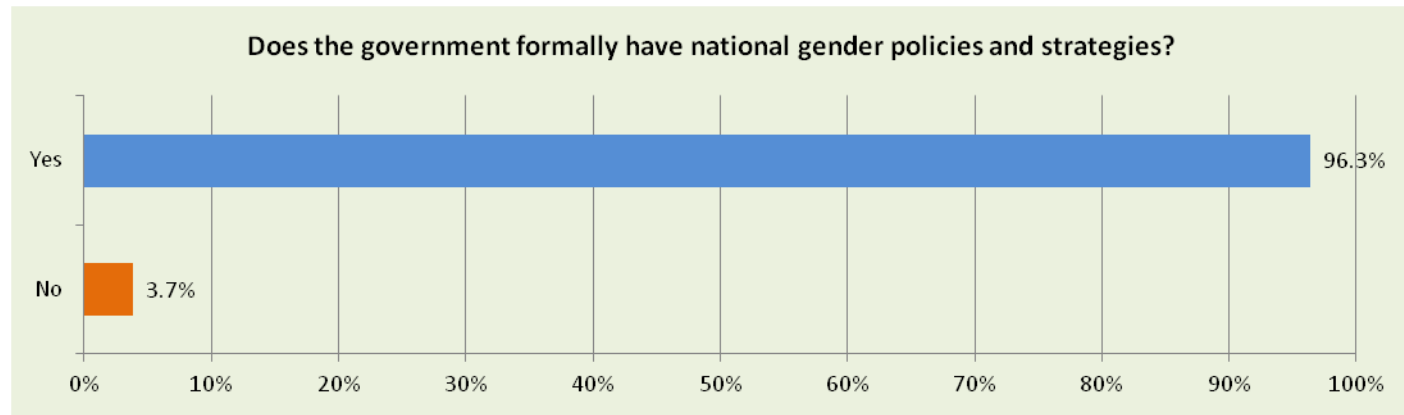


- ✓ The Global Survey on Gender and Media is an ongoing research being conducted in cooperation with 205 governments. To date, 32 countries have responded to the questionnaire, and this preliminary report is composed based on the results submitted by 27 countries.

