# SETTING THE GENDER AGENDA FOR COMMUNICATION POLICY

New proposals from the Global Alliance on Media and Gender

UNESCO Series on Journalism Education

UNESCO United Nations Educational, Scientific and Cultural Organization

IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

GAMAG Global Alliance On Media And Gender

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FOREWORD

It is sometimes said that talk is cheap, and that what really counts is action.

But words are not always cheap. People often pay a high personal cost for what they say – including when they dare to speak out in favour of gender equality.

Such high-cost speech is especially valuable in the face of other kinds of speech, which are unfortunately increasingly common, where words (and images) incite and normalise discrimination and violence against women and girls.

This is why the Position Papers in this book dealing with key policy issues are so vital. They constitute brave statements in a difficult climate. Every voice in favour of gender equality matters, and the ones featured here have the power to help change society.

Even without action, words are key components for progressive norms. Without them there is no beacon for policy to aspire to, nor a standard to use for assessing practice.

The contributions to this book help precisely to illuminate the beacon we need. They signal how we can benchmark what is happening on the ground.

To the extent that the words in these Position Papers also serve a purpose of "preaching to the converted", let's recall that it is always important to strengthen morale. And at the same time, the contents in these pages go further than inspiration and reinforcement.

The contributors systematically, and holistically, unpack a range of dimensions – each and every one of which is relevant to the quest for Sustainable Development Goal (SDG) 5 for the world to "achieve gender equality and empower all women and girls".

The deadline for humanity to get to this milestone is 2030, and much remains to be done.

This is why UNESCO continues to champion gender equality as a global priority in all its work. It is also why the Organization's specialised media development programme, the International Programme for the Development of Communication (IPDC), has co-funded the production of this book.

It was under the leadership of the then IPDC Chair, Albana Shala, in 2017, that funds were allocated via a financial contribution from The Netherlands. That support led to an international joining of forces inside the Global Alliance for Media and Gender (GAMAG) to identify the topics and commission the experts to deliver the Position Papers. GAMAG is the result of an initiative of UNESCO that now has a life of its own. See gamag.net

In producing the contents of this book, many of the authors took part in sessions at the Commission on the Status of Women at the UN General Assembly in March 2018. Besides impacting on the talks and their outcomes, the collective also convened a special panel to present their drafts and gain peer feedback.

The Position Papers that now see the light of day show us how to tackle the gaps between fine-sounding policies and actual practices, between words and implementation.

What they show is that if implementation is flawed, then there may have been flaws in the basic policy – due inter alia to knowledge gaps that led to substantive obstacles being overlooked. This insight, along with others in the Papers, helps us to bridge talk with action.

This is because we have here a resource that unpacks the complexity and thereby allows for strategic policies and programmes to be effective in advancing gender equality in media and through media (including social media). Governments, companies, NGOs, academia, individuals all have a huge contribution to make – together and in the space of their own efficacy. No single actor can do it alone in these digital times. For its part, UNESCO has undertaken many actions to support the quest for gender equality in and through media (see Appendix to this book). Amongst other initiatives, UNESCO created

and has promoted worldwide the Gender Sensitive-Indicators for Media (GSIM) to help produce knowledge for change.

A significant step was taken in 2018 when the IPDC gave the green light to new UNESCO indicators to assess the Internet. This is a framework with strong gender considerations throughout.

Called the Internet Universality Indicators (IUIs), this framework complements the Position Papers here. It opens up the doors for gender-sensitive analysis, on a per country-basis, of the most influential communications facility of our era.

In this way, both the Position Papers, the GSIM and the IUIs hold the promise to empower us to understand fast-moving digital developments.

Together, they can provide the knowledge for words to be a springboard for action. For designing information and communications policies that work – for governments, in companies and other institutions, and even for and by individuals.

Policies that help to realize SDG 5 – and SDG 16 target 10 which calls for "public access to information and fundamental freedoms".

This is our opportunity to help ensure gender equality in public access to information and fundamental freedoms. If we fail, sustainable development fails.

Guy Berger
Secretary of IPDC

GMMP: Global Media Monitoring Project
VAW: Violence Against Women
VAWG: Violence Against Women and Girls
UNESCO: United Nations Scientific, Educational and Cultural Organisation

PREFACE

The global media landscape has evolved dramatically in the more than twenty years since the Fourth UN World Conference on Women (Beijing, 1995) was held, when media were recognized as critical for the advancement of women and the achievement of equality between women and men.[1] Section J of the Beijing Platform for Action underlined several issues, among them, gender bias in media organisations, degrading and suggestive pornographic media images of women, and the unexploited potential of information technology for women's progress. At the time, less than one percent of the world's population was online, while presently, approximately 50 percent[2] have access to the Internet. Of these, three quarters are active on social media platforms[3] that have emerged since the beginning of the millennium. Seven out of 10 people[4] today own a cell phone capable of transmitting instant messages or connecting to the Internet. Online media content reproduces the exclusion and ghettoization of women – characteristic of traditional media forms – within the media product and in the comments and responses of new interactive audiences.[5] While the number of women working in media and communications has increased more broadly, their presence in top management remains negligible. For instance, only six of the 100 largest international media corporations in the world had female CEOs in 2017.[6]

Since the dimensions of the women and media experience were reflected in the Beijing Platform, transformations, and corresponding and emerging gender issues

[1] *Beijing Declaration and Platform for Action, 1995*
[2] *International Telecommunication Union, 2017*
[3] *We Are Social & Hootsuite, 2018*
[4] *GSMA, 2018*
[5] *The New York Declaration, 2017*
[6] *Edström & Facht, 2017*

of the last two decades make it important to take stock and suggest a way forward if intervention strategies on media and information and communication technologies (ICTs) are to be relevant. Thus the position papers in this collection, which emerged out of conversations on the need to update the issues arising since Beijing, while at the same time make a case for the centrality of media and ICTs for gender equality and women's rights' struggles. That the Commission on the Status of Women resolved to discuss the media and ICTs theme at its 62nd session (CSW 2018) made the development of these papers even more pertinent.

Organised in four sections, the papers present the salient issues respective to the facet under discussion, the evidence on progress, persistent gaps and emerging concerns, good practice examples, and authors' recommendations directed primarily at media organisations and relevant State bodies.

Rooted in holistic and intersectional principles, the papers provide ideas for various stakeholders to respond to urgent needs. These include research to inform policy; promoting regulatory and auto-regulatory mechanisms at national, regional and international levels, implementing frameworks for algorithmic transparency, incorporating methods such as third party audits, promoting media and digital literacy programmes with a gender component that specifically focuses on building the information and media literacy of women and girls, and encouraging efforts by women's organisations in using digital media and online spaces to amplify their stories ensuring safe conditions for women journalists and professionals in media and telecommunications corporations and organisations, and tackling online and offline gender-based harassment and violence, and immunity from the law.

Section I considers media policy, structures and employment. Padovani argues that despite prescriptions since Beijing for media policies that empower women and normative frameworks for gender equality in the media, recommendations to review existing policies and to strengthen self-regulatory mechanisms and codes of conduct are still not a priority for governments, media companies, international organizations and the research community. Tracing the legacy of policy-related recommendations,

the paper provides theoretical insights and operational inputs towards making policy development a priority. Byerly contributes an analysis on gender representation on boards of some media conglomerates around the world to conclude that women are peripheral to control of and benefit from the world's communication companies. She offers recommendations that address women's relationship to media structures and argues for the need to develop policy frameworks that include gender equality requirements. Discussing media employment, Ross underscores the gender gaps in career advancement, remuneration and leadership positions in the industry, citing workplace cultures and practices as some of the contributing factors. She suggests that enlightened media employers understand both the ethical and the business case for gender diversity given the steps taken to implement policies and practices which nurture the talent of their whole workforce. Valdéz, Quintero, Farbman, Montiel and Chávez analyse the access and participation of women in community and indigenous media.

Section II covers the longstanding historical issues of both the misrepresentation and under-representation of women in media content, and the epidemic of violence against women (VAW) in and through media and ICTs that has entered into everyday public discourse in the recent past thanks to the #MeToo movement. Macharia contributes insights drawn from the longitudinal Global Media Monitoring Project (GMMP) study that has followed gender patterns in the world news media since 1995, arguing that the power to change rests with governments, the media and ordinary audiences. Three papers discuss Violence Against Women in media and ICTs. Vega Montiel analyses the role media and ICTs have played in reinforcing the normalization of violence against women and girls in contents. Posetti and Storm call attention to the violence against women journalists online and offline. Ran offers a view on gender-based violence from a journalists' trade union perspective and includes labour organizations' recommendations on tackling violence in the workplace.

A utilitarian perspective has reigned in most debates on gender and ICTs with emphasis on the role that the latter can play for women's empowerment. Left out

of such discussions are concerns about Internet media monopolies, algorithms, surveillance, trolling and other questions that impact women disproportionately. In Section III, Gurumurthy, Vasudevan and Chami offer a feminist perspective on these and other digital sphere issues, underlining actions for global organisations, governments and civil society.

In Section IV, the UNESCO University Network on Gender, Media and ICTs discusses education as a strategic domain to advance gender mainstreaming in communication and journalism curricula. The Network posits that gender mainstreaming is a necessary part of the process if the gender equality gaps in training institutions and the media industry are to be addressed.

Three case studies are presented: On broadcast media regulators as gender equality drivers based on the Moroccan High Authority of Audiovisual Communication experience (Lemrini Elouahabi), on gender integration in African media (Faye) and on sustaining women-led community media in the Pacific (Rolls).

The papers reflect the diversity of voices within the Global Alliance on Media and Gender (GAMAG), with many of the authors linked to organisations from both the global south and north that lead the debates on the international stage. This collection demonstrates GAMAG's commitment to link with the international community to advance gender equality in and through the media and ICTs.

Aimée Vega Montiel and Sarah Macharia, Editors

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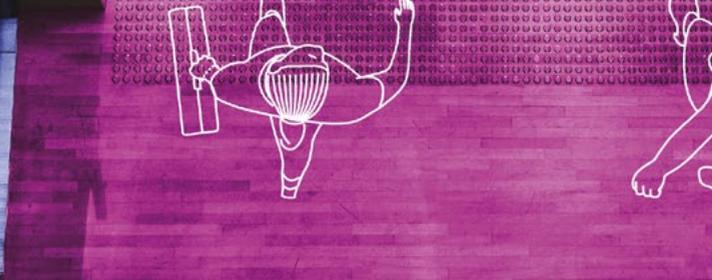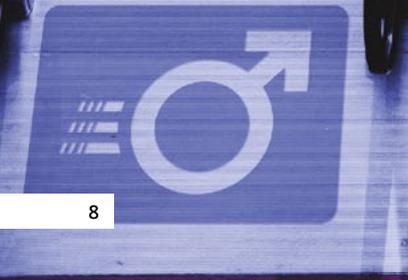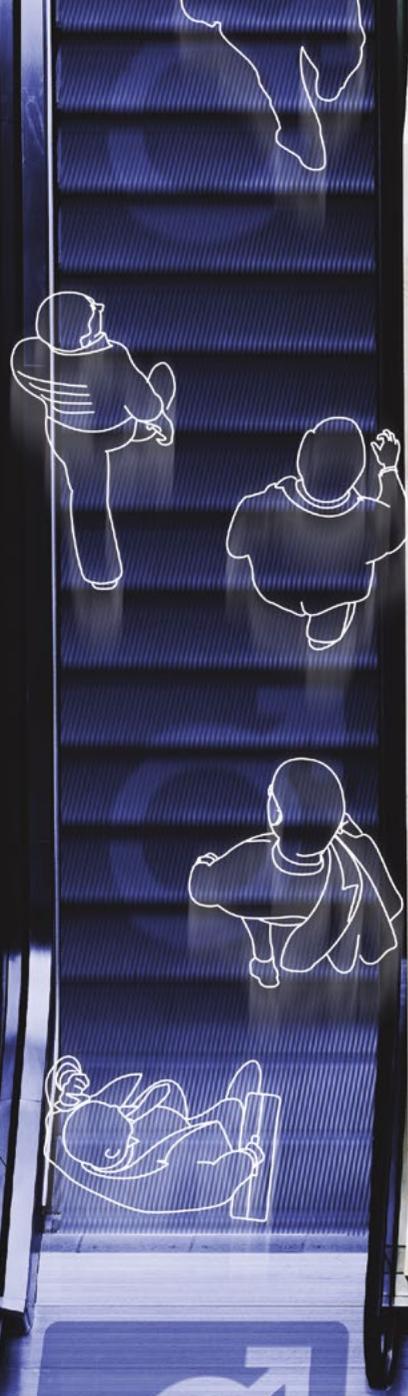
SECTION I.
Media Policy, Structures and Employment

1. The Challenge of Mainstreaming Gender Through Media and ICT Policy and Regulation

Claudia Padovani [7]

INTRODUCTION

Many initiatives and advocacy interventions have been implemented over the years to address gender inequalities in the media, but unless those efforts are properly embedded within policy frameworks and agreements, their effects are likely to be scattered and their impact is likely to be weakened.

Developing gender aware policies for the media has been indicated since the UN Beijing Fourth World Conference on Women (1995) as one of the steps to be taken to meet the goals of Section J of the Beijing Platform for Action those of promoting equal access to the media and decision-making (J1), and eliminating gender stereotypes in media content (J2). Section J clearly stated that governments and other actors are called upon to promote 'an active policy of mainstreaming of a gender perspective in (media) policies and programs' (par. 237) and should support research that reviews existing media policies (par. 239.b). The document

also encouraged 'the participation of women in the development of professional guidelines and codes of conduct or other appropriate self-regulatory mechanisms to promote a balanced and non-stereotypical portrayals of women by the media' (par. 241.d), while also calling for media organizations themselves to 'elaborate and strengthen self-regulatory mechanisms and codes of conduct' to comply with the objectives in Section J (par. 236 and 244.a/b).

During the 2003 Commission on the Status of Women, participants highlighted that the lack of, or insufficient attention to gender perspectives in media and communication policies needed to be addressed. The Commission indicated, as a very first recommendation for action, that of ensuring "women's early and full participation in the development and implementation of national policies, legislation, ... strategies and regulatory and technical instruments in the field of information and communication technologies (ICT) and media and communications". It also urged stakeholders to create adequate "monitoring and accountability mechanisms to ensure implementation of gender-sensitive policies and regulations as well as to analyse the gender impact of such policies" (par. 4a). Furthermore, the Commission recommended the constitution of partnerships, to develop 'self-regulatory gender sensitive guidelines for media coverage and representation, for public and community media to work in support of gender equality' with a specific reference to the need to provide financial resources and other support measures to this end (per. 4e), including resources to support research to 'review existing media and ICT policies' (par. 4f).

More recently, the centrality of codes, policies and governing arrangements in combating persisting inequalities has been reaffirmed in international initiatives, including the Global Alliance for Media and Gender (GAMAG) and its Research and Policy Committee; the UN Women Global Compact 'Step it up for gender equality in the media'; the UNITWIN University Network for Gender Media and ICT, as well as by a number of advocacy and scholarly contributions to the debate (UNESCO/IAMCR, 2014).

At the same time, attainment of the Sustainable Development Goals, in particular Goal 5 – Gender Equality – but more broadly the comprehensive set of

SDGs, requires serious consideration of the necessary normative frameworks to be put in place, at all levels, from the local to the global in order to make gender mainstreaming a reality in the media and ICT sector.

Evidence shows that, as of today, these recommendations have not been prioritised in practice by governments, international and regional organizations, and media companies as well. Thereby, scrutiny of the interplay between gender, politics, and media policies remains crucial: (a) to develop necessary knowledge on the contradictions and structural problems that prevent gender equality from becoming a reality in the sector, and (b) to elaborate sound policy proposals that are needed to foster actions aimed at redressing persisting inequalities.

Therefore, the GAMAG calls for multi-stakeholder efforts to elaborate, adopt, foster and monitor gender-aware media and ICT policies and normative frameworks at organizational, national and international levels.

EVIDENCE

Feminist researchers have engaged with supranational fora - such as UNESCO and the World Summit on the Information Society (WSIS), the Internet Governance Forum and others - denouncing the low level of attention for gender concerns in the formulation, implementation and evaluation of international normative frameworks for the media and ICT, as well as in policy venues where relevant debates took place (Gallagher, 2008, 2011; Jensen, 2008, 2010; Droussu and Jensen, 2005; McLaughlin and Pickard, 2005; Gurumurthy and Chami, 2014).

A number of policy-related studies of media gender inequalities with a regional focus – from North America (Beale, 2002; Shade, 2014) to Europe (Sarikakis and Nguyen, 2009; Padovani, 2016; Ostling and Nenadich, 2017) and Latin America (Chaher, 2014) – highlighted very limited commitments towards the Beijing Platform for Action policy recommendations. In the European Union, the European Commission, the Council and the European Parliament have often addressed these

problems on the basis of contrasting priorities (Ross and Padovani, 2017); while 'soft policies' – essentially non-binding, self-regulatory measures – e have mostly been adopted at the level of media organizations (Sarikakis and Nguyen, 2009; EIGE, 2013). In the Southern African Development Community (SADC), consistent regulatory mechanisms have been put in place, but this has only been possible thanks to sustained nongovernmental advocacy (GenderLinks, 2017).

Looking at the national level, what emerges from the preliminary findings of a UNESCO Global Survey on Gender and Media (2016) is that only 35% of world governments have mainstreamed gender issues by integrating them in national cultural policies; while in 37% of cases, gender equality strategies do not even mention the role and accountabilities of the media in fostering change. Some positive developments have characterised recent Latin American communication laws - particularly in Argentina (Chaher, 2014; Justo, 2017) and Mexico (Vega Montiel, 2014) - and yet sustainability of the adopted measures over time is recognized as a major issue.

Shortcomings in gender mainstreaming have also been highlighted in relation to ICT policies: 'digital agendas' in Canada, India, the MENA region, Europe and Australia are all characterized by limited inclusion of gender concerns (Padovani and Shade, 2016); while Internet Governance as a space of policy discourse has been criticised for the limited degree of women's participation, the marginality of substantive women's issues addressed and the rhetorical nature of gender-relevant statements in formal provisions (Association for Progressive Communications, 2012; Doria, 2015).

Two major international projects have included a systematic focus on media organizations' internal policies and support mechanisms. The International Women's Media Foundation (IWMF) Global Report on the Status of Women in the Media (IWMF, 2012) showed that slightly more than half of the (500) companies surveyed have an established company-wide policy on gender equity. These ranged from 16% in Eastern European to 69% in both Sub-Saharan Africa and Western Europe (IWMF, 2012, p. 34). According to the European Institute for Gender Equality (EIGE) Report

on Advancing Gender Equality in Decision Making, only one quarter of the major (99) media organizations across 28 EU countries have a gender equality policy or code of conduct, and only one fifth have adopted an equality of opportunities or diversity policy (EIGE, 2013, p. 37; see also Ostling and Nenadich, 2017). Moreover, wide variations in the adoption of gender-related policies can be found both between and within the different regions.

Overall, the low level of adoption of media and communication policies and regulatory frameworks is highly problematic, especially if we consider the diverse functions these measures play. They are, in fact, crucial to expose and address inequalities in as much as they define principles and goals, and provide benchmarks to assess progress and change (Gallagher, 2011; 2017). At the same time, they contribute to the profound cultural transformation that is needed to achieve a redistribution of symbolic and material resources necessary overcome gendered inequalities (Chaher, 2014). Such measures can also contribute to guarantee sustainability over time of positive changes towards gender equality (Gallagher, 2011; 2017) when it is clear that progress is not a given and step-backs are always a possibility (WACC, 2015; Ross and Padovani, 2017).

Examples of good practice in the adoption of gender equality policies and support mechanisms, particularly by public service television, can be found in countries like Sweden, the UK, Spain, Austria and South Africa; and measures to enforce gender-equality in the audio-visual media have been adopted by independent regulatory authorities in countries like France and Morocco. However, even when media internal policies and national regulatory frameworks are in place, this is not a sufficient condition to produce better gender-responsive media outputs in terms of content, access and participation. Issues of implementation and sustained commitment, also through adequate funding and support mechanisms, remain challenges to make media and ICT gender equality a reality.

In this context, scrutiny of the interplay between gender, media and ICTs policies remains crucial to develop necessary knowledge on the contradictions

that prevent gender equality from becoming a reality in this sector. Structural and cultural barriers to equality need to be fully appreciated in their interaction with communication and ICT policy developments. Hence, more research that is focused, intersectional, transnational, and comparative is needed to gain a comprehensive understanding of how governing arrangements relate to gender equality in practice, and in different geo-cultural and socio-economic contexts.

RECOMMENDATIONS

Goal 5 of the Sustainable Development Goal states that "providing women and girls with equal access to education, health care, decent work, and representation in political and economic decision-making processes will fuel sustainable economies and benefit societies and humanity at large". What needs highlight is the centrality of gender-aware and gender-responsive media and ICT policies to the attainment of such goal; also in view of its crucial interplay with all other SDGs. In fact, the intersection of various dimensions of gender inequality have implications for the promotion of better educational, health and living conditions for women and men across societies; and this calls for the development of consistent norms, institutions, and governing arrangements that contribute to reducing gender inequalities, as well as ending other forms of exclusion and discrimination in contemporary knowledge societies.

Building on the above, the authors' **Recommendations** are :

GOVERNMENTS SHOULD:

• Ensure the full realization of gender mainstreaming in national communication governance. This implies a commitment to mainstream gender equality in national media policies and digital strategies, and also an explicit acknowledgement of the role and relevance of media and ICTs within gender equality strategies.

• Include in national media and ICT policy initiatives reference to fundamental principles, as well as indicate concrete and sustained measures to foster media

gender equality, through the involvement of gender expertise, organizing transformative gender training activities and developing monitoring and assessment mechanisms. Adequate resources should be made available for the implementation of such strategies.

• Promote a better understanding of the difficulties, challenges and opportunities of including gender equality principles and support measures in the media and ICT sector and its governance at the national level. This should be done through the conduct of comprehensive studies and analyses.

• Avail adequate resources for the conduct of research activities – at the national level and cross-national – to produce methodologically sound reviews of existing policy measures, and to elaborate evidence-based proposals for future policy interventions.

UN AGENCIES SHOULD:

• Make media and ICT gender equality a priority in the context of the 2030 Agenda for Sustainable Development, also through networking and strengthening existing international normative frameworks - from CEDAW to the Beijing Platform for Action to the final documents adopted at the 62nd session of the Commission on the Status of Women.

• In view of elaborating sound and sustainable programs to foster media gender equality at national and regional level, commit towards a global research plan, focused on media and ICT governing structures and arrangements across the world's regions. This would aim at better understanding to what extent and under what conditions public policy and regulatory interventions may produce/facilitate/ support the necessary change towards making the media and ICTs more gender equal. This research activity may be conducted in close collaboration with the GAMAG's Policy and Research Committee.

- In particular, UN Women and UNESCO should promote interdisciplinary and inter-sectorial policy-focused, multi-stakeholder encounters, aimed at exchanging information, knowledge and good practice. These should be organized on a regular basis and be institutionally supported, to create the conditions for an on-going dialogue between gender and media scholars, professionals and actors involved in the governance of communications, so as to develop the capacity to address the challenges deriving from future digital communication developments through adequate policy interventions, with a forward-looking gender mainstreaming perspective.

MEDIA INDUSTRY ORGANIZATIONS AND PROFESSIONALS SHOULD:

- Take steps to address the lack of formal adoption of gender equality policies, gender-related normative frameworks and support mechanisms.

- Integrate equality strategies (such as equality or diversity policies, parental leave policies, policies for return to job after maternal leave), including within self-regulatory measures (such as codes of conducts and guidelines).

- Accompany these measures with support mechanisms for monitoring (observatories and ad hoc units), evaluation (regular gender-assessment plans) and implementation. These measures are important for an equality ethos to be firmly embedded in each organization's operations, to favour gender-sensitive transformation in the organizational culture, and to give a clear signal that equality issues are taken seriously, thus fostering sustainability of gender-equal transformations over time.

CIVIL SOCIETY ORGANIZATIONS SHOULD:

- Continue promoting awareness and disseminating knowledge – transnationally and through collaborative initiatives – about the challenges and opportunity of gender equal media and ICTs, with a specific goal to foster the adoption of relevant

policies and mechanisms to address structural and cultural unequal power relations in the sector.

• Provide expert and diverse knowledge towards the formulation, adoption and implementation of policy measures – at the organizational, national and international levels – that will inform gender-aware media and future technological developments.

RESEARCHERS SHOULD:

• Further map out, critically investigate and analyse media and ICT policy measures and governing arrangements from a gender equality perspective. They have a crucial role to play in better understanding policy challenges in national contexts. Furthermore, they can harness the potential of existing international networks – like the GAMAG's Policy and Research Committee, the UNITWIN Network on Gender Media and ICT or the International Association for Media and Communication – to participate in transnational comparative projects.

• Should adequate resources be made available by governments and international agencies – as per the above recommendations – elaborate coordinated research plans for policy oriented investigation on media gender equality, including analytical frameworks, adequate multi-method approaches, and multi-level perspectives. These investigations may focus on the various aspects of policy-making processes, including: policy process and involvement of different stakeholders, discursive approaches to gender equality framing in media policy arrangements, the use and implication of digital technologies in policy development, and analyses of the implementation of gender equality policies.

