



**WOMEN AND THE MEDIA :
ACCESS TO EXPRESSION AND
DECISION-MAKING**

**REPORT
OF THE INTERNATIONAL SYMPOSIUM OF UNESCO**



Toronto, Canada
28 February to 3 March 1995

UNITED NATIONS EDUCATIONAL, SCIENTIFIC
AND CULTURAL ORGANIZATION

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PART ONE

I

INTRODUCTION

1. The "*International Symposium : Women and the Media, Access to Expression and Decision-Making*", held in Toronto, Canada, from 28 February to 3 March 1995, was organized jointly by the United Nations Educational, Scientific and Cultural Organization (UNESCO), through its Communication Division, and by the Canadian Commission for UNESCO. The Symposium constituted one of UNESCO's major contributions to and was a pre-conference of the "*Fourth United Nations World Conference on Women : Action for Equality, Development and Peace*", Beijing, 4-15 September 1995. The Toronto Symposium was part of a series of UNESCO communication activities aimed at improving the status of women and women's access to expression and decision-making in and through the media. Canada indicated its interest in hosting the UNESCO Symposium at the 27th Session of UNESCO's General Conference (25 October to 16 November 1993). Following a recommendation from the Canadian Commission for UNESCO, an official invitation was sent to UNESCO from the Canadian Minister of Foreign Affairs and International Trade the Honorable André Ouellet, on 6 May 1994. The "*Toronto Platform for Action*", the Amendments Proposed for Insertion into the "*Beijing Platform for Action*", as well as the Report of the Toronto Symposium, which incorporates the report of the seven regional preparatory workshops for the Toronto Symposium held throughout 1994, will be presented by the Director-General of UNESCO at the Fourth Conference on Women in Beijing.
2. Indeed, the Symposium was the culmination of seven regional preparatory workshops that were organized between August and October 1994 with 171 media professionals from more than 70 countries. These workshops were organized with the National Commissions for UNESCO and/or with the Regional Communication Advisers for UNESCO to gather, at a grassroots level, key issues of primary concern to media practitioners and decision-makers. The workshops were held in Apia for the Pacific Region; in Santiago, Cuba for the Caribbean Region; in Kuala Lumpur for the Asian Region; in Quito for the Central and South American Region; in Harare for the Southern and Eastern African Region; in Veliko Tirново for the European and North American Region; and in Tunis for the Maghreb and Western African Region. The objectives of the regional workshops were to enhance the exchange of experiences between North and South, South and South, and East and West; and to propose priority recommendations and action plans to improve women's access to expression and decision-making in and through the media. Recommendations from these workshops were then incorporated into the Draft "*Toronto Platform for Action*" and were also proposed for insertion into the "*Beijing Platform for Action*", both of which were later discussed, amended and adopted by the participants at the Toronto Symposium.

3. In logistical preparation for the Symposium, two official meetings of the UNESCO International Organizing Committee were held in Paris on 18-19 April 1994 and 8-9 December 1994. The meetings were chaired by Viviane F. Launay, Secretary-General, Canadian Commission for UNESCO. The Canadian Advisory Committee, also chaired by the Secretary-General, met on two occasions in Ottawa. Preparatory work done by the Canadian Commission was carried out in collaboration with the National Film Board of Canada, the Department of Canadian Heritage, Status of Women Canada, the Department of Foreign Affairs and International Trade and the Canadian International Development Agency (CIDA). The Canadian Commission for UNESCO administered the budget of the Symposium and provided its Secretariat, in collaboration with the Secretariat at UNESCO headquarters.
4. In preparing for their presentations at the Symposium, the 17 rapporteurs elected from the seven regional preparatory workshops met at a Coordination Meeting in Paris on 1-2 December 1994 in order to create interregional links among themselves, enable a wider exchange of experiences, examine the recommendations and priority actions adapted to each region and coordinate the contributions to be presented on Day Three : Professionals' Day of the Toronto Symposium. In addition, a full day meeting of the 17 rapporteurs was held in Toronto the day before the start of the Symposium in order to finalize the content and the technical needs for the multimedia format of Professionals' Day.
5. The Secretariat at UNESCO headquarters was charged with sending invitations for the Toronto Symposium to participants and observers. Every effort was made to allow for an open atmosphere with representation from all regions of the world. Those with participant status were fully funded by UNESCO; budgetary constraints did not permit for the funding of observers. Approximately 275 invitations were sent to the following : media professionals in high positions of responsibility representing all types of media; specialists and experts from local, regional and international professional and scientific organizations; national organizations for the promotion of women; national governmental and non-governmental organizations; international and intergovernmental organizations; and the United Nations and its agencies. In addition, all individuals and organizations that requested to attend the Symposium were sent invitations.
6. The Toronto Symposium was attended by more than 200 participants and observers. The participants, who attended in their personal capacity, were from 30 countries. Seventeen of these participants represented in fact more than 70 countries from the regional preparatory workshops. Among the observers and guests were : 26 individuals from media organizations; 8 representatives of governmental organizations; 20 representatives of non-governmental organizations; 16 representatives of international organizations; representatives of Member States of the United Nations and a Member of the Executive Board of UNESCO, from the United Nations Population Fund (UNPFA), the Food and Agricultural Organization (FAO), the UN Division for the Advancement of Women, the UN/NGO Committee on the Status of Women, the Department of Public Information at the United Nations, and the Fourth UN World Conference on Women; and several members of the Canadian

Advisory Committee and the International Organizing Committee of the Symposium (see ANNEX III List of Participants, Observers and Guests; and ANNEX V International Organizing Committee, Canadian Consultative Committee, Canadian Limited Working Group and Symposium Secretariat).