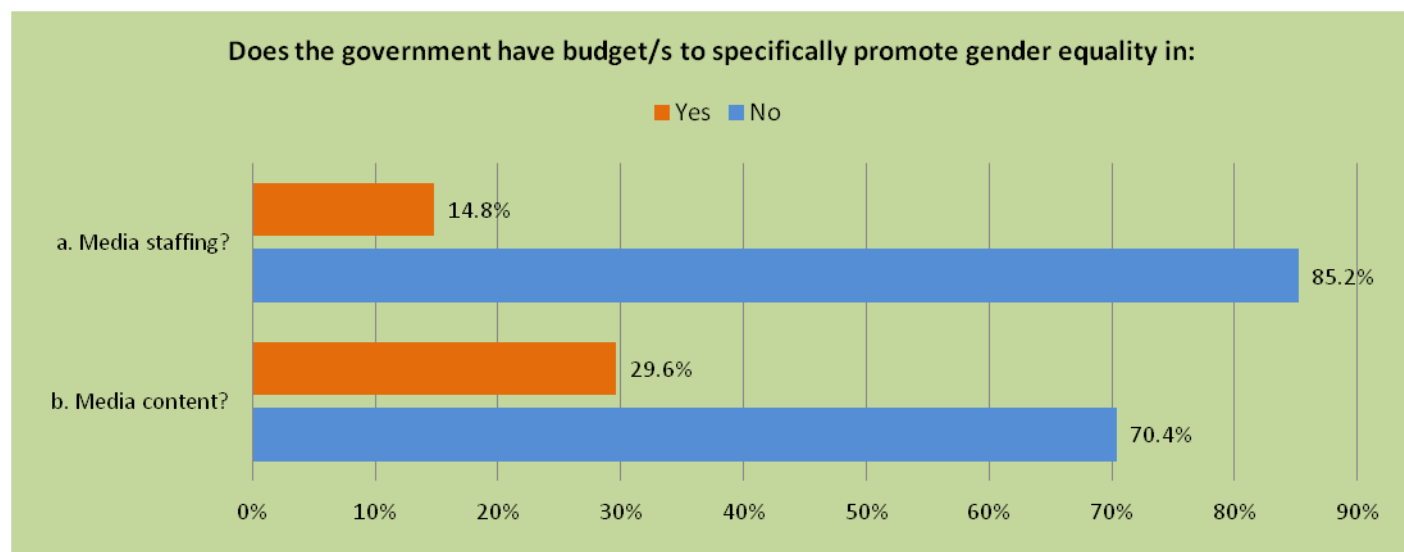
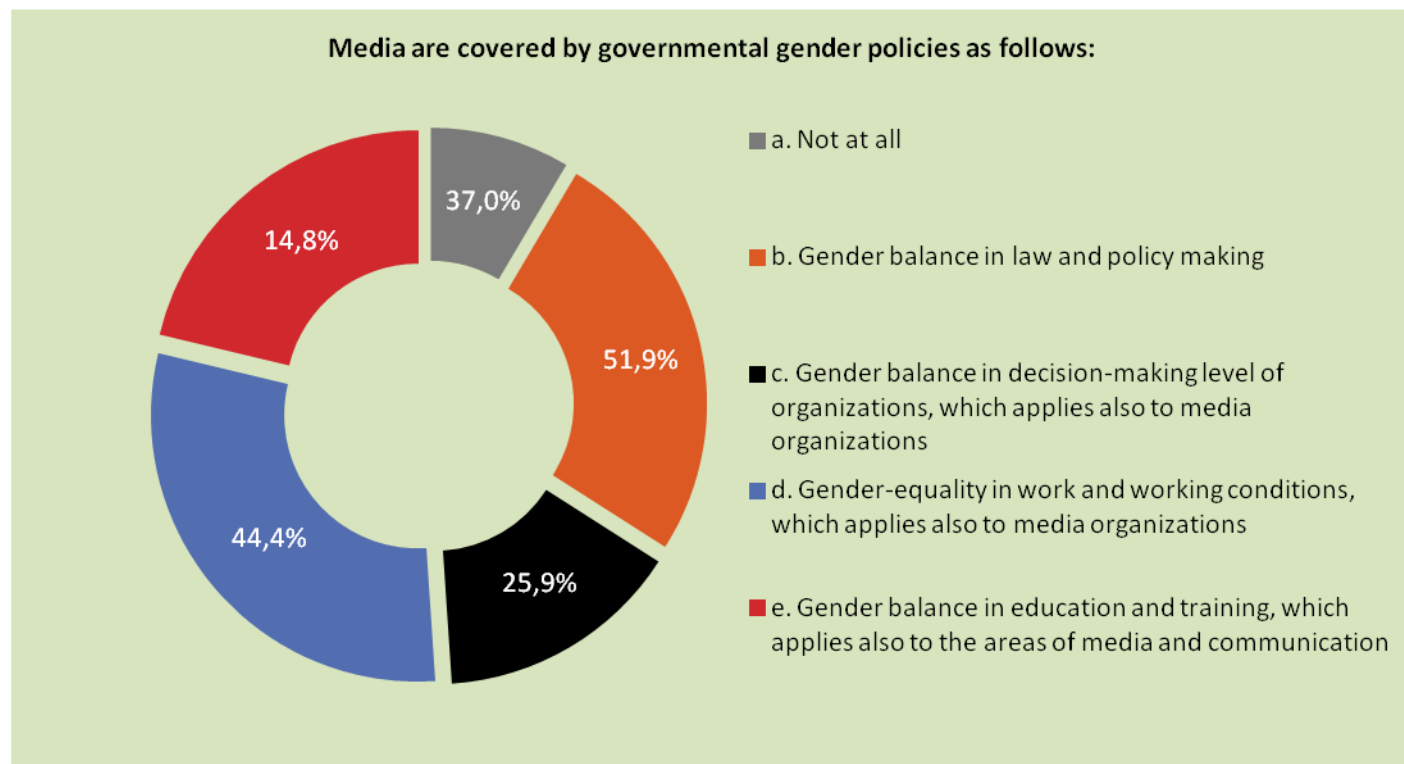
Scope of the survey:

- Policy and regulation
- Employment
- Education and training
- Research
- Public awareness
- Media content

