



## Interactive Roundtable

### 10) Women and the Media

Tuesday, 4 November 2014, 11:30 - 13:00  
Palais des Nations Geneva, Room IX

**Introduction:** Several decades of research (1970-90s) found that women are underrepresented in media staffing at all levels, including in decision making and in media content. The Beijing Declaration and PfA offered hope when it highlighted these issues surrounding gender and media, and called for action among all stakeholders. Despite promising interventions around the world, almost 20 years later research shows that there are noticeable but considerably slow changes with respect to women's roles in media and technology.

**Objective:** The Roundtable will delve into a renewed paradigm to consider factors such as media as civil society, approaches to improving the promotion of active citizenship, and gender equality as a business model for media in the 21<sup>st</sup> century. The roundtable will articulate concrete and action-oriented recommendations from a multi-stakeholder perspective with civil society at its heart.

Co-conveners	<p><b>Elly Pradervand</b>, UN Representative, WWSF; Taskforce Chair, Substantive Issues, NGO CSW Geneva Beijing+20 Review Forum</p> <p><b>UNESCO</b> represented by <b>Alton Grizzle</b>, Program Specialist, Communication and Information Sector; UNESCO Designated Manager, Global Alliance on Media and Gender (GAMAG)</p> <p><b>Lois A. Herman</b>, Coordinator WUNRN, Women's UN Report Network</p>
Moderator	<b>Annika Nyberg Frankenhaeuser</b> , Director, European Broadcasting Union
Speakers	<p><b>Alton Grizzle</b>, Program Specialist, Section Media &amp; Society, UNESCO</p> <p><b>Donatella Martini</b>, WECAMS / Donne in Quota, Women's European Coalition Against Media Sexism</p> <p><b>Frieda L. Werden</b>, Veteran Media Specialist &amp; Women's Advocate (Radio Specialty/Local to Global), Women's International News Gathering Service</p> <p><b>Oleksandra Kunovska Mondoux</b>, UN Representative, World Federation of Ukrainian Women's Organizations</p>
Title of Powerpoint	<i>Gender Stereotypes</i>
Recommendations, Q&A Rapporteur	<p>From the floor</p> <p><b>Megan Moleski</b>, WWSF intern, Boston University</p> <p><b>Shannon Meehan</b>, Advocacy Coordinator, Children's Section, WWSF</p>
Interpretation	Provided from and into English and French

B+20 Review Forum Organizer: NGO-CSW-Geneva: [www.beijing20.ngocsw-geneva.ch](http://www.beijing20.ngocsw-geneva.ch)  
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## Short Bios: Women and the Media

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**Co-convener & Speaker: Alton Grizzle** works at the UNESCO HQ in Paris as Programme Specialist in Communication and Information. He manages UNESCO global actions relating to gender and media and is co-manager of UNESCO's global actions on media and information literacy. Alton has a diverse education and experience in the fields of education, management, information systems and media and communication. He has conceptualized and led many development projects relating to gender and media, media and information literacy as well as edited and co-authored books and articles on these topics.

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**Co-convener: Elly Pradervand**, Founder/CEO of the Women's World Summit Foundation (WWSF), has been active for the past 30 years in the field of advocacy for women's and children's rights and co-creating the power for change via annual campaigns, world days and prize awards. Elly regularly challenges the media to reduce the three "s" (sex, scandal and too much sport) an overdose of the daily news today - to also portray other qualities such as the three "c" (courage, creativity and compassion), which make up most people's daily contributions to families and the wellbeing of humanity. The world could benefit from this transformation in the media to make news more constructive and empowering.

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**Co-convener: Lois A. Herman**, Founder-Coordinator of (Women's UN Report Network (WUNRN). WUNRN, based on a UN study, addresses the human rights, oppression, and empowerment of women and girls all over the globe. WUNRN's programs include a global, cross-sectoral WUNRN ListServe, considered one of the most expansive gender ListServe's in the world. Ms. Herman is an internationally respected Gender Specialist and presents regularly at the United Nations.

