

#M4W2020

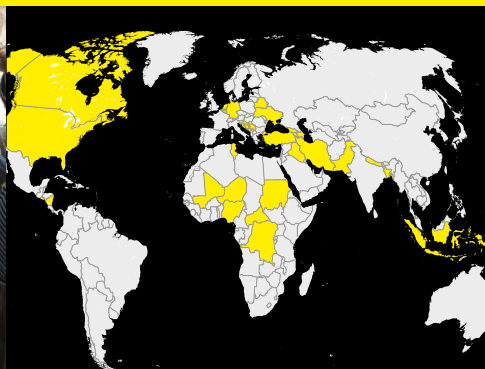
Media4Women: Campaign on Gender Equality in the Media

Inclusive and Equal Portrayal of Women by the Media

35 countries participated in the campaign

50 partners and allies joined the campaign

4 million people reached worldwide via Facebook and Twitter



Stand up for all women in the media

#M4W2020

Bahia Tahzib-Lie
Dutch Human Rights Ambassador - The Netherlands

GENDER EQUALITY CHAMPION

Challenge the stereotype, change the image.

#M4W2020

Why gender equality in the media matters

Only 24% of people featured in newspapers, television, and radio news are women

81% of experts interviewed are male

Only 4% of all newspapers, radio and TV reports worldwide challenge gender stereotypes

Media4Women is a global campaign organised by Free Press Unlimited and its partners. The aim for the 2020 campaign was to highlight the importance of gender equality in the media by challenging gender stereotypes by the media. Organisations and allies participated in the campaign by for example: producing podcasts, articles, radio shows, featuring Gender Equality Champions and/or organising marches, seminars, and conferences and best articles competitions. For more information about this and future campaigns, please contact us at m4w@freepressunlimited.org.

FREE PRESS UNLIMITED

MEDIA 4 WOMEN