RESOURCES AND GOOD PRACTICE

A collection of good practice related to media policies and normative frameworks for gender equality in the media is being created as part of an EU funded project:

Advancing Gender Equality in Media Industries (AGEMI).

The project is supported by the 'Rights, Equality and Citizenship/Justice' programme of the European Union and coordinated by Karen Ross (University of Newcastle, UK) and Claudia Padovani (University of Padova, Italy). The Resources Bank will feature good practice derived from a global survey and informed collection. It will be online by late 2018.

For further information, contact:
agemi.eu@gmail.com or claudia.padovani@unipd.it

• Further relevant resources concerning good practice gender-aware national policies, media organization's codes of conduct, and journalist unions' guidelines, can be found in the following collections:

• International/European Federation of Journalists (2012). *A Handbook on Gender Equality Best Practices in European Journalists' Unions.* Brussels: International Federation of Journalists (IFJ).

• WACC/IFJ (2012). *Resource kit for Gender-Ethical Journalism and Media House Policy.* Toronto/Brussels: WACC and IFJ.

• UNESCO (2012). *Gender-sensitive Indicators for the Media. Framework of indicators to gauge gender sensitivity in media operations and content.* Paris: UNESCO.

• European Parliament (2013). *Study on Women and Girls as subjects of Media's Attention and Advertisement Campaign: The Situation in Europe, Best Practices and Legislations.* Brussels: EP.

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- Also relevant is the experience of GenderLinks in the Southern African region. Policy focus on gender and media, and examples of good practices available here: http://genderlinks.org.za/what-we-do/media/policy/

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2. Gender Equality, Policy and Media Structures

Carolyn M. Byerly, Ph.D. [8]

INTRODUCTION

The convergence of traditional print, broadcast and cable with digital (computer) formats requires that we understand 'ICTs' (information and communications technology) to include the wide array of media used for personal, interpersonal, and mass communication in today's world. Women must have full access to these media, at ownership, employment and personal levels. This paper responds specifically to Goal Number 5 of the UN Sustainable Development Goals (SDGs) for 2015-2030. That goal is to Achieve Gender Equality and Empower all Women and Girls, and proposed target '5.b' specifically concerns the use of ICTs to promote women's empowerment.

However, having a greater ability to own and control media companies will also affect women's ability to benefit from other SDGs as well. Greater communication will enable them to: articulate their aspirations for greater peace and justice (SDG-16); to participate more actively in the expansion of industry and infrastructures (SDG-9), especially related to the communications sector in their respective nations; advocate more actively for clean water and sanitation (SDG-6), affordable and clean energy (SDG-7), ways to end hunger (SDG-2) and poverty (SDG-1); and to more actively purvey information about all of the many other issues related to sustainable development in which women's interests are firmly embedded.

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If the monitoring of media content over the last 40 years has shown anything, it is that women's right to be seen and heard has not progressed at the same rate as their real-life roles or their needs to fully participate in society. Since the 1970s, women have benefited from women's liberation movements and taken ever greater leads in business, education, politics, and public life. Yet, they are still unable to speak in their own self-interest in the news media of most countries – either as expert sources, or to articulate pro-feminist opinions (World Association of Christian Communication, 2015). Women are similarly under-represented in Hollywood films, which are viewed all over the world (Hunt, Tran, Sargent and Díaz, 2017). Regional studies show that women's voices and images are similarly marginalised in traditional, as well as new digital, media formats of both developed and developing nations (Byerly, forthcoming).

Much of the focus in both research and human rights groups has been on women's *access* to ICTs, with a particular concern with the digital divide between men and women. A moderate share of the concern has also been with *gaps in infrastructure* (i.e., availability) and with user issues, such as the dominance of English in web-based information (Annan, 2005). Therefore, this paper seeks to broaden attention on women's relationship to the *structures* of the industries that still thwart them from exercising their right to communicate. Structural relations are present and perpetuated in the macro-level of the media landscape and include finance, policy, and governance.

EVIDENCE

The right to expression was recognized as a human right by Article 19 of the Universal Declaration of Human Rights in 1948. Adopted by the United Nations' General Assembly, Article 19 states:

'Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers' (Article 19).

Yet current research shows women's difficulty in exercising that right to communicate within the industries. In media professions, they remain prevented from entering decision-making roles both within news and entertainment sectors (Byerly, 2011; Hunt et al., 2017, Lauzen, 2017; Ross and Padovani, 2017; Vega Montiel, 2012). As the Table 1 below illustrates, few women are allowed to accede to the prestigious role of policy-making exercised by boards of directors in large digital media conglomerates (Byerly, forthcoming). These companies provide both the infrastructure and content of the vast majority of all communication, the world over. They also control an enormous amount of wealth, wealth that their mostly male governors use to help elect pro-corporate legislators and to shape media policy in their favour.

TABLE 1: OWNERSHIP, WORTH AND GENDER REPRESENTATION ON BOARDS OF SELECTED MEDIA CONGLOMERATES IN LARGE MARKETS (CURRENT 2017)

Digital Media Company	What is owned (example of brands)	Also owns stake in	Market value (in billions, USD)	Number of women on board
Alphabet Google (USA)	YouTube, Android, Chrome, Nexus, Pixel, Blogger, Zagat, Google Search (and Gmail, Hangouts and other apps), Chrome, Nest, Verily, Waze		$553	1 (of 13), 8%

Digital Media Company	What is owned (example of brands)	Also owns stake in	Market value (billions, USD)	Number of women on board
Amazon.com, Inc. (USA)	Amazon Prime (and Cloud Drive, Web Services, Marketplace, Echo, Fire TV), Kindle, Audible, Twitch.tv, Washington Post		$388	3 (of 10), 30%
Facebook, Inc. (USA)	Face book, WhatsApp, Instagram, Oculus, Facebook Messenger, Internet.org		$371	2 (of 8), 25%
AT&T, Inc. (USA)	AT&T, DirecTV, Cricket Wireless, U-verse, YP.com (aka Yellowpages. com), Sky Brasil		$227	4 (of 13). 31%
Verizon Communications, Inc. (USA)	Verizon Wireless, Fios, AOL, Huffington Post, Engadget, TechCrunch, Terremark	Complex Media, Awesome-nessTV, Seriously TV, RatedRed. com	$198	4 (of 12), 33%

Digital Media Company	What is owned (example of brands)	Also owns stake in	Market value (billions, USD)	Number of women on board
Walt Disney Co. (USA)	ABC News, ESPN, Disney Channel, Walt Disney Studios, Pixar, Marvel, Lucasfilm, Disneyland and other parks and resorts	Vice Media, A&E, Lifetime, Hulu	$151	4 (of 12), 33%
Comcast Corp/ NBC Universal (USA)	Xfinity, NBC Network, MSNBC, CNBC, Telemundo, Bravo, USA Network, Universal Pictures, Universal Studios and other parks and resorts	BuzzFeed, Hulu, Eater, Recode, Flipboard, Slack	$146	2 (0f 12), 17%
Time Warner, Inc. (USA)	CNN, HBO, Warner Brothers Entertainment (also Records, Motion Pictures), TBS, TNT, NCAA.com, TMX.com, DC Comics	The CW, Hulu	$68	2 (of 9), 22%

Digital Media Company	What is owned (example of brands)	Also owns stake in	Market value (billions, USD)	Number of women on board
BCE (Canada)	Cable TV stations, specialty channels (Bravo, Canal D, Book TV, etc.), Bell Broadcast Radio group, wireless technologies.		$64	4 of 13, (31%)
Grupo Televisa (Mexico)	Broadcast TV stations, radio stations, Videocine film, Editorial Televisa publishing, Televisa Digital (Internet), Televisa Musica, football teams, Aztec stadium		$15	0 of 19 (0%)
Grupo Globo (Brazil)	Broadcast TV stations, Globostat channels, Radio Globo, newspapers, internet services, books and magazines, record labels, film production.		$4	0 of 7 (0%)

Digital Media Company	What is owned (example of brands)	Also owns stake in	Market value (billions, USD)	Number of women on board
Zee Entertainment (owned by Essel) (India)	34 TV channels, Zee Mundo (Spanish), production studios (Zee telefilms), music companies (Zee music), digital platforms, theaters, Reliance Broadcast Network, Big Magic, Big Gangsta, Big FM	Star Den, Den Networks, Zee Turner Ltd., 9X Media, INX Music	$110 million	1 of 8 (13%)

Media conglomeration characterises the great majority of the world's communication systems today where women are marginalized at decision-making levels, as has been shown. We may thus conclude that women are presently peripheral to both the control of, and related benefits from, the world's communication technology companies and what they provide. The salient question to pose with this realization is how will women become full participants in their societies if they cannot affect the telling of their own stories, if society does not see the wide array of images and roles they occupy, and people cannot obtain the information they need for societies advancement by addressing gender inequality?

Women have paid less attention to the national, regional and international policy governing communication systems than they have to more practical realities, such as information available (or not, within those systems) and access to jobs. There is little research to date on whether, and to what extent, gender equality figures in national level communication policies. Male scholars have avoided the subject for the most part, and both feminist scholars and activists have given it only minor attention (Gallagher, 2014). Yet, as Gallagher (2011) insists, any discussion of freedom of expression must ask, 'whose freedom, defined by whom?' (p. 457). It should not be defined, as it typically has, as men's right to utilize the profits of communication companies to secure their own economic and political power, or continue to omit and stereotype women in the content of their news and programming.

Despite the passage of international documents like the Beijing Platform for Action in 1995, with its Section J calling for gender equality in the media, or the Convention for the Elimination of Discrimination against Women (CEDAW), there has been little success in securing a place for gender and media concerns on the international agenda (Gallagher, 2011, p. 459; Ross and Padovani, 2013; Media Compact, 2015). The next frontier for media research and activism, therefore, is at national and international policy levels, something that gatherings of women, such as the annual U.N. Commission on the Status of Women meetings in New York City affords the opportunity to develop.

RECOMMENDATIONS

In order to respond to the points of GAMAG's position on women's relationship to media structures, it is essential to develop policy frameworks that incorporate requirements for gender equality, for mechanisms that enable those policies to function as intended, and for monitoring activities that assess progress and efficacy of those policies. The development of such policy frameworks will require the involvement and support of international governmental agencies and non-governmental organizations concerned with communication rights. Toward these ends, GAMAG supports the following recommendations:

GOVERNMENTS SHOULD:

• Adopt public policies that enable greater numbers of women to own media companies that serve both local and national populations.

• Fund academic and NGO projects to monitor media companies as regards gender equality in national level media policy and industry compliance.

• Require appropriate national-level agencies to monitor women's status in all levels of employment within both traditional and new digital media companies.

UN AGENCIES SHOULD:

• Assist in moving gender equality in media ownership onto both national and international agendas of the forums where communication rights and relevant issues such as SDGs are addressed.

• Adopt requirements and methods that allow full participation by women in the World Summit on the Information Society (WSIS) process.

• Convene panels of experts on media policy, ICTs and women's communication to update gender sensitive indicators and guidelines for national level and corporate level media policies.

• Underwrite research projects aimed at identifying policies already in place that can serve as models, as well as identify efforts where media activism is advocating for gender equality in communication policy.

MEDIA INDUSTRY ORGANIZATIONS AND PROFESSIONALS SHOULD:

• Adopt, implement and monitor workplace policies that assure gender equality in hiring, training, promotion, and placement of media professionals.

• Develop employee performance standards that are free of gender bias.

• Develop guidelines for programming and news production that assure gender balance and sensitivity in content.

• Monitor, evaluate and correct (as needed) policies and practices aimed at assuring gender sensitivity in companies and their programming and news.

CIVIL SOCIETY ORGANIZATIONS SHOULD:

• Identify problems in access to new media (ICTs) for women, and develop strategies for policy changes at national and company levels.

• Advocate for gender equality in training and employment within media companies.

• Advocate for national level policy aimed at increasing women's media ownership and service on boards of directors.

• Form coalitions with communication trade unions, women's organizations, and activist scholars/researchers to develop multi-stakeholder advocacy for gender equality in and throughout the media industries.

• Move gender equality in media ownership onto both national and international agendas of the forums where communication rights and other issues are addressed.

RESEARCHERS SHOULD:

• Generate empirical data that reveal the level of gender equality in communication policies at national levels and within industries of individual nations, with respect to media ownership, technology access, and employment in media.

- Conduct empirical studies that evaluate men's and women's experiences in media industries with respect to training on ICTs.

- Establish longitudinal studies that track gender equality in media employment, ownership, and governance (boards).

- Promote theory-building to explain conditions within media industries that both hinder and enable gender equality to exist within companies.

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3. A Hard Ladder to Climb:
Women and Power in Media Industries

Karen Ross [9]

INTRODUCTION

When women media professionals attain very senior editorial positions, their achievement continues to make front page news, as it is such a rare occurrence. When Jill Abramson became the first woman editor at the New York Times in 2011, she broke a run of 160 years of male editors. When Katharine Viner did the same thing at the Guardian in 2015, she ended an even longer reign of exclusively male editing history. One of the world's most respected media institutions, the BBC, has never appointed a woman Director General since it began life under John Reith in 1922. Further, its publication of top earner salaries in the summer of 2017 revealed startling differences, in some cases as much as 300% between women and men doing the same job. These three examples demonstrate that even media organizations which enjoy a significant reputation for their content seem to ignore issues of gender equality in relation to who produces and edits such content. Media and journalism courses are dominated by women – students – trend which has been rising over the past two decades – who graduate and enter the industry in higher numbers than men (Reid, 2015). It seems odd, then, if we assume that women and men are equally competent when entering the industry, to find men advancing more quickly than women, earning a higher salary for work of equal value and routinely achieving very senior positions, leaving their female colleagues languishing in the less prestigious media jobs and rarely getting beyond junior management posts.

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How can we account for this phenomenon and the problem of gender inequality which, we argue, lies at its heart?

EVIDENCE

While we have had decades of research looking at the broader gender and media agenda, especially looking at issues of representation and consumption, there has been rather less research on working practices, careers and promotion within media industries themselves. One of the first efforts to document and analyse the specific issue of women and decision-making was commissioned by UNESCO and reported on as *Women and Media Decision-making: The Invisible Barriers* (1987). In her introduction to the book, Gallagher (1987, p.14) commented that 'men's attitudes, beliefs and even organizational procedures [showed a] surprising degree of consistency across the studies.' Successive studies over the following decades showed, more or less, the same kind of patterns (Gallagher, 1995; Robinson, 2005; Smith, 2015; North, 2016a; Jenkins & Finneman, 2018; de Vuyst & Raeymaeckers, 2019), finding that despite the numbers entering the industry, women advanced unevenly into decision-making roles compared to men, often doing better in larger organizations.

In 2011, the International Women's Media Foundation (IWMF) published findings from its study of women's employment in news companies (conducted and managed by Carolyn Byerly) covering 59 nations and 522 organizations, finding that men held 75% of both top management and board positions: women's presence was strongest in routine news gathering roles and weakest in technical roles (e.g. camera work, creative direction, etc.). In 2013, the European Institute for Gender Equality (EIGE) published the findings from a study of all the (then) EU Member States plus Croatia (28 countries) into gender and decision-making in 99 large-scale European media houses. That study, conducted and managed by Karen Ross and Claudia Padovani, found that, of 3376 senior posts they coded, 30% were held by women. When we looked a little closer, we found that 16% of CEOs were women, as were 21% of Chief Operating Officers, demonstrating that although a proportion of women are in positions of authority, they are much less likely to be in positions of power.

These studies are important, not only because of their findings, but because of their comparative scope and geographical reach. National studies are often dismissed because of the specificity of the socio-cultural context, but where cross-cultural studies show similar trends and patterns, they command more credibility for the suggestion that 'something' is happening which is structural, rather than situational, and requires explaining.

We suggest that there are any number of factors in play at any one time in any one media organization, but the point is that these factors are found universally, exerting more or less influence in different ways at different times. Factors such as routine gender-based discrimination, workplace harassment, non-existent or poorly implemented gender equality policies and informal promotion processes, serve to produce a working environment that does not support women or their career aspirations. While some studies have provided slightly more optimistic findings, the general trend shows little significant progress over time and even in studies where improvements have been noted, they have tended to occur in individual countries or individual media organizations (Djerf-Pierre, 2007), or specific media forms such as digital media (De-Miguel et. al., 2017). The most recent scholarship shows that progress for women into decision-making positions remains painfully slow, for all the reasons we have sketched out (Löfgren Nilsson and Örnebring, 2016; North, 2016b; Melki and Mallat, 2017).

So far, we have looked at academic studies, but other stakeholders have also been involved in exploring the issues which women face in developing their media careers, most notably professional associations such as the International Federation of Journalists (IFJ), the European Women's Lobby (EWL) and various working groups of the European Commission and Council of Europe (see, for example, European Commission, 2010; EWL, 2010). These studies produce the same conclusions as the rest.

Importantly, the structural and cultural barriers which prevent women's advancement into managerial and editorial positions also operate to prevent women' occupation of boardroom seats. In the EIGE (2013) study mentioned above,

the percentage of board members who were women was 27%, but women occupied few (22%) deputy positions. In October 2012, European Commissioner Viviane Reding formally proposed that the European Parliament should enact legislation to accelerate the number of women in the boardrooms of public companies. The proposal aimed to achieve a 40% presence of the 'under-represented' sex (for which we should read 'women') among non-executive directors of the top 5000 publicly-listed companies by 2020, and by 2018 for publicly-funded organizations. Her proposal was, more or less, immediately rejected by her fellow Commissioners on the grounds that it contravened the Commission's own regulations. The proposed legislation was subsequently reframed as an 'objective' and thus has no prospect of achieving the change required.

RECOMMENDATIONS

A number of studies discussed above have made recommendations and suggested actions which could be taken to address the long-standing problems, both structural and cultural, which impede women's efforts to pursue their career aspirations and fulfil their potential. It really does not make sense at any level, ethical or business-wise, to deliberately or unconsciously under-utilize the talents of 50% of the media workforce. One significant problem in working for change has been a lack of knowledge by media managers about the scale of the issue and potential solutions.

GOVERNMENTS SHOULD:

• Require all organizations with 500+ employees to produce Gender Equality Plans on an annual basis with sanctions on organizations which: (a) do not comply and/ or (b) which fail to meet their own targets for improving the gender balance of their workforce at all levels of the organization.

UN AGENCIES SHOULD:

• Support the development of prizes for excellent practice in gender equality for different media categories, similar to the Prix Iris or Pulitzer.

MEDIA ORGANIZATIONS SHOULD:

• Undertake a Gender Audit of the workforce to identify women and men's presence at all levels of an organization.

• Where there is an under-representation of women or men at a particular level, review recruitment and promotion policies to ensure they are fair and transparent. The audit should be undertaken on a regular basis to identify patterns and trends and to enable progress to be measured year-on-year.

• The findings from such an audit should be analysed and interpreted and a plan of action developed to monitor and act upon persistent gender imbalances. Such audits could be required as part of continuing funding arrangements for organizations which are wholly or partly publicly or government funded.

• Organize a staff survey on equality and diversity to better understand workplace culture and to act on the findings if they suggest that staff believe that gender-based, or any other forms of discrimination, are taking place.

• Ensure that there are policies in place for reporting discrimination, and enforce clear sanctions where behaviour of staff is found to be in breach of such policies.

• Take positive action to redress gender imbalances at senior levels by appointing the woman when deciding between a female and male candidate of equal merit. Members of shortlisting, recruitment and promotion panels should participate in equality awareness training to ensure that they are not introducing unconscious bias into their decision-making processes.

• Where algorithms are used in recruitment processes, these should be investigated for gender bias and revised (or even abandoned) if such biases are seen to be operating.

CIVIL SOCIETY ORGANIZATIONS
(MEDIA UNIONS AND WOMEN FOCUSED NGOS) SHOULD:

• Develop partnerships at global, regional and national level, to recommend and assess the implementation of women-friendly working practices developed by media organizations.

• Share best practice between each other and liaise with the academic research community to disseminate good practice.

ACADEMIC RESEARCH COMMUNITY SHOULD:

• Promote further and larger-scale research projects to measure women's inclusion in decision-making positions in both large and small organizations, including the digital media sector, to identify patterns, as well as good practices, where they exist.

• Devise action and dissemination projects, including online repositories, which share research findings and good practices amongst the wider practitioner and stakeholder community.

RESOURCES AND GOOD PRACTICE

DATABASES

• A collection of good practices in relation to women, decision-making and power is currently being curated as part of an EU-funded project: *Advancing Gender Equality in Media Industries* (AGEMI),[10] coordinated by Karen Ross (University of

Newcastle, UK) and Claudia Padovani (University of Padova, Italy) and will be online in late 2018. For further information, contact: agemi.eu@gmail.com

• European Institute for Gender Equality[11] – a number of online (and downloadable) resources around gender and media.

CAMPAIGNS AND INITIATIVES PROMOTING GENDER EQUALITY

• Step it Up for Gender Equality.[12]
• End News Media Sexism.[13]
• The Women's Room[14] (UK) and SheSource[15] (US) are databases of women experts established as a resource for journalists to encourage more women's voices in the media.

PROFESSIONAL ORGANIZATIONS THAT SUPPORT WOMEN – TRAINING AND NETWORKING

• International Association for Women in Radio and Television.[16]
• Alliance for Women in Media[17] (US).
• Women in Film and Television[18] (UK).
• International Women's Media Foundation.[19]
• Women in News.[20]

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[10] *Co-funded by the "Rights, Equality and Citizenship/Justice" programme of the European Union*
[11] *http://eige.europa.eu/*
[12] *http://www.unwomen.org/en/get-involved/step-it-up*
[13] *http://whomakesthenews.org/articles/wacc-launches-campaign-end-news-media-sexism-by-2020*
[14] *http://thewomensroom.org.uk/*
[15] *http://www.womensmediacenter.com/shesource/*
[16] *https://www.iawrt.org/*
[17] *https://allwomeninmedia.org/*
[18] *https://wftv.org.uk/*
[19] *https://www.iwmf.org/*
[20] *https://womeninnews.org*

MEDIA PRIZES PROMOTING GENDER CONTENT
AND WOMEN MEDIA PROFESSIONALS

• Alliance for Women in Media – the *Gracie* Awards.

• IWMF – *Courage in Journalism* Awards.

• Alliance of Women Film Journalists[21] - EDA Awards recognize women filmmakers and photojournalists.

• Women in News WAN-IFRA Editorial Leadership Award.[22]

TEXT BASED RESOURCES

• Directorate General for Internal Policies Policy Department C: Citizens' Rights and Constitutional Affairs Women's Rights and Gender Equality. *Gender Equality in the Media Sector.* European Union.
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4. Women in Community and Indigenous Media

María Eugenia Chávez. [23]

INTRODUCTION

Female members of the World Association of Community Radio Broadcasters (AMARC) are taking advantage of the organizing presence of community and indigenous media outlets that are active in GAMAG globally. This is in order to address the lack of clear and specific rules recognizing women's rights to communication and the transformation of gender stereotypes into laws and public policy. It is also so that these outlets develop their own instruments to support women's participation and negotiation within their own collectives, networks, movements and national and local decision-making bodies.

Although there are different expressions and disparities between countries and contexts, generally speaking, women have found community radio to be an ideal medium for participation. These spaces for participation have been occupied by women, regardless of legal or political restrictions that might exist in community media within each country, or the presence or absence of a gender perspective in these media. Furthermore, there is undeniable evidence that where there are explicit legal or political conditions in place to promote women's participation on an equal footing with male colleagues in the media, the process of integration and strengthening can take place more quickly, and indicators can be found to measure the progress of these efforts.

This chapter seeks to offer some answers to the question of what progress has been achieved by women participating in community radio projects between 2013 and 2018, based on experiences in Colombia, Nicaragua, Mexico and Argentina. The answers show that conditions differ country to country, and that women's position in community media is also fairly disparate.

EVIDENCE

NICARAGUA

There are no specific laws concerning community media in the country. Community radio programs that do exist were formed out of grass-roots adherence to the concepts of community radio broadcasting. These radio stations depend on advertising and funding raised from other types of projects. The women who participate in these programs depend on whatever revenues are at hand, and the work of network organizing depends on the availability and time each woman has to devote to it. So, in general, conditions are unfavorable for this form of media. For example, the women's network of AMARC Nicaragua has made an effort to draft gender policies that encourage women's presence in community radio, but their organizational processes have not been enough for them to complete the process.

COLOMBIA

In Colombia there is a law on the books regarding community media, but it does not incorporate a gender perspective. Community media have played a crucial role in the peacebuilding process in that country, and in this, women's involvement has been fundamental. However, there have been no specific efforts to strengthen and support women in their work with this type of media. Within the Colombian political context, the priority is placed on efforts to build peace, but this has not yet included specific measures for women to organize or establish minimum criteria for gaining a stronger foothold in such media. In Colombia, therefore, there is no organization

of women, nor the express manifestation of the need to address this sector in particular.

ARGENTINA

The Audiovisual Media Law of Argentina was, at the time of its promulgation, Latin America's most progressive law on freedom of expression, but this distinction did not necessarily guarantee a gender perspective in the media, including in community media.

