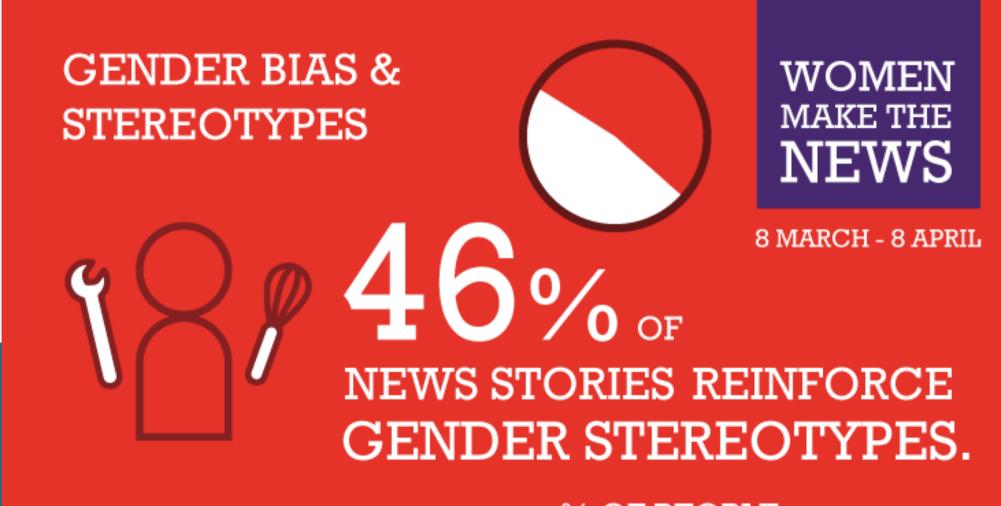
## GENDER EQUALITY IN THE MEDIA

Women remain largely invisible in media content and are frequently depicted in stereotypical ways, including in current COVID-19 media coverage.

## MEDIASCAN

A tool to monitor gender representation in and by the media. Developed by Tuwindi and Free Press Unlimited.





% OF PEOPLE

PORTRAYED AS VICTIMS

FEMALE 18% 8% MALE

Global Media Monitoring Project (GMMP) 2015

## **MEDIASCAN**

Monitoring the content of media on gender representation and portrayal is a crucial first step to address the visibility of women in media. Data on gender representation in media is systematically collected through the online platform Mediascan. Editors and decision-makers in the newsrooms get objective data, have a better understanding and increased awareness of their own performance in this area, and are encouraged to establish gender-sensitive editorial policies and practices to address the imbalances. The Mediascan platform is easily accessible, adaptable, and replicable in diverse contexts.

"Commitment by the global stakeholders and recognising the role of the media in promoting gender equality is crucial."

- Larissa Buschmann, Programme Coordinator Gender & Media, Free Press Unlimited -

