CALL TO ACTION

Only 24% of persons seen, heard, spoken of or read about in the media are women, and only 6% of stories highlight issues of gender equality or inequality.

UNESCO and the Global Alliance on Media and Gender (GAMAG) call for partners to feature women on your homepage throughout the year 2015, to mark 15 years of the UNESCO’s Women Make the News initiative and 20 years Beijing Platform for Action which committed stakeholders to ensure equal opportunity for women and their empowerment.

Each month will be dedicated to a theme and tackle critical areas of concern. The month of May focuses on “Women and the Media” - women’s access, leadership and non-stereotypical representation in media.

YES WE MUST! REACH GENDER EQUALITY IN THE MEDIA BY 2030

The WMN 2015 (http://www.unesco.org/new/en/wmn) advocacy efforts also continue to push for change:

⇒ Call on media commitment to increase female sources interviewed in news to at least 30%
⇒ Invite international development organizations and private corporations to be part of a donor framework to support the activities of the (GAMAG) http://www.unesco.org/new/en/gamag
⇒ Strengthen cooperation with media and civil society partners in GAMAG, spotlighting partnerships to achieve gender equality in and through media

FEATURE One or More WOMAN ON YOUR HOMEPAGE

We invite stakeholders to participate in the theme “Women and the Media” by featuring the images of women at all levels of society on the homepage of your website:

♦ Write a clear and simple caption for the image
♦ Link a strong paragraph to the image describing the person selected
♦ Keep your chosen image above the scroll (on the upper half of the homepage)
♦ Add “share” buttons to it
♦ Tell UNESCO about your actions by completing this short form: http://www.unesco.org/new/en/form

UPCOMING EVENTS

♦ September 2015: Celebration Of The 20th Anniversary Of The Beijing Declaration And Platform For Action, New York, USA
♦ 23-24 November 2015: Donor Framework Meeting (GAMAG), Geneva, Switzerland (TBC)
♦ 25-26 November 2015: First General Assembly Meeting (GAMAG), Geneva, Switzerland (TBC)

Colleen Lowe Morna
Founding CEO of Gender Links
Chairperson of GAMAG
Dedicated to gender equality
Women Make the News

Yes we must! Reach gender equality in the media by 2030

Upcoming 2015 themes will be linked to the following International Days:

3 May World Press Freedom Day
4 June International Day of Innocent Children Victims of Aggression
20 June World Refugee Day
12 August International Youth Day
8 September International Literacy Day
11 October International Day of the Girl Child
15 October International Day of Rural Women
24 October World Development Information Day
21 November World Television Day
25 November International Day for the Elimination of Violence against Women
18 December International Migrants Day

CONTACTS
Lina Mustapha l.mustapha@unesco.org
Alton Grizzle a.grizzle@unesco.org
Section for Media Development and Society, UNESCO
www.unesco.org/new/en/wmn