How to position gender equality and women’s empowerment at the heart of IPDC?

Women Make the News Thailand
Misako Ito, UNESCO Bangkok
GENDER-SENSITIVE vs GENDER-TRANSFORMATIVE

- **Gender-sensitive** – The activity identifies the existing inequalities between women and men but does not make any effort to address them.

- **Gender-transformative** – The activity identifies not only the existing inequalities but also the underlying factors, AND formulates policies and initiatives which challenge existing discriminatory policies and practices, and influence radical change in societies.
WOMEN’S VOICES IN THE MEDIA OF ASIA-PACIFIC
International and regional commitments towards gender equality, including in the media in Asia-Pacific

- **1995 - The Beijing Platform for Action** adopted at the UN 4th Conference on Women
  - **Strategic objective J.1.** Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication.
  - **Strategic objective J.2.** Promote a balanced and non-stereotyped portrayal of women in the media.

- **2003 - The 47th session of the UN Commission on the Status of Women**
  - **Outcome document** highlighting the participation and access of women to the media and ICTs as key instruments for their empowerment

- **2013 - UNESCO Global Forum on Media and Gender in Bangkok**
  - Final statement of commitment
  - **Global Alliance on Media and Gender (GAMAG)** - 478 partners and Asia-Pacific Broadcasting Union as the vice co-chair of the International Steering Committee

- **2014 - Asia-Pacific Conference on Gender Equality and Women’s Empowerment: Beijing+20 Review in Bangkok**
  - Adoption of the **Asia and Pacific Ministerial Declaration on Advancing Gender Equality and Women Empowerment**
Global Monitoring Report 2015

- Only around 1 out of 4 people heard or read about in the news is a woman

Inside The News: Challenges and Aspirations of Women Journalists in Asia and the Pacific

- Women in media most commonly depicted as ‘victims’, ‘family figures’ or ‘sexual objects’
IPDC project - Review of the Thai PBS internal policies based on GSIM

- Assessing gender sensitivity in Thai Public Media based on GSIM
- Two gender equality seminars for senior executives and media practitioners
- GSIM manual tailored for Thai PBS:
  - Gender balance at every position level
  - Clear policy against sexual harassment in the workplace
  - Development of ethics codes including gender dimensions
“(Featuring women voices in the news) has been a problem for me too. I went to a training where we learned to have diverse and more female sources to quote from. Since then, I made it a mandate to have at least one female voice in all of my articles. But sometimes when the topic has few experts in the area, I have no choice but to choose a male.”

Testimony of a Thai female reporter
Project Women Make the News Thailand

Online database of Thai women experts/leaders for journalists

- To directly link the journalists with the women voices they may struggle to find
Offer a concrete tool that journalists can use to feature more female sources

Promote greater visibility of female Thai experts in the media

Encourage greater participation of women in society
KEY FEATURES

User friendly web portal

250 profiles of Thai female experts

All contents in English and Thai

Reflecting the diversity of women expertise

Focus on ‘male dominated’ fields of expertise
KEY PRINCIPLE OF DIVERSITY

WHO IS AN EXPERT?
Researchers, academics but also advocates, community leaders etc.

DIVERSITY...
...professional sectors: private sector, research, grassroots communities, public institutions...
...geographic area: Bangkok, province, abroad
...generations: senior and junior experts
PARTNERSHIP WITH THE MEDIA

- Thai PBS
- National Broadcasting and Telecommunication Commission
- The Nation Group
- Bangkok Post
- Thai Journalists’ Association
- Southeast Asian Press Alliance (SEAPA)
FEATURED EXPERTS

KAMOLRAT INTARATAT
CCDKM
ICT4D

"It is a fact that in many countries, particularly in developing countries, the media is still dominated by men. Most strategic positions in the mainstream media are handled by men. Such a condition affects the content of media that represent men’s voices rather than women. Therefore, gender inequality in the media will keep gender bias and ignore women’s voices."

Wisnu T. Hanggoro, Journalist, Southeast Asian Press Alliance (SEAPA)
POSITIONING GENDER EQUALITY AT THE HEART OF IPDC

**Capacity-building**
- Media trainings for women experts
- Leadership trainings for women journalists

**Standard Setting & Policy Making**
GSIM but also appointment of gender adviser in media outlet and editorial team

**Research**
- Assessments based on GSIM

**Monitoring**
- Gender representations in the media

**Coalition Building**
- GAMAG but more at the local level - Cooperation between journalist networks and professional women networks

**Awareness Raising**
- Women make the news but more at the local level - Joint campaign
Thank you for your attention!