

Gender Equality and Diversity in the European audiovisual sector



The Role of the Ombudsperson for Gender Equality

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Independent body for combating discrimination on the grounds of:

SEX/GENDER

Family or marital
status

Sexual
orientation

Gender identity &
expression

Gender Equality Act 2003, 2008

AREAS OF DISCRIMINATION:



- Employment and labour
- Gender based violence
- Sexual and gender minorities
- Education
- **Media**
- Political participation
- Reproductive health
- Access to goods and services

What do we do in relation to monitoring gender equality in the media?

- Personal monitoring;
- Researches and analysis;
- Public statements;
- Educational workshops for media professionals;
- Presentations;
- Video productions;
- Inclusion in EU projects





- Warnings
- Recommendations
- Proposals

Educational workshops for media professionals

- Low interest
- Resistance



„It is prohibited to publicly present women or men in an offensive, degrading or humiliating manner with regard to their sex or sexual orientation.” – Article 16 of GEA

HOWEVER:

LAST MINUTE

**VELIKI VODIČ ZA LJETOVANJE U ZADNJI
TREN Još uvijek se može naći smještaj za
100 kuna dnevno**

AUTOR: Viktorija Macukić OBJAVLJENO: 26.07.2016. u 21:46



ADS and COMMERCIALS – sexism and gender stereotypes



43 ANALYSIS OF MEDIA CONTENT - **WOMEN ARE:**



Under-represented in topics:

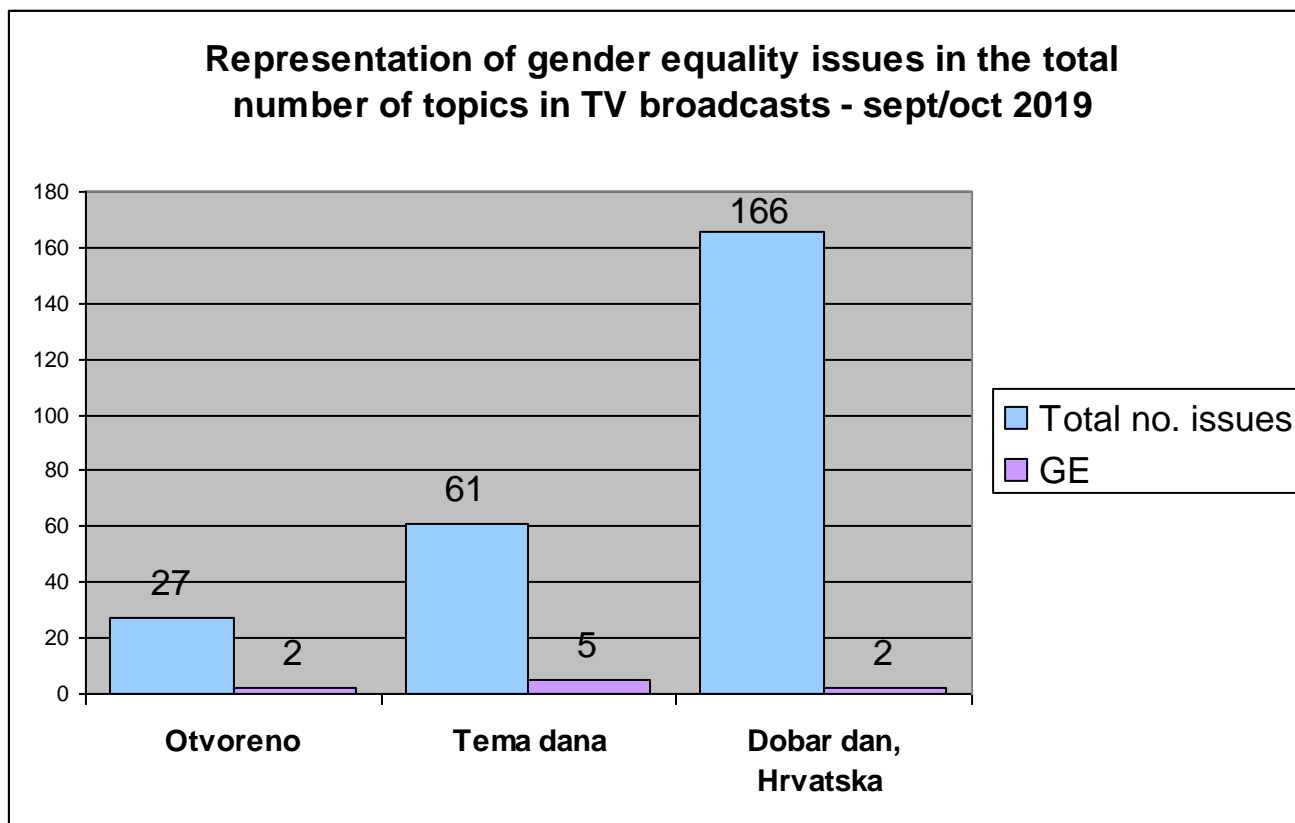
- politics,
- economy,
- finances,
- judiciary,
- internal affairs
- foreign policy
- civil engineering
- ICT