According to Emi Farías of Red Nosotras en el Mundo; a gender perspective is not present in the law, even less after recent decrees that repealed various articles of the law. However, the 'Defensoría del Público' (Office of the Public Defender) still exists, one of the remaining vestiges of the Law's original intent. This Office is, in practice, the entity that protects the rights of audiences, community media and women. Speaking more specifically of women's participation in the media, Argentine women have created huge mobilizations in favor of women's rights. In the past two years, they have organized large-scale movements claiming justice in femicide cases, protesting violence against women and demanding decriminalization of abortion. The Argentine women involved in community media have organized themselves around the feminist moment, so they have not generated long-term organizational structures, but their organization around specific issues has built lasting ties of solidarity.

MEXICO

Mexico's situation is that most community radio concessions are members of the World Association of Community Radio Broadcasters, and it is within this Association that the necessary conditions have been created for women to organize to defend freedom of expression and their right to information. AMARC has incorporated Gender Policy into its internal organizational policies, and it is through these that compliance indicators can be established in keeping with the respective context.

The network is growing every day. Some of the indicators used to consider a radio station's membership application are: the number of women participating, mechanisms for increasing women's participation, the mainstreaming of a gendered perspective across the full range of programming, the use of inclusive language, etc. While these indicators may be somewhat subjective and contextual, the challenge is to establish these indicators on a methodological and institutional level.

CONCLUSIONS

- The articulation of women's participation in community radio broadcasting may lack mechanisms of organization. However, this does not prevent gender equality from playing an important role in the organization and mobilization of organizations and women around situations in which rights are violated.

- Women in community communications are fundamental in social peace efforts, such as in Colombia's peacebuilding process.

- Organizing outside of an organization, or non-institutional organization, is valuable and important, but the creation of legal or regulatory frameworks can be useful tools for advancing toward substantive equality.

RECOMMENDATIONS

More needs to be done to ensure that women are appropriately introduced and represented in this sector, according to Miglioretto and Randhawa (2017). They propose strategies to improve women's position in community radio and to promote good regulatory practices. The set of recommendations presented below are aimed mainly at regulatory bodies:

ENCOURAGE DIVERSITY OF REPRESENTATION
IN APPLICATIONS FOR RADIO LICENSES

• The decision to grant a license to an applicant should take into account the diversity that exists within the committee or representatives applying for a licence. This is not limited to the issue of gender, although this is undoubtedly an important component. The applicants should also demonstrate that a serious effort has been made to include a diversity of voices from other marginalized segments of the community including, for example, indigenous women, Dalit women (one of the lower castes in India), migrant women, disabled or differently abled women and/or LGBTQI people.

• In cases where a licence applicants are found to be insufficiently diverse, regulators may ask them to present a plan to improve diversity and ensure the inclusion of diverse voices, both on the air and in station management.

INDICATE A COMMITMENT TO INVOLVE
DIVERSE PERSONS IN THE STATION

• Licence holders should state on their application how they ensure the full and equal participation of women in the station, from voices on the air to station management, working with technical equipment and volunteers. This should include how prospective women volunteers and the radio team will be included, as well as measures taken to ensure that marginalized communities are represented, and how training programs will be created and implemented.

APPLICATIONS FOR STATIONS MANAGED
AND MADE UP EXCLUSIVELY OF WOMEN

• While the radio frequency spectrum operates equally for all genders, community radio licenses should be granted to committees made up exclusively of women. It is expected that the applicants in these cases comply with the diversity criteria

indicated above. Here, diversity would mean a fuller range of experience among participating women, with an emphasis on the involvement of women from marginalized groups and prioritization of these voices.

COMMITMENT TO FUND
AND TRAIN WOMEN IN RADIO BROADCASTING

• Licence applications should include a summary of how women's radio broadcasting and the training of women in technical positions, on the air and in station management will be carried out; with special emphasis on how these aspects of the station will be financed on an ongoing basis.

• The station must commit to introducing gender policies or, when the station has no gender policy, it should provide a timeline for when these will be drafted and implemented.

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SECTION II.
Media Content and Violence Against Women

5. Addressing Gender Issues in Media Content

Sarah Macharia [24]

INTRODUCTION

In 1995, governments participating in the Fourth World Conference on Women in Beijing reached consensus on specific strategic objectives and related actions to advance equality, development and peace for all women. One objective – to "promote a balanced and non-stereotyped portrayal of women in the media" (Section J on "women and the media", Beijing Platform for Action, 2015) – listed several actions, inter alia, promoting research and implementing an information, education and communication strategy, encouraging the media to refrain from exploitation, sexualisation and commodification of women, and promoting the idea that sexist stereotypes in media are gender discriminatory, degrading and offensive.

Eight years later in 2003, the Commission on the Status of Women (CSW) recognized "the potential of the media and of information and communication technologies to contribute to the advancement and empowerment of women" (Agreed conclusions, CSW47, 2003). The CSW proposed 24 actions for governments, the UN system, international financial institutions, civil society, the private sector

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and other stakeholders. The Commission underlined the need to prioritise gender perspectives in ICT and media policy and regulations, to support research, education and training, to strengthen inter-stakeholder partnerships, to tackle media-based violence against women and to allocate adequate resources. These recommendations and commitments reappear in various global, regional and national gender equality and women's rights frameworks adopted over time (see Table 1).

The 17 Sustainable Development Goals (SDGs) 'seek to realize the human rights of all and achieve gender equality and the empowerment of all women and girls (*Transforming our world: the 2030 Agenda for Sustainable Development*, UN General Assembly, 2015). The role of media in advancing gender equality is mentioned specifically in the Post-2015 development blueprint under Goal 5 on enhancing the use of 'information and communications technology to promote the empowerment of women'.

At the same time, it is clear that media are implicated in the achievement of gender equality aspirations in all 17 SDGs, in as far as their role in maintaining social and cultural norms underpinning discrimination and inequality across all thematic areas is concerned. For instance, if media content that channels negative gender stereotypes, belittles, degrades and sexualises women, and normalises gender violence, how could removal of social barriers to the empowerment of girls and women (Agenda 2030 Declaration, para 8), or eliminating gender violence (para 20) be addressed? Media output that clearly challenges gender stereotypes provides the exposure needed to eliminate the prejudices, attitudes, norms and practices that sustain gender-based discrimination, marginalisation and inequality.

The Convention for the Elimination of All Forms of Discrimination Against Women (CEDAW) recognizes the role of stereotypes in 'giving rise to the multitude of legal, political and economic constraints on the advancement of women (Introduction, CEDAW, UN General Assembly, 1979). Article 5 of the Convention obliges States parties to take measures to 'modify the social and cultural patterns of conduct

of men and women with a view to achieving the elimination of prejudices and customary and all other practices which are based on the idea of the inferiority or the superiority of either of the sexes or on stereotyped roles for women and men'. Combatting sexist stereotypes in the media is a necessary part of this process.

TABLE 1. POLICY INSTRUMENTS CONTAINING EXPLICIT GENDER AND MEDIA INDICATORS

Instrument	Indicators
Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa (2003)	3.3: States Parties shall adopt and implement appropriate measures to prohibit any exploitation or degradation of women. 12.1(b): States Parties shall take all appropriate measure to eliminate all stereotypes in textbooks, syllabuses and the media, that perpetuate such discrimination.
South African Development Community Protocol on Gender and Development (2008)	29.1 – States Parties shall ensure that gender is mainstreamed in all information, communication and media policies, programmes, laws and training in accordance with the Protocol on Culture, Information and Sport and other regional and international commitments by member States on issues relating to media, information and communication.

Instrument	Indicators
	29.2 – States parties shall encourage the media and media-related bodies to mainstream gender in their codes of conduct, policies and procedures, and adopt and implement gender-aware ethical principles, codes of practice and policies in accordance with the Protocol on Culture, Information and Sport. 30.1a - States Parties shall take measures to discourage the media from: promoting pornography and violence against all persons, especially women and children, b) depicting women as helpless victims of violence and abuse, c) degrading or exploiting women, especially in the area of entertainment and advertising, and undermining their role and position in society; and d) reinforcing gender oppression and stereotypes. 30.2 – States Parties shall encourage the media to give equal voice to women and men in all areas of coverage, including increasing the number of programmes for, by and about women on gender specific topics and that challenge gender stereotypes. 30.3 – States Parties shall take appropriate measures to encourage the media to play a constructive role in the eradication of gender-based violence by adopting guidelines which ensure gender sensitive coverage.

Instrument	Indicators
European Union: Roadmap for Equality Between Women and Men (2006)	V. (Elimination of Gender Stereotypes in Society). Key Actions – the Commission will support actions to eliminate gender stereotyping in education, culture and on the labour market by promoting gender mainstreaming and specific actions in the European Social Fund, ICT programmes and in EU education and culture programmes. The Commission will support awareness-raising campaigns and exchange of good practices in schools and enterprises on non-stereotyped gender roles and develop dialogue with media to encourage a non-stereotyped portrayal of women and men.
Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence (Treaty No. 210) (2014)	III.17.1: Parties shall encourage the private sector, the information and communication technology sector and the media, with due respect for freedom of expression and their independence, to participate in the elaboration and implementation of policies and to set guidelines and self-regulatory standards to prevent violence against women and to enhance respect for their dignity.
Inter-American Convention on the Prevention, Punishment and Eradication of Violence Against Women 'Convention of Belem Do Para' (1994)	Chapter III (Duties of the States) 8) (g) encourage the communications media to develop appropriate media guidelines in order to contribute to the eradication of violence against women in all its forms, and to enhance respect for the dignity of women.

Instrument	Indicators
Secretariat of the Pacific Community: Recommendations and Outcomes of 12th Triennial Conference of Pacific Women (2013)	(74) to recognize that community media and women's media networks are important for collaboration and partnerships; (75) Ensure that government communication and media strategies effectively promote their gender equality commitments; (76) to recognize and fully respect the knowledge held by women; (77) research with gender analysis, on the impact of inappropriate uses of ICTs, and called for the development of national regulatory infrastructure and policy.

EVIDENCE

While state media regulators, media industry bodies and media organizations have, to varying extents, made efforts to translate the global, regional and national commitments into implementable policies, codes and guidelines for the media, the results remain uninspiring. The evidence below is confined to the news media due to the availability of a volume of data gathered over time and across multiple nation states.

Results from Global Media Monitoring Project (GMMP) 20-year research on gender in news media content reveal that the rate of progress towards media gender parity has been very slow (Macharia, 2015):

• Globally, women make up only 24% of the persons heard, read about or seen in newspaper, television and radio news. In 20 years, the needle towards parity has moved by only seven points. The gender gap is narrowest in stories on science and health and widest in news about politics and government, in which women are only 16% of the people in the stories.

- As news sources, women appear most as persons providing testimony based on personal experience (38%) and least as experts (19%). Across 10 years, women's voice as experts has increased by only two points.

- Progress towards news representation that acknowledges women's participation in productive life remains elusive. Globally women hold approximately 40% of paid employment, while a large proportion work in the informal sector, particularly in Global South contexts. In the world depicted in the news, only 20% of the total workers in the formal labour force are women, while 67% of the unemployed and stay-at-home parents are women.

- Only one out of ten stories since 2000 has focussed centrally on women. That this proportion has remained constant across almost two decades suggests that women's value as newsworthy has not changed, and perhaps a continued disinterest of reporters, producers and editors in women's lives, stories and experiences. Economic news, followed by political news, are least likely to focus on women, at 5% and 7% of stories in these topics respectively.

- Many stories present opportunities to highlight gender equality or inequality issues, yet, only 9% do so globally. While this number signals a steady rise since 2005, it remains under the 10% - or one in ten – mark. The largest strides in integrating a gender equality perspective have been in science and health news, followed by economic, and crime/violence stories.

- Similarly, many stories present opportunities to challenge gender stereotypes, but only 4% do so, a negligible one percentage point change since 2005. Gender stereotypes have remained firmly embedded in news media output over the past decade. In 10 years there has been no progress in the proportion of political news stories that clearly challenge gender stereotypes, while stereotypes appear to have increased in social and legal news.

- Women's relative invisibility in traditional news media has crossed over into digital news delivery platforms. The roles in which they appear mirror the results from traditional print and broadcast news. Only 4% of news media tweets clearly challenge gender stereotypes, exactly similar to the overall percentage of television, radio and print news stories.

The next GMMP research is scheduled for 2020, at which time the statistics will be updated. The 2020 monitoring will generate new evidence on changes in progress towards closing the gender gap in sources, experts and other indicators of gender equality in news media content.

News is a genre governed by professional codes and can be held to a different standard compared to fictional media. The critique, however, cuts across all media forms that are just as, and oftentimes more, complicit in the sexualisation, trivialisation and objectification of women, as well as the normalisation of violence against girls and women.

RECOMMENDATIONS

The research evidence suggests that more than two decades since Beijing, gender issues in media content remain pertinent. The power to change lies with governments, the media and ordinary audiences.

Governments need to acknowledge the important place of media and communication within the broader objective of promoting gender equality and women's empowerment. Professional media, in particular, have a fundamental obligation, following industry ethics, to present balanced, fair and accurate content. Media organizations need to be accountable to the societies in which they operate and the audiences they serve. Gender equality is embraced as a global goal and media have a significant role in promoting or in sabotaging its achievement. Weak and inconsistent implementation of gender policies needs to be addressed. Institutionalisation of a gender-sensitive journalistic culture remains paramount.

Specific **Recommendations** offered by the GMMP Network[25] include the following:

STATE MEDIA REGULATORY AGENCIES SHOULD:

• Require media houses to adopt and enforce an agreed gender policy and guidelines for gender-sensitive reporting.

• Include, in media evaluation criteria, issues of gender balance and demonstrated adherence to the gender policy.

• Impose meaningful fines on media houses found liable of sex discrimination or other actions of non-compliance of their agreed gender policy.

• Build capacity of staff responsible for hearing cases on media non-compliance of the gender policy.

MEDIA SHOULD:

• Develop a gender policy and gender-aware ethics and practice codes, with action plans and targets for implementation.

• Engage with community media organizations and citizens' media networks to advance gender equality in content production.

CIVIL SOCIETY ORGANIZATIONS SHOULD:

• Advocate for fair and equal representation of women and men in news media. Lobby for gender policy adoption and implementation for and by media;

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[25] *In Macharia, 2015*

- Establish gender focussed media watches and apply the results as evidence for public and media awareness, for actions to hold media accountable through state, industry and media house complaints mechanisms, and to support media houses committed to gender equality.

FUNDING AGENCIES SHOULD:

- Support the strengthening or establishment of media watch networks.

- Support media development work that emphasises gender equality in content production, media in-house policies and practices.

RESOURCES AND GOOD PRACTICE

POLICY

- Canadian Association of Broadcasters' Equitable Portrayal Code (2008)
  http://www.cbsc.ca/codes/cab-equitable-portrayal-code/

- Press Council of Botswana Gender Code of Ethics (2011). A 4-page Code on Equitable treatment of women and men in media coverage; professional accountability; balance, credibility and impartiality in reporting; gender stereotyping and reporting gender-based violence discussed under a general clause on minimizing harm; advertising.

- Tanzania Media Gender Code of Ethics (2009). On accuracy and fairness, balance, credibility and impartiality, accountability, gender stereotyping, language, marketing and advertising, and gender sensitivity within workplaces.
  http://www.mediawise.org.uk/wp-content/uploads/2011/10/Tanzania-Media-Gender-Code-of-Ethics.pdf

PRACTICE

- BBC Academy's Expert Women initiative: The BBC Academy's Expert Women initiative aims to address a need to grow the pool of specialist presenters and contributors available to editors and commissioners via a series of training days. Database - http://www.bbc.co.uk/academy/en/collections/expert-women

- The Network of Women in Media, India, is an association which aims to provide a forum for women in media professions to share information and resources, exchange ideas, promote media awareness and ethics, and work for gender equality and justice within the media and society. http://www.nwmindia.org/

- Sancharika Samuha (SAS) is a Forum of women journalists and communicators in Nepal established in 1996 with the objective of promoting a healthier and gender-sensitive media. http://www.sancharika.org/portal/index.php

- The *Learning Resource Kit for Gender-Ethical Journalism and Media House Policy* (WACC and IFJ, 2012) is a two-volume resource for media professionals seeking: (i) to understand how gender intersects with media professional ethics, and (ii) to apply a gender lens in covering news stories on various thematic issues. Book 1 will appeal to media decision makers interested in gender media policy adoption or improvement. Book 2 provides practical guidelines for gender-ethical reporting on various thematic areas such as climate change, disaster and economy. http://whomakesthenews.org/journalism-kit

MEDIA MONITORING

- The Global Media Monitoring Project (GMMP) has, since 1995, documented change in the gender gap in news content at global, regional and country levels, based on indicators such as who appears in print, broadcast and online news and how they are portrayed, who reports the news, patterns in gender stereotyping and women's centrality in news content. The GMMP is also a process of building the

skills of ordinary audiences to monitor the media from a gender perspective and to apply the evidence to advocacy for gender-sensitive media policies, regulation and practice. http://whomakesthenews.org/gmmp

• Adaptable gender-focussed media monitoring tools.
  http://whomakesthenews.org/media-monitoring/methodology-guides-and-coding-tools

ADVOCACY

• New York Declaration: A Feminist Vision for the Media – Statement and Plan of Action (2017)

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6. Violence Against Women in Media and Digital Contents

Aimée Vega Montiel [26]

INTRODUCTION

Defined by the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), adopted in 1979 by the UN General Assembly, as any distinction, exclusion or restriction made on the basis of sex which has the effect or purpose of impairing or nullifying the recognition, enjoyment or exercise by women, irrespective of their marital status, on a basis of equality of men and women, of human rights and fundamental freedoms in the political, economic, social, cultural, civil or any other field, violence against women (VAW) constitutes the main obstacle for women's human rights.

Based on the theoretical framework of feminism, nowadays legal definitions on VAW have adopted a holistic perspective which recognizes both types (physical, sexual, psychological, economic and femicide), and modalities (institutional, community, workand school) of violence against women and girls.

Most recently, the Sustainable Development Goal 5 Target 5.2 calls on governments and other actors to eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking, sexual and other types of exploitation.

The CEDAW recognizes the centrality of media in the elimination of VAW. Actions promoted by the Commission include urging Member States to adopt mechanisms

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to eliminate sexist stereotypes in media and advertising, to encourage media to establish codes of production and to stimulate a public debate on this issue.

The Beijing Platform for Action (BPfA) in 1995 called explicitly on governments to take effective measures, including appropriate legislation against pornography and the phenomenon of violence against women and children in the media (UN, 1995, p.102). The BPfA also recommended media industries to establish guidelines to address violent, degrading or pornographic materials concerning women, including advertising and to disseminate information aimed at eliminating all forms of violence against women.

However, instead of decreasing, sexism and misogyny in media has increased dramatically the last decades. The initial issues around the accountability of media institutions and media actors to end violence against women, are still at the core of international debates. In addition, the new media environment has exacerbated some existing problems and brings new challenges that need to be addressed – such as sex trafficking and misogynistic pornography.

EVIDENCE

Reviewing feminist research during the last 50 years provides evidence of the prevalence of violence against women in media contents. In addition, the complexity of theoretical and methodological frameworks has increased as types and modalities of representing VAW have changed.

Early studies focused on the representation of sexual violence to demonstrate how, through the commodification of women's bodies, media content contributed to the normalisation of sexual assault and other forms of sexual violence and how they reinforced gender inequalities. These studies were identified by their interdisciplinary nature. Influenced by psychoanalysis, Laura's Mulvey male gaze and sexual objectification categories evidenced the patriarchal order existing in the film industry and how these categories discriminated against women in society.

Guided by the questions: "how do media portray women?" and "how do these portrayals limit women lives?" sociologist Gaye Tuchman called attention to the symbolic annihilation of women in media discourse, through omission, trivialisation and condemnation.

The next phase was linked to social intervention. Content analysis served to produce quantitative statistical data about gender portrayals. These data supported campaigns against stereotyped representations in both media contents and advertising, which evidenced the presence of different forms and modalities of VAW in contents – for example, in regard to domestic violence.

Current research promotes holistic analysis, in order to look at different forms and modalities of gender-based violence in media discourse (Vega Montiel, 2014) Findings have demonstrated how media content reproduces sexist stereotypes that associate male identity with violence, domination, independence, aggression and power, while women are linked to emotions, vulnerability, dependency and sensitivity (Elasmar, Hasegawa and Brain, 1999; McGhee and Frueh, 1980; Thompson and Zerbinos, 1995).

In particular, news reports of violence against women tend to represent women as victims and as responsible for the violence of which they are victims. Usually, aggressors are not part of news reports. VAW is not shown as a structural problem, which is the consequence of inequality between women and men in society, but as a mere individual experience that happens in domestic spaces (Diez, 2002; Vega Montiel, 2007).

With the development of ICT, cyber VAW is emerging as a global problem. Almost three quarters of women have been exposed to some form of violence online. Types of cyber-violence include: hacking, surveillance, harassment, malicious distribution and death threats (Broadband Commission for Digital Development, 2015).

The report (cited above) argued that violence online and offline feed into each other. 'Abuse may be confined to networked technologies or may be supplemented with offline harassment including vandalism, phone calls and physical assault. Similarly, the viral character of distribution is now explosive. What was once a private affair can now be instantly broadcast to billions of people across the digital world' (Broadband Commission for Digital Development, 2015: 7).

In countries such as Mexico, cyber violence has been at the core of public debates in recent years. In 2016, at least ten young women denounced through social networks they had been harassed by men in public spaces. These women identified the alleged aggressors and, in response, they became victims of both sexual violence and death threats from Facebook and Twitter users. A very powerful counter-response came from young women in the country. Through the hashtag #MyFirstHarassment (#MiPrimerAcoso, in Spanish), a hundred thousand women told of their first experience as victims of sexual violence.

A similar movement emerged in October 2017, in the USA. The hashtag #MeToo was used to denounce the Hollywood producer Harvey Weinstein as a sexual aggressor. The hashtag was promptly popularised worldwide for millions of women to publicise personal experiences of sexual harassment or assault.

At the same time, online and social media have also become new and powerful vehicles for misogynistic threats and harassment which can result in the silencing of women. While fewer women than men access the Internet today. There are currently 200 million fewer women online than men – it is no less the case that both new sexist media and new sexist discourses can exacerbate violence against women and girls.

Another dimension of the sexist nature of online discourses, is the widespread circulation of pornography. Some statistics suggest that there are more than four million websites that offer pornography - 12% of the total number of websites in the world. The online pornography industry turns over 97.06 billion dollars per year,

more than Microsoft, Google, Yahoo, Amazon, Netflix and Apple combined (Feminist Peace Network, 2006). An estimated 100,000 offer child abuse imagery.

There is also sex trafficking of women, girls and boys that has been enhanced by the new media. Sex trafficking used to happen mainly in countries that correlate with a lack of regulation and policy, including the Internet, and particularly in countries where there is a high percentage of poor women.

So, what to are the conclusions about violence against women offline and online? The initial feminist research questions - coming from the 1960's - are still relevant at the core of theory and research on media contents. 'This still resolves around the most basic questions of power, values, access and exclusion' (Gallager, 2002: pp 5).

In addition, the new media environment has opened possibilities for contestation while also exacerbated some existing problems and new challenges that need to be addressed.

"Media sexism and male-dominated power structures are continually shifting and finding new forms of representation and practice... [so] our critique can never be static or one-dimensional, but we must act collectively... Across disciplines and sectors and across countries and regions" (Gallagher, 2015).

RECOMMENDATIONS

In view of the evidence, we call on the UN and the international community to put into global focus the accountability of media and ICT industries in eliminating violence against women and girls. This is crucial to promoting discussion and to enhancing public visibility and awareness.

THE UN AND INTERNATIONAL COMMUNITY SHOULD:

• Commission and produce global comparative reports on VAW in traditional and digital media contents, with a cross-national and cross-regional perspective, emphasising advances and challenges. These reports must include the analysis of the dimensions involved in this problem: existing legislation, policy and regulation, self-regulation and co-regulation forms, content of media and ICT, media and information literacy programs.

• Call on Member States to introduce or strengthen regulation and policy aimed at preventing the spread of gender-based violence through the media and ICT.

• Encourage media and ICT organizations to: adopt gender mainstreaming mechanisms for monitoring, evaluation and action; adhere to national and international legislation to end VAW; improve gender mainstreaming training programs for content producers.

• Encourage media unions and journalists' groups to adopt basic principles for the production of news on VAW free of sexist stereotypes.

• Promote the exchange of best practices to end VAW in media and online contents and link with the research community.

RESOURCES AND GOOD PRACTICE

• Initiative: 'End Violence: Women's rights and safety online'
NGO: Association for Progressive Communication.
URL: https://www.apc.org/en/project/end-violence-womens-rights-and-safety-online

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7. Violence Against Women Journalists
– Online and Offline

Julie Posetti and Hannah Storm [27]

INTRODUCTION

Women journalists face disproportionate risk and experience of violence and intimidation for the work they do – both on and offline. They are affected as members of a profession that is increasingly becoming a target in conflicts, in the context of terrorism, and as a feature of the rising global tide of populist politics. They are vilified and attacked for the messages they share and questions they ask. In some cases, they are even targeted for daring to speak at all. In addition to the risks and threats experienced by their male counterparts, they are also exposed to gender-based harassment and violence in the field and in the newsroom. Such attacks can be physical or virtual in nature, and they are frequently sexualized.

