WMN - Women Make the News

"Let the Images of *Women* Speak Powerfully"

United Nations Educational, Scientific and Cultural Organization

Women make the news — UNESCO

GAMAG — Global Alliance On Media And Gender

CALL TO ACTION

Equal access to media and information and full participation of *women* in media and conflict resolution are essential for the maintenance and promotion of peace and security. Although *women* have begun to play an important role in conflict resolution and peace-keeping they remain underrepresented in decision-making positions. Every time a *woman* journalist is killed there is one less voice to speak on behalf of victims of conflicts.

UNESCO and the Global Alliance on Media and Gender (GAMAG) call for partners to feature *women* on your homepage throughout the year 2015. Each month will be dedicated to a theme and tackle critical areas of concern. The month of June focuses on "*Women* **and Armed Conflicts**"

Alek Wek
South Sudanese and British Supermodel

UNHCR Goodwill Ambassador
Escaped Sudanese civil war in 1991

FACTS AND FIGURES

90% About 90 % of current war casualties are civilians, the majority of whom are women and children. *Women* and girls are particularly affected by armed conflicts because of their status in society and their gender.

75% 75% of displaced people are *women* and children, and in some refugee populations they constitute 90%.

82% According to the International News Safety Institute (INSI) survey on *Women* reporting war in 2005, over 82% of the *women* surveyed reported physical attack or intimidation whilst covering conflict.

Christiane Amanpour
Chief International Correspondent for CNN

UNESCO Goodwill Ambassador for Freedom of Expression and Journalist Safety, and Champion for Gender Equality in Media

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

We invite stakeholders to participate in the theme "*Women* **and armed Conflicts**" by featuring the images of *women* at all levels of society 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

Irina Bokova
Director-General of the UNESCO

First woman to lead the Organization

YES WE MUST! REACH GENDER EQUALITY IN THE MEDIA BY 2030

The WMN 2015 (http://www.unesco.org/new/en/wmn) advocacy efforts also continue to push for change:

⇒ Call on media commitment to increase female sources interviewed in news to at least 30%

⇒ Invite international development organizations and private corporations to be part of a donor framework to support the activities of the (GAMAG)
http://www.unesco.org/new/en/gamag

⇒ Strengthen cooperation with media and civil society partners in GAMAG, spotlighting partnerships to achieve gender equality in and through media

Phumzile Mlambo-Ngcuka
Executive Director of UN Women

First woman Deputy President of South Africa (2005-2008)

Women Make the News

Global Alliance On Media And Gender

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

Upcoming 2015 themes will be linked to the following International Days :

4 June International Day of Innocent Children Victims of Aggression

20 June World Refugee Day

5 July World Youth Skills Day

30 July World Day against Trafficking in Persons

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

January 2016 Prelude to World Radio Day and International Women's Day

13 February World Radio Day World Radio Day

6 February International Day of Zero Tolerance to Female Genital Mutilation

8 March International Women's Day International Women's Day

CONTACTS
Lina Mustapha l.mustapha@unesco.org   **Alton Grizzle** a.grizzle@unesco.org
Section for Media Development and Society, UNESCO
www.unesco.org/new/en/wmn