

WMN - Women Make the News

“Let the Images of *Women* Speak Powerfully”

CALL TO ACTION

UNESCO and GAMAG call for partners to feature *women* on your *homepage* throughout the year **2015**, to mark 15 years of the UNESCO’s Women Make the News initiative and 20 years Beijing Platform for Action.

Each month will be dedicated to a theme and tackles critical areas of concern. The month of May 2015 focuses on “**Women and the Media**” - women’s access, leadership and non-stereotypical representation in media.



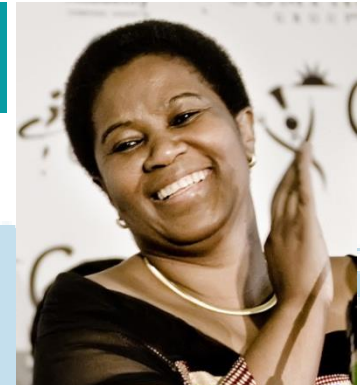
Irina Bokova
Director-General of the UNESCO

First woman to lead the
Organization

FEATURE One or More *WOMAN* ON YOUR HOMEPAGE

We invite stakeholders to participate in the theme “**Women and the Media**” 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 (Four Questions)



Phumzile Mlambo-Ngcuka
Executive Director of UN Women

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

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 **Global Alliance on Media and Gender (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.



Corletha Ollivierre
Board Member of the Caribbean
Broadcasting Union
Secretary-General of GAMAG

Active in the media for nearly
three decades

UPCOMING EVENTS

- ◆ 2-4 May 2015: World Press Freedom Day (<http://www.unesco.org/new/en/wpfd>)
Venue: Riga, Latvia
- ◆ September 2015: Celebration of the 20th Anniversary of the Beijing Declaration and Platform for Action
Venue: New York, USA
- ◆ 23-24 November 2015 (tentative): Donor Framework Meeting (GAMAG)
Venue: Geneva, Switzerland (TBC)
- ◆ 25-26 November 2015 (tentative): First General Assembly Meeting (GAMAG)
Venue: Geneva, Switzerland (TBC)



Colleen Lowe Morna
Founding CEO of Gender Links
Chairperson of GAMAG

Dedicated to gender equality



Women Make the News



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

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

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

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