Traditionally, the news industry has been dominated by men. From behind the editor's desk to the front page, it's men who predominate in prestigious field assignments, and men who overwhelmingly have occupied positions of greatest power and highest profile (Ross, Boyle, Carter and Ging, 2018). This also translates to news content, where male sources and male voices dominate.[28] This gender

imbalance is also reflected in lower salaries[29], fewer senior positions held and less secure working conditions for women.

The newest threats faced by women journalists and media workers (along with their female sources) exist in the digital realm, particularly on social media sites. These risks range from pernicious, gendered online harassment to overt, targeted attacks that frequently involve threats of sexual violence. Increasingly, they also include digital security breaches from the exposure of identifying information (exacerbating the offline risks) through to malicious misrepresentation using Artificial Intelligence technologies.[30]

As a result of these convergent risks, women journalists and media workers are both less visible and more vulnerable - a double-edged sword that delegitimises their roles, while simultaneously increasing their burdens and taxing their resilience.

In recent years, women's involvement in media and in public discourse has increased, albeit slowly (Global Media Monitoring Project [GMMP], 2015), but this has coincided with a parallel rise in the violence and threats they face. In the case of online harassment. Emerging research indicates that the resulting chilling effect is causing increasing numbers of women reporters to withdraw from public conversation and to leave the profession (Organization for Security and Cooperation in Europe [OSCE], 2016).

News organizations and civil society groups have begun to recognize the scale of the problem and moves are now afoot to pay heed to the specific safety issues faced by women journalists in some media organisations, within certain countries,

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[29] See for example: The BBC's China Editor Carrie Gracie's resigned from the Corporation in January 2018, saying she could not 'collude' in a policy of 'unlawful pay discrimination' BBC (2018) BBC's Carrie Gracie 'could not collude' in pay discrimination
https://www.bbc.co.uk/news/uk-42601477 (Accessed 14/8/18)
[30] Note: See later discussion of online threats

and at the international level through media support groups, civil society organisations, journalist unions, regional bodies like the OSCE and the United Nations.

The United Nations Plan of Action on the Safety of Journalists and the Issue of Impunity (UNESCO, 2012) highlights the need for a gender-sensitive approach in relation to the safety of journalists. UNESCO coordinates the plan, which includes Journalism Safety Indicators that involve a gendered aspect and training for women journalists. In addition, each year UNESCO collaborates with GAMAG on Women Make the News, a global initiative to raise awareness of issues relating to gender inequality in and through the media.

It is crucial that any initiatives focussing on the safety of women journalists exist within the broader framework of conversations aimed at meeting the specific targets of the UN's Sustainable Development Goal 5 to achieve gender equality and empower all women and girls, and recognize that much of the violence that women journalists face stems from more deeply rooted gender-based discrimination and inequality in the media industry, and society at large.

EVIDENCE

Specific data detailing the exact numbers of women involved in journalism vis-à-vis men globally, and the scale of the violence and intimidation they face, remains scarce. UNESCO's *World Trends in Freedom of Expression and Media Development* report (UNESCO, 2018) notes that while progress has been made, gender equality has not been reached.

[31] See: https://en.unesco.org/womenmakenews (Accessed 14/8/18)
[32] Note: The Sustainable Development Goals, or SDGs, are a set of 17 global goals launched in 2015 by the UN sending an agenda (the 2030 agenda) of achieving 169 targets by 2030. The focus of SDG 5 is to 'achieve gender equality and empower all women and girls' through nine targets, ranging from a focus on ended gendered violence to increasing the participation of women in politics.
More information about the SDGs can be viewed here:
https://sustainabledevelopment.un.org/SDG5 (Accessed 14/8/18)

In November 2017, the United Nations General Assembly adopted a resolution (UN 2017b) with a particular gender focus, 'condemning unequivocally' all 'specific attacks on women journalists in the exercise of their work, including sexual and gender-based discrimination and violence, intimidation and harassment, online and offline'. The resolution reflects many of the recommendations in a UN Secretary General's report from earlier in 2017 on the safety of women journalists (UN 2017a) which came at a pivotal moment in the history of women's involvement in journalism.

The average percentage of women journalists killed between 2006 and 2016 was seven percent of the total (UNESCO, 2017), but in 2017 that figure rose to 19 percent of the overall total (Beiser, 2018). The historic difference may be explained, in part at least, by the fact that traditionally fewer women journalists have covered conflict zones. However, simply pointing to a perceived rise in the numbers of women working in war zones in recent years does not adequately account for the increased casualty numbers, because most of the women journalists killed in 2017 were not working in active war zones. Lauren Wolfe, director of the 'Under Siege' program at the Women's Media Center, says it could be because women are also covering more dangerous beats, as well as reporting from dangerous locations (Chacar, 2017). Arguably, it could also be because the risks are spreading to states considered as generally lower risk environments for journalists.

The International News Safety Institute's 2012 publication, *No Woman's Land: On the Frontlines with Female Reporters* (Storm and Williams, 2012) was collated after the sexual assault of CBS correspondent Lara Logan in Egypt's Tahrir Square. In it, forty women journalists paint a global picture of the daily risks of mob-related attacks, harassment from public officials and sexual advances often perpetrated by those who are supposed to protect them in their work.

The recent momentum of the #metoo movement has empowered some women to share their experiences of sexual harassment and abuse within domestic newsrooms in developed democracies, and a number of high profile men alleged to have perpetrated these abuses have been fired.[33]

In 2014, a joint report by INSI and the International Women's Media Foundation (IWMF, with support from UNESCO) found that women journalists have long-suffered sexual violence and harassment at work (Barton and Storm, 2014). Respondents to the project survey, completed by almost 1000 women, found that nearly two-thirds of respondents had experienced 'some kind of intimidation, threats or abuse in relation to their work'. Most of the incidents had occurred in the workplace and were perpetrated by male bosses, supervisors and co-workers. It also found that most incidents of harassment and violence were never reported, even though a majority of women said it had psychologically affected them. Many women expressed fear of repercussions that reporting such abuse could have on their careers, a cultural and professional stigma that gender-based violence and harassment still carries (Chacar, 2017).

Any risk assessments that are completed rarely include specific gendered considerations, be that how to deal with unwanted harassment from contacts, fixers or colleagues, or the need to factor risk into assignment budgets – for example, when public transport is likely to be more dangerous than private alternatives. Because these structures are generally designed by, and for, men these elements simply do not become part of the normative framework. This, again, underscores the particular vulnerabilities of certain groups of female journalists, such as freelancers and those working in conflict scenarios heavily dominated by men (Harris, Mosdell and Griffiths, 2016).

[33] *Note: In this context, a group of journalists, editors and academics (including the authors of this chapter) published an open letter on sexism and misogyny in the news business with 14 recommendations for change. You can read it here: http://www.niemanlab.org/2018/06/how-to-end-misogyny-in-the-news-industry-an-open-letter-to-the-international-journalism-community/ (Accessed 12/8/18).*

WOMEN JOURNALISTS AS TARGETS OF SEXUALIZED ONLINE ABUSE [34]

The newest and broadest threat facing women journalists is the global proliferation of online abuse targeting reporters and commentators online. This scourge has led the UN (including UNESCO[35]), the OSCE, IWMF, INSI, Reporters Sans Frontiers (RSF, 2018), and other civil society organisations to recognize the problem, commissioning research into its impact and calling for actions and solutions.

Early research highlighting the misogynistic nature of harassment experienced by women bloggers in the pre-social media era serves as a beacon for the rampant cyber-misogyny now experienced by women journalists in the age of 'social journalism' (Filipovic, 2007; Seelhoff, 2007; Citron, 2009). The expectation is that journalists be actively embedded on social platforms like Facebook and Twitter to facilitate the direct audience engagement that is now integral to journalistic research, production and content dissemination (Posetti, 2013). This however, has placed women media workers on the frontline of a massive problem. The 'pile on' effect (organic, organized, or robotic mass attacks against a person online) worsens the impacts of online harassment experienced by women media workers, along with their female audiences and sources (Posetti, 2017b).[36]

About 20% of respondents said they had experienced some form of online abuse or attack. Women who report on issues of gender, technology and migration also find themselves at greater risk of increased attack according to more recent accounts. Also, in 2014, a study by British think-tank Demos, which examined

hundreds of thousands of tweets, found that journalism was the only category where women received more abuse than men, with female journalists and TV news presenters receiving roughly three times as much abuse (Bartlett, et al., 2014) as their male counterparts. The keywords for the abusers were 'slut', 'rape' and 'whore'.

In 2016, the OSCE published research that demonstrated the international impact of online abuse of female journalists, whom it described as being disproportionately targeted for 'hate trolling'. The study found that 'female journalists, bloggers and other media actors are disproportionately experiencing gender-related threats, harassment and intimidation on the Internet, which has a direct impact on their safety and future online activities' (OSCE, 2016).[37]

Another hallmark of this online abuse of women media workers (and others producing verifiable information in the public interest across a range of digital platforms) is the use of disinformation tactics: lies are spread about their character or their work as a means of undermining their credibility, humiliating them, and seeking to chill their public commentary and reporting. In some instances, journalists have been targeted in acts of 'astroturfing'[38] and 'trolling'[39], experienced as deliberate attempts to 'mislead, misinform, befuddle, or endanger journalists' (Posetti, 2013). In other cases, they faced cyberattacks designed to reveal their sources, breach their privacy to expose them to risk, identify their sources. Attacks may also aim to access their unpublished data through phishing (King, 2014), doxing[40], malware attacks and identity spoofing.[41] Computational propaganda (Woolley and Howard, 2017) has increased the risks for journalists dealing with 'astroturfing' and 'trolling'.

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[36] See a summary of the gender elements from the UNESCO study Protecting Journalism Sources in the Digital Age here: https://blog.wan-ifra.org/2015/09/18/gender-dimensions-of-protecting-journalism-sources-in-the-digital-age
(Accessed: 20/7/18).

[37] See also: Clark, M & Grech, A (2017) Journalists under pressure: Unwarranted Interference, fear, and self-censorship in Europe, Council of Europe: https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=090000168070ad5d
(Accessed 12/8/18).

This involves the use of bots to disseminate well-targeted false information and propaganda messages on a scale designed to look like an organic movement. Frequently, these attacks involved gendered elements and threats of sexual violence. Concurrently, AI technology is being leveraged to create 'deepfake' porn videos and other forms of content designed to discredit women journalists.

RECOMMENDATIONS

STATES SHOULD:

• Act in response to the UN Secretary General's report (UN, 2017a) on the safety of women journalists that urges measures to 'inform a gender-sensitive approach to

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[38] Note: 'Astroturfing' is a term derived from a brand of fake grass used to carpet outdoor surfaces to create the impression it is natural grass cover. In the context of disinformation, it involves spreading fake information, targeting audiences and journalists with an intention to redirect or mislead them, particularly in the form of 'evidence' of faux popular support for a person, idea or policy.
See also Technopedia definition: https://www.techopedia.com/definition/13920/astroturfing (Accessed 20/06/18).

[39] Note: 'Trolling' in its Internet related application refers to acts that range from gentle teasing, tricking and goading to deliberate deception. However, it is increasingly deployed as a term to cover all acts of online abuse. This is potentially problematic as it conflates a wide range of activities and potentially underplays the seriousness of online harassment.

[40] From Technopedia: Doxing is the process of retrieving, hacking and publishing other people's information such as names, addresses, phone numbers and credit card details. Doxing may be targeted toward a specific person or an organization. There are many reasons for doxing, but one of the most popular is coercion. Doxing is a slang term that is derived from the word '.doc' because documents are often retrieved and shared. Hackers have developed different ways to dox, but one of the most common methods is by obtaining the victim's email and then uncovering the password to open their account to obtain more personal information: https://www.techopedia.com/definition/29025/doxing (Accessed 29/03/18).

[41] From Technopedia: Spoofing is a fraudulent or malicious practice in which communication is sent from an unknown source disguised as a source known to the receiver. Email spoofing is the most common form of this practice. A spoofed email may also contain additional threats like Trojans or other viruses. These programmes can cause significant computer damage by triggering unexpected activities, remote access, deletion of files and more:
https://www.techopedia.com/definition/5398/spoofing (Accessed 29/03/18).

[42] The term 'deepfake' is a portmanteau of 'deep learning' and 'fake'. It involves AI technology in the creation of fraudulent content, sometimes of a pornographic nature, that is virtually undetectable. It is used in cyberattacks to discredit people, including journalists. See:

the issue of the safety of women journalists that is located in the broader context of gender-based discrimination and inequality'.

• Follow up the UN General Assembly Resolution (UN, 2017b) on the safety of journalists and the issue of impunity which '*condemns unequivocally* the specific attacks on women journalists in the exercise of their work, including sexual and gender-based discrimination and violence, intimidation and harassment, online and offline' and also *calls upon States* 'to tackle sexual and gender-based discrimination, including violence and incitement to hatred, against women journalists, online and offline, as part of broader efforts to promote and protect the human rights of women, eliminate gender inequality and tackle gender-based stereotypes in society'.

Additionally, it *calls upon* States to:

'...create and maintain, in law and in practice, a safe and enabling environment for journalists to perform their work independently and without undue interference, inter alia...including with a strong focus on combating sexual and gender-based discrimination, and violence against women journalists, as well as the particularities of online threats and harassment of women journalists; (c) regular monitoring and reporting of attacks against journalists; (d) collecting and analysing concrete quantitative and qualitative data on attacks or violence against journalists, that are disaggregated by, among other factors, sex; (e) publicly and systematically condemning violence and attacks; (f)dedicating the resources necessary to investigate and prosecute such attacks and to develop and implement gender-sensitive strategies for combating impunity for attacks and violence against journalists, including by using, where appropriate, good practices such as those identified in Human Rights Council resolution 33/2;[10] and (g) putting in place safe gender- sensitive investigative procedures, in order to encourage women journalists to report attacks against them and provide adequate support, including psychosocial support, to victims and survivors'.

• Follow the UN Action Plan on the Safety of Journalists' recommendation to disaggregate data from a gender-perspective to allow for a better understanding of the specific threats facing women journalists.

• Review legal and normative frameworks to determine the applicability of existing laws/guidelines and the potential amendment (or introduction of new laws/guidelines) to defend the freedom of expression rights of all who produce journalism in the public interest (on and offline), being mindful of the need to avoid censorship.

• Consider supporting public information campaigns and broad media literacy training designed to address the problem.

CIVIL SOCIETY ORGANISATIONS AND MEDIA EMPLOYERS SHOULD:

• Operate a zero-tolerance approach to sexual harassment in newsrooms (on and offline) and the promotion of cultures of inclusion where everyone feels safe to speak out about their experiences and empowered to act if they witness something inappropriate happening.

• Provide physical security, technical assistance, legal advice and psychological support as required when dealing with women journalists affected by sexual violence and sexual harassment – on or offline.

• Develop holistic strategies by involving security/cybersecurity staff, senior editors, editorial trainers, workplace health and safety teams, social media editors in developing and disseminating policies and guidelines when dealing with incidents involving offline or online threats, recognising that these problems now interact and overlap.[43]

• Customise gendered safety training – safety training should be more bespoke. Most existing safety training is run by men, and where it does address specific

issues facing women journalists, it is rarely done so sensitively. This requires greater understanding of the emotional/psychological aspects of violence that impact on women journalists.

- Ensure better access for women in news organizations to the kinds of support (confidential where necessary) that they need to help them reintegrate physically, psychologically and emotionally, and ensure their careers are not negatively impacted if they suffer violence or harassment that requires them to take time away from their duties.

- Implement of gender-sensitive safety risk assessments and digital threat assessments that are integrated where required.

- Recognise and acknowledgement of the seriousness of online harassment from senior management to junior reporters (noting that policies and action plans should be disseminated to all staff).

- Escalate early reporting of serious incidents of abuse – on or offline - to the police where appropriate.

- Invest in online community engagement management (including clear policies and guidelines for intervention, along with adoption and communication of effective abuse reporting tools/processes) and adding misogynistic terms to comment moderation guidelines.

- Devote editorial resources to coverage of these issues.

[43] *Note: Several of the recommendations pertaining to online harassment presented here were first published by Fairfax Media in an article about the problem written by co-author Julie Posetti in 2016: https://www.smh.com.au/lifestyle/swedish-broadcaster-alexandra-pascalidou-describes-online-threats-of-sexual-torture-and-graphic-abuse-20161124-gswuwv.html (Accessed 20/7/18).*

- Make a plan to deal with potential online harassment at the commissioning stage of 'lightning rod' stories (i.e. stories that are likely to attract online harassment of women journalists or sources, such as stories about feminism).

- Provide greater support for freelancers and those who are more vulnerable, such as interns, women of colour, non-binary people, and members of the LGBTQ community.

RESEARCHERS SHOULD:

- Consider the gender aspects and impacts when undertaking research on journalism safety and impunity issues.

- Consider the gender aspects and impacts of digital communications issues as they affect women journalists and media workers.

- When researching gender issues in media, consider digital and non-digital issues in tandem, recognising the interplay of both online and offline experiences.

- Make research of gender-related violence and harassment of women journalists a priority to support the defence of women's freedom of expression rights globally.

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8. Triple Jeopardy: A Trade Union Perspective on Gender-Based Violence[44] against Women Journalists

Mindy Ran[45]

INTRODUCTION

In 1992, *the Committee on the Elimination of All Forms of Discrimination against Women* (CEDAW, United Nations, 1992) adopted General Recommendation 19 which explains that the prohibition of gender based discrimination includes violence. State parties to CEDAW must take all the necessary measures to eliminate violence, including legal sanctions, civil remedies, preventative measures, (such as public information and education campaigns) and protective measures (such as support services for women and girls who have experienced violence).

DEVAW, or the *Declaration on the Elimination of Violence against Women* was adopted by a UN General Assembly resolution in 1993 (UN, 1993). While the Declaration does not create legally binding obligations for States, it does represent a clear consensus that 'violence against women constitutes a violation of the rights and fundamental freedoms of women'. The Declaration explains that violence against women is 'a manifestation of historically unequal power relations between men and women, which have led to domination over and discrimination against women by men and to the prevention of the full advancement of women.' *The Beijing Declaration and Platform for Action*, adopted by the Fourth World Conference on Women in 1995 (UN, 1995), calls upon governments to take action to address critical areas of concern, among them violence against women. It states; 'violence against

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[44] *Transgender persons suffer the highest rate of gender-based violence, and a small percentage of men and boys who challenge traditional gender roles are also at risk. However, for the purposes of this paper, GBV herein refers specifically to violence against women journalists.*
[45] *Human Rights and Social Justice Journalist and Documentary Maker, International Federation of Journalists Gender Council Co-Chair*

women is an obstacle to the achievement of the objectives of equality, development and peace. Violence against women both violates and impairs or nullifies the enjoyment by women of their human rights and fundamental freedoms. The long-standing failure to protect and promote those rights and freedoms in the case of violence against women is a matter of concern to all States and should be addressed.'

DEFINING VIOLENCE

In 2006, the UN stated, "violence against women and girls is one of the most systematic and widespread human rights violations. It is rooted in gendered social structures rather than individual and random acts; it cuts across age, socio-economic, educational and geographic boundaries; affects all societies; and is a major obstacle to ending gender inequality and discrimination globally", (UN General Assembly, 2006). It defines violence against women as "any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life". Women journalists face triple jeopardy: at risk as every other woman; the same risks as our male colleagues; and those risks that impact us specifically because we are women journalists, such as femicide and sexualized violence.

Direct forms of violence include: murder, femicide, sexual violence, death and familial threats, imprisonment, abuse of sedition and libel laws, bullying, harassment, sexual harassment, domestic partner violence, and online bullying/abuse. Indirect forms of violence include: being forced into insecure and temporary work, overt and systemic discrimination such as unequal pay for equal work, lack of access to training, jobs and promotion, and use of 'gagging clauses' or forced mediation. At the base, the root and cause of violence against women is inequality.

Fear of loss of their work, loss of standing in the community or on the job, shame, stigma, further abuse and escalating violence, including online, have kept many women silent. These fears have a solid and enduring base in impunity; according

to the Dart Center (2017), the impact of harassment is usually avoidance, denial or leaving the profession. It rarely ends with confrontation of the abuser.

EVIDENCE

INTERNATIONAL FEDARATOIN OF JOURNALISTS' SURVEY

A survey by the International Federation of Journalists (IFJ, 2017) showed that "almost one in two women journalists have suffered sexual harassment, psychological abuse, online trolling and others forms of gender-based violence while working".

Almost 400 women journalists, across 50 different countries, were surveyed with 66% of those that had experienced some form of gender-based violence (GBV) acknowledging they had made no formal complaint. Of those that did, 85% responded that 'no or inadequate action has been taken against perpetrators', and that most workplaces (74%) have no reporting or support mechanisms.

Since the IFJ has been recording killed female journalists, there have been around 8 deaths reported per year but the true number could be higher as many deaths go unreported.For example, in 2015, the Communication and Information on Women Organisation, (CIMAC) in Mexico documented 184 cases of violence against women journalists since 2002, including 11 deaths - with a sharp increase in reported cases of violence since 2010.

The *IFJ Byte Back Campaign* (IFJ, 2017) highlights that the 'virtual world mirrors the 'real' world, where women journalists are harassed, excluded and subjected to abuse for their work.' The campaign calls on the public to expose trolling and harassment as a critical press freedom violation. Recent reports, including the IFJ survey, have cited this form of gender-based violence as the fastest growing.

The #MeToo Movement has gone a long way to highlight the levels of impunity

in terms of sexual harassment and the women willing to come forward face scrutiny and often further harassment and threats of violence.

RECOMMENDATIONS

INTERNATIONAL ORGANIZATIONS SHOULD:

• Through the UN, convene a multi-stakeholder, expert panel to develop an over-riding strategy to tackle the many levels of gender-based violence and include representatives from: unions, states, civil society, academia and NGOs.

• Through the UN, exert more pressure on States that have not yet fully implemented already ratified agreements addressing gender-based violence, including CEDAW and UN Resolution 1325 on Women, Peace and Security.

• Support the ILO Convention against violence in the world of work and pressure State actors to ensure other ILO Conventions are fully implemented.

TRADE UNIONS SHOULD:

Put pressure on and convince their governments that they have a responsibility under international human rights law to:

• Take action to address the causes of domestic abuse and to improve the services on offer to the victims.

• Prevent, investigate and punish acts of all forms of violence against women whether in the home, workplace, the community or society, in custody or in situations of armed conflict.

• Take all measures to empower women.

- Condemn violence against women and not invoke customs, traditions or practices in the name of religion or culture to avoid their obligations to eliminate violence against women.

- Develop and/or utilize legislative, educational, social and other measures aimed at the prevention of violence against women.

- Introduce or strengthen laws to give adequate protection and redress to victims of domestic abuse.[46]

JOURNALISTS' TRADE UNIONS SHOULD:

- Keep better track of attacks, cases of bullying and harassment and murders of journalists, both locally and natoinally.

- Encourage ethical journalist initiatives agreed in collective bargaining as these provide a better balance, not only in reporting content, but also in who is labelled as experts and who is writing the news.

- Develop guidelines for coping with bullying and harassment (one example is the bullying and harassment for freelancers, from the entertainment unions in the UK[47]) and other model agreements, like the Dignity at Work, help to ensure a safer work environment and may help to convince employers that bullying and harassment may cost too much in terms of lost work hours to sick days.

- Investigate any suspected cases of workplace gender pay gaps to ensure equity of pay.

- Challenge and remove forced arbitration and other forms of gagging clauses that silence survivors, or worse protect the business and perpetrators. Instead, shift

[46] *All recommendations under thes sub-heading Journalits' Trade Unions come from*
https://www.ituc-csi.org/trade-unions-say-no-to-violence
[47] *https://www.nuj.org.uk/documents/bullying-and-harassment-guidelines-for-freelances/*

the focus towards support and protection of survivors.

EMPLOYERS SHOULD:

• Give a renewed emphasis to combatting sexual harassment at work and to implementing workplace guidelines to prevent it.

• Research and monitor workplace policies, including documenting good practice agreements and policies in the workplace.

• Provide training programmes on bullying and harassment to ensure that there is a gender-dimension that addresses the causes and impacts of sexual harassment at work.

• Indentify sexual harassment as a core workplace health and safety riskthrough training programmes that includes specialised training for workplace representatives on how to prevent and tackle sexual harassment at work.[48]

• Evaluate the risk of violence and ensure constant monitoring to determine potential sources of violence and verify the enterprise's state of readiness to react to it.

• Implement effective programmes to prevent violence in the workplace, be it verbal, physical, psychological or sexual, establishing a system where incidents of violence can be reported in confidence and appropriate disciplinary measures applied.

• Provide workers with training on the key elements of an anti-violence programme.

• Ensure that the workplace has a sexual harassment policy that takes into account the diversity of women workers.

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[48] Recommendations under the sub-heading of Employers have come from the ETUC: https://www.etuc.org/en/document/safe-home-safe-work-final-report-national-country-studies and ITUC: https://www.ituc-csi.org/trade-unions-say-no-to-violence

- Protect women journalists working in conflict areas, including local, freelance reporters and media workers.

- Teach self-help protection and awareness of the impact of trauma, while acknowledging that not all of those who experience violence and abuse are traumatized.

- R that the impact of abuse and violence will be different for each individual and educate journalists to raise awareness on impact of trauma.

