



# Gender and Media

Commitments of media  
institutions to gender equality

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## Context

Often, media policies in Lebanon fail to consider the perspective of gender rights, leading to the reinforcement of television programs focusing on social issues that perpetuate stereotypical gender roles and normalize masculine and patriarchal dominance. Factors such as political, economic, social, and cultural contexts, along with media institutions, contribute to this issue. Additionally, some media workers' lack of awareness of human rights and women's rights approaches in this context exacerbates the problem. Furthermore, certain masculine practices by some media workers solidify stereotypical images of women without considering the importance of enhancing their presence in public life, ultimately marginalizing them from public spaces and thwarting efforts towards their political empowerment.<sup>1</sup>

## International commitments to gender mainstreaming in media

There are many international agreements and declarations that provide a rights-based framework for advocacy, emphasizing the role that media should play in advancing women's human rights and gender equality. These agreements and instruments include the following:



### The Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)<sup>2</sup>

The Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) is an international treaty adopted and ratified by the United Nations, with more than one hundred countries, including Lebanon in 1996, to promote and protect women's rights to equality. The Convention requires the following:

“States Parties shall take all appropriate measures: To modify the social and cultural patterns of conduct of men and women, with a view to achieving the elimination of prejudices and customary and all other practices which are based on the idea of the inferiority or the superiority of either of the sexes or on stereotyped roles for men and women”.



### Beijing Platform for Action of 1995<sup>3</sup>

Despite the Beijing Platform for Action in 1995 considering media capabilities as an opportunity to disseminate information related to

1. Yater, M., & Assi, M. (2019). Social Stigma in Television Programs. The Arab Institute for Women at the Lebanese American University. <https://aiw.lau.edu.lb/images/8b6e873235071f9d5e2da59222fda80960f2ba84.pdf>

2. United Nations. (1979). Convention on the Elimination of All Forms of Discrimination Against Women. United Nations. Retrieved from <https://www.un.org/womenwatch/daw/cedaw/text/0360793A.pdf>

3. United Nation. (1995). Beijing Declaration and Platform for Action. Retrieved from <https://www.un.org/womenwatch/daw/beijing/pdf/BDPfA%20A.pdf>

women, it has been utilized to propagate stereotypical ideas and demeaning images of women. In its sections E and J concerning media, the Beijing Platform for Action acknowledges that the media plays a vital role in addressing gender inequality issues, specifically the lack of women's access to media. Women in the media industry generally do not occupy decision-making positions, while the promotion of stereotypes which are based on gender bias and inherently demeaning persists.

Therefore, strategic objective J.2. outlines in paragraphs 243-245 the actions that should be taken:

Paragraph 243 (c):

Encourage gender-sensitive training for media professionals, including media owners and managers, to encourage the creation and use of non-stereotyped, balanced and diverse images of women in the media.

Paragraph 245 (b):

Produce and/or disseminate media materials on women leaders, inter alia, as leaders who bring to their positions of leadership many different life experiences, including but not limited to their experiences in balancing work and family responsibilities, as mothers, as professionals, as managers and as entrepreneurs, to provide role models, particularly to young women.



## **Article 19 of the International Covenant on Civil and Political Rights of 1966**<sup>4</sup>

States the following:

- Everyone shall have the right to hold opinions without interference.
- Everyone shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of his choice.

The Convention on the Elimination of All Forms of Discrimination Against Women and the International Covenant on Civil and Political Rights do not explicitly address women's rights to freedom of opinion and expression, but Article 19 of the International Covenant on Civil and Political Rights, read in conjunction with Article 7 of the Convention on the Elimination of All Forms of Discrimination Against Women, confirms this right.

Article 7 of the Convention on the Elimination of All Forms of Discrimination Against Women calls on State parties to ensure women's right, on equal terms with men, to participate in all forms of political activity.

