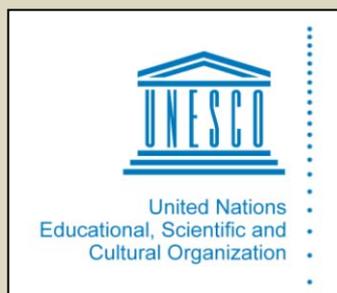
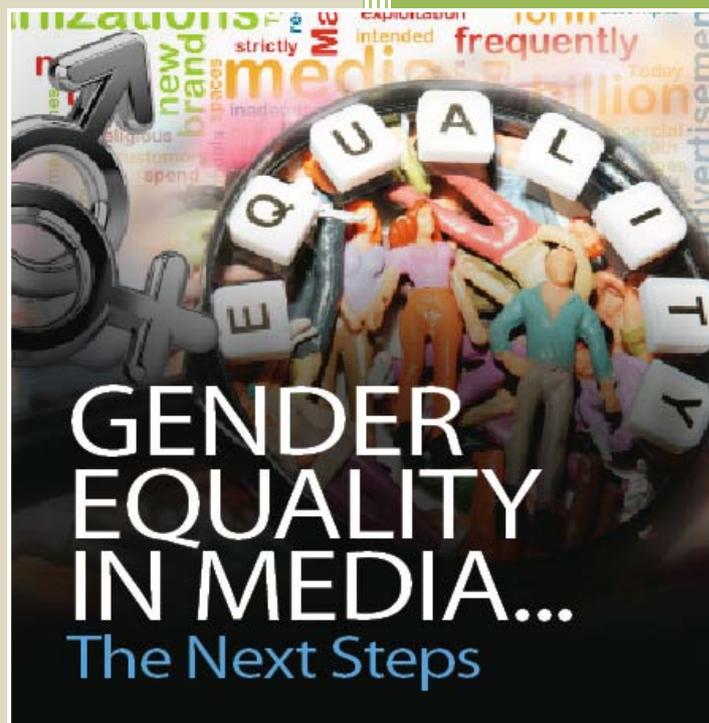


Towards a Global Alliance on Media and Gender

Global Forum on Media and Gender
2-4 December 2013
Bangkok, Thailand
Concept Note



Global Forum on Media and Gender (GFMG)

Concept Note

Background

For the media to produce coverage that is complete and diverse, it is critical that media content reflects gender balance and avoids stereotypes. All journalists, both female and male, can play a role in creating an enabling environment for promoting gender equality and eliminating gender-based stereotypes in and through media.

The Global Forum on Media and Gender will address gender equality and women empowerment in and through media.

This initiative is related to one of UNESCO's global priorities, namely Priority Gender Equality. It will articulate a systematic follow-up to the Beijing Declaration and Platform for Action, "[Women and the Media Diagnosis](#)", and its strategic objectives:

- [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.¹

Twenty years after the last women's summit took place in Beijing, a Global Conference on Women will be organised by the United Nations in 2015. It is intended that the discussions at the Global Forum on Media and Gender will feed into the 2015 Conference.

In addition, the Forum seeks to contribute to the third Millennium Development Goal (MDG) on "Promoting gender equality and empowering women". The issue is important to the Post 2015 development agenda: According to the United Nations' thematic consultation, *Addressing Inequalities - Post 2015 Development Agenda*, "Gender-based discrimination and the denial of the rights of women and girls, remains the single most widespread driver of inequalities in today's world."

While there is much more to be done, there is nascent but noticeable progress toward gender-sensitivity in media. Addressing these challenges through global co-operation can lead to agreement on common values, standards and actions. Examples of areas that could benefit from consensus: How to measure gender-sensitivity in media content? Is there a common understanding of what a gender stereotype means? Are there common methodologies? How can the momentum for change be enhanced?

Aims

The Global Forum on Media and Gender aims to contribute to gender equality and women's empowerment by improving the coverage of issues affecting women, and increased female representation in media leadership and staffing.

¹ <http://www.un.org/womenwatch/daw/beijing/platform/media.htm>

Objectives:

In general, the Forum will:

1. Foster worldwide stock taking and debate, including challenges faced by international, regional and national programmes on gender and media;
2. Provide training and encourage the sharing of experiences;
3. Host a high level session to design a “Global Alliance on Media and Gender” that can work on the “Women and Media Follow-up” of the Beijing Declaration and Platform for Action;
4. Stimulate global online debates;
5. Facilitate citizens’ media dialogue on gender equality.

Who should attend the Forum?

Over 400 participants are expected to attend the event.

Key partners will include:

- Broadcast and Print Media (public service broadcasters, corporate and community media)
- Journalists’ Unions and Associations
- Media Self-Regulatory Bodies
- Universities and Journalism Training Institutions (Including Media and Gender Chairs)
- Civil Society Groups working on gender equality and women’s empowerment
- Governments (entry point through national gender policies and strategies)
- UN Agencies and International Development Agencies/Organisations (including prospective donors)

Overall Strategic Approach

The Forum will be organised through a multi-stakeholder approach. Critical measures will be taken to safeguard the ownership, rights, interests, opportunities, needs and participation of the key partners and beneficiary groups. Key among these are: 1) requesting key stakeholders to form regional committees and lead regional caucuses during the forum; 2) encouraging stakeholders to set up regional chapters of the Global Alliance on Media and Gender; and 3) facilitating open dialogue between the media and civil society groups working on gender and media issues.

The Global Alliance is envisaged as a multi-stakeholder group of partners agreeing to combine efforts, and resources where necessary, to promote gender equality and women’s empowerment in and through media and to promote citizens- media dialogue. The Alliance would have multiple strands and could possibly include: 1) a donor framework; 2) media partnerships including broadcast and print unions/associations, journalists’ associations (international network of journalists on media and gender), self-regulatory bodies, and community media; and 3) partnerships on gender mainstreaming in journalism education globally and 4) endorsements of governments.

The exact operational structure will be debated at the Forum. UNESCO and partners will continue to facilitate pre-discussion through a series of online debates, building on the first of these that was held during the recent Women Make the News 2013.

Some of the issues to be addressed at the Forum

1. What functions can the Global Alliance on Media and Gender be expected to perform?
2. What structure should it take to effectively perform such functions?
3. Where such a structure should be housed?
4. What sustainability arrangements will serve such a structure?
5. What are two priority activities that the Forum should undertake?
6. What should be the Forum's programme of activities for the next two years?

UNESCO and partners would convene a meeting of the Global Alliance after three years to assess progress. At the same time, UNESCO will partner with the Alliance as a means to propagate work in this field and as a lead UN Agency involved in follow-up to the Beijing Strategic Objectives on media.

Stakeholders who cannot attend the Bangkok Forum physically will be able to participate via the Internet, including live streaming and feedback.

Key themes to be addressed during the Global Forum on Media and Gender

- 1) Gender-sensitive policies and strategies in media (particularly public service broadcasters, government-controlled media, private, and community radios – including those online)
- 2) Gender mainstreaming in journalism education
- 3) Safety of women journalists online and offline
- 4) Media and information literacy and gender
- 5) Reporting on issues affecting women including gender-based violence, women in conflict and post-conflict situations
- 6) Media, legal and regulatory frameworks and national gender policies/strategies
- 7) Facilitate citizens' media dialogue on gender equality
- 8) Freedom of expression and regional and global trends: the gender dimensions.

A stepping stone to the future:

This event is not a once-off discussion, but the beginning of a global movement in the form of the Global Alliance for Media and Gender.

For example, follow-up to the Forum will be strategically linked to World Radio Day 2014 and Women Make the News, 2014.

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