Opening of the Symposium

7. The President of the Canadian Commission for UNESCO and President of Victoria University at the University of Toronto, Dr. Roseann Runte, welcomed the participants, observers and special guests to Toronto, Canada. She thanked the many national and international organizations and government agencies that provided both intellectual and financial support to the Symposium. She extended particular thanks to Alain Modoux, and Jacqueline Lemoine and her colleagues in Women and Communication of the UNESCO Secretariat, Gisèle Trubey and Luc Pinsonneault of the Canadian Commission for UNESCO, Seema Patel, the Coordinator of the Official Parallel Activity, Ann Medina, the Chairperson of the International Selection Committee of the Official Parallel Activity and its members and the volunteers assisting in the activity. She acknowledged the presence of Aida de Fishman of Costa Rica, Member of the Executive Board of UNESCO, Suzanne Richer (Canada), Chairperson of the Intergovernmental Council of the General Information Programme of UNESCO (PGI), Augustin Larrauri, Representative of UNESCO in Canada and Diane Lavallée, the Deputy Secretary-General of Status of Women of the Government of Quebec. Dr. Runte then introduced each speaker in turn.
8. The Honourable Sheila Finestone, Secretary of State, Status of Women and Multiculturalism (Canada), welcomed the participants, observers and guests and offered a special welcome to Henrikas Yushkiavitshus, Representative of the Director-General of UNESCO and Assistant Director-General for Communication, Information and Informatics, and to Gertrude Mongella, Secretary-General of the *"Fourth United Nations World Conference on Women : Action for Equality, Peace, and Development"*, Beijing. Mrs. Finestone congratulated UNESCO on organizing this timely International Symposium on Women and the Media which coincides with UNESCO's 50th Anniversary. She added a particular word of thanks to the Canadian Commission for UNESCO which was entrusted with the Symposium by the Canadian Government, and more particularly to Viviane F. Launay, its Secretary-General and Chairperson of both the Canadian and International Organizing Committees of the Symposium.
9. Mrs. Finestone reiterated Canada's commitment to the Fourth UN World Conference on Women and to women's equality in Canada and around the world. For Canada, one of the most critical areas for action on the agenda for Beijing is the role of media in promoting the advancement of women. She indicated that equality, diversity and plurality in the media remain a goal for Canada. Mrs. Finestone said that the media have an important role to play in making links between equality, peace and prosperity; and she stressed cooperation and partnerships at the global and community levels among

governments and non-governmental organizations as well as professional associations and grassroots groups. Mrs. Finestone challenged the audience to gather tools, strategies and concrete actions for Beijing to ensure that women in all their diversity have access to expression and decision-making in the media.

10. In her opening remarks, Gertrude Mongella, Secretary-General of the "*Fourth United Nations World Conference on Women : Action for Equality, Development and Peace*", congratulated UNESCO and the Government of Canada for taking the initiative of organizing the Toronto Symposium. She stressed the important input of the Symposium to the preparations for the Fourth World Conference on Women, since the role of women in the media is for the first time an item on the agenda of a United Nations World Conference. She said that the Beijing Conference is expected to draw a record 30,000 people; never have more people attended a United Nations conference. Mongella said the media can become partners in the eradication of discrimination and violence against women, given the role the media have already played in promoting awareness of and respect for human rights. Greater involvement by women in both the technical and decision-making areas of communication and media would increase awareness of women's lives from their own perspectives. Mongella informed participants of the launching of a 180 days' campaign from International Women's Day on 8 March until the Beijing Conference to provide an opportunity for the media to cover the agenda of the Conference.
11. On behalf of Federico Mayor, the Director-General of UNESCO, the Assistant Director-General for Communication, Information and Informatics, Henrikas Yushkiavitshus, extended his warm thanks to the Canadian Government and the Canadian Commission for UNESCO and particularly to its Secretary-General, Viviane F. Launay, for ensuring that the Symposium take place under the best possible conditions. He also thanked another essential partner in the venture, the French Community of Belgium, for its continued financial and intellectual support. The Representative of the Director-General recalled that in order to assess UNESCO's action in favour of women in communication, it commissioned an impact evaluation of communication activities carried out for the benefit of women over the last decade (1981 - 1991). The evaluation was carried out by Urvashi Butalia of India and Gertrude Robinson of Canada. Mr. Yushkiavitshus thanked both professional consultants and acknowledged the presence of Urvashi Butalia at the Symposium.
12. Mr. Yushkiavitshus said that UNESCO's strategy in favour of women is two-fold : better inclusion of women in general in UNESCO activities; and, specific actions for women as part of global strategies. He recalled that the Toronto Symposium was one of UNESCO's main contributions to the Fourth United Nations World Conference on Women in Beijing and was the culmination of seven regional preparatory workshops organized with UNESCO's Regional Communication Advisors and National Commissions for UNESCO. He discussed the preparatory activities in the context of UNESCO's major programme area "Communication in the Service of Humanity." The conclusions of the discussions in Toronto will influence the "*Beijing Platform for Action*". In closing, the Representative of the Director-General recalled the

recommendations of Windhoek, Alma Ata and Santiago de Chile, which underlined the importance of a free, independent and pluralistic press. He also said that one must not forget that being a journalist is one of the most dangerous jobs in the world.

13. The Secretary-General of the Canadian Commission for UNESCO and Chairperson of the Canadian and International Organizing Committees, Viviane F. Launay, expressed her most sincere thanks to the numerous partners of the Commission who contributed both intellectually and financially to the success of this event. She reiterated the Commission's gratitude to the French Community of Belgium for its tremendous support. She thanked the members of the Official Parallel Activity and Ann Medina, a Canadian independent producer, for agreeing to chair the International Selection Committee. The announcement of the Official Parallel Activity documents selected to be forwarded to Beijing was set for 2 March 1995 at 7 :00 p.m. (See ANNEX VI for Beijing Selections of the Official Parallel Activity and List of Members of the International Selection Committee.)
14. The Chairperson of the International Organizing Committee said that there was a tremendous amount of interest from the Canadian media for the Symposium and that numerous television, radio and print interviews were scheduled. She said that a UNESCO event held in Canada had never before attracted such media attention. She informed the audience that the hotel had made arrangements with the Toronto cable company so that the Candian Women's Television Network (WTN) would be broadcast in the rooms of the hotel for the duration of the Symposium. This news was met with applause.