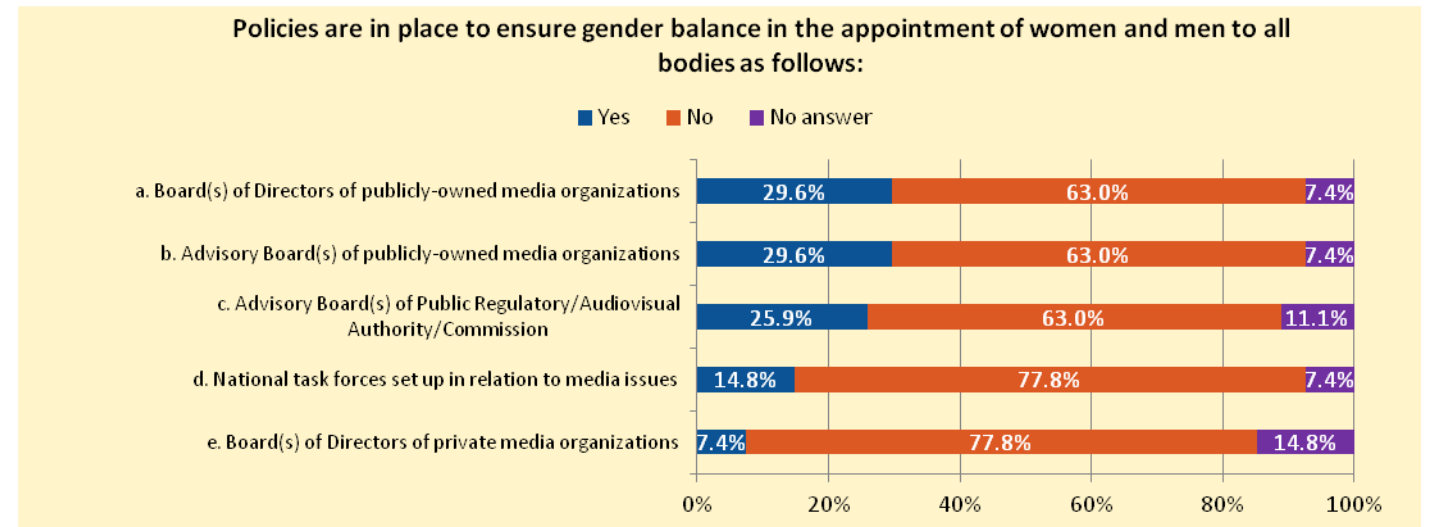
# Policies and Governmental Budget



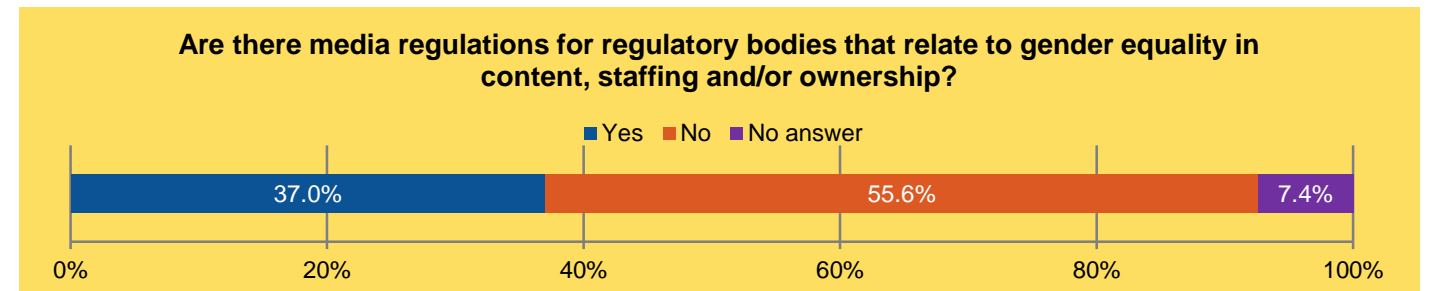
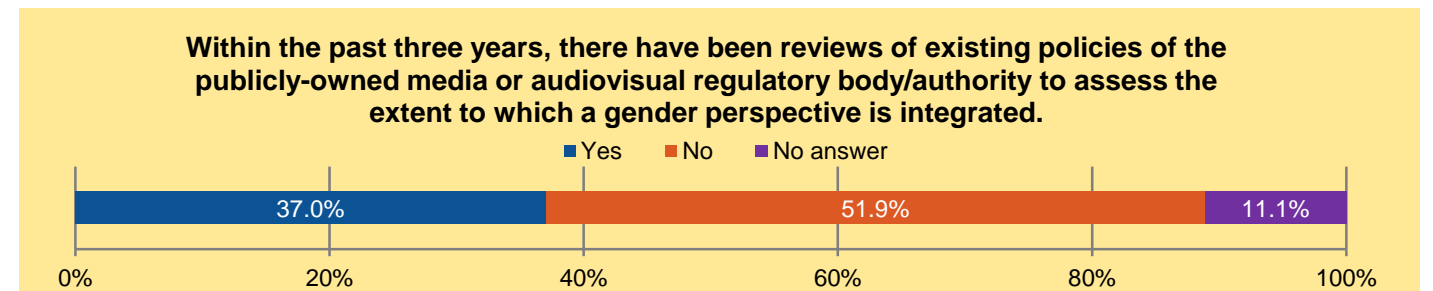
✓ Among 26 countries that answered “Yes”, 23 countries have provided verifiable references to relevant policies and/or strategies.



