

Free Press Unlimited believes that all people deserve to know, and that everybody should have access to **independent and reliable information** in all countries, both off and online in order to make informed decisions. Press freedom, **independent journalism** and **open platforms** can guarantee that access. Free Press Unlimited supports media and journalists to become independent players in civil society, who constitute a diverse and professional information landscape and function as **catalysts for change**.



Takeaways CSW session: Countering **Gender-stereotypes**

Recommendations for the **Media**

- ✓ **Education is key.** Often newsrooms do not even realize they perpetuate gender-stereotypes. Introducing **mandatory training about gender biases** within media organizations is an effective method to combat this.
- ✓ Not just within media organizations, but also among **the general public** there is a lack of awareness about existing gender-stereotypes and the effects thereof on societies. Promoting large-scale awareness about this topic using effective communication strategies has a lot of potential. The media has a responsibility in this regard and could **work together with (or get inspiration from) other industries** such as the advertisement industry in effectively portraying and communicating about men, boys, women and girls in all types of roles in society.
- ✓ Media organizations should **create and maintain a guide of female experts** they can quickly consult on different relevant topics. In practice, due to tight deadlines, journalists will often consult and interview the same experts for certain topics. Creating a guide of female experts will reduce the hurdle for journalists to use more pluralistic and diverse expert sources.
- ✓ Media managers strongly determine the narrative that a newsroom produces. We need to target them in raising awareness about the **ethical and financial advantages of balanced gender representation** of media content. The financial advantage being that they can target a much larger audience if they include women in their content.

Recommendations for **Governmental Institutions**

- ✓ Regulation should not focus on content regulation but rather **focus on ways to support the media** in countering gender-stereotyping. There are many other ways to counter gender-stereotyping other than imposing content regulation.
- ✓ One way to create inclusive media content is to **stimulate inclusive leadership in newsrooms**. Although contested, this could be done through **quotas**. Newsroom management teams across the world are still predominantly male, thereby perpetuating patriarchal norms that seep into all levels of the newsroom, including content.
- ✓ **Funding requirements** can be an extremely effective way to effectuate change. Requiring media organizations to **produce gender-sensitive and inclusive content** or to **include gender-equality strategies within media organizations** in order to receive funding is a way to stimulate the production of gender sensitive or transformative content and thereby preventing gender-stereotyping by media.