Over-represented in topics:

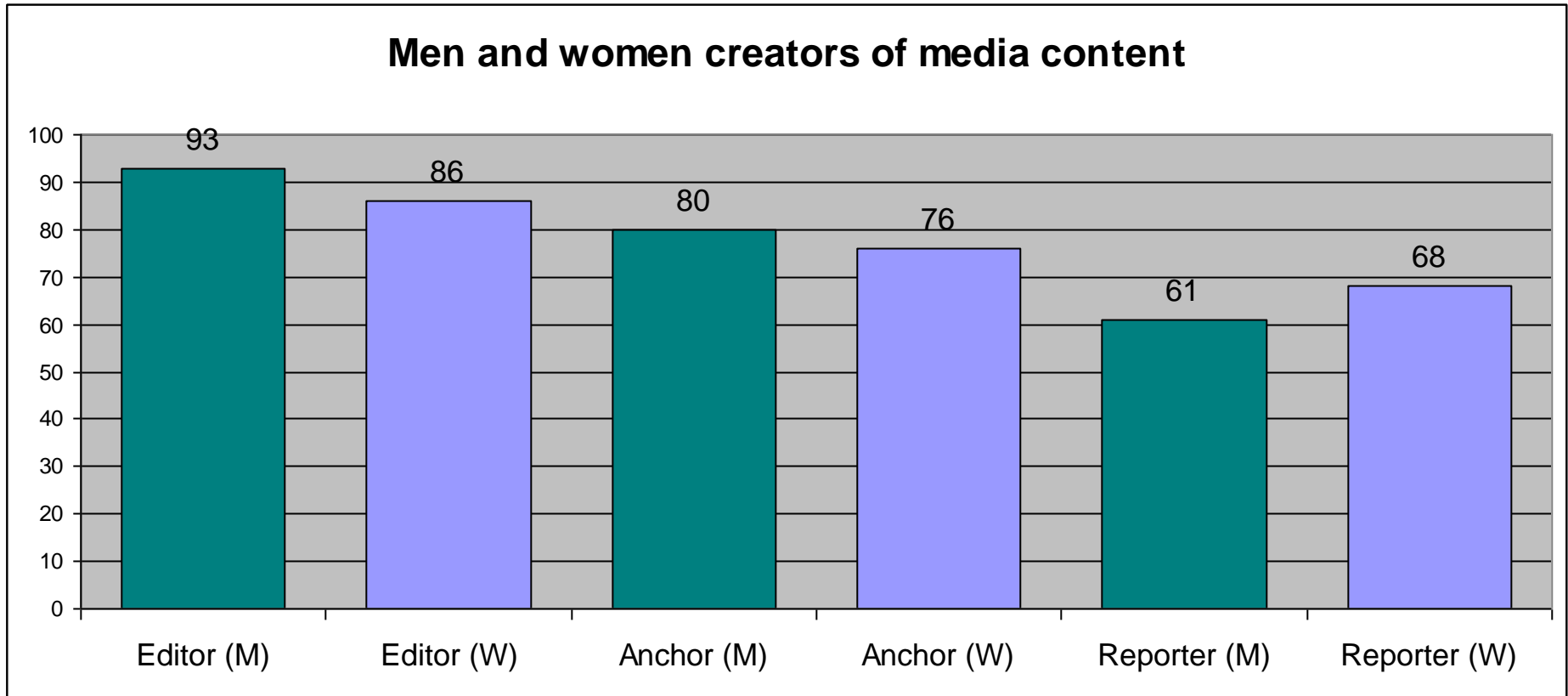
- health and beauty
- showbusiness
- education
- humanitarian work
- volunteering
- home design
- cooking and fashion
- child care & social care

Analysis of **two news** program broadcasts and **one mozaic** program on Croatian Radio Television - **2019**