4. United Nations High Commissioner for Human Rights. (2024). Background to the International Covenant on Civil and Political Rights and Optional Protocols. Retrieved from <https://www.ohchr.org/en/treaty-bodies/ccpr/background-international-covenant-civil-and-political-rights-and-optional-protocols>

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In reality, the Beijing Platform for Action is one of the most comprehensive frameworks available globally to enable the media to make a much greater contribution to women's advancement.

### Organizational-Legal Context

Lebanese legislation and laws are still deficient in providing frameworks and mechanisms for protecting marginalized groups, including women, from discrimination. Despite Lebanon's commitment to international agreements and frameworks, with reservations on some aspects of CEDAW, these commitments have not been translated into the national legislative structure. Consequently, there is a lack of clear provisions prohibiting discrimination in laws, policies, and even media's charters of honor. Instead, the media has perpetuated stereotypical images, contributed to violence against women in politics, marginalized women, silenced their voices on many issues, particularly economic, political, and security matters, and confined them to specific, predefined roles, images, and positions.

Gender equality legislation is a catalyst for improving women's representation in the news, however, it may take several decades before the impact is truly felt. Furthermore, its implementation is not a guaranteed pathway to advancing gender equality in news coverage due to enforcement issues. These legislations are not constitutionally guaranteed in Lebanon, where the constitution ensures equality among citizens without explicitly prohibiting gender discrimination or specifying gender equality in its text. Thus, these laws may remain mere words on paper until policies ensuring genuine equality are effectively put into practice.

### Economical and political context

The woman gained the right to run for and vote in parliamentary elections in Lebanon in 1952.<sup>5</sup> However, women still have limited political power due to their limited number in leadership positions and the roles assigned to

5. Election Laws After Independence: Law of 1952  
<https://www.lp.gov.lb/PublicationDetails?id=141>

them, in addition to the existing political system, which reinforces men's dominance in politics.

No woman has yet held any of the top three political positions in Lebanon: the presidency, the parliamentary presidency, or the prime minister ship.

Women's representation in governments and parliaments still presents a discouraging picture, with only 6.25% in Parliament and only 4% in the current Government (1/24). Therefore, Lebanon is considered a "weak-performing democracy"<sup>6</sup>; where progress related to women's rights is also weak.

Women have not achieved parity in their economic participation, with a percentage of 22.2% in the workforce compared to 66.2% for men, alongside an unemployment rate nearing 32.7%.<sup>7</sup>

Working women also face gender wage gaps and lack levels of job security and protection comparable to their male counterparts, despite a higher proportion of female university graduates compared to male graduates.

The low rate of female labor force participation is exacerbated by the absence of policies related to parental leave, childcare, and flexible work arrangements. These measures directly impact female journalists, as they often assume primary caregiving roles more than men, hindering their career continuity and advancement and the accumulation of experience necessary for reaching decision-making positions.

Furthermore, women's exposure to various forms of violence due to their public activity has long impacted their participation in political work. Around 52.8% of municipal council members surveyed as part of the "Women's Political Participation - MARSAD VAWP" project, conducted by Maharat Foundation in collaboration with Madanyat and with the support of UN Women, reported experiencing various types of violence due to their involvement in local and municipal work. Additionally, 41.7% of them indicated specific incidents they witnessed or experienced. Psychological violence was reported by 47.4%, social violence by 31.6%, and online violence by 10.5%, considered as the most widespread forms of violence.

