

WOMEN AND THE MEDIA

3RD PARLIAMENTARY FORUM ON BEIJING 20 YEARS LATER

#GéneroyMedios



DATE

January 12-13, 2017

LOCATION

Santiago, Chile

PARTICIPANTS

27 parliamentarians from Central and South America, along with Chilean journalists and communications professionals

The 3rd Parliamentary Forum on the implementation of the Beijing Platform for Action, 20 years after its adoption, offered parliamentarians from Latin America a new space to exchange ideas on legislative efforts to accomplish this historic agenda on women's rights. The gathering followed on the success of the first two forums of the same name, initiatives of the National Assembly of Ecuador.

The forum, hosted by the Chamber of Deputies of Chile, was dedicated to Section J of the Platform: *Women and the Media*, in particular its strategic objectives to:

1. Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication.
2. Promote a balanced and non-stereotyped portrayal of women in the media.

Parliamentarians representing 10 South and Central American countries, along with former parliamentarians, journalists, and local communications professionals, participated in working

sessions facilitated by experts in the field. Their aim was to put forward a regional diagnosis and discuss the progress and challenges in achieving the Section J objectives.

Member of the Chamber of Deputies **Claudia Nogueira** (Chile), Vice-President of the Group of Women Parliamentarians and host of the gathering, opened the meeting, along with Member of the National Assembly **Gina Godoy** (Ecuador), President of the Group of Women Parliamentarians; and **Gabriel Silber** (Chile), Vice-President of the Chamber of Deputies.

KEYNOTE ADDRESS

It was an honour for ParlAmericas to have Her Excellency Michelle Bachelet Jeria, President of the Republic of Chile, as [keynote speaker](#).

“I am confident that this forum will provide us with ideas and answers that will allow us to go forward with greater impetus and renewed energy on a path towards achieving the Beijing objectives, towards the equity and justice that we set out to achieve 22 years ago. And, above all, that it will serve to get us closer to reaching the Platform for Action goals on women’s role and portrayal in the media.”



H.E. **MICHELLE BACHELET JERIA**,
President of the
Republic of Chile

“Women are severely under-represented in those key areas, precisely where the cultural image of women is built. This, in my view, is a particularly serious problem, because we know that the cultural work towards gender equality is central to making progress on equity and ending discrimination.”

Next there was a panel discussion on women’s roles and representation in the media, moderated by former Member of Congress **Carmen Omonte** (Peru). The panel was composed of former Member of the Chamber of Deputies and former presidential candidate **Minou Tavárez Mirabal** (Dominican Republic), Member of the Chamber of Deputies **Emilia Molina** (Costa Rica), **Nieves Rico**, Director of the Division for Gender Affairs at the Economic Commission for Latin America and the Caribbean (ECLAC), and Chilean journalist **Vivian Lavín**. Their conversation addressed two fundamental aspects: the roles that women play in the communications industry, and gender representation and stereotypes in media content.

The day continued with a working session led by Dr. **Aimée Vega Montiel** who presented a regional diagnosis on the achievements and difficulties in implementing the commitments outlined in Section J. With this context in mind, attendees participated in roundtable discussions where they exchanged legislative proposals for designing comprehensive public policy on gender and communications.

This was followed by a workshop on “Defying Stereotypes: Communications Strategies” led by Dr. **Virginia García Beaudoux**, specialist in political communication and gender. Applying a participatory methodology with concrete examples, she presented the main gender stereotypes entrenched in the media and shared strategies and actions that women and men can take to confront them.



Member of the
Chamber of Deputies
CLAUDIA NOGUEIRA
(Chile), host of the forum

“Discourse on public policies towards equal opportunities for all members of society becomes diluted if it is not accompanied by a change in how women are viewed from a societal perspective: through how we educate children, within families, and through the media and the publicity they show us.”

EQUAL MEDIA TREATMENT OF WOMEN POLITICIANS

The workshop “Defying Stereotypes: Communications Strategies” provided a space for collective creation in which participants outlined the main components of a gender-sensitive communications strategy.

The proposals that came out of the discussion were recorded in the document [*Equal Media Treatment of Women Politicians*](#). This practical guide for legislators, journalists, and the media outlines concrete actions to promote communications practices that are free from gender stereotypes and to encourage balanced coverage by journalists.

At the end of the forum, participants issued a declaration of commitment recognizing the singular importance of the media in advancing the gender agenda and achieving gender equality between men and women in the Americas and the Caribbean. The declaration includes, among others, the following commitments:

- ⇒ Review the existing legislation in order to adopt, when appropriate, the legal and regulatory frameworks required to progress in implementing the measures established in Section J of the Platform, particularly in response to the constant transformations in communications.
- ⇒ Strengthen educational and training models that encourage equal dignity and rights between men and women in communications and favour non-stereotyped representations that do not diminish women.
- ⇒ Actively become involved in the networking projects being developed by ParlAmericas’ Group of Women Parliamentarians on this topic, reporting on the progress and achievements made over the course of the year, sharing legislative initiatives on these topics, and promoting, in relevant areas, the importance of gender equality in the media.



Member of the
National Assembly
GINA GODOY
(Ecuador)

“This parliamentary gathering must achieve the objective of encouraging media in our countries to examine the consequences of sexist stereotypes, including those perpetuated through advertisements that promote violence and gender inequality. We must succeed in adopting measures to remove negative and discriminatory images of women, with a view to promoting a just society that is free from violence.”

“72% of Peruvians think that television portrays a negative image of women. There are programs that denigrate the image of women and justify men’s actions. The gender perspective does not apply to Peruvian television where images of men far exceed those of women both in terms of time and leading roles.”



Member of Congress
**ANA MARÍA
CHOQUEHUANCA** (Peru)

PARLIAMENTS IN ATTENDANCE



CHILE



COSTA RICA



ECUADOR



EL SALVADOR



GUATEMALA



HONDURAS



MEXICO



NICARAGUA



PERU



VENEZUELA

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