

#M4W2021

Media4Women: Gender monitoring by the media

Why it is important to **#KnowYourData**

Media monitoring is an **essential tool** to get reliable data



It reveals any **gender equality issues** that need to be acted upon



Helps improve the **position and visibility** of women and non-binary people in and by the media



To eventually reflect the **diversity of genders** and opinions societies have to offer



You can't be what you can't see

Only **37%**

of stories in newspapers, television and radio newscasts are reported by women

33%

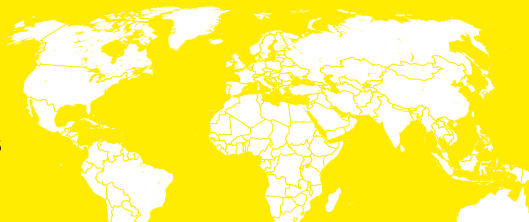
Only one out of three health experts in TV coverage of COVID-19 are women

In Dutch media

Only **4%**

of people in the news are women of color

We reached a worldwide audience in over **120 countries** directly and through the engagement of nearly **50 allies and partners**



Sources:
whomakesthenews.org
freepressunlimited.org

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Help us make every person in the media visible because each voice counts!

Know your data and donate now. Visit www.freepressunlimited.org/donate.

Media4Women is a global campaign organised by Free Press Unlimited and its partners from 1 until 14 March. The aim for the 2021 campaign was to highlight the importance of gender media monitoring, how media can analyse this data and produce more gender-inclusive and diverse content. Many of our partners featured the Gender Equality Champions in their social media campaigns, showcased their work on gender media monitoring, and engaged with the media houses and policymakers by discussing solutions. For more information about this and future campaigns, please contact us at: m4w@freepressunlimited.org

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MEDIA 4 WOMEN