Gender and Media: Getting the Balance Right
ABU at a Glance

• Non-Profit Professional Union of 215 Members in Asia, Pacific & around the globe
• 48 years experience in media development
• Active network of public & private channels with well-established annual forums
• Potential to reach 3.5 billion audiences
• Some 300 projects per year
• Cultural Diversity

Many Best Practices in gender related issues among Asian broadcasters
• Media Development as accelerator of Social Development

• Media Development – a key factor in achieving Gender Equality
• PSB and nation-building and development

• Increased responsibilities of PSBs in the new digital age

• PSB role for advancing gender equality

• Ratings v Social Responsibilities
Restraining Forces in Gender Equality in Media

- Women & Girls under-represented in portrayal & employment in media & media management
- Unfair stereotyping of women
- Talent of women not properly utilized
- Society is not accurately represented
- Lack of capacity to report on gender more broadly/not enough trained women journalists
- Lack of media related education in gender issues and women empowerment through media
Driving Forces in Gender Equality in Media

- Increased level of education among women
- Women are determined to claim their rights
- Public awareness is on a rise

- Growing population of young people – well educated and demanding

- Political will is on a rise - more countries to introduce gender sensitive policies
Gender Smart Broadcasters: Professional Case

- Engaging with audiences
- Realizing fully workforce potential
- Connecting with workplace engagement
- Leading with gender equality
Gender Smart Broadcasters: Professional Case - Action Required

- Developing and implementing organization-wide gender equality policies
- Opening on air national dialogue/debates on social, cultural, political benefits of gender equality
- Involving women in decision – making process of the society
- Establishing local institutional based capacity building in media gender related topics
The ABU Journey in future in partnership with UNESCO

- Broadcasting For All: Focus on Gender

- Mainstreaming Gender in Broadcasting in 8 broadcasting organizations to implement GSIM in organizational policy and programs

- 12 more projects in 12 countries in the next stage of project
The Road Ahead: GSIM

- Translate GSIM into the organizational environments through individually tailored consultancy & Action Plans
- Develop training tools based on the GSIM for programs
- Champion best practice examples of gender sensitive programming

Involve all ABU members in Gender Mainstreaming initiatives
Key Factors For Success

• Tailored approach to cater for cultural, social, regulatory & legal differences
• Organization-wide implementation with ongoing training for women & men
• Bringing men into the equation to be part of the solution
• Allocating human & financial resources
• Introducing champions of gender equality
• Awards/recognition for progress
How we do it?

- Advocacy to ABU members
- Helping members to develop gender sensitive internal policies and guidelines
- Capacity building for media professionals
- Engaging civil society groups in training partnerships
ABC Gender Strategies

Management

family/flexibility provisions

Extensive work

Operations Group Mentoring Program for Women

Sports Broadcaster Internships

Broadcast Technology Scholarship

Women

TV Project

http://www.abc.net.au/news/abcnews24/about
Kalyani – DDI, India

- Edutainment program for health education with 10 years history
- Recognized by WHO as one of 15 top global innovations that advance women’s and children’s health
- The format is easily adaptable to other countries and themes