

## BRAZIL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>A GENDER LOOK INTO THE BRAZILIAN MEDIA ENVIRONMENT</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 BR/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Promotion of freedom of expression, press freedom, pluralism and independence (particularly pluralism, given the focus on the gender dimension)</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>NATIONAL</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Support for the application of the Gender-Sensitive Media Indicators</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>USD 40,280.00</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 28,400.00</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>ARTICLE 19 BRAZIL</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>BRASILIA</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>BRAZIL</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>ARTICLE 19 BRAZIL PAULA MARTINS Brazil Director</b>

## B. PRESENTATION

## 1. PROJECT JUSTIFICATION:

Women's voices are essential to the development of societies. In order to strengthen women's voices, women have to be present in making the news and entertainment. Gender equality within media organizations have to be fostered and supported proactively. Balanced gender portrayal in media content is also crucial, to ensure stereotypes are not reinforced. Finally, women media workers have to be safe from gender specific violence to carry on their work.

Unfortunately, there is virtually no data available about the presence of women in media organizations in Brazil; regional studies, however, show that “(i)n terms of ratios of men to women, there is a pervasive pattern of women's under-representation across the region<sup>1</sup>”. A study published by the Brazilian Federation of Journalists in 2013<sup>2</sup>, indicated that women finally reached half of the Brazilian market for registered journalists<sup>3</sup>. However, the study also points out that women earn less than men<sup>4</sup>. According to Professor Samuel Lima, of the University of Brasilia, women are also less present in directive roles<sup>5</sup>.

Media observatories dedicated to study the portrayal of women by Brazilian media affirm that the poor presence of women in leading / decision-making posts has led to a situation where women's issues, concerns and roles are underrepresented or misrepresented in the news and in entertainment<sup>6</sup>. Brazilian researcher Rachel Moreno states in her book<sup>7</sup> on the topic that although women's presence in TV is abundant, they are always shown in a similar manner - it is common the reproduction of stereotypes and prejudice, in addition to the subtle imposition of unattainable beauty models. The psychologist and director of the NGO Women's Observatory concludes that, in this context, women become invisible to show their intelligence, their demands and their battles.

In a country where 30,625 reported cases of violence against women were registered between January and June 2014<sup>8</sup>, it is crucial that women's battles and demands are recognized and supported. In a recent interview, the federal government's Deputy Secretary for Facing Violence against Women affirmed that “the media has great responsibility for the cases of violence against women, especially for disseminating the idea that the female body is an object that can be subject to men's pleasure”<sup>9</sup>.

Information is also non-existent about specific violence faced by women journalists in the country, although reports demonstrate that Brazil is an area of significant risk for media workers in general<sup>10</sup>. The

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<sup>1</sup> International Women's Media Foundation, Global Report on the Status of Women in News Media.

<sup>2</sup> The Brazilian Journalist study is available on line at [http://www.fenaj.org.br/reinstitui/pesquisa\\_perfil\\_jornalista\\_brasileiro.pdf](http://www.fenaj.org.br/reinstitui/pesquisa_perfil_jornalista_brasileiro.pdf).

<sup>3</sup> The study refers only to journalists who are registered with the Federation as professional journalists and present a diploma in the area.

<sup>4</sup> See FENAJ's article highlighting some of the report conclusions at <http://www.fenaj.org.br/materia.php?id=3820>.

<sup>5</sup> Interview to ACritica, available at [http://acritica.uol.com.br/noticias/manaus-amazonas-amazonia-pesquisa-mulheres-jornalistas-Brasil\\_0\\_895710446.html](http://acritica.uol.com.br/noticias/manaus-amazonas-amazonia-pesquisa-mulheres-jornalistas-Brasil_0_895710446.html).

<sup>6</sup> See, for example, information published by Patricia Galvao Institute at [www.agenciapatriciagalvao.org.br](http://www.agenciapatriciagalvao.org.br).

<sup>7</sup> A Imagem da Mulher na Midia, Ed. Publisher Brasil, 2013.

