

Co-sponsors



The Global Alliance on Media and Gender (GAMAG) is a worldwide, multi-stakeholder network of individuals and organizations working together to increase gender equality in and through the media and ICTs.



Fojo Media Institute strengthens free, independent and professional journalism in Sweden and worldwide. Fojo (a part of Linnaeus University) is Sweden's leading media development institute and has built capacity for more than 50 000 journalists and supported media development in more than 40 countries since it was founded in 1972.



The Swedish Women's Lobby (SWL) is an umbrella organization for the women's movement in Sweden, gathering 47 member organizations working to achieve women's rights and a gender equal society based on the CEDAW Convention and Beijing Platform for Action.



Nordicom is a publisher and a Nordic knowledge centre in the field of media and communication. Nordicom will publish an edited volume, Comparing Gender and Media Equality Across the Globe that will be available open access in late spring 2020.

About Comparing Gender and Media Equality across the Globe (GEM):

GEM is a cross-national study of the qualities, causes, and consequences of gender equality in and through the news media. It also offers an open access GEM-dataset on gender and news media.

A book from the project will be published by Nordicom during spring 2020, www.nordicom.gu.se

Questions?

Contact maria.edstrom@jmg.gu.se, phone: + 46 70 370 48 79.

More information:

www.jmg.gu.se/english/research/research-projects/comparing-gender-and-media-equality

JMG DEPARTMENT OF JOURNALISM,
MEDIA & COMMUNICATION
www.jmg.gu.se

COMPARING GENDER AND MEDIA EQUALITY ACROSS THE GLOBE



NGO Forum Parallel event at the United Nations 64th Commission
on the Status of Women

Time: Thursday, March 12, 2020, 10:30-12:00 AM

Venue: 4 W 43rd Street: Blue Room, New York City

What are the causes and consequences of the lack of women in the news? Gender equality and freedom of expression are fundamental values crucial for achieving a sustainable world. This parallel event focus on the (lack of) achievements for women in the media and how to move forward. (Area J: Women and the Media in the Beijing Declaration and Platform for Action.)



Since 1995 there has been slow progress of women making the news, from 17 percent to 24 percent, according to the Global Media Monitoring Project. The world will not achieve the sustainable development goals if we don't take into account the lack of gender equality in news and in the media industries. New ways of using existing data may function as a catalyst for change, both for women's access to media and for eliminating stereotypes.

We will present results from the upcoming book *Comparing Gender and Media Equality Across the Globe*, and introduce GEM, an open-access dataset. The GEM-dataset and research project make it possible for worldwide use of already collected data on gender and news media and, by evidence-based knowledge, promote change.

The collection of global, comparative data on women and men in the news media comes from three major contributors; Global Media Monitoring Project (GMMP), International Women's Media Foundation (IWMF) and European Institute for Gender Equality (EIGE). The role of the University of Gothenburg has been to compile, curate and quality check the existing data and make it available. The project is conducted from Sweden in collaboration with four international partners and is funded by the Swedish Research Council.

Sponsors/organizers:



Department of Journalism, Media & Communication (JMG), University of Gothenburg, Sweden.
Monika Djerf Pierre (PI), Professor
Maria Edström, Associate Professor



Agenda

- 10.30-10.35 **Why gender and media and section J still matters.**
Aimée Vega Montiel GAMAG/IAMCR
- 10.35-11.15 **Comparing gender and media equality across the globe - main take aways & the GEM Index.** *Monika Djerf-Pierre & Maria Edström*
Modernization or a gendered journalism field? *Monika Djerf-Pierre*
Media gender equality regimes – exploring media organizations' policy adoption across nations. *Claudia Padovani*
Axes of power - examining women's access to leadership positions in the news media. *Carolyn M. Byerly*
Gender in Economic Journalism – Accurate or Smoke and Mirrors?
Sarah Macharia
- 11.15- 11.30 **Comments and questions by Fojo Media Institute, Swedish Women's Lobby & Gender Links.** *Agneta Söderberg Jacobson, Fojo, Stephanie Thøgersen, SWL, Sifisosami Dube, Gender Links*
- 11.30-11.45 **Looking ahead ... GMMP 2020 & AGEMI.**
Sarah Macharia & Claudia Padovani
- 11.45-12.00 **Q & A.** *Moderated by Maria Edström*

Confirmed participants



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1. **Aimée Vega Montiel**, Researcher at the National Autonomous University of Mexico, Center of Interdisciplinary Research in Sciences and Humanities, vice president of International Association for Media and Communication Research (IAMCR) and Chair of GAMAG.
2. **Claudia Padovani**, Associate Professor, Department of Politics, Law and International Studies DSPGI, University of Padova.
3. **Carolyn M. Byerly**, Professor, Department of Communication, Culture & Media Studies, School of Communications, Howard University.
4. **Sarah Macharia**, Ph.D. Manager, Gender & Communication, Association for Christian Communication, WACC, Toronto, organizing the GMPP 2020.
5. **Agneta Söderberg Jacobson**, Senior Advisor and Gender Expert, Fojo Media Institute, Linnaeus University.
6. **Stephanie Thøgersen**, Swedish Women's Lobby.
7. **Sifisosami Dube**, Head of Policy and movement building, Gender Links, in 2020 they will repeat their Gender and Media Progress Study.



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