Officers of the Symposium

15. With reference to the Rules of Procedure of the Symposium, the Chairperson of the International Organizing Committee proposed the nomination of the members of the Bureau and of the Drafting Committee of the Symposium. As members of the Bureau : Chairperson, Joan Pennefather (Canada); Vice-Chairpersons, Marieta Hernandez de Gomez (Venezuela) and Qing Huang (China); Co-Rapporteurs : Vasiti Waqa (Fiji), Patricia Madé (Zimbabwe) and Annie De Wiest (French Community of Belgium). Ex-officio members of the Bureau were the Representative of the Director-General, Henrikas Yushkiavitshus, and Viviane F. Launay, in her capacity as Chairperson of the International Organizing Committee. Proposed as members of the Drafting Committee were : Emna Atallah-Soula (Tunisia); Gloria Bonder (Argentina); Cecilia Lazaro (Philippines); Barbara Nkono (Cameroon); Sylvia Spring (Canada); and Alain Modoux (UNESCO). The participants accepted by acclamation the proposals given by the Chairperson of the International Organizing Committee. (See ANNEX IV for List of Bureau Members and List of Drafting Committee Members.)
16. The elected Chairperson Joan Pennefather could not be present for the first day of the Symposium. The two Vice-Chairpersons replaced her for that day.

Organization of the Work

17. In addition to the opening and closing sessions, the Symposium was organized into six plenary sessions. A seventh plenary session was added by the Chairperson during the course of the Symposium to accommodate requests for discussion of the Draft *Toronto Platform for Action*. Participants and observers were requested to submit to the Drafting Committee their written proposals for amendments to the Draft *Toronto Platform for Action* and the "*Beijing Platform for Action*" by 6 :00 p.m. on 2 March 1995. Day One included the Opening of the Symposium, the keynote speaker and a panel on the theme "Exemplary Success Stories." Day Two : Specialists' Day was devoted to specialists' examination of the obstacles that limit women's access to expression and decision-making in the media, an overview of remedial measures and a roundtable entitled "Working for a Truer Representation of Women." Day Three : Professionals' Day was presented in a multimedia format and concerned itself with professional viewpoints on women's access to expression and decision-making. On Day Four : Closing Session, the Draft Report of the Symposium, the *Toronto Platform for Action*, and the Amendments Proposed for Insertion into the *Beijing Platform for Action* were discussed and then adopted by the participants.
18. During the night before the Closing Session, the three Co-Rapporteurs wrote a draft version of the Report of the Symposium, and the Drafting Committee examined participants' and observers' written proposals in order to amend the draft text of the "*Toronto Platform for Action*" and sections of the "*Beijing Platform for Action*" concerning the media.

Official Parallel Activity

19. In light of the Symposium, UNESCO and the Canadian Commission for UNESCO called upon women from around the world to submit their work in various media forms, such as film, video, photography, written documents and sound recordings on the theme "Demystifying Media for Social Change." This Official Parallel Activity drew many submissions on innovative ways of communicating information on women's issues. Some 140 documents were received, including 80 videos from 26 different countries. A multimedia exhibition showing continuously at the Symposium on the theme "Demystifying Media for Social Change" included a majority of the sound, written, visual and audiovisual works submitted. It is hoped that this collection of audiovisual and other submissions will encourage other women to project their voices into the mainstream.
20. In addition, a serie of pre-selection committee of the Official Parallel Activity selected a sample of the most significant and most revealing submissions in all media categories that had the potential to be sent to the NGO Forum, 30 August to 8 September 1995, of the "*Fourth UN World Conference on Women : Action for Equality, Development and Peace*", Beijing, 4-15 September 1995. Of this sample, fifteen works were chosen by the International Selection Committee the day before the start of the Symposium as documents to be forwarded to Beijing.

21. In evaluating the Beijing Selections, International Selection Committee members put emphasis on the effectiveness of the piece in conveying information or messages about women and media-related subjects. An ideal group of selections was to represent a cross-section of women economically, socially and regionally, and include a selection of works ranging in themes (based on the broad one of women and the media), ideas, perspectives, geographical and linguistic distribution. Two screenings of the Beijing Selections were offered for participants and observers on the evening of 2 March and the morning of 3 March 1995.
22. The members of the International Selection Committee were : Ann Medina (Chairperson), Catherine Wahli (Switzerland), Ruba Husari (Jerusalem), Irene Leon (Ecuador), Vassela Tabakova (Bulgaria) and Augustin Larrauri (Representative of UNESCO). (See ANNEX VI for Beijing Selections of the Official Parallel Activity and List of Members of the International Selection Committee.) At an evening reception given by the Minister of Canadian Heritage, the Official Parallel Activity Selections for the NGO Forum of the Fourth United Nations World Conference on Women, Beijing 1995, were announced by the Chairperson of the International Selection Committee, Ms Ann Medina. Ms Albina Guarnieri, speaking in the name of the Honourable Michel Dupuy, underlined the importance of the media to oppose information to ignorance and oppression. She referred in particular to the projects initiated in Canada aiming at stopping violence and the fake portrayal of women in the media.

Evening Workshops

23. Two Evening Workshops were held for participants, observers and a limited public on 27 and 28 February. The workshop entitled "Women and the Media : A North South Dialogue" was organized by the Canadian Development Agency (CIDA).

Information Booths

24. About 25 organizations, departments and groups distributed documents through Information Booths at the Symposium, including UNESCO, did not have a booth, the Department of Canadian Heritage, the Canadian Committee to Protect Journalists, the North-South Institute, Isis International, the International Women's Tribune Center, the European Union, MediaWatch, the European Commission Steering Committee for Equal Opportunities in Broadcasting, Kali for Women, the Latin American Information Agency (ALAI), WETV, National Film Board of Canada, Canadian Broadcasting Corporation, Canadian International Development Agency, among others.