<sup>8</sup> Article based on the numbers disclosed by the Federal Government relating to the Ligue180 service, *Dados Nacionais sobre Violencia contra as Mulheres, Compromisso e Atitude*, available at <http://www.compromissoeatitude.org.br/sobre/dados-nacionais-sobre-violencia-contra-a-mulher/>.

<sup>9</sup> “*Mídia tem responsabilidade, diz Secretaria de Políticas para Mulheres*”, Rede Brasil Atual, November 2014, article available at <http://www.redebrasilatual.com.br/cidadania/2014/11/midia-tem-responsabilidade-na-violencia-de-genero-diz-secretaria-de-politicas-para-mulher-568.html>.

<sup>10</sup> According to ARTIGO 19's monitoring, 16 journalists and human rights defenders were killed for speaking out in 2012. 7 of those were journalists and 9 were human rights defenders. We investigated 82 cases in which media workers and human rights defenders were the victims of violence that year. In 2013, journalists suffered 15 death threats, 2 abductions, 8 murder attempts and four killings,

Commission to Protect Journalists has ranked Brazil among the 20's deadliest countries for journalists in the world<sup>11</sup>. Women do not appear as the main victims of serious violations such as murders and murder attempts and threats<sup>12</sup>; however, existing studies do not look into other types of physical and psychological intimidation inside and outside the workspace that could particularly victimize women, such as sexual harassment or gender discrimination.

There is a clear intersection between women's empowerment and media development. If the media are to accomplish their democratic potential then they should reflect diversity in society. As highlighted by UNESCO, media and new technology are a part of culture and society. In countries of high media density, there is no aspect of society on which media have not had an impact, albeit to varying degrees. The Beijing Declaration and Program for Action emphasizes the key role of media to promote gender equality in all spheres. 2015 will mark the 20<sup>th</sup> anniversary of this Declaration, so the timing of this project would be particularly fitting to give visibility to the issues addressed.

The media development sector in Brazil, as most other sectors, needs to move further to bring about gender integration. However, scarce - if any - information is available in Brazil today about the specific challenges and opportunities for women in the media, as highlighted above. Therefore the need and opportunity of this proposal. Only by providing a clear diagnostic of the situation in Brazil, policy makers and media sector decision makers can adopt measures to ensure greater gender integration in all forms of media, empowering women in and through media.

## **2. DESCRIPTION OF THE TARGET GROUP:**

Women media workers will particularly benefit from the project's conclusions concerning gender equality in the media sector. Our goal is to improve their work environment and their professional opportunities.

Women in general will indirectly benefit from measures taken to address overall project conclusions; for example, by improving women's presence in decision-making posts at media organizations, we also aim at addressing inadequate gender portrayal in the media.

Empowerment of women will also result in improved standards of equality to foster development strategies that are gender sensitive beyond the media sector.

## **3. DEVELOPMENT OBJECTIVE:**

Empowerment of women by ensuring gender integration in the media sector.

## **4. IMMEDIATE OBJECTIVE:**

Carry out a pilot study in order to collect baseline information about actions to foster gender equality within media organizations in Brazil. The project aims at the application of indicators under Category A

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a total of 29 violations. Human rights defenders suffered eight killings, one murder attempt and seven death threats, a total of 16 violations. Six of the eight killings of human rights defenders clearly appeared to be a response to the victims having spoken out against various illegal acts to do with land disputes.

<sup>11</sup> Data available at <https://cpj.org/killed/>.

<sup>12</sup> For more information, see [www.artigo19.org/violacoes](http://www.artigo19.org/violacoes).

of UNESCO's Gender Sensitive Indicators for Media (GSIM) (mainly those set for media organizations as the user group and those under subsection A.3) to identify the specific challenges women media workers face in their work environments.

For the pilot study, the application of Category A indicators will cover Brazil's 2 largest public TVs (TV Brasil and TV Cultura), 2 largest private TVs (TV Globo and TV Record, in terms of audience) and 2 largest newspapers (Folha de Sao Paulo and O Globo), in addition to the National Federation of Journalists (FENAJ), the Brazilian Association of Newspapers (ANJ) and the Brazilian Association of Broadcasters (ABERT). ARTIGO 19 plans to address Category B and expand application of Category A indicators in future projects.