RESOURCES AND GOOD PRACTICE

- Canadian Labour Congress "Can Work Be Safe, When Home Isn't?", A guide on why intimate partner violence is a work and union issue and how to provide support mechanisms. http://canadianlabour.ca/issues-research/domestic-violence-work

- Dart Center: Let's Talk: Personal Boundaries, Safety & Women in Journalism
  Tip Sheet: Maintaining Boundaries with Sources, Colleagues & Supervisors
  This tip sheet offers strategies for how to recognise, mitigate or address sexual harassment and other predatory behavior encountered while reporting.
  https://dartcenter.org/resources/lets-talk-personal-boundaries-safety-women-journalism?section=2

- ETUC Safe at Work, Safe at Home, Country Reports A guide to useful tools collected across the EU, including clear guidelines used for workplace prevention, how allegations will be investigated and addressed, equality training, and recommendations from unions. https://www.etuc.org/documents/safe-home-safe-work-final-report#.WpK8xlJG3KJ

- EIGE Cyber violence against women and girls. http://eige.europa.eu/rdc/eige-publications/cyber-violence-against-women-and-girls

- EIGE Gender Equality Index, EIGE has developed a way to measure GBV as part

of its Gender Equality Index. The new measurement framework measures forms of violence from harassment to death (femicide). http://eige.europa.eu/gender-equality-index/2015/domain/violence/BE

• IFJ Byte back Campaign provides a wide range of material on raising awareness of online harassment of women journalists and advocating with media houses to take actions to combat online abuse. http://www.ifj.org/regions/asia-pacific/gender/ifj-byteback-campaign/

• ITUC Stopping Sexual harassment at work 'This brochure provides tools and guidelines to strengthen and reinforce trade union policies and actions to STOP Violence Against Women...Violence against women must be wiped out in our homes, societies and the workplace if women are to have equal opportunities to access Decent Work and a Decent Life.' https://www.ituc-csi.org/stopping-sexual-harassment-at-work

• ITUC Trade Unions say NO to Violence. https://www.ituc-csi.org/trade-unions-say-no-to-violence

• ILO Conventions: http://www.ilo.org/ilolex/english/convdisp1.htm

• ITUC/UN "Protect, Respect, Remedy": Briefing Note for Trade Unionists Framework for Business and Human Rights and the United Nations Guiding Principles for Business and Human Rights. https://www.ituc-csi.org/the-united-nations-protect-respect

• National Union of Journalists (NUJ), UK and Ireland, guide to dealing with Bullying and Harassment in the Workplace.
https://www.nuj.org.uk/rights/health-and-safety/bullying-and-harassment/

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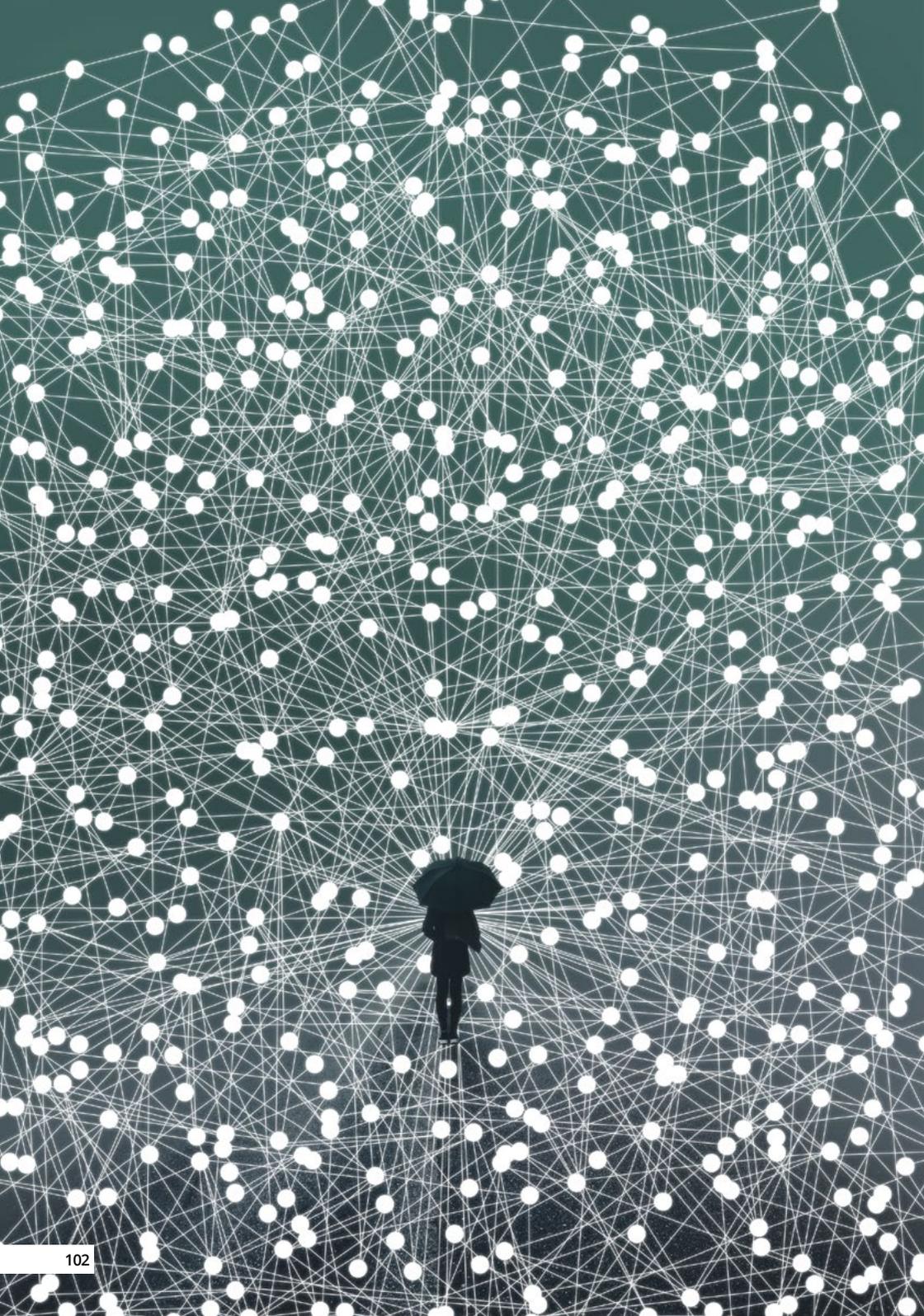
SECTION III.
Digital Media Sphere

9. A Feminist Perspective on Gender, Media and Communication Rights in Digital Times

Anita Gurumurthy, Amrita Vasudevan and Nandini Chami [49]

INTRODUCTION

In 2005, the UN convened the second phase of the World Summit on the Information Society (WSIS). The resulting WSIS Tunis commitment acknowledged that 'the full participation of women in the Information Society is necessary to ensure the inclusiveness and respect for human rights within the Information Society, (encouraging) all stakeholders to support women's participation in decision-making processes and to contribute to shaping all spheres of the Information Society at international, regional and national levels.'[50]

The digital metamorphosis of society was acknowledged in the 2015 Review of the Beijing Platform for Action. Para 311 recognizes that 'media and information and communication technologies are fundamental to women's and girls' full and effective participation in civil, political, economic and social and cultural life.'[51] A similar sentiment was expressed by Para 32 of the WSIS plus 10 Review, also in 2015: 'we recognize that ending the gender digital divide and achievement of SDG 5 on gender are mutually reinforcing efforts.'[52]

[49] *IT for Change, India*
[50] *http://www.itu.int/net/wsis/docs2/tunis/off/7.html*
[51] *http://www.undocs.org/en/E/CN.6/2015/3*
[52] *WSIS Outcomes, General Assembly Review Outcome Document 2015,*
http://workspace.unpan.org/sites/Internet/Documents/UNPAN95707.pdf

Information and Communication Technologies (ICTs) have become an essential ingredient of a range of feminist action to advance gender justice.[53] Women's equal participation in all domains of life depends on their communication rights, including their right to access and use digital technologies.[54] This position paper takes stock of the constituent processes and structures of the Information Society, looking at how digital media promotes or hinders women's human rights.

THE PUBLIC SPHERE IN DIGITAL TIMES - IMPLICATIONS FOR MEDIA PLURALITY, REPRESENTATION AND PARTICIPATION

NETWORK EFFECT AND ENTRENCHMENT OF MEDIA MONOPOLIES

In many countries, the Internet is slowly becoming the primary source through which news is accessed.[55] In the initial years, the Internet's potential for democratising content brought the hope that anyone could be a creator and publisher. However, the evolution of the information society has seen a disruption in the news landscape that, on the contrary, reflects a centralisation of content, with few digital corporations defining what gets consumed.[56] Problematic features of old media structures, like media consolidation, have transposed onto new media as well.

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[53] *For example, 99% sexual rights activists (respondents) in the 'Survey on Sexual Activism, Morality and the Internet' believed that the Internet was useful for their work in advancing sexual rights including for public action and support and to network in safe conditions.* http://www.genderit.org/articles/survey-sexual-activism-morality-and-internet

[54] http://cdn.agilitycms.com/centre-for-communication-rights/Images/Articles/pdf/apc-charter-engish. pdf. *Also, see* http://www.firstmonday.org/article/view/1102/1022

[55] *From 2014 to 2015, the share of print circulation of newspapers shrank 13 percent in Brazil.* https://knightcenter.utexas.edu/blog/00-17765-brazilian-newspapers-have-broken-audience-records-and-digital-subscriptions-have-incre

[56] *Reuters Institute for the Study of Journalism's Digital News Report, 2017 shows that more than half of 70,000 online news consumers across 36 countries cited social media as a source of news,* http://www.digitalnewsreport.org/

Building on network effects, the digital behemoths consolidated their market share by transforming and acquiring entire sectors.[57] As a result, an unprecedented vertical integration and monopolistic concentration of power is evidenced across sectors, from banking, automobiles to agriculture and news.[58] Even though possibilities for citizen/community journalism abound, the political economy question of whose news is being consumed and shared, still remains relevant in the digital age.

NEO-LIBERAL LOGIC, THE ALGORITHMIC TURN AND ENGINEERING OF NEWS

Another change is the ubiquitous use of algorithms for the processing of troves of user data collected by digital corporations. Websites are forced to rely on advertising revenues, and so survive on algorithmic/ automated manipulations of data and traffic.[59] The motivation is to create content or position news stories, as far as possible, in a way that is likely to garner traffic and hence, higher revenues. While sensationalism is no way an alien concept to media, digital media takes it to new heights. This influences how news travels or gets reconfigured, re-assembled, buried or amplified. For the majority of women in the global South, the ability to express, and the hope of being heard, are dictated by these configurations.

The neo-liberal logic of online platform companies also implies a perverse confluence of interests that allows regressive gender and other ideologies to be perpetuated. In an investigation into the source of revenue of extremist websites, ProPublica found that a key source of income for many was facilitated through commission of ads from digital corporations like Amazon and Newsmax. These companies deflect responsibility by taking a laissez-faire approach to political

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[57] https://hbr.org/2017/09/managing-our-hub-economy
[58] https://www.cjr.org/analysis/facebook_and_media.php
[59] http://searchengineland.com/time-for-google-to-rank-paid-news-content-better-220918

expression and claiming that the algorithms they employ, and not human intervention, are behind such actions.[60]

PANSPECTRON[61] FOR THE BUSINESS OF BIG DATA

The freebie model of the Internet is sustained by exploitative data collection practices.[62] By monitoring user activity online and analysing their data trails, digital corporations violate people's right to personal autonomy and bodily integrity. For instance, through algorithmic analysis, Facebook can ascertain to a great degree of accuracy users' gender, race and sexuality.[63] These companies are then able to quantify lives and monetise identity by deploying micro-targeted advertisements.[64] For women who wish to conceal their gender online or for sexual minorities who are persecuted in the country in which they reside, the lack of anonymity can leave them vulnerable. Despite the obvious privacy violation, weak data protection laws ensure impunity for violators.[65]

The premium on 'data driven decision-making' has led to the mushrooming of data brokers and analysts. In 2016, the estimated value of the EU data market was EUR 60 billion.[66] Key international development actors are increasingly putting their weight behind data analytics – such as cases of tackling the Ebola crisis or the

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[60] https://www.propublica.org/article/leading-tech-companies-help-extremist-sites-monetize-hate
[61] The panspectron is a concept that is used to explain the disciplining effect of digital surveillance. It refers to a situation where data is being collected about all individuals at all times and then selectively recombined or analysed, as needed, to fulfill a set of surveillance requirements. This marks a shift from pre-digital surveillance societies which placed select individuals (identified as 'deviant' or 'high risk') in institutions where they visibly felt the disciplining gaze/ 'eye of the state' – the panopticon.
[62] https://www.opendemocracy.net/hri/anita-gurumurthy-nandini-chami/concretising-right-to-privacy-in-digital-times-reading-of-indias-supr
[63] https://www.apc.org/sites/default/files/BigDataSexualSurveillance_0_0.pdf
[64] A report by The Austrian revealed that Facebook shared its ability to predict when young users felt "insecure", "worthless" and "need(ed) a confidence boost", using its vast data with advertisers, http://www.theaustralian.com.au/business/media/digital/facebook-targets-insecure-young-people-to-sell-ads/news-story/a89949ad016eee7d7a61c3c30c909fa6

Nepal Earthquake. However, 'hacking for development' promotes a depoliticised solutionism, supplanting and erasing the voices and contexts of subaltern women in the name of scientific problem-solving.[67]

AGGREGATOR MODEL, DEATH OF PLURALISM AND THE BIRTH OF FAKE NEWS

Just as they do with targeted advertisements, digital corporations use algorithms to push hyper-personalised news results to users. Working under the diktat of the attention economy, social media companies employ aggregators to rank news and publicise trending topics.[68] Even dedicated media outlets are embracing the aggregator model.[69]

This paradigm of news dissemination has pushed the kill switch on media pluralism. News about socially under-represented groups is unlikely to trend.[70] News that reflect the realities of marginalised women will hardly ever go viral and become mainstream. It is no wonder then that the ASL Ice Bucket Challenge featured more prominently than the Ferguson protests, a clear reflection of the skew in Facebook's algorithm ranking system for trending topics.[71]

[65] *An advertising company in America is using this technology to target anti-abortion ads at pregnant women, on behalf of pro-life organizations* https://rewire.news/article/2016/05/25/anti-choice-groups-deploy-smartphone-surveillance-target-abortion-minded-women-clinic-visits/
[66] https://www.huffingtonpost.com/entry/will-big-data-transform-development_us_5947bdd5e4b0d188d0280019
[67] http://www.genderit.org/articles/data-new-four-letter-word-feminism
[68] http://reutersinstitute.politics.ox.ac.uk/news/editors-vs-algorithms-who-do-you-want-choosing-your-news
[69] https://www.cjr.org/analysis/facebook_and_media.php
[70] https://arxiv.org/pdf/1704.00139.pdf
[71] https://www.usatoday.com/story/tech/2014/09/02/facebook-twitter-ferguson-icebucketchallenge/14818505/

Algorithmic ascription of 'the sensational' has also led to the erosion of editorial standards and fact checking. This has consequently generated a fecund environment for the creation of fraudulent news.[72] It is however, the anatomy of social media and the preference of the mobile phone as the point of access that has facilitated the proliferation of disinformation, posing as news. Affordances of social media such as low barriers of entry (negligible fixed costs), the ability to reach a wide audience and the fleeting nature of news in these times means that anybody can set up a news site without going through the pains of establishing reputational history. Further, since social media is designed to provide only short bursts of information (conducive to the small screen of a mobile) spotting a hoax story is even more difficult.[73]

The method employed - of mining user data to build profiles based on search history to recommend news stories - has resulted in the creation of filter bubbles in which we only get to see more of the same viewpoint.[74] Filter bubbles contribute to the perpetuation of fraudulent news, as one is less likely to come across diverse, or perhaps, even contradictory news stories.[75] With algorithms being contained in virtual black boxes, we have no way of knowing why we are reading what we are reading.[76]

The Cambridge Analytica case also showed us how using psychometric profiling of users' preferences can be mined and then gamed to push certain viewpoints. Feminist publishers have found it hard to keep pace with these Big Data games, unable to muster the resources it takes to stay in public memory, or counter the retrograde propaganda that is sponsored by the big players.[77]

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[72] *http://www.newyorker.com/magazine/2017/08/28/who-owns-the-internet*
[73] *https://web.stanford.edu/~gentzkow/research/fakenews.pdf*
[74] *https://medium.com/i-data/israel-gaza-war-data-a54969aeb23e, Studies have shown how Facebook and Twitter tend to be more partisan than on the open web - https://cyber.harvard.edu/publications/2017/08/mediacloud*
[75] *https://web.stanford.edu/~gentzkow/research/fakenews.pdf*
[76] *https://www.theguardian.com/technology/2016/dec/04/google-democracy-truth-internet-search-facebook*
[77] *Interview with Nisha Susan founder of The Ladies Finger, a feminist news site in India.*

Even a celebrated case, such as #MeToo, took its Hollywood origins and the staying power of the *New York Times* to build momentum, and yet, in many parts of the world, it met with limited or little success in mobilising ordinary women[78]. Under the circumstances, creating and disseminating progressive perspectives on gender equality and building the foundation for informed debates on deep structures and cultures of gender seems to be an uphill task.

ORGANIZED TROLL INDUSTRY AND SYSTEMIC GAMING

Far right groups online, who also happen to enjoy political patronage, have the deep pockets and the wherewithal to make fraudulent news a veritable industry that can shape public opinion.[79] Working as a well-oiled machine, these groups send out "thousands of links to other sites and together this has created a vast satellite system of right-wing news and propaganda that has completely surrounded the mainstream media system".[80] In many places, social media platforms, messaging apps like Whatsapp and an online troll army have been used by pro-establishment groups to spread doctored communal videos and incitement against minorities.[81] Research shows that governments also seek to leverage social media's propensity for virality to push templated messages to counter negative coverage of policies.[82]

[78] https://metoorising.withgoogle.com/

[79] http://www.niemanlab.org/2017/06/want-a-news-style-soft-article-thatll-be-15-or-splurge-and-discredit-a-journalist-for-55000/, http://firstmonday.org/ojs/index.php/fm/article/view/8005/6516#p4

[80] https://www.theguardian.com/technology/2016/dec/04/google-democracy-truth-internet-search-facebook

[81] See for example, UNESCO (2015) Countering Online Hate Speech https://unesdoc.unesco.org/ark:/48223/pf0000233231; UNESCO (2017) An attack on one is an attack on all. Successful initiatives to protect journalists and combat impunity - chapter "Fighting back against prolific online harassment: Maria Ressa" https://unesdoc.unesco.org/ark:/48223/pf0000259399; UNESCO (2018) Journalism, Fake News and Disinformation - a handbook for journalism education and training https://en.unesco.org/fightfakenews; http://www.firstpost.com/india/how-alt-news-is-trying-to-take-on-the-fake-news-ecosystem-in-india-3513879.html

[82] https://itforchange.net/sites/default/files/1246/Voice_or_Chatter-%20Making%20ICTS%20work%20for%20transformative%20engagement_Aug%202017_%20DRAFT_0.pdf

PLATFORM LOGIC, NON-LIABILITY AND REGULATORY DEFICIT

"Platforms", the nomenclature preferred by digital companies, is a misnomer. It allows powerful digital corporations to make the argument that they are passive intermediaries. The reality is that social media and digital companies are publishers who exercise editorial discretion in ways such as 'offering incentives to news organizations for particular types of content, such as live video, or by dictating publisher activity through design standards.'[83] For example, social media's design for maximising virality works as a disincentive for the creation of detailed pieces that engage deeply with an issue. If an article on the inhumane working conditions of women employed in garment factories in the global South exceeds the 280 character limit of Twitter, it could end up as 'tl;dr' (short for 'too long, didn't read').[84]

Decisions taken by platforms end up hurting women's online freedoms of association, expression and access to information. Facebook, for example, pulled down the page of an organization that provided information on how abortion pills can be accessed in countries where such access is restricted, on the premise that the page promoted drug use. This was in spite of evidence that the information followed the protocols of the World Health Organization.[85]

Yet, social media giants insist that they are a mere conduit - a platform where third party content is hosted and consumed; and since they are not content producers, they should be immune from regulation of the kind of news circulating on their services. What this ideology of exceptionalism translates into is a reproduction of social prejudice, sexism and misogyny through actions of omission and commission by platform companies. On the one hand, search results throw up predominately affirmative responses to 'are women evil?' where blame is attributed

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[83] https://www.cjr.org/tow_center_reports/platform-press-how-silicon-valley-reengineered-journalism.php#executive-summary
[84] https://en.wikipedia.org/wiki/Wikipedia:Too_long;_didn%27t_read
[85] https://www.theguardian.com/technology/2017/may/11/facebook-women-on-web-censored-abortion-pills

to the algorithm;[86] on the other, pictures of breast feeding mothers are removed in an ad hoc manner, in the name of community standards.[87]

GENDER-BASED VIOLENCE ONLINE

PERVASIVE NATURE OF ONLINE VIOLENCE

For many women, the Internet represents a public, open space into which they can escape, where they can exist beyond persecution and in which they feel empowered to express and build friendships. The emancipatory gains that the Internet provides are, however, severely curtailed by acts of gender-based violence perpetrated online. World over, women's participation online has been stymied by norms that allow cultures of gendered violence to perpetuate offline and online. A report by the UN Broadband Commission for Digital Development stated that a staggering 73% of women across the world have already faced cyber violence.[88]

POOR TRACK RECORD OF DIGITAL COMPANIES IN TACKLING ONLINE GENDER BASED VIOLENCE, OPAQUE POLICIES AND IMMUNITY FROM THE LAW

Social media is a site of pervasive gender-based violence.[89] Digital corporations,

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[86] https://www.theguardian.com/technology/2016/dec/04/google-democracy-truth-internet-search-facebook

[87] http://www.telegraph.co.uk/women/womens-health/11195373/Facebook-removes-mothers-breast-feeding-photo.html

[88] http://www.unwomen.org/~/media/headquarters/attachments/sections/library/publications/2015/cyber_violence_gender%20report.pdf?v=1&d=20150924T154259

[89] *Findings from a survey conducted by the European Agency for Fundamental Rights on Violence Against Women in EU with 42000 female residents aged 18-74 years, show that one in 10 women had experienced inappropriate advances on social websites or subjected to sexually explicit emails or text (SMS) messages,* https://globalvoices.org/2014/03/10/european-union-publishes-comprehensive-survey-of-violence-against-women/. *A nine country study across developing countries across Asia, Africa and Latin America revealed that 13% of the women respondents who used social media expressed that they had suffered abuse through e-mails or social media. Due to the high possibility of underreporting by women in those countries, the report cautions that the percentage could be much higher,* http://webfoundation.org/docs/2015/10/womens-rights-online21102015.pdf

however, have been slow to react to gender-based violence perpetrated through their services. They have also been poor arbitrators for women, especially from the global South, seeking redress from gendered violence encountered on their services. Three leading tech companies (Facebook, Twitter and YouTube), tested by Take Back the Tech for their response to gender-based violence, performed dismally.[90]

The terms of use and opaque internal policies of these corporations betray inauthentic attempts at gender justice. Leaked Facebook internal guidelines for taking down of violent content revealed that the company had bench-marked for take-down a very white male experience of violence, ignoring the complex nature of online violence and hate speech that women face.[91] Research by ProPublica also shows that Facebook's 'hate-speech rules tend to favour elites and governments over grassroots activists and racial minorities'.[92] Internal rules that guide the teams of human censors employed by social media corporations remain a mystery.

The task of adjudicating violations necessitates adequate knowledge of the context, and the sensitivity to trace the power relations operating within that particular context. Algorithmic decisions tend to be by template and hence unresponsive to the particular manifestations of discrimination arising from the highly contextual intersections of gender, race, caste and/or other locations.

The Cambridge Analytica episode has drawn attention to the place of ethical codes and self-regulation within social media corporations. However, as Article 19 argues, without appropriate institutional frameworks and mechanisms that can access the logic of Artificial Intelligence (AI) and examine its validity and

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[90] *http://www.wunrn.org/news/2014/09_14/09_08/090814_take.htm*

[91] *https://www.theguardian.com/news/2017/may/21/revealed-facebook-internal-rulebook-sex-terrorism-violence*, *http://theladiesfinger.com/facebook-hate-speech/*

[92] *https://www.propublica.org/article/facebook-hate-speech-censorship-internal-documents-algorithms*

appropriateness vis-a-vis human rights, corporate self-regulation is, in and of itself, unlikely to be adequate[93]. Therefore, stakeholders need to be able to hold Internet intermediaries accountable, and to do so within reasonable exceptions that do not infringe on fundamental freedoms.