## Social and Cultural Context

Women's participation in journalism in Lebanon dates back to the colonial era when pioneering women established magazines focusing on cultural and social issues. While women's involvement in political journalism has

6. International Institute for Democracy and Electoral Assistance. (2019). Global State of Democracy 2019: Addressing the Ills, Reviving the Promise. <https://www.idea.int/sites/default/files/publications/the-global-state-of-democracy-2019.pdf>

7. Central Administration of Statistics and International Labor Organization. (2022). Lebanon follow-up Labor Force Survey. [https://www.ilo.org/wcmsp5/groups/public/-/arabstates/-/ro-beirut/documents/publication/wcms\\_848353.pdf](https://www.ilo.org/wcmsp5/groups/public/-/arabstates/-/ro-beirut/documents/publication/wcms_848353.pdf)

8. Final report on violence against women in politics in Lebanon (September 2023). [https://maharatfoundation.org/en/MarsadVAWP\\_FinalReport\\_Sep2023](https://maharatfoundation.org/en/MarsadVAWP_FinalReport_Sep2023)

has evolved, female journalists have been slow to bring women's issues into political journalism.

Women politicians, party members, and candidates have continued to face marginalization in all forms of elections, including trade unions, municipalities, and parliamentary elections, as well as ministerial positions. Their presence in political programs or news bulletins remains scarce, in contrast to the prominence gained by female media professionals who have transitioned into political roles. Numerous studies have documented the lack of media support and violence against women in politics, as well as the stereotypical images and gender roles perpetuated by the media, acting as barriers to women's political participation.<sup>9</sup>

Countries that have integrated gender equality principles into their overarching laws or media laws have brought about varying degrees of progress for women within news coverage. However, such measures alone have proven insufficient in effecting transformative change. This is partially attributed to entrenched cultural patriarchal norms that are dominated by men and are prevalent within newsrooms, impeding the desired positive shifts. Additionally, it has been revealed that corruption and sexual harassment in some countries deter women from pursuing further in journalism.<sup>10</sup>

Moreover, gender stereotypes prevail within newsrooms, with women predominantly assigned roles related to entertainment, social news, and educational programming. Conversely, male journalists are often tasked with shaping media agendas pertaining to political and economic issues, thereby perpetuating expected gender roles.

Gender stereotypes which primarily classify women as caregivers have been reflected in newsrooms. Women journalists are often assigned entertainment, social news, and educational programs, while male journalists are tasked with setting the media agenda on political and economic issues in a manner that corresponds to and reinforces expected gender roles.

Programs focusing on social issues on television screens in Lebanon are influenced by various factors, including religious, political, legal, and ideological aspects. However, these social issues, especially violence against women, are often addressed through a scoop logic rather than through responsible, scientific, objective, and comprehensive methodologies, which are necessary for effectively tackling these complex and dangerous social challenges.

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9. Maharat Foundation and Madanyat, Chebaro, A. (2022). Me Too Politics: Breaking the Silence on Violence Against Women in Politics. Retrieved from [https://maharatfoundation.org/en/MeTooReport\\_VAWP](https://maharatfoundation.org/en/MeTooReport_VAWP)

10. International Women's Media Foundation. (2020). The Missing Perspectives of Women in News: Final Report. Retrieved from <https://www.iwmf.org/wp-content/uploads/2020/11/2020.11.19-The-Missing-Perspectives-of-Women-in-News-FINAL-REPORT.pdf>

Crafting media policies in accordance with the principles of human rights and women's rights is essential to eradicate discrimination and to modernize and enhance the image and rights of women as well as human rights. To achieve this, work can be done on four levels:

1. Consideration of the objective of these programs.
2. The methods they adopt.
3. The linguistic terms, reactions, and comments issued by presenters.
4. Selection of guests and commentators.

## The media image of women in politics<sup>11</sup>

Research indicates that female politicians are often discouraged from entering the political field due to biased media coverage, which sometimes includes violence against women in politics.

A study conducted by Maharat during the parliamentary elections in 2022<sup>12</sup> revealed that the coverage space of women candidates was not equal in terms of television appearances compared to men candidates. While the number of electoral lists reached 103, comprising 718 candidates, there were 600 men and 118 women, accounting for 16.43% of the total candidates.

However, television news bulletins monitored from February 1st until the election date in May showed that women had a 5% share compared to 95% for men. The participation of women activists in the political field increased, with their appearance in talk shows reaching 18% compared to 82% for men.