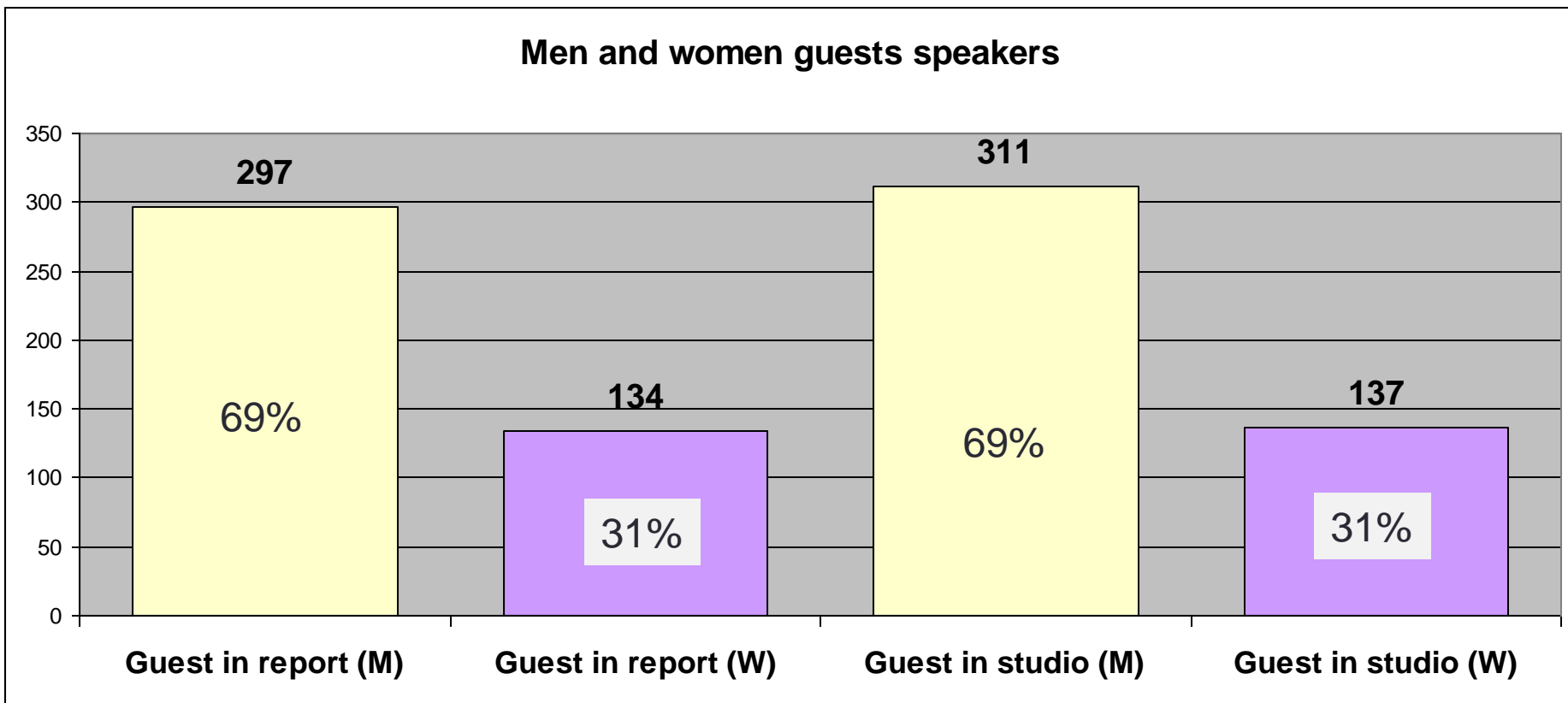
Out of the total of 254 topics,
only 9 (4%) were related to the areas concerning gender equality.
8 – violence against women, 1 – women entrepreneurs

Analysis of two news program broadcasts and one mozaic show program on Croatian Radio Television - 2019



Balanced proportion of men and women – creators of media content

Analysis of two news program broadcasts and one mozaic show program on Croatian Radio Television - 2019



Croatian Radio Television „Report about the promotion of gender equality, combating gender stereotypes and sexism in program content in compliance with the with legal obligations”

RECOMMENDATION OF THE OMBUDS FOR GENDER EQUALITY

METHODOLOGY



- Development of a unique methodology for monitoring gender-sensitive topics in order to adequately monitor whether and how legal obligations are being respected

- Systematic education of CRT employees on gender issues





WHY?

Gender equality related topics in noon news - TV Dnevnik 1 in a period of 1 month (January 2017).

Report – **two topics with 1:25 minutes duration.**

DNEVNIK 1 = 15:00 min. x 7 days = total of 465 min.

DNEVNIK 1 = gender equality issues = total of 1:25 min.



DNEVNIK 1 – in a year = total of 5.475 minutes,
DNEVNIK 1 – in a year = gender equality issues – the total of 14 minutes as per CRT Report

CRT perception of promotion of gender equality principles

„Primorsko-goranski mayor **likes the company of women. Officially.** So he received regional self-government's officials from all over Croatia who came to Rijeka to discuss women's representation in local politics...”



On the occasion of International Women's Day - 8.3. - flowers distributed to women by the city mayors are the news listed as being gender equality issues.



Media = big influence in promoting social values and shaping attitudes

Media portrayal of women and men = one of the key factors in raising awareness about gender equality and preventing and eliminating gender discrimination.





- Knowledge sharing
- Experience exchange
- Acquiring new information
- Monitoring UN, EU conventions

- Sharing good practices
- Educating others
- Incorporating statistics
- Participating in workshops

etc.

Thank you
for your attention !

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