II
DAY ONE CONTINUED :
EXEMPLARY SUCCESS STORIES

25. Following the opening of the Symposium and the official addresses summarized in Part One above, Linda Rankin, President of Women's Television Network (Canada), gave the keynote speech entitled — "*Progress in Canada Towards Women's Equality in the Media : Access to Expression and Decision-Making, 1980-1994*". — Rankin described WTN as the first television network in Canada made for, by and about women. Approximately 95% of the staff are women including all senior management, and programming is driven by views of women and their diverse interests. Although Canadian women are far from reaching equality, she said, some real progress has been made on women and the media during the past fifteen years success has been a result of various legislative acts, measures and the contributions of advocacy and professional groups who have pushed for equality for women and the media.
26. L. Rankin said that in Canada more women than ever are present in the media, bringing totals to 38% in broadcasting and 28% in the print industry. However, women tend to predominate in clerical and support positions and are underrepresented in senior management, creative and technical posts. Some improvement has been made in the portrayal and representation of women. For example, the media have begun addressing the lack of representation of women from visible minority groups, aboriginal and disabled communities. An interplay of different forces and processes have made progress possible.
27. L. Rankin described and showed a videoclip of WTN's programming, saying that the company's market audience ranges in age from 18 to 84, dipping down to 12 years old for the program "Girl Talk." Until WTN came on the air, women were the largest single unserved audience, yet they comprise 52% of the population and make major spending decisions for their families. Rankin said that in WTN's programming, women are represented in their diversity, taking into account their needs, experiences, and preferences. Programming focusses on content, context, and voice. Rankin also called upon women to be equal partners with men as active users of the information highway.
28. Ruba Husari, correspondent for BBC Arabic Television (Jerusalem), gave a presentation on being "A Journalist Between War and Peace." She said she faced three different challenges : being a woman journalist in a patriarchal eastern society; being a professional who has sacrificed a lot for her career; and being a Palestinian in an ongoing ethnic and political conflict. She said that although she attended university in France, the outbreak of the Intifada shortly after her return home was her real school in journalism. Husari said that as a journalist living the conflict, and having experienced personal tragedies because of the ongoing conflict, she has to safeguard her professional integrity by being objective, balanced, and as truthful as possible, despite her strong emotional reactions.

29. Ruba Husari said that aspiring in her teens to be a journalist, she found no Palestinian female role models. She admired the acclaimed Egyptian male war journalist Mohammed Heykal and also pondered the idea of becoming a minister of information. Her experiences have led her to realise that she wants neither of the two career paths. She aims to be a new example for young Palestinian journalists to follow and has consistently advised them to work hard to gain recognition. In addition, she and a group of women and men journalists are working on independent position papers for the first Palestinian media law and code of ethics. Now, her ongoing struggle, she said, is to maintain her dignity as a person in an occupied territory and to struggle for priority issues in the forming of the new Palestinian media law.
30. Irina Korolyova, Director of Radio *Nadezhda* (Russia), spoke about the success of her independent broadcasting station. Founded on 1 July 1992, with support from the Women's Union of Russia, the International Mother and Child Welfare Foundation and Radio Moscow International, Radio *Nadezhda* or "Hope" has evolved into a family-oriented station with men representing 51% of the audience. The Station also gives a voice to minorities and to socially vulnerable groups, such as the disabled. All programme presenters are women, and men share in administrative and technical positions. Radio *Nadezhda* was founded to support reforms in Russia, advocate economic change and help people adapt to the changes in their society. The Radio enables women from all walks of life to air their views. It seeks to be a balanced source of information devoid of political bias. It has covered political issues and crises, but done so in a constructive and objective way.
31. Radio *Nadezhda* has succeeded in influencing public opinion in support for the Women of Russia political movement. The radio station regularly gives these women the chance to participate in phone-in programmes with listeners. The station has also begun to develop satellite broadcasting all over Russia. Indeed, the popularity of the station has driven it from three hours daily in July 1992 to the current 23 hours daily, and programming is highly varied. The station's audience extends throughout Russia and most of the countries of the former Soviet Union on FM and AM frequencies and has been captured in North America, Australia and India on shortwave frequencies. Financial hurdles remain to be overcome and commercial projects are being studied. However, investors have often attempted to alter the nature of the programming to be commercially-oriented. Most do not understand the radio station's full potential as a peace-making medium and fail to make practical use of it. Korolyova said that humanitarian organizations could use the radio station to let their messages be diffused.
32. Cecilia Lazaro, President of Probe Productions, Inc. (Philippines), spoke on the birth and progress of her independent investigative journalism production company, a success story comparable to a little train that climbed mountains steadily against many odds, while bigger engines did with ease. Probe Productions was born when C. Lazaro and two other women had their investigative magazine programme cut by their network, in favour of a more commercially viable programme. They began from scratch, produced their

investigative shows, sold advertising and marketed their programmes. A new awareness of news behind the news, following the years of martial law in the Philippines, meant people were hungry for information, Lazaro said. Traditional respect for women coupled with the reputation that women journalists established as fearless commentators of their society augured well for their company. Probe Productions' reporters were tough, but polite and non-judgmental in their approach. Later, Probe Production used audience research data to fine-tune and revamp their programmes and decided to include an entertainment element to reflect the needs of their audience. This also meant creating a new kind of children's programme. Market research showed that their audience was fairly young; the youngest viewers in the 2-12 year old category.

33. As Probe Productions' staff expanded, they bought new equipment, and the payoff for their sacrifices were made more through recognition than through financial gains. A later analysis of trends showed that : news was still the most popular programme format, that audiences were fascinated by stories about prominent personalities, and that "serious" stories did not attract great attention. Probe Productions programs reached a level of success which allowed for competition with various domestic networks, and even international networks with access to the Philippines. From a group of three women, Lazaro's company has now grown to a 37-member staff, with their own building and facilities. The average age of the staff is 23 years old, and women are the supervisors of the four feature programs. Of the three founders, one has left to become the bureau chief of CNN Manila, and the other has joined Reuters News. The temptation exists for the company to be acquired, Lazaro said; but the challenge remains to make a mark as an independent media company.
34. Fatoumata Sow, Secretary-General of the Association of African Communication Professionals of Senegal, was not able to attend the Symposium. In her place, Fatoumata Sire Diakite, Publications Director of "*La Voix de la Femme*," magazine of the Association for the Progress and Defense of Mali Women's Rights (Mali), spoke. Her presentation focussed on two questions : why women are in the media and what role they can play. She described some of the social problems that Malian women face, including marriage at a very young age, illiteracy (as high as 80%), and pressure to remain the "silent majority," especially in rural areas. She said that women in the media, especially the radio, which is the most common medium and is perceived to carry a voice of authority, can influence other women and play a part in informing, dispelling myths and sensitizing women and men to gender issues. Media women can change stereotypical views of women (current views are often denigrating to women), help women to form pressure groups to lobby governments for change, fight against pornography and reaffirm positive roles of success and show who the role models are in society.
35. In Mali, women in the media can help to demystify politics and political processes, generally dominated by men. In certain regions, women do not often feature in the news. In fact, Sire Diakite said there may have been a regression in getting more women in the news. Women are mostly featured in health

programmes, women's journals and shows of a stereotypical and sexist nature. Among the media, radio has made the most strides in recognising the importance of the role of women. Television was introduced just ten years ago, and women are not represented well in the ranks. Newspapers have changed quite a bit. The new publication, "*La Voix de la Femme*", and other magazines and newspapers address women's needs. But, people are reading less and less, and most women seem to prefer to read about fashion and dress design than news, she said. In general, the public are not asking questions about the lack of women in media but journalists are asking questions at all levels. F. Sire Diakite called for journalists to be committed individuals and not just armed with diplomas.