Furthermore, it is likely that women are portrayed as victims more than men<sup>13</sup> (with 19% of women depicted as victims compared to 8% of men).

One study analyzed various aspects of coverage, including the candidate's background, viability, overall tone, gender, leadership qualities, masculine versus feminine issues, family life, physical appearance, personality traits, and sexual comments. The coverage included more details about the background and family life of women and their personalities than the coverage of men. Media tends to emphasize the perceived lack of viability of female candidates, focusing on campaign results and their ability to succeed rather than highlighting their political potential, capabilities, and program.<sup>14</sup>

In the era of social media, politicians of both genders have been able to market themselves and their images on social media platforms. However

11. Utah Women and Leadership Project. (2021). An analysis of Utah media: Women & politics. Retrieved from <https://www.usu.edu/uwlp/files/briefs/34-utah-media-women-politics.pdf>

12. The Electoral Media Performance during the 2022 Parliamentary Elections (Television Coverage) [https://maharatfoundation.org/TVcoverage\\_ParliamentaryElections2022](https://maharatfoundation.org/TVcoverage_ParliamentaryElections2022)

13. International Women's Media Foundation. (2020). The Missing Perspectives of Women in News: Final Report. Retrieved from <https://www.iwmf.org/wp-content/uploads/2020/11/2020.11.19-The-Missing-Perspectives-of-Women-in-News-FINAL-REPORT.pdf>

14. 'Horse race' reporting of elections can harm voters, candidates, news outlets: What the research says. Retrieved from <https://journalistsresource.org/politics-and-government/horse-race-reporting-election>



mainstream media still tends to reinforce clichés and archetypes when depicting women in power as "mothers of the nation," "princesses," and "witches" while these women are in reality "influential women" wielding power and influence behind the scenes.

Women leaders are often referred to as "first ones" or "only ones", implying that their ascent is an exception to the norm, thus exacerbating discrimination. It is unlikely that male candidates are referenced by their social gender, as men are generally accepted as the norm in leadership and politics, where leadership traits are stereotypically associated with "masculinity" such as strength, decisiveness, and competence, while those who possess these traits are described as "mannish."

Issues that evoke sympathy and "feminine" issues focus on people-related topics such as poverty, education, healthcare, childcare, the environment, social issues, and women's experiences. Issues classified as "masculine" focus on "tough issues" such as foreign policy, foreign affairs, natural resources, armed forces, budget, finance, taxes, and the economy. Media coverage and focus on these topics vary according to the social gender to which the candidate belongs and thus to expected gender roles, with men asked about politics, for example, and women about cooking or education. Nevertheless, women's voices remain marginalized or unheard even in fields associated with them.<sup>15</sup>

Media coverage often focuses on the private lives of female politicians, delving into their personal lives, how they balance family and work, their faults, and solidarity with men, sometimes in a humorous manner (as was the case with Laury Haytayan in an episode with Marcel Ghanem), which detracts from the focus on their work and achievements. Media outlets frequently resort to emotional expressions, suggesting that women need to suppress their emotions and bury themselves in their work to be sufficiently tough. Looking at media coverage, physical appearance is often emphasized, including women's clothing, age, ethnicity, shoes, hair, makeup, height, weight, fitness, beauty, and attractiveness.

Furthermore, biased language and comments that reinforce gender stereotypes diminish the credibility, respect, and appreciation towards the female candidate/politician, such as describing her as a flower, butterfly, velvet glove, or using hints that undermine her value and discourage her from media appearances, as observed by several studies conducted by the Maharat Foundation on violence against women in politics. This phenomenon contributes to the masculinization of news and political programs in particular.

