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

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.

Media4Women: Gender monitoring by the media

Why it is important to #KnowYourData

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You can’t be what you can’t see

Only 37% of stories in newspapers, television and radio newscasts are reported by women

Only 33% of one out of three health experts in TV coverage of COVID-19 are women

In Dutch media, we only 4% of women are in the news.

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

Donate

Help us make every person in the media visible because each voice counts! Know your data and donate now. Visit www.freepressunlimited.org/donate.