36. Catherine Wahli, News Director, Swiss French-language television, spoke on her 30 years of experience in the media. According to Wahli, there are two kinds of power for women in the media : the power to express themselves in the media and the power to make decisions in order to climb the professional ladder and influence political and social structures. In Switzerland, women gained the right to vote only 25 years ago, so much needs to be caught up on, she said. In radio and television, women who want to get ahead in their careers have to be extremely persistent. Women often have to fight to get where they want to go; nothing is self-evident. Wahli said that she often had to work twice as hard as men to "prove" herself. For a man, Wahli said, the title is power. For a woman, it is what her responsibilities are. Three years ago she was assigned the job of television news director. She was the second choice for the position behind a man, who turned the offer down. The road to the top has been long and hard, and she faced a lot of discouragement. Currently, only two women are at the management level at her company and not one is a director. No woman is on the editorial committee nor on the administrative committee. At this stage in her career, she is asking a lot of questions : Why are certain things so difficult for women? Why are there obstacles in the progression up the ladder? If she should leave this post, will a woman journalist replace her? Why are the higher positions not women's as well as men's? It is normal for women to invest in themselves and push themselves forward. But there are several hurdles preventing women from advancing further, Wahli said. She said that women must keep their sensitivity and point of view in the work they produce.
37. Gail Evans, Senior Vice President, CNN, (USA) spoke on "*Women in an International News Station.*" Evans began by questioning what is possible in the world of global communications. She said that in 1492 Christopher Columbus set out on an unchartered voyage to discover a direct sea route to the West Indies. He changed the manner in which humankind views the world. We are still in the discovery of a new world, she said. Satellite television was in its infancy 10 years ago but today there are millions of television sets worldwide. Satellites provide the avenue for television transmission, but the globalisation of satellites has not changed the basics of the medium. The medium may have changed the world, but the world has not yet changed the medium, she said. Television is about to go through a revolution—from a one way street to a global conversation, as the global super highway of information brings unprecedented change. The new universe and technology brings with it many changes and potential problems, she said. There are many opportunities for women, and in

the United States there are women who have made great strides in the cable industry. In Turner Broadcasting's CNN Network, about 50% of the workforce is female, and many hold executive and managerial jobs, though not enough.

38. However, there is a myth that technology is a male domain, and women are being left on the sideline in the world of new technology. Women must not be pushed aside by the technology gurus but must make an effort to be at the forefront of discussions on the new information superhighway because men and women view the developing technologies differently. Women see the information superhighway as being about connections rather than power, and women need to take a lead in it so that it remains on a human scale. Women can help bring people together. The highway must bring men and women from all walks of life together. The superhighway must enlighten people and make information available in a way that provides equal access to all. Women must be as concerned with the content of the information as with the systems which distribute it, G. Evans said.
39. For many years women made little news because they did not do anything that seemed worth doing, and stories about women reflected the status quo. There are two types of stories — those which confirm the conventional wisdom and those that confound it. The time has passed when there were women confounding conventional wisdom of what women were supposed to do and be and how they were supposed to look, G. Evans said. When women who achieve become the rule rather than the exception, G. Evans said that women will know they have arrived. Women making the news is important but there is no hard and fast definition of what news is. There are no rules, formulas or standards to meet in producing daily news. News is what we choose to tell each other about each other's worlds; and what gets told depends largely on who is doing the telling, G. Evans said. Despite a lot of consciousness raising, the media are still slanted towards the male viewpoint. It is not an issue of whether women are better editorial decision makers than men, it is an issue of gender differentiated points of views. CNN must ensure that it speaks to the global community with a myriad of voices that do not present the news in a way that creates cultural elites. G. Evans called upon women to ensure this diverse content. She said that if contemporary women's daughters are not leaders in new technology, then these young women will be fighting the same battles again.
40. Nafissa, Former Editor in Chief of "*Ounoutha*" (Algeria), not having arrived, gave her presentation on the following afternoon.
41. Gloria Bonder, Coordinator, National Program, Women's Equal Opportunities in Education (Argentina) spoke of the possibilities of communication in an educational context. She said that in Latin America, educators have previously held negative views of communications media. Criticism revolved around the notion that media have an omnipotent power to influence and promote certain interests. However, in Argentina specifically, many changes have taken place over the last few years because of the law quota of 30%. Media are transforming views of history, family, etc. Possibilities exist for the media to promote learning for the pleasure of learning. In 1991, the Department of Education adopted

equal opportunities for Women in Education Reform, Content and Curriculum. Multimedia communications and alternative media products are being used in public educational systems. Throughout Argentina, a program called "Hear, Listen, and Think" is presenting critical analyses of images in advertising.

42. Discussion was then opened to the floor. Subjects discussed included : the risk of compromising the integrity of news media content by including entertainment aspects; concern over the preponderance of media from the North; the role of media in war and peace; financing of a women's television station ...

