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:

<table>
<thead>
<tr>
<th>SEX/GENDER</th>
<th>Family or marital status</th>
<th>Sexual orientation</th>
<th>Gender identity &amp; expression</th>
</tr>
</thead>
</table>

*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:
OMBUDSPERSON FOR GENDER EQUALITY of the Republic of Croatia

ADS and COMMERCIALS – sexism and gender stereotypes
### 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

Men and women creators of media content

<table>
<thead>
<tr>
<th>Role</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editor</td>
<td>93</td>
<td></td>
</tr>
<tr>
<td>Anchor</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Reporter</td>
<td>76</td>
<td></td>
</tr>
<tr>
<td>Reporter (W)</td>
<td></td>
<td>68</td>
</tr>
<tr>
<td>Anchor (W)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Editor (W)</td>
<td>86</td>
<td></td>
</tr>
<tr>
<td>Editor (M)</td>
<td></td>
<td>93</td>
</tr>
</tbody>
</table>

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

Men and women guests speakers

<table>
<thead>
<tr>
<th></th>
<th>Guest in report (M)</th>
<th>Guest in report (W)</th>
<th>Guest in studio (M)</th>
<th>Guest in studio (W)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guest</td>
<td>297</td>
<td>134</td>
<td>311</td>
<td>137</td>
</tr>
<tr>
<td>Percentage</td>
<td>69%</td>
<td>31%</td>
<td>69%</td>
<td>31%</td>
</tr>
</tbody>
</table>
Croatian Radio Television „Report about the promotion of gender equality, combating gender stereotypes and sexism in program content in compliance with the legal obligations”

RECOMMENDATION OF THE OMBUDS FOR GENDER EQUALITY

- 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
“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!