



Member Initiated Taskforces and Project: "Women and the Media"

Final Report – February 2017

Short Overview

The media can play a significant role in either perpetuating or challenging social norms, behaviours and stereotypes. Unfortunately, all too often, we see a media that is complicit in reinforcing negative and degrading images of women and girls, depictions of violence against women, as well as an unbalanced picture of their diverse lives and contributions. As a result, we continue to see the objectification and hyper-sexualisation of women and girls, one-dimensional images and portrayals of women and girls and increasing rates of violence towards women and girls.

This Member Initiated Taskforce aims to take actions to implement the strategic objectives J1 and J2, Beijing Platform for Action and shape a gender-equal world through the media. These objectives state:

Strategic objective J.1. Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication.

Strategic objective J.2. Promote a balanced and non-stereotyped portrayal of women in the media.

The issues this Taskforce aims to tackle are becoming more important: We are seeing the rights of women deteriorate and equality threatened by a leadership model aimed at advancing the very few who are in power, which by current definition excludes women. The role of the media is important in how it represents and amplifies the voices of women.

Results

Currently, the Taskforce has been progressing slowly due to factors beyond my control. Soon after the time the Taskforce was accepted, changes in my personal circumstances have led to a reassessment of the timing of activities. I thank you for your patience.

I have a specific project in mind which has received support from members who have been privy to the idea.

Goals for next period

To develop a working plan for 2018.

Challenges / Opportunities

Biggest challenge is time to plan, build a team, implement and fund the project.