TRANSFER OF DATA FROM THE SOUTH TO THE NORTH

The flow of personal data of citizens from the global South into the hands of states and corporations situated in the global North has raised critical questions about control over individual citizens and communities.[94] In the name of development, women's bodies become sites for experimentation with big-money being pumped into various experiments in the 'developing world'. For example, organizations like ARROW have documented the rise of apps that monitor menstruation and fertility with little regard for women's privacy and how this sensitive data may be used.[95]

THE CHILLING EFFECT OF SURVEILLANCE

Free speech and access to information, the cornerstones of a robust democracy, are reduced to a farce in the surveillance regime. The chilling effect of surveillance on speech is well-documented.[96] For gender minorities, who are already disproportionately subject to online violence, the added threat of surveillance is a double whammy. Studies have also shown that people who live in fear of being watched will avoid looking for 'controversial' information that might draw

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[93] https://privacyinternational.org/sites/default/files/2018-04/Privacy%20and%20Freedom%20of%20Expression%20%20In%20the%20Age%20of%20Artificial%20Intelligence.pdf

[94] https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2820580

[95] http://arrow.org.my/wp-content/uploads/2016/08/AFC22.1-2016.pdf

[96] In a poll that queried people whether they feel the Internet is a safe place to express their opinions- one in three people (36%) across the 17 countries polled said that they did not feel free from government surveillance and monitoring, http://www.globescan.com/images/images/pressreleases/2014-BBC-Freedom/BBC_GlobeScan_Freedom_Release_Final_March25.pdf

[97] https://theintercept.com/2016/04/28/new-study-shows-mass-surveillance-breeds-meekness-fear-and-self-censorship/

suspicion.[97] There have also been instances of governments tapping into electronic communication of individuals to apprehend the work of Sexual and Reproductive Health and Rights (SRHR) and other gender rights activists.[98] In a surveillance regime, it is then entirely plausible that fear of being 'found out' might prevent women and gender and sexual minorities from seeking out crucial SRHR material.[99]

DIGITAL REGIMES OF INTELLECTUAL PROPERTY AND THE ENCLOSURE OF KNOWLEDGE

COPYRIGHT MAXIMALISM THROUGH DRMS AND TPMS

Access to knowledge is curbed by unfair trade and intellectual property regimes that apply proprietary frameworks to information resources, from which women have been traditionally excluded. Women's rights scholars have critiqued this possessive individualism underpinning copyright law, highlighting how it excludes ideas of shared and public ownership.[100]

The way copyright law is presently formulated perpetuates the ownership of creative resources by men, sustaining unequal economic relations between men and women. For example, copyright's impact in terms of depleting resources of public libraries directly impacts women who depend on public libraries to access information.[101]

Although the Internet is a potent force for the dissemination of information at negligible costs for reproduction, the neo-liberalisation of the information society has seen large scale control by corporations of information and knowledge. Digital

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[98] *https://www.apc.org/sites/default/files/FeministActionFrameworkOnDevelopmentAndDigitalTechnologies.pdf*
[99] *https://www.apc.org/sites/default/files/FeministActionFrameworkOnDevelopmentAndDigitalTechnologies.pdf*
[100] *http://journals.kent.ac.uk/index.php/feministsatlaw/article/view/7/54#txt2*
[101] *http://digitalcommons.wcl.american.edu/cgi/viewcontent.cgi?article=1267&context=jgspl*

rights management (DRM) and technology protection measures (TPM) are used to lock up copyrighted content on the Internet. These measures have become commonplace in copyright law post the two WIPO Internet treaties,[102] and assume a maximalist stance that fails to recognize the need for differential access. The divisions in access to knowledge are not just between the North and South,[103] but also gendered. Unequal earning capacity and lack of control over financial resources prevents most women from being able to access copyrighted works.[104] DRMs and TPMs erect barriers that copyright laws explicitly allow.[105]

EQUITABLE ACCESS
TO DIGITAL COMMUNICATION ARCHITECTURE

A PERSISTENT GENDER GAP IN ACCESS

Globally, 250 million fewer women than men are connected to the Internet.[106] While the gender digital divide is true across all the regions of the world, in Africa, the gender gap is widening.[107]

The persistence of the gender digital divide requires us to rethink connectivity policies that rely on the free market to reach connectivity to the last person.[108] Over-reliance on private actors can create distortions, such as when users think the Internet is just Facebook.[109] Further, for women, who on average earn 25% less

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[102] *WIPO Internet Treaties are World Intellectual Property Organization Copyright Treaty, and World Intellectual Property Organization Performances and Phonograms Treaty. Despite not ratifying either of these, sue to international pressure, India has amended its copyright law to include provisions that penalize the circumvention of DRMs.*
[103] *http://wiredspace.wits.ac.za/jspui/bitstream/10539/19801/1/SAJIC-Issue-7-2006-Liang-Prabhala.pdf*
[104] *http://tigerprints.clemson.edu/cgi/viewcontent.cgi?article=1069&context=cheer*
[105] *http://lexpress.in/law-development/digital-rights-management-provisions-and-indian-copyright-law*
[106] *https://documents-dds-ny.un.org/doc/UNDOC/GEN/G17/111/81/PDF/G1711181.pdf?OpenElement*
[107] *http://www.itu.int/en/ITU-D/Statistics/Documents/facts/ICTFactsFigures2017.pdf*
[108] *https://www.adb.org/publications/public-internet-rural-development-ict*
[109] *https://webfoundation.org/2015/10/india-womens-rights-online/*
[110] *http://www.a4ai.org/affordability-report/report/2015/*

than men, the cost of connecting to the Internet in the laissez faire economy is often simply beyond their means.[110]

MULTIPLE BARRIERS TO ACCESS AND USE

Gender-blind connectivity policies are woefully unaware of social, cultural, political and economic impediments that dictate women's use of technology. Cyber-based gendered violence, lack of textual literacy, social monitoring of access and use of technology, the wage gap, dearth of relevant content in local languages, gendered division of labour and time burdens, all pose barriers to women's meaningful use of technology. A study on connectivity among urban poor in nine developing countries by Women's Rights Online Network shows that because of a combination of these barriers, women were 50% less likely to use the Internet as compared to men[111].

RECOMMENDATIONS

GLOBAL ORGANISATIONS SHOULD:

• Through the UN Commission on the Status of Women (CSW), take forward its work on shaping the digital agenda for women's empowerment and gender equality, building on the progress made at its 55th and 57th Session. In its 55th Session, the CSW had highlighted the need for gender responsive design of technological innovations to ensure that they address women's needs and priorities and expand women's access to information sources and learning opportunities through online spaces.[112] In its 57th Session, the CSW had called attention to the proliferation of violence against women and girls, and privacy violations online[113].

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[111] http://webfoundation.org/docs/2015/10/womens-rights-online21102015.pdf
[112] https://www.itu.int/en/action/gender-equality/Documents/GlobalPlatformReferences.pdf
[113] ibid

- Emphasise through the CSW, the significance of a rights-based approach to access, underscoring that women's access to the Internet, first and foremost, needs to be unfettered and unconditional.

- Ensure that the Agenda 2030 review processes address the interconnectedness of Goals 16, 5b and 9c.

- Encourages a strong role for standards setting on anti-discrimination in outcomes of AI systems in media at the global level through a democratic and inclusive process; and proactive interventions from the Committee on the Elimination of all forms of Discrimination Against Women to tackle gender-based violence online.

GOVERNMENTS SHOULD:

- Through the Financing for Development Addis Ababa Action Agenda (2015), resolve "to undertake legislation and administrative reforms to give women equal rights with men to economic resources, including access to ownership and control over... appropriate new technology". This commitment should serve as a key basis for policies and programmes to support women's empowering use of digital media, backed by dedicated budget lines.

- Review, update and upgrade laws in order to keep pace with the changing landscape, addressing platform monopolies and their accountability. A legal framework defining the scope of intervention for Internet intermediaries in addressing online violence must be devised. This must be backed by due institutional process and judicial oversight, so that women users dissatisfied with the complaints mechanisms of social media have alternative recourse.[114]

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[114] *States have attempted walk this legal tightrope, an example of the same is New Zealand's Harmful Digital Communication Act 2015*
https://www.itforchange.net/index.php/rethinking-legal-institutional-responses-to-e-vaw

- Hold companies to account who have have shifted to using Artificial Intelligence to enforce their terms of service. Even when they do declare that they abide by technical and ethical standards, these are usually inscrutable and, therefore, there is no way to hold them accountable. Enforceability remains a problem with such self-regulatory standards.[115] Therefore, institutional safeguards that include frameworks for algorithmic transparency, that incorporate methods such as third party audits, are necessary. Algorithm audits provided by the EU General Data Protection Regulation suggest useful pointers in this regard.[116]

- Ensure online public-interest content produced by women's groups is promoted through appropriate policies for subsidised broadband connectivity, local language content creation and so on.

- Provide institutional and policy measures that promote safe and enabling online spaces for women. This includes building a legal response – updating existing laws or introducing digitally specific ones – to technology-mediated violence against women that recognizes women's agency, and adopts a 'dignity and equality' approach against a moralistic framing of the issue.[117]

- In keeping with their extra-territorial obligations, countries where digital corporations are headquartered must co-operate with those in which platforms have not acted against violations of women's human rights to hold platforms accountable.

- Ensure administrative, juidicial and parliamentary oversight of patriarchal surveillance with the male elite of local communities that seeks to discipline

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[115] https://privacyinternational.org/sites/default/files/2018-04/Privacy%20and%20Freedom%20of%20Expression%20%20In%20the%20Age%20of%20Artificial%20Intelligence.pdf
[116] http://www.mlandthelaw.org/papers/goodman1.pdf
[117] https://www.itforchange.net/rethinking-legal-institutional-responses-to-e-vaw

women in the emerging social, political and economic spheres. Women and girls must have access to information about their rights and avenues for remedy if victimized by such surveillance.

- Incorporate expansive exemptions of national copyright law especially for educational material for teaching and research purposes, as well as to include women's traditional knowledge.[118]

- Develop connectivity policies that are gender responsive for ICTs to work for gender equality and women's empowerment (Goal 5b),[119] and for 'universal and affordable access to the Internet in least developed countries by 2020' (Goal 9c).. Policies for universal access must be sensitive to gender barriers and adopt multi-pronged strategies:

  - A rights-based approach to the Internet can recognize women as equal participants in the online public sphere. Also, state provisioning of the Internet as a public good can address affordability concerns that act as barriers for women. A rights-based approach also calls for an independent regulator who can ensure that the Internet remains gender inclusive and is not captured by vested interests. To enable marginalised women to enjoy the gains of connectivity, the regulator should promote policies in spectrum allocation, backhaul inter-connectivity, competition and intellectual property that keep the Internet affordable for women.[120]

  - Public access centres or public Wi-Fi spots should have women facilitators and women-only time slots to encourage the use of ICTs by women.[121]

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[118] http://www.genderit.org/node/2216
[119] https://sustainabledevelopment.un.org/topics/sustainabledevelopmentgoals
[120] http://www.itforchange.net/sites/default/files/IT-for-Change-Submission-on-the-gender-digital-divide.pdf
[121] http://www.itforchange.net/sites/default/files/IT-for-Change-Submission-on-the-gender-digital-divide.pdf

- Gender budgeting mechanisms are a must in infrastructural policy – including for building public access centres and Wi-Fi hotspots, setting up municipal broadband networks, providing a minimum universal data allowances, etc.

• Enable women, especially from marginalized locations, to access content and engage actively, not just as consumers but creators of media and content, through policies for the widespread adoption of Free and Open Source Software (FOSS) and Creative Commons (CC) licensing. The deepening of such a public domain will have positive consequences not only for women's information access, but also, media participation.[122]

• Encourage efforts by women's organizations in using digital media and online spaces to amplify their stories through digital literacy programmes which have a gender component that specifically focusses on building the information and media literacies of marginalized women.[123]

CIVIL SOCIETY SHOULD:

Civil society actors working in the space of women's rights, digital rights and media freedoms should undertake the following set of actions:

• Combine forces to highlight and resist the unjust actions of powerful transnational corporations and state excesses in the digital media space. Advocacy efforts towards Goal 16, Goal 5b and Goal 9c should be synergised to ensure women's communication rights are comprehensively addressed in Agenda 2030 review processes.

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[122] *http://journals.kent.ac.uk/index.php/feministsatlaw/article/view/7/54#txt2*
[123] *An excellent example of this is Khabar Lahariya, a news network run by marginalized rural women, in India, that covers media-dark areas. Published in local dialects, it effectively uses digital platforms to publish their stories. http://khabarlahariya.org/,https://en.wikipedia.org/wiki/Khabar_Lahariya*

- Become news creators and build dedicated audiences. Diversity in, and the localization of, news from a feminist perspective can be achieved only through bottom-up networking and network building. Posing a systemic challenge to distortions in the public sphere requires that women's organizations capture the lived experiences of women, document the detail, invest in their own servers and set up news agencies. Piling one's content onto market-led media platforms is not enough, and may even be harmful in the long run.

- Carry out research. Global to local research on the rapidly changing media landscape is vital. This must include generating evidence about women's varied use of the internet for expression, information access and networking, as well as the subjects of industry structures and laws governing media.

- Actively call for private sector accountability to human rights, including women's human rights.[124] Women's groups must advocate for social media policies and terms of use that defer to the rule of law and to due processes of justice, demanding corporate transparency and accountability.

- Be vigilant about enclosures of knowledge. The dominance of copyright in the information economy calls for active commitment of women's groups to open source software and informational resources. It also requires monitoring of global to local policy processes, such as the debates around the Broadcasters Treaty at WIPO.[125] Restrictions to the public domain in the name of safeguards against on-line piracy are bound to work against the interests of women.[126]

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[124] _http://www.ohchr.org/EN/HRBodies/HRC/WGTransCorp/Pages/IGWGOnTNC.aspx_
[125] _http://www.wipo.int/pressroom/en/briefs/broadcasting.html_
[126] _https://thewire.in/86022/india-broadcasters-treaty/_

SECTION IV.
Media Education

10. Gender Mainstreaming in Media and Journalism Curricula[127]

INTRODUCTION

The Beijing Fourth World Conference on Women (1995) Section 'J' on women and the media, called the attention on the centrality of media and ICTs for gender equality. Echoing the Beijing Platform for Action (BPfA), the 47th Session of the Commission on the Status of Women (CSW) in 2003 noted the responsibility of these industries to end the discrimination of women. More recently, the Sustainable Development Goal 5 also referred to the role of media and ICTs in women's empowerment.

Recommendations emerging from these initiatives include: combating sexist representations in media and ICT content; equal access and participation of women in media and ICTs industries, particularly to foster the participation of women in decision-making positions; access of women and girls to ICTs; development of gender sensitive media and ICT policy; and the promotion of media and information literacy programs for women and girls.

However, progress has been slow and some areas have moved backwards - for example, the extended proliferation of violence against women in media and digital representations. One potential reason for the lack of progress is the absence of gender mainstreaming in higher education and of curricula that are gender sensitive within media and journalism programs globally. The institutions involved prepare

[127] Prepared by the UNESCO UNITWIN University Network on Gender, Media and ICTs.

future media and ICT professionals and journalists. Changes in curricula must be relevant to, and meet the needs of, communication and information industries whilst also educating emerging media and journalism practitioners to understand the importance of creating gender sensitive media structures and content. To date, they have often concentrated on technological innovation, but not on the implications of the production of content for gender equality or on the importance and significance of gender equity processes, or understanding of participation (and barriers to it) for gender equality.

EVIDENCE

Since the publication of the Beijing Plan of Action (BPFA)in 1995, institutional efforts were concentrated in combating sexist stereotypes in media and ICT content. Gender sensitivity in media and journalism education was not regarded as the starting point to change media content and operations. It has been thanks to the influence of feminist scholars who, in linking with activists and women media workers, that public attention has been drawn to this issue, and that education has been recognized as a strategic domain to promote change. Most recently, the UNESCO UNITWIN University Network on Gender Media and ICTs has been highlighting the centrality of gender mainstreaming in the curricula of communication and journalism schools, to combat gender inequality in those institutions and the industries they feed.

To teach gender issues in journalism and communication schools has to do with understanding the construction and impact of the gendered production of media content, and also with the status of women in newsrooms, professional career opportunities, equal pay and eradication of sexual harassment, among other issues (North, 2010).

According to Gertseema (2014), gender mainstreaming in journalism was adopted first by the Inter Press Service News Agency, which implemented this policy in 1994 to improve gender equality in both media structures and news content.

Following this, together WACC and the IFJ launched the *Learning Resource Kit for*

Gender-Ethical Journalism and Media House Policy in 2012, a resource to promote gender ethical journalism. The kit is based on the insights of media practitioners, educators and scholars from all regions of the world. It includes guidelines for gender equality in media contents and encourages dialogue within media structures and self-regulatory bodies and NGOs.

Implementing the gender mainstreaming principle in the media and journalism education field, relates to a diversity of dimensions:

• Institutional normative framework – gender equality and gender mainstreaming principles implemented throughout the curricula; including through the adoption of a code and/or mechanisms to prevent discrimination, unequal treatment, and harassment, as well as to foster gender-responsive pedagogical approaches and consistent content.

• Promotion of parity of male and female students and scholars at schools, in all activities and programs.

• Curricula development and course content – existence of gender specific courses within programs that should be planned through a gender-sensitive perspective.

• Teaching/learning - lecturers and students training on feminist theories and methodologies, also building on the richness of gender analyses and approaches.

• Learning materials – inclusion of texts, readings and pedagogical materials on gender equality, gender analysis, intersectionality.

• Assessments – gender equality as a standard criteria in university assessment tools.

• Research/publications – draw upon/foster and support research and publications that focus on gender in media and communication (Made, 2009), with the inclusion of publications and research that was written by both women and men.

Using this model, the South African NGO GenderLinks conducted an audit of gender equality in media and journalism education in two Namibian universities, including with funding from UNESCO. Findings revealed lack of a formal gender policy at the institutional level and the absence of gender mainstreaming in the curricula. They also showed a dearth of gender specific courses and a lack of mechanisms to mainstream gender into undergraduate programs. The audit made evident that the incorporation of gender-related issues mostly depends on the lecturer's own knowledge and on her/his feminist interests (Made, 2009); a situation that resembles the broader reality of media and journalism courses across the world.

Indeed, similar results were found by North (2010) in a national study which included 30 universities in Australia. According to the study, no academic journalism program in Australia offers courses that address the portrayal of women in the media, neither gendered media culture nor gendered production of content. A few of them just include some aspects of gender in unit synopses. Also, women students outnumber men in communication and journalism programs in a ratio of approximately 2:1. However, according to North (2010, p. 104) there is an institutional resistance to including feminist theoretical or critical pedagogies in Australian journalism curricula. Thus, the lack of gender mainstreaming in curricula seems to be the consequence not only of the beliefs, values, knowledge and experiences of the course developers, but also of the patriarchal structure that resists the introduction of a feminist perspective in teaching (North, 2010).

Although there are exceptions, in most cases female students outnumber male students, and yet, when they enter the professional field, women tend to have less status. They occupy the lower-income positions and have difficulty reaching parity within media and ICT industries - including in gaining senior and managerial roles in media organizations – which, in turn, has an impact in media content.

This raises the question of why there is still resistance to introducing gender mainstreaming in the curricula of journalism and communication schools. North offers some insight into the importance of gender mainstreaming:

'To find reasons why journalism education should embrace gender in its curriculum, one just has to ask why men dominate in the editorial hierarchy. Why is sexual harassment a continuing problem in the newsroom and effectively unaddressed by media organizations? Why is there a disproportionate number of men graded higher than women of equivalent industry experience? And why are women more cynical about the industry?' (North, 2010: 111).

RECOMMENDATIONS

In view of the evidence, the UNESCO UNITWIN University Network on Gender Media and ICTs calls on governments, member states, UN agencies, universities, researchers, civil society organizations and media and ICT industries to implement the actions listed below:

• A policy and a plan of action on gender equality should be in place/adopted by universities, particularly where journalism and communication programs are offered.

• All universities should guarantee gender mainstreaming in their journalism and communication programs (as per the above dimensions) with a special attention to digital transformations that have gendered implications for the profession.

• Gender mainstreaming practices need to incorporate intersectional approaches to ensure a fully inclusive educational offer.

• With the support of the universities represented at the UNESCO UNITWIN University Network on Gender Media and ICTs, there is a need to promote the exchange of expertise, knowledge, materials and best practices for the development of gender-sensitive curricula in journalism and communication.

• Governments, Member States, UN agencies, and universities should allocate adequate resources should conduct research on gender equality in journalism and communication teaching programs, in view of strengthening a gender-aware approach to the educational offer.

• Through curricula that embed gender mainstreaming, there is a need to train gender-aware next generation professionals to contribute to implementing gender equality principles and gender equal practices in both media structures and content.

• Universities should conduct gender-focused monitoring of students' performance during education and after graduation.

RESOURCES AND GOOD PRACTICE

• Public Relations Institute of Australia (2016) Diversity and Inclusion Policy to tackle gender inequality. Available at: https://www.pria.com.au/priablog/diversity-and-inclusion-policy-to-tackle-gender-inequity

• Global Report on the Status of Women in News Media:
https://www.iwmf.org/our-research/global-report/

• UNESCO Baseline definitions of key concepts and terms:
http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/BSP/GENDER/PDF/1.%20Baseline%20Definitions%20of%20key%20gender-related%20concepts.pdf

• UNESCO Women's and Girls' Education:
http://en.unesco.org/themes/women-s-and-girls-education/resources

• UNESCO Priority Gender Equality Action Plan:
http://unesdoc.unesco.org/images/0022/002272/227222e.pdf

- Media and gender: a scholarly agenda for the Global Alliance on Media and Gender. http://www.unesco.org/new/en/communication-and-information/ resources/publications-and-communication-materials/publications/full-list/media-and-gender-a-scholarly-agenda-for-the-global-alliance-on-media-and-gender/

- GenderLinks Gender in Media Education initiative. http://genderlinks.org.za/ what-we-do/media/coes-for-gender-in-media-education/

- UNESCO UNITWIN University Network on Gender Media and ICTs. http://www.unitwin.net

- Gender-sensitive indicators for media: Framework of indicators to gauge gender sensitivity in media operations and content. http://www.unesco.org/new/en/ communication-and-information/resources/publications-and-communication-materials/publications/full-list/gender-sensitive-indicators-for-media-framework-of-indicators-to-gauge-gender-sensitivity-in-media-operations-and-content/

- Advancing Gender Equality in Media Industries (AGEMI) Resource Bank of Good Practices. www.agemi-eu.org

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CASE STUDIES

Case 1. The Broadcast Media Regulators: Gender Equality Drivers

Amina Lemrini Elouahabi [128]

INTRODUCTION

Despite the fact that its role is not well known, the broadcast regulator constitutes – through its mission and prerogatives – a main driver of the promotion of a media landscape that upholds democratic values, including gender equality in and through the audiovisual media. The aim of this position paper is to create awareness on the '*raison d'être*' of the content regulators, in relation to gender equality, through highlighting the Moroccan experience of the High Authority of Audiovisual Communication.

WHO ARE THE REGULATORS OF THE AUDIOVISUAL MEDIA?

As outcomes of the democratic processes and the consolidation of fundamental freedoms, including freedom of opinion and of expression, these regulatory bodies are created and organized by law to accompany the liberalization of the sector. Mainly independent, executive power and from political and economic lobbies, these autonomous bodies act in the interest of the public through the prism of the

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[128] *President of the Moroccan High Authority of Audiovisual Communication.*
Co-President of the Working Group 'Gender and Media' of the Network of African Communication Regulatory Bodies (RIARC)
Former Co-President of the Working Group 'Gender and Media' of the Network of the Mediterranean Bodies of Regulation (RIRM -2013-2015)

public and private media.[129] They are accountable to parliaments and jurisdictions of financial control, and their decisions are liable to be overturned by judicial processes.

By their raison d'être, the regulators watch over the balance between free competition and the principles of public interest, such as media pluralism and the diversity of media content. Additionally, they uphold freedom of communication, as a fundamental principle, by making sure that media respect human dignity, protect the young public, promote pluralism of thoughts and expression, as well as of cultural diversity, and contribute generally to the promotion of human rights, including equality of the sexes.

Of course, the institutional posture and the extent of powers of the regulator, and its fields of intervention, differ from one country to another. However, apart from the prerogatives of granting authorization of frequencies to radio and television stations, the majority of these bodies are endowed with the prerogatives of decision-making on regulations, monitoring and sanctions when necessary, alongside their capacity to make propositions.

WHAT IS THEIR PRESENCE AT THE GLOBAL LEVEL?

The majority of the audiovisual regulatory bodies came about in the years 1980-1990. They number about 100 bodies[130] today. They are organized into, more or less, ten formal networks on a geographic basis (Africa, Europe, Mediterranean), linguistic (francophone, ibero-american, lusophone), or cultural (Islamic world).

These networks meet frequently (annually or bi-annually) to touch base and establish road maps; they constitute platforms for common reflection and exchanges of experiences, expertise and good practice.

[129] UNESCO adds the category of Community Media alongside public and private, as an holistic vision of broadcast pluralism.
[130] Some bodies, such as the HACA, belong to more than one Network.

The question of gender equality is one of the main thematic areas on which the exchanges have resulted in the adoption of solemn Declarations of Commitment, as well as working groups for follow-up. These are:

• REFRAM (Réseau francophone des régulateurs des medias / the French Network of Media Regulators): Declaration of **REFRAM** on equality between men and women in media (Brussels, 2011)[131]

• RIRM: Declaration of **RIRM** (Mediterranean Network of Regulatory Authorities) on fighting gender-based stereotypes in audiovisual media (Lisbon, 2012)[132] ;

WHAT CAN REGULATORS DO TO FAVOUR GENDER EQUALITY?

