

Gender and Media: Getting the Balance Right

**Dr Javad Mottaghi
Secretary-General, ABU**

ABU at a Glance

- Non-Profit Professional Union of 215 Members in Asia, Pacific & around the globe
- 48 years experience in media development
- Active network of public & private channels with well-established annual forums
- Potential to reach 3.5 billion audiences
- Some 300 projects per year
- Cultural Diversity

Many Best Practices in gender related issues among Asian broadcasters



Media Development → Social Development
→ Gender Equality

- Media Development as accelerator of Social Development
- Media Development – a key factor in achieving Gender Equality



PSB → Social Development → Gender
Equality

- PSB and nation-building and development
- Increased responsibilities of PSBs in the new digital age
- PSB role for advancing gender equality
- Ratings v Social Responsibilities



Restraining Forces in Gender Equality in Media

- Women & Girls under-represented in portrayal & employment in media & media management
- Unfair stereotyping of women
- Talent of women not properly utilized
- Society is not accurately represented
- Lack of capacity to report on gender more broadly/not enough trained women journalists
- Lack of media related education in gender issues and women empowerment through media



Driving Forces in Gender Equality in Media

- Increased level of education among women
- Women are determined to claim their rights
- Public awareness is on a rise

- Growing population of young people – well educated and demanding

- Political will is on a rise - more countries to introduce gender sensitive policies



Gender Smart Broadcasters: Professional Case

- Engaging with audiences
- Realizing fully workforce potential
- Connecting with workplace engagement
- Leading with gender equality



Gender Smart Broadcasters: Professional Case - Action Required

- Developing and implementing organization-wide gender equality policies
- Opening on air national dialogue/debates on social, cultural, political benefits of gender equality
- Involving women in decision – making process of the society
- Establishing local institutional based capacity building in media gender related topics



The ABU Journey in future in partnership with UNESCO

- *Broadcasting For All: Focus on Gender*
- Mainstreaming Gender in Broadcasting in 8 broadcasting organizations to implement GSIM in organizational policy and programs
- 12 more projects in 12 countries in the next stage of project



The Road Ahead: GSIM

- Translate GSIM into the organizational environments through individually tailored consultancy & Action Plans
- Develop training tools based on the GSIM for programs
- Champion best practice examples of gender sensitive programming

**Involve all ABU members in
Gender Mainstreaming initiatives**



Key Factors For Success

- Tailored approach to cater for cultural, social, regulatory & legal differences
- Organization-wide implementation with on going training for women & men
- Bringing men into the equation to be part of the solution
- Allocating human & financial resources
- Introducing champions of gender equality
- Awards/recognition for progress



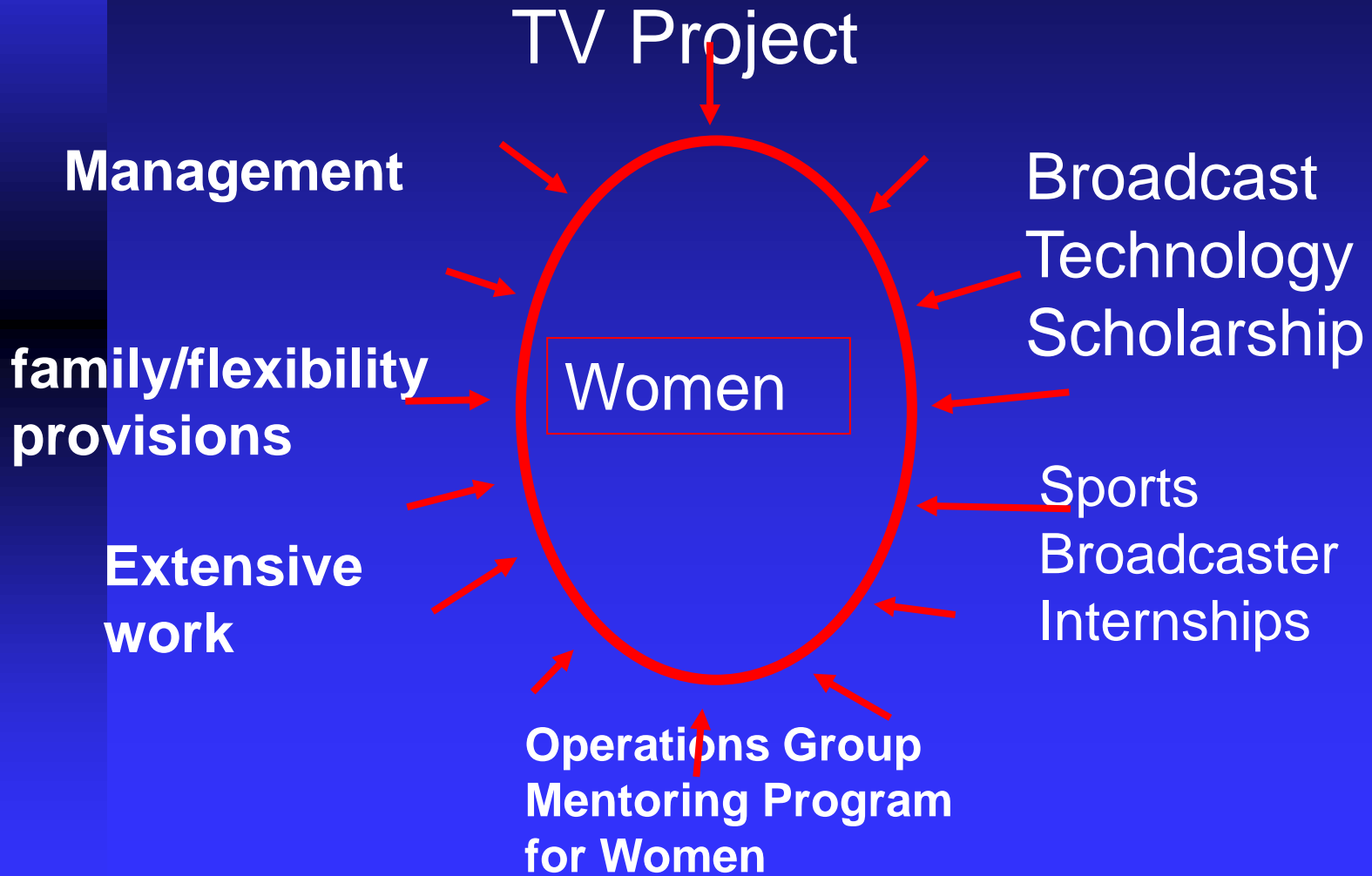
How we do it?

- Advocacy to ABU members
- Helping members to develop gender sensitive internal policies and guidelines
- Capacity building for media professionals
- Engaging civil society groups in training partnerships

ABC Gender Strategies



<http://www.abc.net.au/news/abcnews24/about>





Kalyani – DDI, India

- Edutainment program for health education with 10 years history
- Recognized by WHO as one of 15 top global innovations that advance women's and children's health
- The format is easily adaptable to other countries and themes



Global Gender Media Forum

