



Venice Office
Regional Bureau for Science
and Culture in Europe



“Gender and Media” Workshop

7-8 December 2012
Tirana International Hotel

UNESCO, in cooperation with the major media stakeholders, has developed a set of indicators to assess gender equality and women’s empowerment in media.

While inequalities and gender stereotypes exist in social structures and the minds of people, media have the potential to propagate and perpetuate or to ameliorate these. Furthermore, the conscious or unconscious biases that many media professionals, both men and women, sometimes have towards one-sidedly reductionist perspectives is partially due to the lack of capacity to report on women and gender more broadly.

Recently UNESCO in cooperation with other major media stakeholders has published a set of Gender-Sensitive Indicators for Media (GSIM). These indicators are designed to assist people working in the media to assess progress on gender equality, identify challenges, and contribute to local, regional and global debates leading to the formulation of concrete policies to promote gender equality and the advancement of women worldwide.

Within the framework of the Government of Albania - United Nations Programme of Cooperation and with the support of the Embassy of Sweden in Tirana, the UNESCO Regional Bureau for Science and Culture in Europe, Venice (Italy), will organize a two-day workshop with journalists so to encourage them to apply these indicators to become better informed when dealing with gender issues in the media sphere.

The participants actively attending the two days of the workshop will receive certificates.

“Gender and Media” Workshop 7-8 December 2012, Tirana, Albania
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PROGRAM

Day I

Friday, 7 December 2012

14:00 Registration of participants

14:30 Opening remarks by Ms. Zhuljeta Harasani, UNESCO National Professional Officer Tirana

Greeting speeches by:

- H.E. Mrs. Zineb Touimi-Benjelloun, United Nations Resident Coordinator in Albania
- Mrs. Lisa Fredriksson, Councillor, Head of development Cooperation, Embassy of Sweden in Tirana
- Ms. Rosanna Santesso, Programme Specialist, UNESCO Regional Bureau for Science and Culture in Europe, Venice (Italy)
- Ms. Venera Domi, Secretary-General of the Albanian National Commission for UNESCO

15:00 “Current Overview of the Albanian Media” by Mr. Remzi Lani, Head of Albanian Institute.

15:15 Gender-Sensitive Indicators for Media, Mrs. Krishanthi Rondon-Fuentes, Chief of Executive Office, Communication and Information Sector (CI), UNESCO (part I).

16:00 Coffee break

16:15 Gender-Sensitive Indicators for Media, Mrs. Krishanthi Rondon-Fuentes, Chief of Executive Office, Communication and Information Sector (CI), UNESCO (part II).

17:00 Discussions/group activities.

Day II

Saturday, 8 December 2012

09:00 “Language, Gender and Media” PhD. Linda Meniku, Faculty of History and Philology, Journalism, University of Tirana.

“Reporting Gender-based issues in the Media” by Mrs. Valbona Kolgeci (Sulce), expert in journalism.

Questions and answers

10:45 Coffee break

11:00 “Constitution and Women in Albania” by Associated Academician Prof. Dr. Aurela Anastasi, Faculty of Law, University of Tirana.

“Women Legal Framework in Albania” by Prof. Dr. Arta Mandro, School of Magistrates, Tirana, Albania.

Questions and answers

12:45 “Aspects of Gender Dimension in the Education System” by Prof. Dr. Mariana Sinani, Institute of Education Development.

“One UN and UNESCO in Albania” by Mrs. Zhulieta Harasani, UNESCO National Professional Officer in Tirana.

Questions and answers

13:50 Final remarks and distribution of Certificates.

14:00 Lunch