First of all, owing to the peculiarities of the audiovisual sector and of the role of the regulators,[133] the latter are entrusted with a strategic mission vis-a-vis the stakeholders: it is about broadcasaters exercising their editorial freedom and respect of fundamental liberties and freedoms, including the right of women not to be discriminated against.

It is in the vein of that basic paradigm that gives freedom and equality the same normative and ethical values as founding principles of human rights that the regulators can and should: [134]

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[131] _http://www.refram.org/sites/default/files/REFRAM_20110919_declaration_egalite_hommes_femmes_finale.pdf_
[132] _http://www.rirm.org/wp-content/uploads/2018/02/Declaration-on-the-fight-againts-gender-stereo-types-2012.pdf_
[133] _https://www.francophonie.org/IMG/pdf/REFRAM_20110919_declaration_egalite_hommes_femmes_finale.pdf_
[134] _These examples are based on the experience of the HACA of Morocco_

- Contribute to the legal recognition of gender equality in the media by consistently giving their opinions on all bills that the government and parliament consider on the media sector.

- Set the legal obligations of broadcast stakeholders in terms of gender equality in their bill of specifications. The bill of specifications is the contractual base between the regulator and the stakeholders, such as in licence conditions.

- Monitor *gender mainstreaming* in the adoption of norms in different fields authorized by law, such as happens with the norms that are specific to the treatment of political pluralism.

- Monitor the progress of implementation of the bill of specifications by stakeholders in line with the law, including the monitoring of sexist stereotypes and efforts to promote gender equality. The shortcomings observed during the monitoring can be sanctioned.

- Assist stakeholders and media professionals by setting up a methodological framework, such as a grid of gender indicators to be applied to different types of programmes (information, fiction, entertainment, advertisements), as well as tools of sensitization, training, monitoring, etc.

- Produce gender sensitive data in relation to the representation of men and women and their relationship across the overall programmes and audiovisual services in terms of a mechanism for monitoring reception, storage, archiving, follow-up and treatment of the overall programmes broadcast by stakeholders.

- Establish partnerships targeting the promotion of gender equality:

  - At national level (beyond the broadcaster stakeholders) with other actors such as advertisers, producers, journalists training institutes, academic institutions, civil society, etc.

- At international level: intra and inter-network relationships, as well as with actors of the media sector.

MOROCCAN AUDIOVISUAL COMMUNICATION HIGH AUTHORITY

The Regulator has been instrumental in the integration of the question of gender equality through adopting a conceptual framework based on a Gender/Rights approach.

1 - AUDIOVISUAL ACT (2015- 2016):

The law obliges the stakeholders to:
• 'Promote the culture of equality among women and men, as well as fighting gender-based discrimination, including stereotypes that affect the dignity of women' (Art. 8);
• 'Uphold the principle of parity in all political, economic, social and cultural programmes' (Art. 8).

Additionally, the law forbids:
• 'Any programme inciting, directly or indirectly, violence, exploitation or harassment of women, or likely to affect their dignity' (Art.9);
• 'Any advertisement that is likely to affect women, that contains a negatively stereotyped message to them, that suggests their inferiority or calls for their discrimination based on sex' (Art. 2).

2 - REORGANIZING THE HIGH AUTHORITY OF AUDIOVISUAL COMMUNICATION ACT (2016):

Among the missions of the HACA,
'Contribute to the promotion of the culture of equality and parity between women and men, as well as fighting discrimination and stereotypes affecting the dignity of women' (Art 3, Paragraph 7).

RECOMMENDATIONS

The objective of promoting gender equality in and through the audiovisual media is generally shared by all regulators. In order for the role of regulators to be meaningful, three types of recommendations can be considered:

1. General recommendation:

Explicitly acknowledge regulators as stakeholders able to have an added value in

advancing gender equality in and through the media (such as advocacy for a new paragraph in existing legislation).

2. Recommendations for states to strengthen the role of regulators:

• Integrate explicitly and transversally the principle of 'men/women equality' in the laws that organize regulation bodies and other laws in relation to the sector.

• Integrate gender equality information into the principle of parity for conditions of election/nomination into the deliberating organs of the regulatory body.

• Endow the regulatory bodies with the explicit prerogative of combatting sexist stereotypes and promoting parity and equality in and through audiovisual media.

• Entrust the regulators with the elaboration of annual reports addressed to parliaments on the state of gender equality in and through the media, with the objective of evaluating and analysing the progress, constraints and making recommendations.

• For actions of regulators of broadcasters and other media actors to be efficient and meaningful, the conceptual framework of that action should be reviewed. In terms of objectives to achieve, it is a question of the basis of the imperatives of a legal approach and gender tools to move from the 'improvement of the image of women in the media' to the 'fight against sexist stereotypes and the promotion of a culture of equality between men and women'. Behind simple terminologies lies a worldview of gendered social relationships that media have the power to reproduce or deconstruct.

Case 2. African Union of Broadcasting: Gender Integration in African media

Evelyne Faye [135]

INTRODUCTION

The United Nations Conference on women, held in 1995, underscored the essential role of media in the promotion of gender equality in all domains. The stakeholders agreed on the necessity of pooling their efforts to fight the stereotyped images of women and their unequal access and participation in all systems of communication.

In 2003, during the second African Union summit in Maputo (Mozambique), the *African Charter on Human and Peoples' Rights on the Rights of Women in Africa*[136] commonly known as the 'Maputo Protocol' was adopted.

With the Maputo Protocol, the African Union had adopted an instrument aimed at correcting the precarious legal situation of women by engaging the countries that ratified it to take concrete measures to ensure equality of men and women. Thus, it was the first time that there existed a contractual document that responded to all arguments and critics pretending that equality of the sexes was only a western preoccupation, and that any effort in that sense would constitute an 'interference in the culture and traditions' of the peoples in the South.

The UN Conference on Women in 1995 denounced stereotypes in the media and called on media professionals to define and adopt codes and/or editorial guidelines that are gender sensitive to give an impartial and accurate image of women.

[135] *African Union of Broadcasting*
[136] *An additional protocol to the African Charter on Human and Peoples' Rights of 1986*

African governments indicated commitment to promote the equality of the sexes and the self-reliance of women by ratifying the *Convention on the Elimination of All Forms of Discrimination Against Women.*[137] Recently, the African Union declared 2010-2020 the decade of African women. This commitment put the African audiovisual media at the forefront of translating that responsibility into action. There is a huge gap to bridge in the media and journalistic works in order for women to enjoy the same rights as men. The media should truly reflect the image of a society where gender equality is a fundamental human right.

Over the past decade, the question of 'women and the media' has been the topic of many works and seminars in most of sub-Saharan African countries. International organizations such as UNESCO, researchers, national authorities, academic bodies, media organizations and women's' organizations have, at different levels, raised the question of the presence of women in the media.

While the number of women employed in the media has considerably increased, that increase has not translated into their presence in leadership positions in the media and has not impacted on the representation of women within content. They are confined within the roles of news bulletin anchors and are less present as reporters where men are mainly assigned. The so-called 'soft' thematic reportages are usually reserved for women.

Women's level of representation in leadership positions is very low in relation to men (see Table below).

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[137] *UN General Assembly, Convention on the Elimination of All Forms of Discrimination against Women, 18 December 1979. http://www.un.org/womenwatch/daw/cedaw/text/econvention.htm.*

**GENDER BALANCE IN DECISION-MAKING POSITIONS
IN THE MEDIA: NUMBER OF CADRES**

Broadcast media in:	% Men	% Women	N
ALGERIA	61%	39 %	1847
BENIN	88 %	12 %	103
CAMEROON	73 %	27 %	379
KENYA	66 %	34 %	171
SENEGAL	70 %	30 %	452

Source: *Survey of member organizations of African Union of Broadcasting*

Within the context of modernization and democratization of society in general, it is necessary that governments bring about the necessary reforms to legal instruments for equal chances between men and women with the same qualifications, but also the freedom of thought and of opinion, and to ensure visibility and equal access to media.

Women have long since organized into associations and NGOs, not only to defend and to uphold their rights as professionals, but also as drivers of development within their respective countries. The integration of gender equality in the media is a reality in Africa. Women are well represented in media outfits and newsrooms. They are usually even more numerous than men.

However, they do not occupy the same place as their male colleagues in the newsrooms and in leadership positions. Notwithstanding important progress in terms of conditions of service, equal salary treatment and within the work environment.

The in-service training of professional journalists on the integration of the gender dimension in policy is essential to the definition of editorial guidelines. That approach would contribute to seriously reduce the stereotypes that are still ever-present in the practices of the media.

RECOMMENDATIONS

GOVERNMENTS SHOULD:

• Define policies and processes of the institutionalization of gender equality.

• Guarantee freedom of expression of the media and their protection within the framework of institutional instruments.

• Request governments to take into account the gender dimension in sectoral policies by adopting legal instruments with the objective of achieving gender equality.

• Strengthen the institutional powers of regulatory bodies in regard to gender equality.

UNITED NATIONS AGENCIES SHOULD:

• Note that it is 23 years after the Beijing conference, and time to update the declaration.

• Encourage audiovisual media organizations to build capacities of their human resources on a gender-equality basis in order to achieve SDGs in 2030.

- Systematically disseminate and share reports of gender-relevant surveys with the media.

- Support initiatives to implement gender-equality orientation documents of the audiovisual media through financial grants.

- Elaborate tools for sharing good practice in gender equality in and through the media.

- Involve the media at the forefront of the advocacy on the integration of gender dimensions in the contents they provide to populations.

MEDIA SHOULD:

- Obtain the support of the authorities (the board, ministries) for gender equality progress.

- Encourage media organizations to integrate a gender dimension in their general strategy and in their budget activities.

- Monitor effective integration of gender equality in media content.

- Elaborate a strategic orientation document that responds to the implementation of legislation on gender equality within the work environment.

- Define guidelines and codes of ethics that integrate a gender dimension in audiovisual media.

- Consider capacity building as a key factor for the success of the integration of gender equality and encourage all initiatives that contribute to achieve that objective.

• Participate actively in the advocacy for the importance of a gender dimension in the audiovisual media, as mirror of society and gender equality rights.

• Strengthen partnerships with NGOs, regulators and United Nations agencies in order to implement the action plans defined in the framework of strategies for eradication of stereotypes and sexist images in audiovisual content.

CIVIL SOCIETY SHOULD:

• Create national gender observatories to monitor the effectiveness of integration of a gender dimension in policies at a national level.

• Spread good practices in this area.

• Assist the media in their policies of integration and promotion of a gender equality dimension.

• Monitor the implementation of laws and regulations applicable in the media sector.

• Put into place a system of evaluation and motivation of the media on the implementation of gender equality at all levels of media organizations.

The media have a central position and a fundamental role in the promotion and instigation of new dynamics aimed at achieving gender equality in African societies. As the SDG progress report of UN Women testified, though it is well entrenched in the political agenda of the states, in reality, equality between men and women remains an important gap to bridge.

Case 3. Sustaining Women-Led Community Media in the Pacific region; the femLINKpacific Experience

Sian Rolls [138]

"Whether it is the women who have taken to the airwaves or the development partners who have journeyed with femLINKpacific, they have recognized and supported the role of community radio to enable women and young women in all their diversities to claim their communication rights in our region. Without a media platform of their own women's rights, peace and human security will remain invisible.' (femLINK, 2016, pp1).

INTRODUCTION

The media is a prime conduit for accountability. Given that 'communication is the primary process of any social system or architecture' (Singh, 2008, p.78), the media industry must also keep abreast of shifts within the development paradigm; it must enable a discourse for public consumption that is accessible and relevant 'for encouraging the accountability of public authorities by offering spaces for citizens to express grievances and make demands on those in positions of power' (Fantini, Gagliardone and Stremlau, 2015).

With a facilitated two-way discourse, it is expected that decision makers 'can be held accountable for their actions (thus will be) responsive to their stakeholders' (Ahrens and Rudolph, 2006). The stakeholders are the public, including the most vulnerable.

[138] Co-Programme Director, femLINKpacific, Fiji.

especially with regard to the context of a post-disaster situation where community media are vital. Yet, living up to this endowed role of the media as the fourth pillar of democracy, it not always in the interest of media outlets, including their management.

It is within this discourse that models, particularly the People's Communication for Development (PC4D) model, emerged to examine this relationship. PC4D emerged as a 'results oriented communication process(es) based on dialogue and participation' (FAO). This is something critical as 'communication is the primary process of any social system or architecture' (Singh 2008). PC4D was also a response to the leanings of Communication for Development models that 'became the tool for state propaganda… to 'inculcate and defend the economic, social and political agenda of privileged groups that dominate" (Herman and Chomsky, in Aslam, 2014).

It is fundamental within a democratic society to have information that is 'shared equitably and managed to the best advantage of all members of society' (Commonwealth Human Rights Initiative in Bhim, 2010). The path to such goals requires an empowered, wide-reaching media landscape 'to offer a platform where marginalized people can contest both political and economic power in order to enable them to transform specific development systems to their benefit' (Manyozo 2016). However, realizing models like PC4D is not without challenges.

With any organization, there is a need to financially sustain its operations. While the media is a vehicle of information dissemination (Dave, 2006), the ownership of media outlets through direct investment or through advertising is likely to influence the focus of any media coverage. In addition, the design of the media formats – such as the length of a news bulletin, the amount of page space or when television programmes are aired – are also likely to influence how information is relayed (Ashlin & Ladle, 2007). All of these factors play into just how the media plays its role as 'the 'watchdog of democracy' in society, guarding the interests of the people, fulfilling their socially responsible role' (Robie, in Aslam, 2014). In the Pacific context, this reality is particularly pressing due to the infrastructural limits of both the reach of journalists, impacting the collection of information, and broadcast or circulation,

impacting the viability of the media outlet as a commercial entity. This is where women-led models of communications and use of technology play a role.

The legacy of women's media networks who negotiated for the broadening of the Women and the Media section of the Beijing Platform for Action, to reflect the opportunity for women to be recognized as producers of their own media forms, resulted in the inclusion of the Strategic Objective in Section J. This recognizes the need to increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication.

While there have been advances in certain areas of media across the Pacific region, large gaps continue to exist in both traditional and digital media outlets (Macharia, 2015). Pacific women are challenging the status quo as the producers of our own print and electronic media. This is – both in the production of content but so too with regards to the political landscape that surrounds the media. For example, the Pacific Community notes that "The gender gap in employment rates, as well as the fact that women's political representation in the Pacific Islands region is the lowest of any global region, are also important concerns for gender equality".(SPC, 2015).

Attention is needed in media environments that have experienced outright conflicts. Robie (2011) reported that Fijian journalists do strongly support investigative journalism as a measure of commitment to being a watchdog on democracy but there is still "the restricted access of information (that has) stopped analysis and opinions in all sections of the community" (Bhagwan Rolls, 2011). This impacts on gender in media. Lisa Horiwapu, a journalist that leads the Rural Women's Media Network in the Solomon Islands supports this analysis, saying "We have lots of women working in the media now, although we still have issues around women managing media houses. Apart from that, at the moment, one of our issues is trying to make the media cover lots of women's stories. We are also doing training for the mainstream media, especially in trying to encourage them to write women's stories. Not only that but be gender sensitive."(cited in Sian Rolls, 2017).

Women also operate community radio stations, are media correspondents, producers of video documentaries, information providers, communicators and media activists. This includes femLINKpacific's regional media network that started with the 'suitcase' radio station in 2004.

femLINKpacific

femLINKpacific (Media Initiatives for Women) in Fiji launched its 'suitcase' radio femTALK 89.2 in 2004. A suitcase radio is a mobile radio station comprised of a CD, cassette tape players, microphones, controls and the transmitter. Much of the work of femTALK 89.2 radio has been to bridge the inter-generational gap – with young women learning the technology and older women finding their voice, often after years of being told to be silent.

Establishing the community radio platform was 'a bold move because it challenged the status quo of existing decision-making structures in Fiji by enabling women to speak openly on common matters and, crucially, it also involved young women. The suitcase radio has also been used as a training tool to empower women to speak to each other and with their communities' (Bhagwan Rolls & Narayan, 2008). It enables dialogue about issues that people faced on a day-to-day basis, within a context where the political developments in Fiji had resulted in a significant impact on the media environment, including the legislative environment. political developments in Fiji had resulted

femLINKpacific's Generation Next Project supports young women throughout the Pacific region to become community radio producers and broadcasters. Initiated in Fiji in 2005, the project has since enabled a cadre of more than 100 young women to take to the airwaves and use information and communication to bridge the divide between urban and rural women, and their communities and national and local governance structures (femLINKpacific, 2012).

"Outside of femLINKpacific, there aren't as many young women engaged in the technical aspect of media production. I know just how critical it is to continue to resource women's media. We need to be setting the agenda, telling our stories and creating the narratives. It's not as simple as just trying to get a woman to talk to a camera – it's about investing effort, time and passion to enable someone who's never been asked her opinion to tell her story.' – Sian Rolls (Evans, 2017).

'Through listening to women, communicating their stories, reading and researching policy documents and policy briefs of women, producing and documenting stories with women, for women, peace and security to enhance conflict prevention and peacebuilding (I am learning from them as women leaders). Another (thing I enjoy) is the radio. Women are able to speak wherever they are, from the comfort of their homes, on the mat or the community hall and with the availability of ICT their voices are reaching out wide and far across the globe.' – Lucille Chute (Waqa, 2017).

RECOMMENDATIONS

• Governments must ensure that broadcast policy and regulations support women's media networks, in particular community media and community radio, and feminist networks who have a demonstrated role to enable women of all diversities, including young women, to use accessible and appropriate media and ICTs bridge the gap in media content in particular via the public airwaves.

• Donors and development partners should earmark specific funding towards the resourcing of women's media networks, in particular community media networks and feminist media initiatives, which are addressing the persistent societal gender inequalities through the use of qualitative and quantitative research including media monitoring linked to the Global Media Monitoring Project (GMMP).

• Donors and development partners should re-define sustainability of women's media networks, in particular community media networks and feminist media

initiatives, by ensuring that at least 30% of all media capacity development funds are ear-marked for young women's development and content creation.

STAKEHOLDERS SHOULD:

• Bring the opinions of women including rural women, women with disabilities as well as young women, into the public media arena.

• Support capacity development of young women community media producers to apply their knowledge of gender, media and human rights commitments to support their role as community media correspondents, including their ability to confidently engage with media and political party structures and leadership.[139]

• Support the capacity of young women to produce content that responds to the gender gaps in media content using the Global Media Monitoring Project to guide content production, as well as engagement with public and commercial media newsrooms.[140]

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APPENDIX: UNESCO's contributions to Gender Equality in Media

UNESCO exists as a specialized agency within the UN system, and is the sole entity therein with a mandate on media development. In addition, UNESCO's Member States have identified Gender Equality as a cross-cutting priority for the work of the organization. In fulfillment of these points, UNESCO persistently works in forwarding the promotion and realization of gender equality in media on global, regional, national and local levels.

Below follows a compilation of the most recent efforts undertaken by UNESCO in this domain, with relevance to the various themes related in the present publication.

UNESCO AND THE GLOBAL ALLIANCE FOR MEDIA AND GENDER (GAMAG)

GAMAG was an initiative initially spearheaded by UNESCO, and has grown to become an independent network. In the process, the two organisations have had a number of partnerships. These include technical advice and financial support, notably through the International Programme for the Development of Communication (IPDC). UNESCO also helped GAMAG draft its Constitution and Code of Ethics.

UNESCO and GAMAG has also co-hosted several events and activities, such as at the Commission on the Status of Women (CSW) in NY in 2017 and 2018. In 2017, the question of gender equality in and through the media was highlighted in relation to the overarching theme of "Women's economic empowerment in the changing world of work". An event held in UNESCO offices in New York examined the extent to which the media-related recommendations on women and the media contained in global agreements such as the 1995 Beijing Declaration and Platform for Action been achieved. In 2018, the participants in a packed side-event in the UN General Assembly building presented the draft policy papers that constituted the basis of this publication.

UNESCO and the IPDC have continued supporting GAMAG in promoting gender-transformative media development.

UNITWIN NETWORK ON GENDER, MEDIA AND ICTS

UNESCO has worked closely with the UNITWIN Network, in developing a Global Survey on Government Actions. Further, a meeting was held with eight UNITWIN members in April 2017 in Barcelona, Spain, which established priorities for the network and a plan to grow the network with more member universities. Ten universities[141] were then members. A further eleven universities[142] also strengthened regional cooperation during meeting on gender sensitivity in Honduras in June 2017. The UNITWIN Network on Gender, Media and ICTs, code of ethics and constitution was established and accepted by members. A website has been created. http://www.unitwin.net/.

In the area of research and in connection with capacity building, in 2018, the UNESCO UNITWIN Network on Gender, Media and ICTs carried out a mapping exercise of related existing educational programmes (educational and training activities) in 10 countries (2 in Africa), in 5 world regions. This was done thanks to a partnership with the Netherlands via an earmarked grant made by the IPDC. The survey resulted in the collation of pedagogical approaches, disciplinary areas, gaps in educational offers, existing good practices, and future challenges. As a result, a new model curriculum has been drafted, called "*Gender, Media and ICTs: New syllabi for media, communication and journalism*" as part of UNESCO's series on

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[141] *RMIT in Melbourne, Australia, the National Autonomous University of Mexico, the University of Padova, Italy, Howard University in the USA, S.N.D.T. Women's University, Autonomous University of Barcelona, Hawassa University, Ethiopia, Complutense University Spain, UNIBE Dominican Republic, and the Namibia University of Science and Technology.*

[142] *Including the Universidad de Valle, Univalle, Universidad Nacional Autónoma de Chiriquí, Universidad de El Salvador, Universidad Don Bosco, Universidad Centroamérica José Simeón Cañas, Universidad Tecnológica Centroamericana, Centro Universitario Tecnológico, Universidad Metropolitana de Honduras and Universidad José Cecilio de Valle.*

journalism education. This was previewed at the annual congress of the International Association for Media and Communications Research in 2018.

THE GLOBAL REPORT ON THE STATUS OF WOMEN IN THE NEWS MEDIA (2011)

Together with International Women's Media Foundation (IWMF) UNESCO helped pioneer the most ambitious undertaking to date in promoting women's voices in news media. Through a global and international research partnership, this resulted in a groundbreaking report published in 2011. The report offered comprehensive data on the status of women in news production as well as in decision-making and ownership structures within media management. It targeted professional facets such as governance, publishing, editing, reporting, photojournalism, broadcasting etc. Executives at more than 500 companies in 59 countries were interviewed by more than 150 researchers. The final report revealed gender-specific glass ceilings in 20 out of 59 countries, especially for middle and senior management positions. Just above half of the included companies had gender equity policies. By region, Western and Sub-Saharan Africa companies came in at 69% having such policies. For companies in Eastern Europe, 16% had these policies.

THE GLOBAL MEDIA MONITORING REPORT (2015-)

The Global Media Monitoring Project (GMMP) saw its inception at the Women Empowering Communication international conference in Bangkok, 1994. The World Association for Christian Communication (WACC) and MediaWatch headed this global effort to enhance gender equality in news media. The project has several objectives with international scope: to map representation and portrayal of women in mainstream news media; to develop grassroots research; to strengthen networks among gender and communication groups; to create awareness and to develop monitoring skills in the media. The report is published every 5th year and is based on data collected by volunteer researchers. UNESCO was a partner in the latest report

from 2015, which covered over 100 countries and focused on media performance particularly as regards coverage of women worldwide. Results showed stagnating progress since 2010, and identified glass ceilings for women reporters in especially visual media. While news content concerning dimensions of gender equality has faintly improved, it remain at a poor 9% of all content. Even less content was found to challenge gender stereotypes. Thus the research revealed entrenched patterns and norms detrimental to the representation of women in mainstream news media and on all platforms. This pattern also concerns women's participation in top levels of management.

WOMEN MAKE THE NEWS CAMPAIGNS

Women Make the News (WMN) is a global campaign timed to kick off on 8 March, International Women's Day. In 2017, the UNESCO-led initiative used key results from the 2015 Global Media Monitoring Project to highlight gender inequality by creating social media posts and focusing the campaign the Gender Equality Check. This in turn is based on the UNESCO developed <u>Gender Sensitive Indicators for Media</u> (GSIM). Sixty-two partners, including 18 media organizations took part.[143]

In 2018, the Women Make the News campaign was titled "Gender Equality and Sports Media" (<u>https://en.unesco.org/womenmakenews</u>), during which three initiatives were launched to forward the conversation on gender inequality and stereotypical portrayals of female athletes within sports coverage. These included:

• A Google Chrome extension labelled "HerHeadline", the first–ever gender equality plugin which enabled an automatic highlighting of gender unequal sports coverage, including qualitative and quantitative gaps in media coverage of women athletes.[144]

[143] *Afghanistan, Algeria, Bangladesh, Benin, Canada, China, Democratic Republic of the Congo, Fiji, Ghana, India, Indonesia, Iraq, Japan. Kazakhstan, Liberia, Mauritania, New Zealand, Nigeria, Pakistan, South Africa, South Sudan, Spain, Sweden, Switzerland, United Arab Emirates, United Kingdom of Great Britain and Northern Ireland, United States of America, Viet Nam and Zambia.*

- Under the hashtag #HerMomentsMatter, UNESCO revisited sexist headlines with regard to female athletes published by news outlets during the previous Olympic Games. This social media campaign was a follow up to the theme of World Radio Day 2018 (see below) in relation to which several videos and audio clips were also produced regarding the topic.