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15. Youtube. (2023, 27 November). Panel 1: Charting New Horizons: Women's Impact in Lebanese Ministries. Retrieved from <https://www.youtube.com/watch?v=LUSgyVhFVuk>

## News Bias Towards Masculinity

News coverage continues to be decisively biased towards male perspectives. In fact, some argue that male ownership and management of media and communication institutions (including news) lend legitimacy to professional standards predominantly dominated by men in journalism.

Journalists participating in focused working groups reported that the political affiliations of media institutions often dictate the omission of women, especially since "political funding" consistently favors men (those who pay more are hosted more).

Journalists adapt to these biased virtual professional standards and "masculine" values, considering them the global cultural norm, in order to integrate into newsrooms and advance in media institutions, or because they are unaware of an alternative way of working, or due to the imposition of this reality and the difficulty of changing it because of existing power dynamics.

The male-dominated culture is a key declared reason for the lack of a significant positive relationship between the proportion of women in newsrooms/top leadership and the portrayal of women in the news. Despite efforts, the portrayal of women has not significantly improved for decades. This means that achieving gender equality in newsrooms (as has happened in South Africa, the United Kingdom, and the United States) is not sufficient to improve gender balance in news output.

The presence of one-third of women in leadership or senior managerial positions (as is the case in South Africa, the United States, and Kenya) did not provide the previously believed "critical mass" necessary to increase women's appearances in the news. Therefore, the relationship between the number of women in organizational resources and in news gathering and news output is not linear despite established feminist theories of change that assume so.<sup>16</sup> Therefore, society's influence remains significant.

The more biased a society is toward men in its stated social norms, the smaller the share dedicated to women and their voices.

16. International Women's Media Foundation. (2020). The Missing Perspectives of Women in News: Final Report. Retrieved from <https://www.iwmf.org/wp-content/uploads/2020/11/2020.11.19-The-Missing-Perspectives-of-Women-in-News-FINAL-REPORT.pdf>

Figure 1: Change cycles in gender equality progression in news



Source: AKAS (2020)

To bring about change and progress towards gender equality in the news, action is required at three levels:

- **At the social, cultural, political, and legal levels** to change the environment and drive it towards equality.
- **At the internal organizational level** of media institutions, from senior leadership to editorial policies and newsrooms, concurrently with altering news coverage and making it sensitive to gender through journalist training.
- **Change at the individual level** for journalists and the audience, or consumers, which is a change in mindsets that may result from changes in systems and policies.

This circular interconnected and interrelated dynamic process has had an impact on media coverage in general and will contribute to progress towards equality.

In order to push towards equality in media institutions and media coverage, Maharat Foundation held focus groups with a working group trained in integrating women and gender issues, consisting of 90 journalists, to develop practical recommendations suited to the Lebanese context. The focus was also on drawing from the best international practices and recommendations in this field.

Four indicators have been adopted to measure the extent of gender equality in the news for the purpose of making recommendations:

1. Gender diversity within news organizations, reflecting the representation of women in organizational resources.

- 2.The ratio of women experts and sources featured in news content, reflecting the prominence of women in the news.
- 3.The ratio of women advocates in news coverage, reflecting the media appearances of women in news outputs/coverage.
- 4.The ratio of stories dedicated to gender equality issues, reflecting the importance of gender equality in news outputs/coverage.

## Who makes the news?

### 1. Diversity in the workplace/in leadership

While gender parity exists among journalism graduates in many countries, the majority of journalists globally, particularly owners and those in leadership positions in the news industry, are men. This is attributed to material, political, and familial inheritance factors. Consequently, they control assignments, story coverage, writing, appointment decisions, shaping news content, and knowing the reader.

Gender equality policies offer a potential catalyst for positive change, but they do not guarantee sufficient progress, often remaining insufficiently implemented in some countries.

