



February 29, 2008

Dear Ms. Panevska,

It is exciting to learn that UNESCO is once again organizing *Women Make the News 2008* on March 8 to mark the International Day of Women. The World Association for Christian Communication (WACC) fully supports this initiative.

As you have rightly underscored, the results of the Global Media Monitoring Project (GMMPs) conducted in 1995, 2000 and 2005 found little positive change in selected indicators of gender bias in news media. In the context of news-making, in news content and in journalistic practice, gender bias and negative gender stereotyping have persisted throughout the ten-year period. The GMMP of 2005 in particular found that women are dramatically under-represented in the news; only 21% of news subjects are female and women's voices are rarely heard in topics that dominate the news agenda.

The theme of *Women Make the News 2008* '**Women's Untold Stories**' draws attention to and at the same time challenges the gender inequality so pervasive in all facets of media. We encourage female journalists and media organisations to participate in this important action.

In solidarity with UNESCO, WACC will circulate information about *Women Make the News 2008* to our global network of communicators and gender and media activists. The information will be posted on our website as well.

We also plan to re-launch our publication *Media & Gender Monitor* (MGM) on March 8, 2008. Our work since the GMMP of 2005 has focused on training for advocacy for gender balanced media and will be the theme of Issue No. 18 of MGM. This Issue will be published online at [http://www.waccglobal.org/wacc/publications/media\\_and\\_gender\\_monitor](http://www.waccglobal.org/wacc/publications/media_and_gender_monitor). A copy will be uploaded on the campaign website in solidarity with *Women Make the News 2008*.

Sincerely,

A handwritten signature in black ink that reads "Randy Naylor". The signature is fluid and cursive, with the first name "Randy" being larger and more prominent than the last name "Naylor".

Rev. Dr. Randy Naylor  
General Secretary  
World Association for Christian Communication