



United Nations
Educational, Scientific and
Cultural Organization



Women On the Homepage – March 2016

“Let the Images of Women Speak Powerfully” #WomenOnHomepage



Global Alliance On Media And Gender

CALL TO ACTION

Public policies, based on international standards, are crucial to reaching gender equality in the media. It is for this reason that UNESCO launched last year the Global Survey on Gender and Media focusing on government actions. Close to 40 countries have responded. Read more in the [preliminary report](#).

UNESCO and the Global Alliance on Media and Gender (GAMAG) call on all partners to feature government officials, **women or men**, on your homepage, who are actively promoting gender equality.

The Women on Homepage initiative calls for the use of homepages to promote gender equality. The theme of March 2016 focuses on “International **Women’s Day** – **Promoting and calling for public policy on gender and media**”

FEATURE One or More **WOMAN** ON YOUR HOMEPAGE

We invite stakeholders to participate in the theme **Promoting and calling for public policy on gender and media** "by featuring the images of **women in government** on the **homepage** of your website:

- ◆ Write a clear and simple caption for the image
- ◆ Link a strong paragraph to the image describing the person selected
- ◆ Keep your chosen image above the scroll (on the upper half of the **homepage**)
- ◆ Add “share” buttons to it
- ◆ Tell UNESCO about your actions by completing this short form:

<http://www.unesco.org/new/en/wmn-promotion>



Amina Lemrini Elouahabi
President

High Authority of Audiovisual
Communication of Morocco



Samira Merai
Minister of Women, Family and
Children

Republic of Tunisia

Preliminary Findings of the **GLOBAL SURVEY ON GENDER AND MEDIA**

Data below are based on responses from 32 of the 40 countries.

54%

54% of governments stated there are programmes of joint initiatives between government, women’s groups, networks, and NGOs that are active in **media and gender equality issues**.

15%

Only 15% of governments have budget to promote **gender equality in media staffing**, and 30% of governments in media content.

37%

37% stated there have been reviews of existing **gender equality policies** of the publicly-owned media or audiovisual regulatory body/authority within the past three years.



Faith Pansy Klakula
Special Rapporteur on Freedom
of Expression and Access to
Information

African Commission on Human
and Peoples’ Rights

UPCOMING EVENTS

- ◆ **18 March 2016:** Side-event at CSW 2016, *Breaking persistent challenges for gender equality in media*, New York, USA
- ◆ **19 March 2016:** Side-event at CSW 2016, GAMAG: Global Alliance on Media & Gender Europe & North America - Issues & Challenges
- ◆ **2-4 May 2016:** World Press Freedom Day Helsinki, Finland
<http://www.unesco.org/new/en/wpfd>
- ◆ **3-5 November 2016 (Tentative):** Global Media and Information Literacy (MIL) Week Conference and First General Assembly of the Global Alliance for Partnerships on MIL, Soa Paulo, Brazil



Vijayalakshmy K Gupta
Full-time member

Telecom Regulatory Authority of
India



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Women On the Homepage



Global Alliance On Media And Gender

Yes we must! Reach gender equality in the media by 2030

**Upcoming 2016 themes will be linked to the following
International Days :**

8 March [International Women's Day](#)

23 April [World Book and Copyright Day](#)

3 May [World Press Freedom Day](#)

4 June [International Day of Innocent Children Victims of Aggression](#)

20 June [World Refugee Day](#)

12 August [International Youth Day](#)

8 September [International Literacy Day](#)

11 October [International Day of the Girl Child](#)

15 October [International Day of Rural Women](#)

24 October [World Development Information Day](#)

21 November [World Television Day](#)

25 November [International Day for the Elimination of Violence against Women](#)

18 December [International Migrants Day](#)

CONTACTS

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