III DAY TWO : SPECIALISTS' DAY

43. Joan Pennefather assumed the responsibilities of Chairperson on Day Two and thanked the two Vice-Chairs for filling in for her. The Chairperson called for the adoption of the Rules of Procedure. They were adopted by motion. The Chairperson announced that Gertrude Mongella would be interviewed on Women's Television Network on 1 March at 7 p.m. Specialists' Day focussed on several subthemes of women's access to expression and decision-making in the media : equity and equality; freedom of expression; the role of the alternative media; women in decision-making positions and whether they make a difference; the portrayal of women and how to change it; globalisation of the media and its impact on women; feminism; self-regulation and codes of ethics; communications in a changing world; human rights; the _other side in the North ; working conditions for women journalists; and the political, social and economic contexts of media and violence in the media.
44. Four papers were commissioned by UNESCO for the Symposium and presented by the consultants who wrote them on Specialists' Day : Annabelle Sreberny-Mohammadi, Bettina Peters, Dorette Kuipers, and Andrea Martinez. Annabelle Sreberny-Mohammadi, Director, Centre for Mass Communication Research (England), presented the topic "*Women, Media and Development in A Global Context.*" Sreberny-Mohammadi emphasized in her presentation that in the mid-1990s, issues surrounding women, media and development demand and require serious analytical attention and policy support. She also stressed that the nexus of women-media-development is complex, requiring some discussion on what is meant by each term. The media function at three different levels : local, national and global. The national political and policy environment provides the cultural and regulatory framework for most media activity and development planning; the local or community grassroots level is where most alternative or participatory media projects occur; and it is at the global level where the complex flows of media products and the diffusion of communications technologies are cause for concern, but also offer promise for women.
45. The media have a role to play both in development and equality in all societies, and A. Sreberny-Mohammadi argued that development analysts and policy-

makers should pay more attention to the role of media both at the macro and micro level of planning. Although there is an acute lack of empirical data from all parts of the world on the situation of women in the media, there is evidence that over the last 20 years since the International Women's Decade (1975-1985), the numbers of women involved in all forms of communications has grown. A. Sreberny-Mohammadi noted however that it is not clear that increased numbers of women employed in the media industries lead directly to improved gender representation in media output. Women entering the media must contend with the lethargy inside the organisations, the dynamics of socialisation and conformity and the desire to maintain the status quo. But one phenomenon of the last decade which stands out is the immense burgeoning of women-run alternative media that are neither part of the state or public service broadcasting systems, nor part of mainstream commercial production. This rise in a successful alternative women's media has led to an increasingly blurred distinction between what is mainstream and alternative.

46. Given the growing globalisation of the media, A. Sreberny-Mohammadi noted that there exists a need to examine the relation of women to the media in a global context, specifically the increasing presence and potential impact of "transnational materials" on women. Transnational media conglomerates can undermine attempts to develop national cultural and media policies, and its content works to further disempower the powerless. She also noted that the spread of media transnationals has raised considerable international concern around the issues of cultural imperialism and the threats to diversity through a homogenising global media culture. A. Sreberny-Mohammadi outlined many of the barriers to women's access to the media. Some of these include : illiteracy, gender-skewed resources, religious patriarchy and traditional culture. A. Sreberny-Mohammadi cautioned in her presentation against a universalising notion of women that produces simplistic, quantitative solutions to gender inequality and to development. And she emphasised that while there is a need to celebrate, support and foster the variety of activities that women undertake worldwide, there is still the need to remain critical of what women hope to achieve.
47. Bettina Peters, Deputy Secretary-General, International Federation of Journalists, presented a commissioned paper on "*Value and Limits of A Self-Regulatory Approach to Gender Equality in the Media.*" Bettina Peters highlighted in her presentation the various ways in which the mainstream print and broadcast media have sought to regulate themselves to improve the portrayal and representation of women in the media. These self-regulatory strategies have taken the form of press councils, codes of conduct within journalist organisations, guidelines for promoting equality in reporting, and in the case of public service broadcasting, the enactment of policy and statutes which set high journalistic standards and practice in the portrayal of women. But she pointed out that despite these good intentions, self-regulatory mechanisms in the press have not proven to be effective in promoting a fair portrayal of women. Press councils, where they exist, have barely addressed the issue. Journalists' codes of practice have not yet changed the stereotyped portrayal of women; and journalists' unions have also fallen short so far in promoting an accurate portrayal of women in the media.

48. Some of the reasons for this failure include : commercialisation of the media (especially in industrialised countries); codes of conduct are difficult to enforce and often address the issue of gender portrayal in a negative and combative manner; and laws drafted to provide for “responsible journalism” inevitably restrict freedom of expression. Peters noted that women’s media associations, journalists organisations and media publishers and owners all have a role to play in making codes of ethics more effective. She also added that small-scale strategies, such as continuous monitoring of the media’s performance, gender-awareness training in media institutions, media literacy programmes in secondary schools, and ethical dialogue within the media sector, all based upon local activities may be preferable to sweeping, broad policies which have to be imposed on an increasingly sceptical community.
49. Dorette Kuipers, Head, Gender Portrayal Department, Nederlandse Omroepprogramma Stichting (NOS) (Netherlands), presented the commissioned paper *“Images of Women and Men in Television Programmes.”* Through showing visual broadcast examples of various types of programmes on television in the Netherlands, D. Kuipers highlighted the subtle and disguised ways in which the stereotypical roles of women and men are reinforced in the media. The NOS, which was set up in 1991, studies the different factors that determine the way women and men are portrayed in television and radio. Financed by two government ministries and public broadcast organisations, the NOS’ primary target group is programme makers. Rather than approach these media practitioners with aggressive criticism of their gender role portrayals, the NOS’ strategy is to help and show programme makers how they can improve the professional quality of their productions when they consider gender-portrayal aspects.
50. The NOS conducts extensive research studies in the Netherlands to gather accurate data which helps them to identify accurate patterns of portrayal. D. Kuipers stressed that research to prove one’s point is extremely important in the nineties, because most people believe that “equality” has been achieved in the portrayal of women and men in the media and that there is no further reason to worry about this issue. Armed with the ammunition of facts and figures, the organisation finds itself in a better position to convince programme makers of the need for change. NOS has also documented the different treatment of men and women in talk shows, dramas and other types of programmes. Their research has found that women are often referred to by their first name; they are addressed in a more familiar way than men; they are more likely to be approached with compliments and humour; and while men are asked more “serious” questions about topics they are considered experts on, women who are equally competent in various areas are often queried about their emotions or private life. Of course, men and women often present themselves in these differentiated ways as well. The NOS is currently concluding an extensive research project on character identification in drama programmes, which can be used as a basis for convincing programme makers to pay more attention to the roles assigned to women and men in their productions.