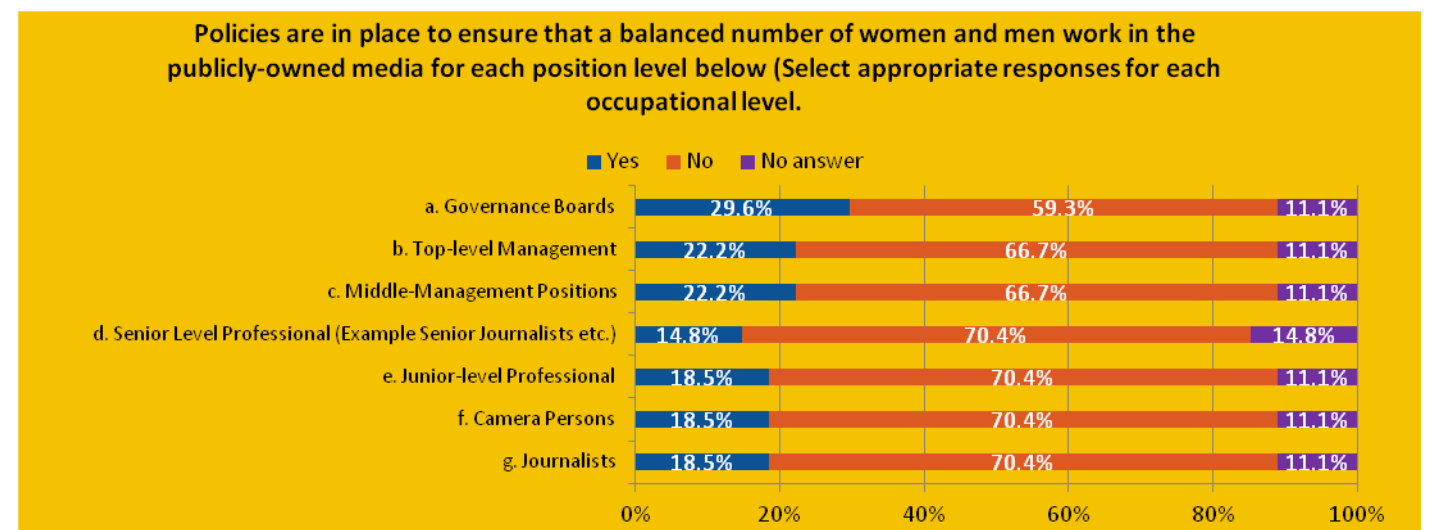
# Policy, Regulation and Monitoring



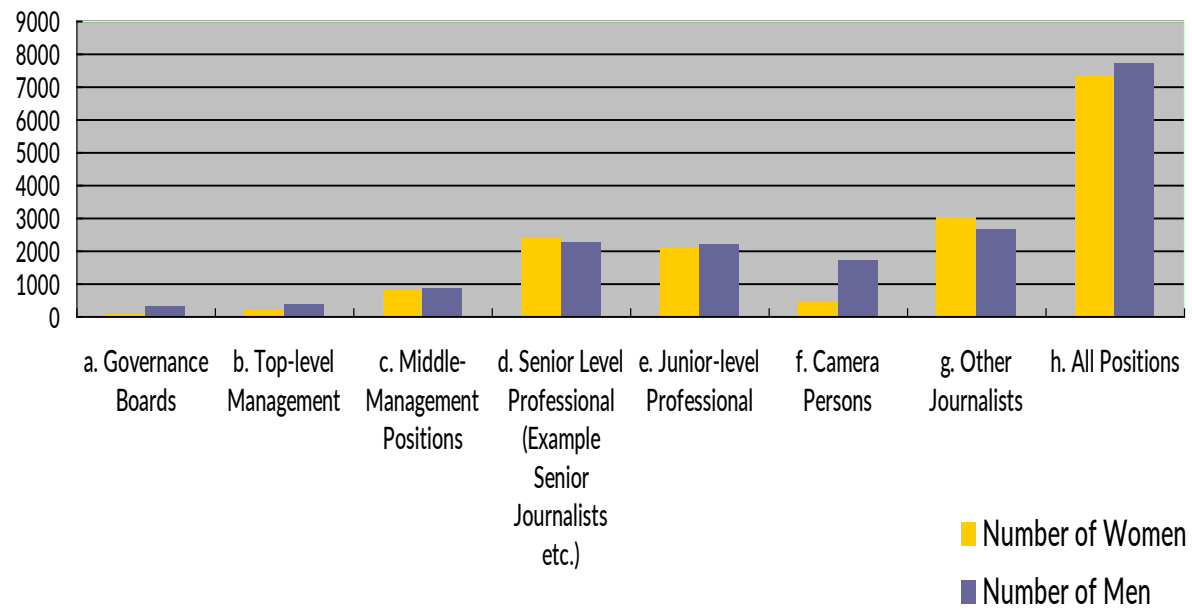
✓ Among 27 countries, 12 countries have provided verifiable references to relevant policies and/or strategies.



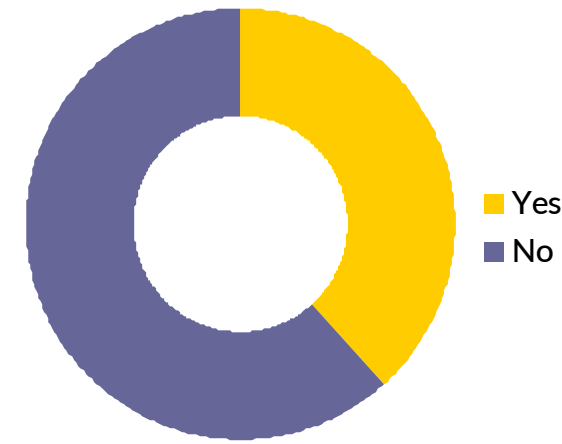
