



# Description

## **UNESCO's International Side-Event on Gender and Media**

### **Commission on the Status of Women 2016**

18 March 2016

Venue: Conference Room 11, 10:00am to 11:15 am

**Title: Breaking persistent challenges for gender equality in media**

#### **DESCRIPTION**

Despite increased awareness on gender inequality in media, the 2015 Global Media Monitoring Report, which received support from UNESCO and UN Women, has revealed that the negative trend continues. Where there is evidence of change, the rate is so slow that it would take 77 years before gender equality in the media is reached, based on the same report. Similarly, according to the International Telecommunication Union, at the current rate it will not be until 2083, before we can reach equal number of male and female heading ICT regulatory agencies. This is far beyond the 2030 target to achieve the Sustainable De-

velopment Goals (SDG), which include gender equality and women's empowerment as Goal 5. At the same time, the Global Report on the Status of Women in the News Media has shown that men continue to occupy the vast majority of seats on media governing boards and in top management. It is also observed that stereotypes about women and men keep prevailing in media, film and advertising content. To top it off, gender equality in media does not figure among the targets for SDG's goal 5. And we still need research studies showing if the few women that have made it to media executives and leaderships positions have been able to bring about change.

This side event will debate the action needed to move beyond awareness on inequality to real gender equality in media. The debate will be followed by questions and discussions.

**It will address the following questions:** How can governments and the UN increase support for change? Has gender equality in media stalled? In which areas can the media industry take transformative action? What is still needed to change the situation in media?

## **PROPOSED PANELISTS**

- **Ms Irina Bokova**, Director-General of UNESCO
- **Ms Phumzile Mlambo-Ngcuka**, Executive Director of UN Women
- **Ms Lee Jin Sook**, President, MBC TV, South Korea
- **Ms Claudia Palacios**, Former anchor at CNN Spanish (TBC)
- **Ms Esther Park**, KBS Correspondent to New York, Representative of the President and CEO of Korean Broadcasting System (KBS) America
- **Ms Colleen Lowe Morna**, Chief Executive Officer of Gender Links and Chair of GAMAG

## **MODERATOR**

**Rev. Karin Achtelstetter**, General Secretary, of the World Association of Christian Communication (Global Media Monitoring Project) and International Steering Committee Member of the Global Alliance on Media and Gender (GAMAG).

## **TIME**

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