51. Ana Carina Ordonez, Executive Assistant, Radio Tambuli (Philippines), spoke on *"The Challenge of Communications with Marginalised Women."* This presentation provided a look at one way to give marginalised women access to expression in the media and the communications process. The TAMBULI Community Radio Project focuses on remote and underprivileged communities in the Philippines where media centres are established. It is a project of UNESCO and the Danish Development Agency (DANIDA). These centres are administered by the local community, and members from the community are also involved in the editorial and technical production of radio broadcasts. There are now five media centres in the country. There is also a programme called "Baranggayan sa Himpapawid" or "Village on the Air," in which the station goes from one village to another producing radio programmes using a simple karaoke or song-playback machine, which serves as recording equipment and a broadcasting system. Under the direction of a Community Media Council, which is comprised of people within the local setting, the villagers decide on both the content and format of the radio broadcasts. The villagers use oral forms of communications such as poetry, song, traditional music and dance to tell their stories and to disseminate development information to their local community. In this way, they become the sources of messages rather than solely the receivers.

52. Women's participation in the project has empowered them to express themselves through a medium of communications. They have also gained access to information on health, education and other areas to improve the lives of their families and communities. A large percentage of illiterate women in the rural areas listens to radio and A. C. Ordonez described in her presentation the stories of several women who have gained training skills which enable them to use the medium of radio to spread development messages. A. C. Ordonez's presentation on the TAMBULI project clearly showed the links between the media and development and illustrated how the media can be used as a tool for development and the empowerment of marginalised communities.

53. Fatoumata Agnès Diaroume, Director, Women and Change Niger (Cameroon), presented the topic *"Women in a Changing World : What Can Communication Do?"* The backdrop theme of Diaroume's paper was movement : that of the world and of the women and men who live in it. At a time in history where human beings have become considerably more self-centered, either as individuals or as societies, the reliance upon standard setting instruments is a way to protect the marginalized. An example of this is the convention on discrimination against women. However, the knowledge and application of the convention are scanty at best. In an ever changing world, communication can be a key for change for women. Communication is a form of power and communication is expensive, beyond the reach of most, especially in the South. F. A. Diaroume questioned whether communication will become a tool that will cause the ever-widening gap between the poor and the rich to widen even more. Sustainable development can only be achieved if it is centered on the individual, she said. And that individual needs to have access to and the use of communication. Otherwise, its development will be seriously hindered.

54. A number of solutions and strategies were proposed by F. A. Diaroume. The powerful tool of communication should be used to : attain an enlightened solidarity among individuals; disseminate information of issues important to women (such as the UN and UNESCO standard setting instruments which focus on their situation); offer alternative ways of having access to the new (and occasionally, the more traditional) means of communication; and the strengthening of communication networks among women, since those established over the last 25 years have sprung up but rarely flowered. It is with this consideration in mind that Diaroume proposed the creation of an improved version (as far as access and effectiveness are concerned) of an international mechanism of communication, which would ensure that information by and for women is disseminated effectively and is available to all.
55. Armande Saint-Jean, Professor, Communications Department, University of Sherbrooke (Canada) was unable to attend the Symposium. In her place, Andrea Martinez, Professor, Communications Department, University of Ottawa (Canada), presented her paper entitled "*How Do We Curb Violence in the Media?*" This paper looked at the continued prevalence of violence against women worldwide despite the considerable advancements made in human rights awareness. Violence remains one of the greatest obstacles to peace and equality. A. Martinez examined in her study the standard types of inequality in relations between the sexes and looked at how the media reproduce a culture of violence. The study also attempted to analyse the strategies devised by the various players in society, such as the media, the government, and the general public, to counter this growing culture of violence.
56. A. Martinez noted that the media are rooted in the social, economic, political and cultural structures of a society. The media, she added, therefore play a decisive role in articulating the "appropriate roles for men and women in a society". The continued imbalance in gender relations, A. Martinez argued, is embedded in the systematic culture of violence, and the media reinforce this inequality and violence through images and messages which do not challenge the gender relations in a society. The "merchandising" of violence by the commercial media environment is a major obstacle to gender equality and peace, A. Martinez said.
57. Although A. Martinez emphasized that the media are not the only player in society which perpetuates violence against women, she said that it has the power to speed up or slow down social change. She argued that given the power of the media and their role in promoting the culture of violence against women, it becomes imperative to discuss measures and actions to promote women's access to expression and decision-making in the media; and it is equally important to devise strategies to reduce the merchandising of women which continues the cycle of violence. According to A. Martinez, the strategies for a culture of equality and peace are based on three main lines of action : changing existing media structures from within; exerting external pressure to change the professional media environment; and challenging the mainstream model of media by creating more media by and for women.

58. Arandhana Seth, Television/Film Producer (India), presented a paper on *"Women's Image in Developing Countries : A Case Study of A Living Woman Versus the Men Who Want To Tell Her Story."* In her presentation on popular Indian cinema, Seth noted that there is only one accepted alternative to the portrayal of women in the classic mould as the object of male sexual fantasy, that is the portrayal of women as victims of male oppression. The recently released Indian film *"Bandit Queen"* continues the portrayal of the Indian woman as a victim, she argued, despite being hailed as the "definitive feminist" film to come out of India. *"Bandit Queen"* does not break the long and favoured tradition in Indian cinema of "Rape and Retribution", A. Seth said. A. Seth stressed that the film, which claims to be based on a "true" story, has violated the human dignity and privacy of a woman, by manufacturing a heroine for a hungry market. The filmmaker distorted crucial facts to portray an extraordinary woman as another poor victim that should be pitied, she said.
59. Through her critique of this film, A. Seth raised the fundamental question of whether under the banner of freedom of expression or concern for the oppression of women, filmmakers have the right to re-stage the rape and sexual humiliation of a living woman for a ticket-buying audience without her consent. She also raised the question of the difference between the new label of "women-oriented films" and a truly feminist portrayal of a woman and her life, arguing that the "market" has become the determining factor in how women's lives are depicted.
60. Katia Gil, International Federation of Journalists (Venezuela) presented her commissioned paper on *"The Relationship Between the Image of Women and Women's Position in the Journalistic Profession."* K. Gil noted that the media in Latin America have been conditioned by the market and as a result, the images of women in the media are almost exclusively of women as items for sale. The constant repetition of these images in the media, she said, penetrate subliminally the collective consciousness of the people. Surveys among women media professionals in the region revealed that women are angered and pained by the depiction of women in the media.
61. Media women in Latin America face many obstacles in the workplace, K. Gil said. These include : discrimination against women journalists; little training; low participation of women in trade unions for journalists; lack of promotional opportunities; difficult access to decision-making positions; labour rights violations with regard to maternity leave; and conflict between domestic life and a career as journalists. Gil noted that although statistics reveal a high number of women entering the profession, their impact on women's representation and portrayal in the media has been minimal. Only a few women have made it to top decision-making positions within the profession in the region. Women must begin to work through trade unions to join alliances with other women workers to make the workplace better themselves, K. Gil said. The right to union association must be guaranteed by law, because the strengthening of civil society starts with the necessary support for media, trade and union organisations. It is only when women have the same opportunities

and conditions as men in all fields that there will be full development towards equality and peace.