✓ Among 10 countries that answered “Yes”, 8 countries have provided verifiable references to relevant media regulations.



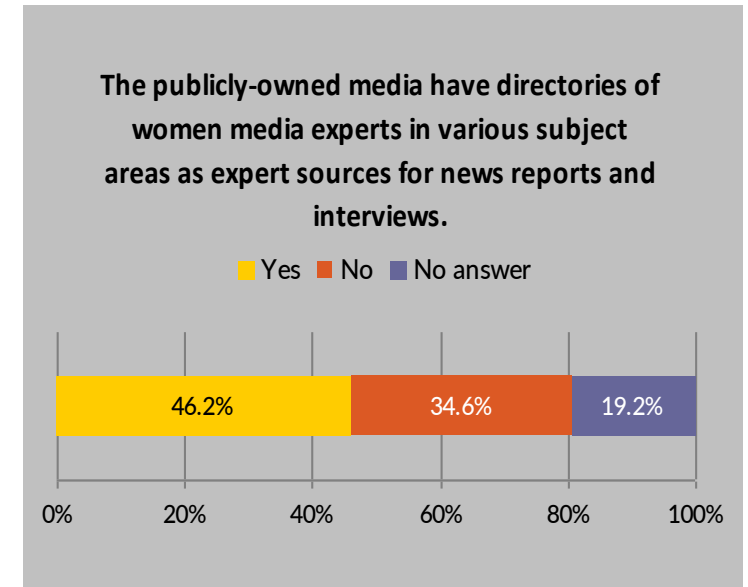
## The appropriate number of women and men working in publicly-owned media for each position level below