## **5. PROJECT OUTPUTS:**

- 1 standard questionnaire adapted to the Brazilian context to apply Category A indicators;
- 1 consultation with women's and freedom of expression activists, women's journalists and academics to review preliminary results and debate possible recommendations;
- 1 report containing the results of the pilot application of the GSIM in Brazil and recommendations to media organizations, leaders of professional / sector associations and unions and policy makers;
- At least 5 face-to-face advocacy meetings;
- 1 roundtable with media representatives to present final conclusions and recommendations.

## **6. ACTIVITIES:**

- Preparation of a questionnaire based on the GSIM and adapted to the Brazilian context, with the support of a gender expert;
- Application of the GSIM questionnaire to the 9 media organizations, union and associations mentioned in the previous section<sup>13</sup> through researcher visits, on line application of questionnaire and one-on-one interviews;
- Review and assessment of documents such as internal policies of media organizations, collective agreements, voting records, any audit reports and sex-disaggregated data available for wages, promotions, etc. (20 participants);
- Organization of 1 consultation with journalists, academics and activists in the form of a workshop to present and discuss the results collected through the questionnaires, interviews and document review, and identification of possible recommendations;
- Preparation and publication of a final project report containing project results and detailed recommendations to media organizations, unions and media associations;
- Face-to-face advocacy meetings to share study conclusions and recommendations with managers and editors of media organizations and directors / leaders of unions and media associations;
- Organization of a roundtable with media representatives to present project recommendations and discuss possible follow-up measures (10 to 20 participants).

## **7. PROJECT INPUTS:**

- 1 gender issues expert;
- 1 full time researcher;

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<sup>13</sup> 2 largest public TVs (TV Brasil and TV Cultura), 2 largest private TVs (TV Globo and TV Record, in terms of audience) and 2 largest newspapers (Folha de Sao Paulo and O Globo), in addition to the National Federation of Journalists (FENAJ), the Brazilian Association of Newspapers (ANJ) and the Brazilian Association of Broadcasters (ABERT).

- 12 tickets for participants to be invited to the consultation and roundtable (to participants from other cities who cannot cover their expenses);
- Formatting, design and printing of the final report;
- Rent of venue for the roundtable;
- Communication services;
- Finance services;
- M&E services;
- Overall project supervision.

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparation of Questionnaire	X	X										
Application of questionnaires and interviews			X	X	X	X	X	X				
Consultation									X			
Publication of final report											X	X
Launching of online portal											X	X

## 9. INSTITUTIONAL FRAMEWORK:

ARTIGO 19 Brasil will be responsible for hiring the researcher and for the oversight of the project implementation. Finance and administrative services will be provided through the Sao Paulo office of the organization. Communications and other resources for execution of project activities will be provided by local staff.

ARTIGO 19 Brasil is a local non-profit organized according to Brazilian laws, with an all-Brazilian staff and a national Board. Priorities and strategic plans are designed locally, according to our assessment and knowledge of the Brazilian context. However, ARTIGO 19 is a member of the family of organizations that constitute ARTICLE 19 International. In that sense, although retaining autonomy and independence, ARTIGO 19 enjoys the experience of a leading international organization that has been protecting and promoting freedom of expression and information around the globe for more than 25 years. We currently have seven regional offices and share our ideas, successes and lessons learned among this diverse international staff.

ARTICLE 19 has worked with governments, NGOs and international bodies to effect positive changes for freedom of expression and information. ARTICLE 19 International has successfully managed a 2006 project “Time for Change: Promoting and Protecting Access to Information and Reproductive and Sexual Health Rights in Peru” and are currently focused on reducing violence against female journalists in Bangladesh and Mexico. ARTIGO 19 Brasil has worked for over seven years to encourage improved respect for freedom of expression and information in Brazil, through advocacy, capacity building, research and litigation. We annually publish a report on violations to freedom of expression in Brazil and have recently launched a dedicated website to provide updated information about cases<sup>14</sup>. This project could provide important information to complement work already carried out by ARTIGO 19 Brasil, adding a gender perspective to our reports and possibly introducing new aspects to our

<sup>14</sup> See [www.artigo19.org/violacoes](http://www.artigo19.org/violacoes).

monitoring and documentation methodology. We have taken part of important discussions concerning media development in the country, including through participation in events of the Women and Media coalition. We have established strong partnerships with leading women's rights organizations such as CLADEM, Themis and Patricia Galvao Institute, with which we currently carry out a project to promote increased access to information about violence against women in Brazil.