Several journalists have proposed the adoption of gender quotas in all media decision-making positions and across all media work categories, ensuring diversity for equal representation of women in newsrooms and media institutions overall. Highlighting success stories of women experts and pioneers in newsrooms or media outlets supports the idea of women's presence at this level.

while demands included:

- Developing and implementing gender-sensitive laws to empower female workers in media institutions to continue their work without discrimination based on gender, age, appearance, or social status.
- Establishing policies to combat harassment in media institutions, positively impacting the representation of women in newsrooms.
- Imposing policies related to granting maternity and paternity leave for both women and men equally, which contributes to not obstructing the professional careers of female journalists.
- Implementing policies related to equal pay between male and female journalists with the same qualifications and occupying the same position.
- Working on providing union and legal support for female journalists to ensure a safe working environment.

## 2. Women as Sources of News Expertise

Sources are individuals, both men and women, whom journalists meet to express their opinions and perspectives on news events and current issues. Sources are chosen based on:

- Specialized knowledge of the issue or event (i.e., "experts").
- If the source is significantly affected by the event or issue.
- If the source is a "subject" or "main actor" of an event or issue.

Often, news stories are largely narrated through the voices and perspectives of men, maintaining the gender gap. Men dominate as official speakers and experts, with men representing 86% of all individuals in news stories as official speakers and 83% of all experts, while women constitute less than one in five experts worldwide within news.<sup>17</sup> While women often appear in the media to express personal experiences or opinions rather than as experts on public matters.

A study by Maharat Foundation found that men significantly dominated televised political discussions and programs in the four months<sup>18</sup> leading up to the parliamentary elections in Lebanon in May 2022, with male representation reaching 93% from February to March. For the months of April and May 2022, male representation was 78% and 88% respectively.

Additionally, another study by Maharat Foundation in collaboration with UN Women<sup>19</sup> found that although women comprised 16% of all candidates in the Lebanese parliamentary elections, they only received 5% of news coverage from February 2022 until the electoral day. The low percentage of women in leadership positions in appointed and elected councils, including ministerial, administrative, parliamentary, municipal, and union councils, contributed to the decrease in the appearances of women in political media.

Empowering more women to participate in the media and providing them with wider opportunities will have a positive impact on gender equality on multiple levels, such as access to elected leadership positions.

## 3. News Stories Featuring Female Experts or Advocates for Issues

In recent decades, women's stories have been significantly underrepresented in the news compared to men's stories, with a ratio of one to five.

17. Media Advocacy Toolkit. (2008). Retrieved from World Association for Christian Communication (WACC) [https://www.peacewomen.org/assets/file/AdvocacyEducationTools/mediaadvocacytoolkit\\_wacc\\_2008.pdf](https://www.peacewomen.org/assets/file/AdvocacyEducationTools/mediaadvocacytoolkit_wacc_2008.pdf)

18. Maharat Foundation. (n.d.). Media and Gender Monitoring in the 2022 Elections - Violence Against Women in Politics. Retrieved from [https://maharatfoundation.org/marsadvawp\\_finalreport](https://maharatfoundation.org/marsadvawp_finalreport)

19. Maharat Foundation. (n.d.). MARSAD VAWP: Monthly Report on Media Monitoring on Gender and Elections. Retrieved from <https://maharatfoundation.org/marsadvawp1>

20. International Women's Media Foundation. (2020). The Missing Perspectives of Women in News: Final Report. Retrieved from <https://www.iwmf.org/wp-content/uploads/2020/11/2020.11.19-The-Missing-Perspectives-of-Women-in-News-FINAL-REPORT.pdf>

While female experts play a more central role in news stories, this is primarily in less impactful news categories on national decision-making levels, such as arts and media. They appear less frequently in major news stories that shape the country's future, such as politics and economics, as previously mentioned. However, women's voices are still marginalized even in fields that have been feminized, such as education, sociology, and healthcare topics.