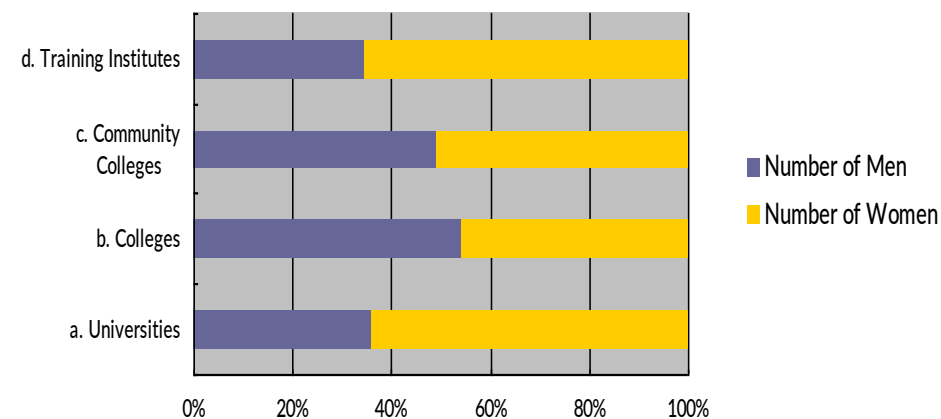
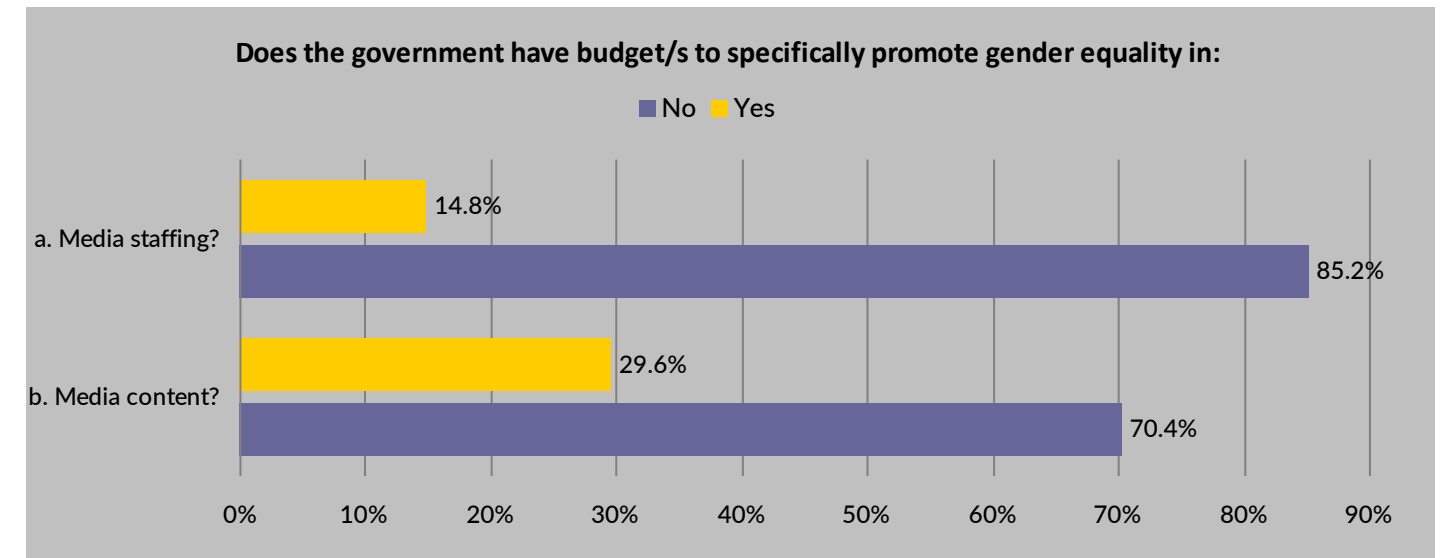
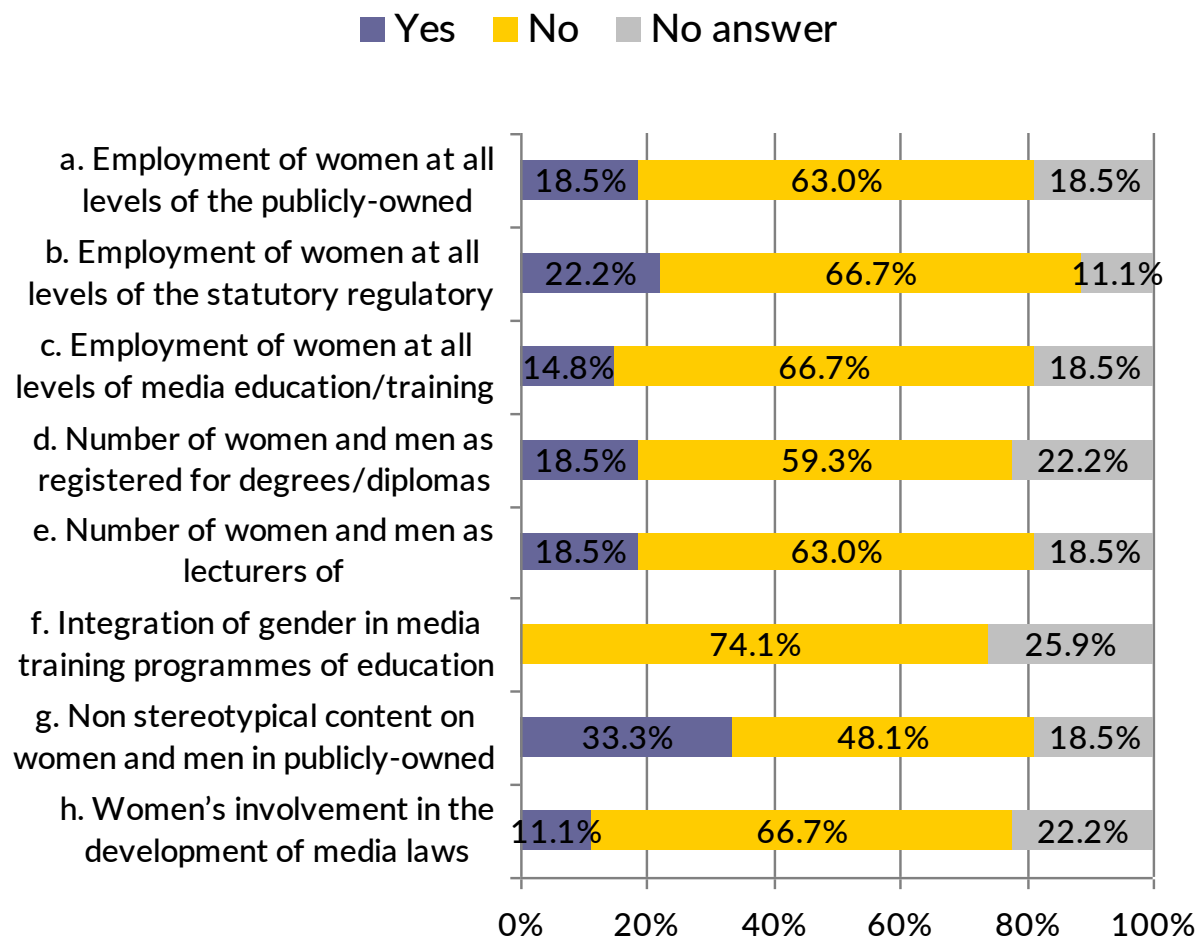
Government has a policy to encourage gender-related research with public funds, and this policy includes the field of gender-media issues.



The publicly-owned media have directories of women media experts in various subject areas as expert sources for news reports and interviews.



## At least once in the past three years, authorities have monitored the following gender-media issues



Government has a policy to encourage gender-related research with public funds, and this policy includes the field of gender-media issues.