UNESCO's Brasilia staff will be consulted and involved in all steps of planning and execution of project activities. UNESCO will provide its expertise during the research, especially sharing with the implementing organization lessons learned from the application of the GSIM in other countries / regions.

## **10. SUSTAINABILITY:**

Project results will be presented to media sector and policy decision makers. The results will be especially important to guide self-regulation schemes and pro-active gender integration programs to be carried out by media outlets, media organizations and unions. The project conclusions will also be presented to the authorities in charge of putting in place a public policy on safety of media workers, currently under construction by the Human Rights Secretariat, and to the Secretariat for Women's Rights.

The communication strategy described below will ensure dissemination of project conclusions and recommendations, allowing for further impact beyond project activities and after the project's period of implementation. All these measures will ensure that the project will have results even after the completion of its activities and that project's conclusions will be incorporated to long term plans, projects and programs to address gender inequality in the media, allowing for a more balanced and sustainable media development in the country.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

*Communication strategy* (in order to give publicity to the project results and allow multiple uses of its products):

- Bulletins giving visibility to project concerns and results will be prepared periodically. Special dates will be given consideration, especially the International Women's Day (8 March) (Women Make the News Initiative) and the World Press Freedom Day (3 May). Bulletins will also link to activities commemorating the 20<sup>th</sup> anniversary of the Beijing Declaration.
- News about the project will be inserted into ARTICLE 19's national and international websites and possibly also into UNESCO's Brasilia page and the webpage of UNESCO's Communication and Information Sector. ;
- ARTIGO 19 will seek to collect inputs and share results of the project through the Global Alliance on Media and Gender;
- Contact with key media outlets to publicize the launching of the report and portal;
- Social media strategy to publicize project results.

*Monitoring:*

- the in-person consultation will serve as an evaluation tool to assess the results of the application of the questionnaires and initial interviews;
- evaluation questionnaires will be distributed to the participants of the consultation;

- interim and final reports will be submitted to UNESCO staff in Brasilia;
- feedback forms will also be made available in ARTIGO 19's website to collect impressions and comments from visitors / readers.

## **12. EVALUATIONS CARRIED OUT:**

ARTIGO 19 Brasil has taken part in a couple of workshops and seminars by the *Mulher and Midia* collective. During these meetings, women's activists have pointed out year after year the need for improved gender equality in the media (<http://www.observatoriodegenero.gov.br/menu/noticias/vi-edicao-do-seminario-a-mulher-e-a-midia-comeca-dia-06/>). The same concerns have been stressed during seminars organized by the radio workers federation ([http://www.fitert.org.br/Store/Jornais/Caderno\\_relatorio\\_genero\\_baixa.pdf](http://www.fitert.org.br/Store/Jornais/Caderno_relatorio_genero_baixa.pdf)). Concerns about the role of the media in relation to gender issues have also appeared repeatedly in important fora organized between government and civil society to discuss public policies (for planning purposes) known as the "national conferences" (see more on the recommendations from the National Conference on Communications at <http://www.mc.gov.br/acessoainformacao/servico-de-informacoes-ao-cidadao-sic/respostas-a-pedidos-de-informacao/25143-dados-sobre-a-1-conferencia-nacional-de-comunicacao-confecom-realizada-em-2009> and a selection of those recommendations on women and the media at <http://agenciapatriciagalvao.org.br/wp-content/uploads/2009/11/mm6sistematizacaoconfecom.pdf>; for more on the National Women's Conference see <http://www.observatoriodegenero.gov.br/menu/noticias/resolucoes-definidas-na-3a-conferencia-nacional-de-politicas-para-as-mulheres-foram-aprovadas-pelo-conselho-nacional-dos-direitos-da-mulher>). Women's organizations and authorities, therefore, will most probably be open and receptive to this project, since these same actors have repeatedly highlighted the needs it aims to address.