To bridge this gap and change stereotypes, the mentioned working group suggested the following:

- Media institutions should engage with female experts, associations, and women's organizations and increase networking.
- Establish a database to be used when selecting guests for reports or programs in a balanced manner.
- Attempt to enforce "women quotas" within media institutions for selecting and diversifying guests.
- Organize training programs for female experts in various fields to enhance their skills and media literacy, thus preparing them to participate in the media as reliable news sources.
- Encourage women's networks in the media field and provide support, platforms, and podcasts for exchanging experiences and promoting collaboration among female experts and media outlets.

#### **4. Coverage of Gender Equality Issues**

Gender equality issues often get drowned out in the vastness of other news topics in the media space. Awareness of gender inequality and its significance is extremely low not only among academics but also among decision-makers and opinion-makers (including journalists). News stories highlighting gender equality issues or inequalities account for only about 4% of the stories observed, with women representing only 9% of the stories covering these topics in newspapers, television, and radio news segments.<sup>21</sup>

To improve media coverage of gender equality issues, the following suggestions have been proposed:

- Specialized associations should monitor the performance of media institutions in representing women and shed light on the issue to advocate for activating women's presence and their issues.
- Training journalists and graduates of media faculties on sensitive coverage of gender issues and integrating it into university curricula.

21. United Nations Entity for Gender Equality and the Empowerment of Women (UN Women). (2015). Infographic: Women and Media. Retrieved from <https://www.unwomen.org/en/digital-library/multimedia/2015/11/infographic-women-and-media>

- Adoption of editorial policies within media institutions to prioritize coverage of gender equality-related issues.

## Conclusion

The media plays the role of the fourth estate, where its influence significantly shapes society's perceptions and actions. The power and impact of the media are evident in its portrayal of society and its structures, greatly influencing our perceptions of gender roles and norms, as well as power structures and their distribution. Gender norms dictate roles, tasks, and power distribution in society, which are reflected in media structures, newsrooms, and content.

To address this issue, Maharat Foundation seeks to promote gender equality in and through the media. It aims to do so by supporting gender equality in media content, increasing media coverage of gender-related issues, and establishing and enhancing gender-sensitive reporting methods in all fields through collaboration with media institutions committed to advancing gender equality.

# The commitment of media institutions to institutional policies based on gender equality

## Introduction

Gender equality is a key driver within the framework of the Sustainable Development Goals. Awareness and understanding of the importance of transitioning towards institutional policies that promote equality have increased significantly due to their numerous social and economic benefits.

Media institutions that commit to gender equality issues are able to enhance their reputation and credibility among their audience and society as a whole, thus expanding their audience base. Consequently, they increase their profits by attracting advertisers and companies that prioritize "social responsibility" in their policies. Moreover, by demonstrating commitment to gender equality issues, these institutions can attract diverse talents from journalists with various backgrounds, skills, and experiences.

In addition to economic returns, commitment to gender equality and social justice is a moral obligation that has a positive impact on society. It breaks stereotypes, changes patriarchal culture, and transforms society towards a more inclusive and just community.

## Commitments

Through transitioning into a media institution committed to gender equality, the institution pledges to:



**By establishing a sensitive framework within the institution that promotes diversity and equality at the level of leadership, newsrooms, and political programs**



**Adopting policies that enhance the status of women in the media institution through:**

- Administrative measures to promote equality in recruitment procedures.



- Equal pay policy.
- Written and transparent mechanisms for job promotion.
- A code of conduct that prohibits discrimination based on gender and age in media appearances.
- Policy to protect against sexual harassment and a reporting mechanism.
- Adopting maternity and paternity leave:
- Training media presenters on integrating gender equality in media coverage and media framework



**Adopting a gender equality approach in selecting sources of information to ensure gender-sensitive coverage.**



**Equal consideration of women as sources of expertise in various fields, ensuring they are not exclusively confined to women's issues.**



**Reviewing media content and transforming it into gender-sensitive and gender-responsive content, promoting proper coverage of equality issues.**



**Rejecting the objectification of women in programs or advertisements.**



**Collaborating with women's rights organizations to improve content and gender-responsive practices.**