- An interactive quiz "Guess who" was designed to reveal unequal coverage of women's sports.

GENDER SENSITIVE INDICATORS FOR THE MEDIA (GSIM) AND GENDER AWARE POLICYMAKING

Since the launch of the groundbreaking GSIM in 2012, and following their translation into six language, more than 50 media institutions/organizations and 16 educational institutions and/or universities have been implementing policies and strategies based on application of the GSIM.

These include 15 in South East Asia[145], 11 in South Asia[146], 15 universities in Central Asia[147], 6 institutions in the LAC region[148] and 17 institutions in the Middle

[144] *This extension is now to be reviewed.*
[145] *The Alliance of Independent Journalists of Indonesia in Indonesia, the Radio Republik Indonesia in Indonesia and the Philippines Social Science Council in South Asia in the Philippines. In Thailand, UNESCO supported 12 media houses to develop and implement a gender mainstreaming strategy based on UNESCO's GSIM. In addition, in Kuala Lumpur, Malaysia, UNESCO in collaboration with the Asia Pacific Institute for Broadcasting Development (AIBD) organized a regional gender sensitive reporting workshop in March 2019, where participating editors and journalists from Nepal, Singapore, Sri Lanka, Myanmar, Maldives, Laos, Bhutan, as well as Malaysia, learnt about implicit gender bias in the media and its influence in newsrooms and programming.*
[146] *South Asia Women's Network (SWAN), Indian Institute of Mass Communication in India, Institute for Studies in Industrial Development in India, Development and Humanitarian Services for Afghanistan (DHSA) in Afghanistan, Manusher Jonno Foundation in Bangladesh, Dhensel Research and Consulting in Bhutan, Addu Women's Association in the Maldives, Mizzima in Myanmar, Initiatives of Media Women in Nepal, Uks in Pakistan, and Women and Media Collective in Sri Lanka*
[147] *In Kazakhstan, the Suleiman Demirel University and KazNU have implemented the GSIM in their research and presentations, while 13 other universities are currently using the GSIM.*
[148] *The School of Communication of the University of Matanzas in Cuba, along with Radio Libertad, Radio Chaparra, Radio Manatí, Radio Cabaniguán and Radio Maboas in Cuba, are following an assessment implemented by the Cuban Union of Journalists, with support from IPDC in 2016.*

East[149]. In Africa, the GSIM have been implemented to conduct self-assessment studies by the Malawi Institute of Journalism (MIJ) in Malawi, and in Zimbabwe by the Harare Polytechnic's School of Journalism and Media Studies and by 4 radio stations in Rwanda.[150]

Coherent with UNESCO's strategy to empower women and girls through policy implementation, more than 30 institutions, community radio stations and national broadcasters around the world have adopted policies and/or developed strategical frameworks on youth or gender equality in media.

In this vein, in Rwanda, UNESCO's efforts helped to lead to almost 30 media houses signing an agreement with the AWMP (Association of Women in Media Platform) to develop and implement gender sensitive guidelines. Contributing to the implementation of the Rwanda Strategy for Gender Mainstreaming in Media, key recommendations were realized: the creation of a media platform to inform and educate against Gender Based Violence, and a gender audit assessing whether the 30% minimum representation provided for by the Constitution is being respected.

In Morocco, a memorandum was signed between UNESCO, UN Women and the constitutional regulatory body for communication called HACA (High Authority of Audiovisual Communication). A joint initiative was launched to develop an in-house monitoring tool designed to raise awareness among media operators on the image of women in the media landscape. The tool was based on UNESCO's GSIM and the Global Media Monitoring Project indicators, and its success engendered requests from other countries (Niger and Belgium).

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[149] *16 different media institutions (print, audio-visual and online) were sensitized on gender sensitive matters within the workforce based on UNESCO's GSIM in Lebanon; in Jordan, with support from IPDC, the organization 7iber conducted a monitoring study on diversity and gender representation in Jordanian media content based on the GSIM. Findings were disseminated online through various channels to all media outlets and have been used as a reference guide for media professionals.*
[150] *Radio Izuba FM, Radio Huguka FM, Radio Ishingiro FM, and Radio Isangano FM in Rwanda.*

As the results of its application in Morocco showed mis- and underrepresentation of women in media content, UNESCO later piloted a gender focused programme with the national broadcaster SNRT (Société nationale de radiodiffusion de television), supporting their creation of a parity committee that consequently prepared a Charter and an Action Plan based on UNESCO's GSIM. Furthermore, two online data bases aiming at enhancing women experts participation in news programming were launched (KHABIRAT and expertes.ma). UNESCO has supported the creation of a special gender sensitive 'training of trainers' for SNRT operators (journalists and content producers, managers, broadcasters and regulators).

In Tunisia, UNESCO supported the elaboration of a multi-stakeholder Media and Gender Charter, by the independent national regulatory authority for audio-visual communication (HAICA) and the National Journalists' Union (SNJT). The Charter, based on the GSIM, aims at promoting equal representation of women in the media and fighting stereotypes.

GENDER EQUALITY IN JOURNALISM EDUCATION AND TRAININGS FOR MEDIA PROFESSIONALS

Between 2014-2018, UNESCO also implemented the project "Support to Media in Jordan" funded by the European Union. A series of workshops on professional reporting on issues related to human rights and gender issues resulted in the production of radio reports on gender issues and women's rights.

Following a regional training workshop in Jordan on UNESCO's Gender Sensitive Indicators for Media for Arab States Public Broadcasters late 2017, and discussions with Lebanese partners on Gender in Media, UNESCO initiated a project on "Balanced Media in Policies and Language" addressing a pressing need within the Lebanese context. The training was based on the GSIM, and aimed to engage decision makers in Lebanese media to influence HR managers to adopt modifications to internal policies and procedures based on the GSIM; and to build the capacity of middle

management of media in Lebanon to reflect gender sensitive balanced language in media production.

The UNESCO Office in Rabat, Morocco reported that work with the Women Journalists Network in Mauritania led to strengthened capacities and facilitation of the internal structuring and expansion of the network, adding a mentoring component to help young female professionals. It also led to the designation of the first female Editor in Chief of the main national channel.

UNESCO gave technical support to implementing organizations of IPDC-supported projects, promoting gender awareness in journalism education and/or focusing on capacity building for women journalists. In Jordan, the project "Fostering gender equality within media organizations in Jordan" allowed 7iber to conduct an assessment study of diversity and gender representation in Jordanian media content based on UNESCO's GSIM. Recommendations were developed and propagated in Jordanian media organizations.

In Cuba, the Cuban Union of Journalists (CUJ) invited 30 female journalists from Cuba, Colombia and Argentina for a capacity-building activity focusing on management of media institutions entitled "Women lead the media: Developing managerial and leadership skills in women journalists from LAC".

In Kazakhstan, the bilingual project "Strengthening Curriculum on Gender Journalism" for journalism educators from 15 universities[151] in Kazakhstan looked at gender inequalities, stereotypes and discrimination in the media content, and

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[151] *Pavlodar State University named after S. Toraigyrov, Karaganda State University named after E. Buketova, Atyrau State University named after H. Dosmukhamedova, Eurasian National University named after L. Gumilyov (Astana), Taraz State University named after H. Dulati, International University of Turkestan named after A. Yassavi, Al-Farabi Kazakh National University (Almaty), University of Korkyt-Ata (Kyzyl-Orda), Turan University (Almaty), State University Shakarim (Semipalatinsk), KIMEP University, (Almaty), Zhetysu State University named after I. Zhansugurova (Taldykorgan), Kazakh University of International Relations and World Languages named after Abylai Khan (Almaty), and University of Suleiman Demirel (Almaty).*

led to specific classes and modules on gender journalism and mainstreaming of gender aspects in the curriculum. The training was bilingual in Russian/Kazakh, and sessions included UNESCO's GSIM and Gender Journalism's Russian/Kazakh translation as well as exchange of best practices among the universities.

In the Dominican Republic in September 2018, 70 male and female supervisors from the network of Radio Stations of the Community Technology Centres participated in the capacity building workshop "Promotion of the gender approach on and through the radio". Technical support from UNESCO included the webinar "Gender Approach and the Media" with the participation of over 1,000 connected users.

In 2018, a project on the training of members of community radios and Community Multimedia Centres (CMCs) in Senegal in conflict-sensitive reporting gave special attention to reporting violence against women and to gender equality. It included the exchange of good practice from community radio stations in other countries such as Congo, Mali, and Rwanda.

WORLD RADIO DAY (WRD)

In 2018, stakeholders around the world celebrated World Radio Day (13 February) under the theme "Radio and Sports" with a focus on gender equality in sports and deconstructing gender stereotypes through sports reporting. 490 events were organized in 102 countries. Young people in Jordan, Morocco, Palestine and Tunisia organized related campaigns through the EU-funded NET-MED Youth project by doing programmes, trainings, discussions and other activities that challenged gender stereotypes and promoted gender equality through sports coverage.

Also marking WRD 2018, UNESCO partnered with the International Association of Women in Radio and Television (IAWRT) to organize India's first ever Radio Festival, with at least 40% women in the audience, and with the participation of

leading Indian women athletes, national awardees, and women officials heading India's public service broadcaster and sports authority. Subsequent sessions at the event included at least 40% women. Specific presentations by community radio professionals focused on how radio has helped empower women and promote gender equality at the community level.

OTHER PROJECTS IN BROADCASTING AND VISUAL MEDIA

Gender equality and women's empowerment was a key aspect to a SIDA-funded project implemented by UNESCO, titled "Promoting Freedom of Expression, media development, and access to information and knowledge"[152] and which included UNESCO's "Empowering Local Radio with ICTs" project (2015 – 2018). This built the capacities of 27 local radio stations, located in 6 African countries, by strengthening long-term skills of local radio journalists, technicians, volunteers, correspondents and station managers. Emphasis was on the integration of ICTs allowed to modernize the radio stations' operations, including programming and programme content; interviewing, researching, reporting and conducting investigations; broadcasting; guest interventions and other public interaction.

Throughout, the project encouraged the participation of female presenters and journalists/correspondents in training workshops – gender parity was always a target since constituting the most efficient way to ensure women's representation of in radio stations' staff. The project improved the quality of programmes and the interaction with listeners – poor people in rural areas – and extended the geographical coverage of news through the creation of networks of local correspondents from

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[152] *This SIDA-funded multiyear project had a clear gender component and connects to various activities reported in this document, such as the WMN campaign, the toolkit to train judiciary members in Africa, work with broadcasters and regulatory authorities in Morocco (HACA) and Tunisia (HAICA) etc. The SIDA-funded project also created synergies with other sectors and projects of UNESCO where gender equality is an explicit focus or embedded component.*

among communities' members. Specific outcomes were designed to achieve quantifiable goals regarding gender balance and gender equality in the stations themselves, as well as in broadcasting. The implementation of ICTs made it easier for women to intervene in the debate by utilizing text messages (SMS), calls and posting on social media. Some programmes were dedicated to gender-specific concerns such as women's rights, teen pregnancy, female genital mutilation, gender violence, sexual violence, etc. Other programmes were utilized as platforms for women's expressions, with the promotion of local female artists and talents.

The photo exhibition "On Air with Rural Women", demonstrating the gender transformative impact of the project, has been presented at several venues, including UNESCO Headquarters on International Women's Day 2018. It was further chosen by the European Commission to be displayed at the European Development Days in Brussels on 3-4 June 2018, and was presented at the 2019 Commission on the status of Women in New York City in March. The exhibition gathered audio testimonies of women journalists involved in community radio stations.[153] From May to mid-July 2018, another photo exhibition of the "Empowering Local Radio with ICTs" project was featured on the fence lines of UNESCO HQ and was also made available online. The exhibition demonstrated the gender transformative impact of the project.

Both exhibitions combined creative audio and/or visual installations to display how the inclusion of rural women – one of the most marginalized groups in the world – in local radio can contribute to progress on gender issues in some of the hardest-to-reach communities of Africa.

UNESCO participated in the Arab States Broadcasting Union (ASBU) festival in Tunis in April 2018. On that occasion, several meetings were held, including several

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[153] *More information on the exhibition can be found at: https://en.unesco.org/onairwithruralwomen.*

exchanges around the pilot experiences on gender. This led to the realization that there is a need of a regional conference to further a unified gender approach in the broadcasting industry.

It was also the occasion to create synergies with the UNESCO-led project "Enhancing a gender responsive film sector in the Maghreb-Mashreq region". This SIDA and EU supported project was implemented by UNESCO in partnership with UN Women, Mena Media Monitoring and the International Women's Film Festival of Salé. It had the overall objective to enhance the image of women in the film sector in seven target countries: Algeria, Egypt, Jordan, Lebanon, Libya, Morocco, and Tunisia. It directly benefits female film professionals by creating an enabling environment to formulate and express their concerns, and promotes freedom of expression by encouraging regional film makers to address gender inequality and tackle gender stereotypes.

GENDER-BASED VIOLENCE (GBV) AND THE MEDIA

UNESCO observed the International Day for the Elimination of Violence against Women in New Delhi, India, by organizing the event 'Media reporting of sexual violence: Why, what and how much?' on 26 November 2018. The initiative was part of a larger ongoing UNESCO – Bournemouth University project titled Media Action Against Rape (MAAR). The event in brought together over 100 leading women journalists, editors and media stakeholders. The core objective was to promote gender-sensitive reporting of GBV and promote gender equality at media organizations.

The project "Preventing Violence and Promoting Gender Equality through media in Morocco and Senegal", supported by Spain, saw the launch of "Mig Radio" in December 2018 Marrakech as part of the United Nation's High-Level Conference to formally adopt the Global Compact for Safe, Orderly and Regular Migration. The temporary radio station was operated by young community journalists from the southern Mediterranean region and sub-Saharan Africa. A workshop was held in to August 2018 in Thiès, Senegal where 40 media professionals were trained on

the concepts of human rights, gender and the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and ethical journalism. The participants produced radio programmes that be disseminated to local communities for rebroadcasting.

GENDER, MEDIA AND ICTS

In Cuba, the project "Promoting gender equality through ICTs" in September and October of 2017 allowed 35 men and women from the ICT sector in Cuba sensitized to develop information products and mobile apps to promote women and girls empowerment through ICTs in the framework a workshop organized in partnership with the Cuban Union of Informatics Professionals (UIC). Awareness raised on the integration of Gender Equality perspectives into the 2030 Agenda for Sustainable Development.

SAFETY OF WOMEN JOURNALISTS AND FREEDOM OF EXPRESSION

In 2018, a range of institutions, as well as women and men, improved their capacity in the areas of freedom of expression and diversity. In Africa, UNESCO launched the first ever African MOOC on freedom of expression and the safety of journalists. More than 900 people from 42 African countries participated, of which 40% were women belonging to the judiciary and civil society. Participants included high-ranking judges such as Justice Lillian Tibatemwa Ekirikubinza from the Supreme Court of Uganda .

Since 2018, and by decision of its Executive Board, UNESCO includes gender issues in its annual inquiries to Member States on the status of judicial follow-up of killings of journalists. This takes the form of a request to include information on "actions taken to monitor and tackle gender-specific risks as a way to share good practices". This is a measure to inspire Member States to undertake such actions and allows for sharing of good practices between Member States.

UNESCO has included specialized sections on safety of women journalists in its annual reports such as the report on "World Trends in Freedom of Expression and Media Development" (published in the second half of 2017) and the UNESCO Director-General's Report on the Safety of Journalists and the Danger of Impunity (published in November 2018). These reports mainstream gender equality considerations throughout their content.

Further support in the area of safety includes UNESCO helping to ensure the publication of a handbook by the International Association of Women in Radio and Television (IAWRT) in 2017 titled "What if...Safety Handbook for Women journalists" featuring practical advice for women journalists.

To increase its efforts in raising awareness on the specific risks and threats faced by women journalists worldwide, UNESCO has collected personal testimonies by women journalists for a publication on threats and harassment against women journalists. This publication will be launched in 2019 and this will kick-off a larger project on the safety of women journalists, to be rolled out subsequently.

In February 2018, the UNESCO Office in Mexico participated in the discussion panel "national and international challenges to eradicate violence against women journalists" organized by the National Women Institute (Inmujeres) and the Ministry of Foreign Affairs. The Office also discussed media development and the role of IPDC and UNESCO's MDI and GSIM, emphasizing capacity building and protection of women journalists.

Alongside the Commission on the Status of Women at the General Assembly, UNESCO held a panel on Safety of Women Journalists on 22 March 2018 with 5 participants, including Alison Smale, UN Under-Secretary-General for Global Communications. UNESCO participated in a panel on online harassment of women journalists in London on 8 November 2018 at the 23rd Congress of the Worldwide Association of Women Journalists and Writers.

From May to mid-July 2018, a regional training course for women journalists on election reporting took place in Islamabad, Pakistan. Reflecting the challenges of the reporting industry, the 70 women journalists comprised 20% of the total beneficiaries, although they were given priority in the selection of participants. Gender sensitive reporting was a crosscutting theme across all modules. Gender emerged as the fourth most recurring theme taken up by the trainees on issues of gender bias, profiling of women political candidates, misogynistic slander campaigns as well as issues of transgender persons etc. Eminent transgender activists had been invited to observe and give feedback on the gender responsiveness module.

In November 2018, UNESCO, together with OHCHR, the Netherlands and IREX, co-organized a regional conference in Central America on the Digital Safety of Women Journalists. The conference which was hosted by the government of El Salvador, generated recommendations for a regional Plan of Action on psychological support for women journalists. During the conference, the UNESCO Office in San José launched the Central American Council on the Safety of Journalists, a platform to promote cooperation and dialogue among key stakeholders including governments, associations of journalists and other members of civil society.

WORLD PRESS FREEDOM DAY (WPFD)

At the global celebration of World Press Freedom Day (WPFD) on 2-3 May in Accra, UNESCO hosted a discussion organized by the International Women's Media Foundation (IWMF) on sexual and gender-based harassment in the media industry. Women journalists from different countries shared their experience and discussed possible mechanisms to address harassment. The "Academic Conference on the Safety of Journalists", organized by UNESCO as a component of WPFD, featured a panel on "Sexuality, Religion and Other Sensitive Issues". During this, recent research on safety of journalists and gender issues was presented.

UNESCO's observance of WPFD 2018 (3 May) in India was conducted keeping the principles of gender equality firmly in mind. At least 40% of the 120 or so participants

in the event were women, with the presence of senior women journalists and editors. The annual South Asia Press Freedom Report for 2017-18 (produced by IFJ and supported by UNESCO), launched on the occasion, contained a special chapter on trends relating to gender in the media across South Asia, advocating gender equality at media organizations, and analysing the #MeToo movement in the sub-region.

IPDC

During the 31st Council Session of the Intergovernmental Programme for the Development of Communication (IPDC), Member States adopted a Decision on the safety of journalists. The Decision encourages Member States to continue to employ a gender-sensitive lens in their reporting for the Director General's Report on the Safety of Journalists and the Danger of Impunity and to report on "action[s] taken to monitor and tackle gender specific risks". Additionally, it invites Member States to reinforce reporting by "continuing to strengthen a gender-sensitive analysis in order to highlight the specific risks faced by women journalists in the exercise of their work".

Between 2017 and 2019, UNESCO supported several activities with an explicit focus on gender equality. These activities included awareness raising and capacity building as well as journalism education and trainings for media professionals. They also included trainings on gender aware strategy and policy formulation for media organizations and associations. Such projects were carried out in Bangladesh, Bhutan, Botswana, Cuba, Jordan, Kazakhstan, Madagascar, Malawi, the Maldives Mauritius, Mozambique, Namibia, Rwanda, South Africa, Tanzania, Zambia and Zimbabwe and (including participants from Cuba, Argentina and Colombia). At least six of the projects utilized UNESCO's Gender Sensitive Indicator's for Media (GSIM) and some were also implemented with technical support from respective UNESCO Field Offices.

PUBLICATIONS

In addition, UNESCO developed and disseminated a number of tools/resources with bearing on gender equality to ensure more sustainable approaches to capacity

building in its respective areas of competence. These include:

The publication *"UNESCO's Internet Universality Indicators - A framework for Assessing Internet Development"*, published in 2019. This has gender issues mainstreamed in each section, and also given particular attention in a section on cross-cutting indicators. It is available on French, English and Spanish. It is being translated to Russian, Chinese, Arabic and Portuguese: https://en.unesco.org/internetuniversality

A *"Toolkit for the Judiciary in Africa on Freedom of Expression Standards"* has been published. It includes a specific module that focuses on the "Gendered perspective to freedom of expression" in Africa. A key objective of this module is to identify the particular challenges faced by women in exercising this right of freedom of expression.   https://en.unesco.org/news/unesco-launches-toolkit-judiciary-africa-freedom-expresssion

The *"Survey on Privacy in Media and Information Literacy with Youth Perspectives"*, published in November 2017, including a gender equality perspective in the framing of MIL as a defence for privacy within the development context.

"Gender Portrayal in the Jordanian Media Content"- Read the full study EN, AR

The new curriculum on Gender, Media and ICTs is cited above under the UNITWIN section.

WORKING GROUPS IN THE BROADBAND COMMISSION (2010-)

The Broadband Commission for Sustainable Development was launched by UNESCO and ITU in 2010, and it emphasises the importance of broadband in international policy development and to achieve the Sustainable Development Goals. To this end, it gathers high-level leaders across relevant fields and sectors to foster cooperation regarding ICTs and broadband-based technologies for sustainable development. UNESCO is co-vice chair of the Commission, and has

co-chaired various Working Groups (WG), including on the Digital Gender Divide in 2016-2017, which produced a report including policy recommendations titled "Bridging the gender gap in internet and broadband access and use". The other working group with explicit focus on gender was the WG on Broadband and Gender, 2012-2015 where UNESCO was included among commissioners.

UNESCO continuously strives to integrate a gender perspective in the active Working Groups, including by emphasizing SDG 5 for Gender Equality. The three current groups focus on Child Safety On-line, Digital Infrastructure in Africa, and the recently established Freedom of Expression and Tackling Disinformation. The latter was formed on the initiative of UNESCO, which co-chairs the group, and furthermore specifically included SDG 5 in its terms of reference.

THE EQUALS SKILLS COALITION

UNESCO co-leads with the Government of Germany, the Skills Coalition of the EQUALS partnership. The Coalition gathers around 40 partners from government, NGOs and INGOs, and the private sector. The Skills Coalition, among other activities, develops guidance and tools to reverse the digital skills gender gap.

Within this framework, the Gender Equality Division at UNESCO heads a project for developing digital skills for girls and women. It aims to reduce digital inequality between women and men by developing knowledge products advancing gender-transformative skills training, and thereby ultimately empower women and girls to fully participate in the digital world. In May 2019, UNESCO co-published the report *"I'd Blush if I could: Closing gender divides in digital skills through education"* together with the EQUALS Skills Coalition with support from Gemany. The report exposes the proliferation and cementation of gender biases in ICTs, particularly in digital assistants like Siri and Alexa. It further addresses the issue of widening gender gaps in digital skills. The publication also explores the importance of gender-responsive education to promote gender equality in technology sectors. Recommendations focus on strengthening digital skills among women and girls, improving gender equality in

digital professions, and eliminating stereotypes in AI applications. The report received extensive international attention, testifying to its relevance and urgency.

ONGOING PROJECTS:

Through partnerships with experts, UNESCO has prepared a publication on the media coverage of gender-specific issues such as "honour" killing, teenage pregnancy, child marriage, paternity, gender-free identities etc. This publication will be a practical manual to serve as editorial guidelines to provide assistance to media by outlining ways in which broadcasters and journalists in general should improve coverage of these issues. The launch of this publication is planned for 2019. It is foreseen that this publication will be translated into training modules for journalism schools or journalists in the newsrooms.

Also foreseen is a Handbook on gender equality in the media intended for journalists and media professionals, related to improving the gender-sensitivity of sports broadcasts and tackling the impact of gender roles within sports media.

UNESCO is also currently working on a Handbook that aims to explore how the propagation of "narrow" masculinity in the media can potentially be linked to the exclusion of other masculine identities, as well as to violence against women, children and other men.

The project "Promoting the Safety of Women Journalists" foresees two publications:

"#Journaliststoo – Women Journalists Speak Out": collection of essays by 12 women journalists from all over the world featuring their personal experiences with harassment.
• An academic study that will identify effective mechanisms to counter harassment of women journalists.

Another upcoming UNESCO publication is titled "Towards contemporary policy and practice for gender equality in and through the media and ICT".

The position papers in this publication respond to the need for contemporary policy on gender and media. They provide the reader a basis to interrogate existing norms of inequality and to reinforce mechanisms to strengthen gender equality within the media landscape. The papers, written by members of the Global Alliance for Media and Gender, assess contemporary issues often such as the persistent gaps in gender equality in and through the media. They explore how these hinder work towards the 2030 Agenda and the Sustainable Development Goals. The chapters include author's policy options for how to achieve advances at the interface of gender and information.

In partnership with:

Kingdom of the Netherlands

IAMCR
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WACC
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GAMAG
Global Alliance On Media And Gender

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