Partners have recognized ARTIGO 19's role in introducing a gender perspective to freedom of expression and information in Brazil by actively taking part in our activities and partnering with ARTIGO 19 in related initiatives. For example, in 2010, 8 leading women's rights organizations have answered an ARTIGO 19 questionnaire, which aimed at identifying their key concerns in relation to information gaps affecting women in Brazil. They have also participated in a roundtable organized by ARTIGO 19 and women's rights organization Themis ([www.themis.org.br](http://www.themis.org.br)) to discuss priorities in the area (<http://artigo19.org/wp-content/uploads/2012/03/Pedidos-de-Info-sobre-Violencia-contra-Mulher-1-1.pdf>). During 2013 – 2014, a baseline study and a consultation on access to information and women's rights was carried out by ARTIGO 19 with the support of NGO Criola ([www.criola.org.br](http://www.criola.org.br)), funded by Open Society Foundations. These activities have been positively evaluated by partner, participants and funder; due to such positive feedback, a new project was approved and is currently underway. During 2014, a new workshop was organized by ARTIGO 19 with the participation of leading academics and activists (see also <http://artigo19.org/blog/artigo-19-participa-de-debates-sobre-violencia-contra-a-mulher/> and <http://artigo19.org/blog/mais-informacoes-sobre-a-violencia-contra-a-mulher/>);

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

ARTIGO 19 Brasil undertakes to report on project progress on a four-month basis to the UNESCO Brasilia Office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

Paula Martins, ARTIGO 19 Brasil’s Director, will be in charge of preparing and submitting such reports ([paula@article19.org](mailto:paula@article19.org)).

### C. ADDITIONAL INFORMATION

UNESCO and ARTIGO 19 Brasil organized in 2010 a joint roundtable on media development covering issues such as media concentration, regulatory schemes, content issues, among others. The roundtable also counted with support from the Konrad Adenauer Foundation.

ARTIGO 19 Brasil has also supported important initiatives by UNESCO in Brazil, such as: the application of the Media Development Indicators (we took part in meetings, roundtables and provided comments to the final report prepared by partner NGO Intervozes); collaboration and dissemination of the studies prepared by consultants Eve Solomon, Toby Mendel and Andrew Puddephat on self regulation and media development; and dissemination of the partnership with Ford Foundation and the Brazilian Supreme Court on freedom of expression and the Judiciary.

ARTIGO 19 Brasil and UNESCO Brasilia staff have also informally collaborated in important actions and activities, such as advocacy for the adoption of the Brazilian Freedom of Information Act and the adoption and maintenance of the age classification scheme for entertainment content.

ARTIGO 19 Brasil organized a series of meetings among civil society and UNESCO’s Communication and Information Officer for Mercosur and Chile during his visit to Brazil in 2014, along with roundtables and a seminar.

ARTIGO 19 Brasil and ARTICLE 19 International staff have periodically participated in international events organized by UNESCO, such as WSIS and the World Press Freedom Day, including with the co-organization of workshops and research with the Communication and Information Sector on issues such as media development, internet and safety of journalists.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
- 1 gender issues expert (USD 350 day / 10 days)	3500
- 1 full time researcher (USD 600 month / 12 months)	7200
- 8 flight tickets for interviews (8 tickets at USD 600)	4800
- Printing of report	3000
- 1 designer for the report	1200
- 12 flight tickets for participation in the consultation and roundtable (at USD 600)	7200
- Venue rent for roundtable	1500
<b>Total IPDC</b>	<b>US\$ 28,400.00</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b> <b>(in US dollars)</b>	
- Project supervision (contribution to annual salary of staff supervisor)	6300
- Communications services (contribution to annual salary of communications officer)	2700
- Finance and Administrative assistance (USD 150 / 12 months)	1800
- Project monitoring and evaluation (contribution to annual salary M&E staff)	540
- Office costs to support the project (USD 70 month / 12 months)	840
<b>Total</b>	<b>US\$ 12,180.00</b>

**CUBA**

<b>A. PROJECT IDENTIFICATION</b>		