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**Moderator: Annika Nyberg Frankenhaeuser**. After qualifying as an art teacher at the University of Industrial Arts in Helsinki, Annika Nyberg Frankenhaeuser began an enduring relationship with the Swedish Language Services of YLE. Several years as a radio reporter were followed by a move into print, working as an editor for a cultural magazine. In 1986 Ms Nyberg Frankenhaeuser moved from radio at YLE to become a TV reporter for the Swedish Language Services, where she climbed through the television ranks to become Head of TV News & Current Affairs. She was appointed Director of Programmes for Radio in 1997, adding the TV and internet portfolios to her responsibilities in 2006. Ms Nyberg Frankenhaeuser is bilingual in Swedish and Finnish, and fluent in English and German. She is competent in Danish and Norwegian and has a working knowledge of French and Italian.

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**Speaker: Donatella Martini**, Italian, Co-founder and President since 2006 of Women's Association DonneinQuota. As examples of our work: in 2010 we appealed to the Court (TAR Lombardia) against the Lombardia Government (only one woman councilor among 14 members) and, after a long fight, we won in 2008 we decided to start working on the portrayal of women in advertisements and in 2009 we began to work also on women's image in television. In 2010, we proposed a law to our Government, as Comitato Immagine Differente. In 2013 DonneinQuota, Chiennes de garde (France) and Object (U.K.) founded WECAMS (Women's European Coalition Against Media Sexism) with the specific aim of bringing an end to sexism in the media and advertising. In Italy, France and U.K. we are facing the same problems: no rules from our governments but only private self-regulatory organizations who judge adverts without respecting European Resolutions against sexism. For these reasons, we asked for MEPs' support to our action and met EASA, European Advertising Standard Alliance, in Bruxelles to convince them to change attitudes and codes all over Europe.

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**Speaker: Frieda L. Werden** attended the UN World Conferences on Women in 1975 and 1995. She worked professionally 1973-2014 in public and community radio in the US and Canada. In 1986, she co-founded WINGS: Women's International News Gathering Service; as its series producer, she internationally syndicates a weekly half-hour radio program by and about women around the world. Werden has served as North America Women's Representative and Vice President of the World Association of Community Radio Broadcasters (AMARC), and President of the International Association of Women in Radio & TV (IAWRT). WINGS has been honoured by the US National Federation of Community Radio Broadcasters and Canada's National Campus and Community Radio Association.

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**Speaker: Oleksandra Kunovska Mondoux** is a Main Representative to the United Nations in Geneva for the World Federation of Ukrainian Women's Organizations, a member of the Union of Ukrainian Women of France, the Ukrainian Society of Switzerland and Club Unesco (Fribourg). Ms. Kunovska Mondoux has various experiences in academic and international milieus. As a PhD Candidate in world history at University of Fribourg, Ms. Kunovska Mondoux is working on the advertising representations of daily newspapers in interwar Lviv (Ukraine). Her research interests include social, everyday, gender and visual history. Ms. Kunovska Mondoux obtained several scholarships (Swiss Government, SNSF, OSF, Jean Nordmann Foundation) to conduct research on newspaper advertising in Hebrew University, ENS, Sorbonne Paris IV and Columbia University.

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**Rapporteur: Megan Moleski** is a senior at Boston University studying International Relations with a focus on Europe and Regional Politics and Cultural Anthropology and an intern at the Women's World Summit Foundation.

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**Rapporteur: Shannon Meehan** is Advocacy Coordinator for the Children's Section of the Women's World Summit Foundation, and a member of the Swiss White Ribbon Committee Secretariat. Ms. Meehan previously worked as a strategic development consultant for UPR Info (Geneva) and a researcher for the International Institute for Management Development (Lausanne). Ms. Meehan holds a Bachelor's degree from UC Berkeley, a Master's degree from the Graduate Institute of International and Development Studies, and advanced certification in mediation and restorative justice.

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