62. Nafissa, Former Editor in Chief of "*Ounoutha*" (Algeria), asked a fellow panellist to read her presentation on "*Intellectuals Under Threat*." She referred to the Intellectual as historically never being indifferent to politics. Today the Intellectual, whether in the arts, literature or journalism, finds himself or herself in a confrontation between the Government, which the Intellectual is used to criticizing, and the fundamentalist extremists, who threaten his or her very existence. In the Intellectual community, opinions differ : some remain against the government and others for the government, yet both using the argument of democracy. She outlined the roots of fundamentalism in economic underdevelopment and said that Algerians are in a struggle against the latter as well as the former. She said that Algerians are fighting to survive at this point, not fighting for equality among men and women. Following her talk, Nafissa showed a videotape of men, women, boys, and girls assassinated in Algeria. The extremely graphic images of violence placed the topic of women's access to expression and decision-making in the harsh political reality of an Algeria where freedom of expression is threatened by murder.
63. Throughout the debate period that followed, participants and observers highlighted from their own work and personal experiences many of the obstacles which limit women's access to expression and decision-making in the media, and offered various strategies which can be used at the local, national and global levels to bring about change. It was noted that many of the gains that women have made so far in the media, are the result of the women's movement's struggle to bring about greater equality for women in many areas. The global international media women's network has also played an important role in women's advancement in the media by providing an alternative framework within which women can express their views and present new images of themselves.
64. The paragraphs that follow summarize the major issues highlighted during the plenary debate. On the topic of equity and equality in the mainstream media, it was emphasised that increasing the numbers alone of women within the media is not necessarily enough to make a significant change in the representation and portrayal of women in the media. Several participants noted that by focusing on equity alone, the broader issue of qualitative change within the media's structure could become lost in the debate on how to increase women's participation within the media. Along with the fight for equity must also be the fight for equality within media institutions.
65. Several participants and observers commented on whether women decision-makers make a difference. Increasing evidence based on research shows that a "critical mass" (about 30% of women within an organisation) can have an impact on both the content and style of media presentation. It was stressed, however, that one woman alone can do little to change the prevailing ethos, training and background of her colleagues who have been socialised by the media's ethics of what is news and the methods of operation used in

mainstream media. Women can also make a difference because they bring their own unique style of management to the workplace which can lead to greater equality in the workplace for both men and women. This style is based more on consultation and dialogue and less on confrontation and authoritarianism. Women must nurture this style of management; and as one observer noted, women must have faith in their ability to change the way men see the world.

66. On the topic of changing the negative portrayal of women and showing women in their diversity, participants and observers noted several ways in which women are working both within and outside the mainstream media structures to change the negative portrayal of women to improve the diverse representation of women in the media. The Women's Institute in Spain, for example, continuously monitors the advertising industry, through an Advertising Watch Group, and it is currently drafting a Code for the Treatment of Women in Advertising and the Media. It was also stressed that the media are better able to self-regulate themselves when the numbers of women working within the media at all levels, especially management levels, have increased.
67. Several participants and observers noted that the concept of freedom of expression takes on different meanings given the political, social and economic contexts of a country. It was highlighted that limits on freedom of expression, especially within the Arab World today given the rise of religious fundamentalism, have placed journalists and intellectuals in the difficult position of weighing this concept against the safeguard of human life.
68. It was noted that the alternative media, which have used both traditional and non-traditional forms of media to provide new ways for women to present their perspective on various issues in societies, have become an international global network with links between the North and the South. Participants and observers stressed that the survival of the alternative media in the South is of crucial concern in the face of a changing economic climate.
69. A participant gave an example of increased media coverage bringing about positive change in her state in cases of domestic violence. Media coverage created awareness, interest and successful political pressure.
70. Several participants cited problems of funding and the constraints of commercial systems, and they called for an enquiry into creative financial systems for new media.
71. Participants and observers stressed that the globalisation of the media is one of the most pressing concerns in women's fight not only for greater access to expression and decision-making in the media, but also for a change in the dominant media structures and the portrayal of women in the media. Media conglomerates driven by commercialisation are transporting a new form of cultural imperialism that transcends all national borders. The global media are also transmitting messages and images of women which women's groups at the national and local levels in countries of the South have fought to change. Women in the South have little control over the global media and they have no

channels where they can protest against the messages and images that are flooding into their countries unchecked.

72. An observer who is a former war reporter made a comment that honoured the courage of those journalists resident of the countries in which violence and war reigns.

IV DAY THREE : PROFESSIONALS DAY

73. In response to the wishes of a number of participants, the Chairperson commenced the third day of the Symposium called Professionals' Day by proposing that time be divided in such a way as to allow for three hours of discussion in the plenary session on the Draft *Toronto Platform for Action* and on areas of the *Beijing Platform for Action* concerning the media. The objectives of the third day's work were : to identify the obstacles to expression and decision-making for women in and through the media; and to reflect upon and recommend pertinent strategies to overcome these obstacles.
74. The work, presented in an original, dynamic and active manner, included the presentation of written, sound and audiovisual documents. Five groups of three and one group of two media professionals from seven different regions of the world presented the work. These six presentations reflected the thoughts and recommendations of the seven regional preparatory workshops put forth by the 17 rapporteurs. Despite, or perhaps thanks to, this great cultural, political, economic and social diversity and richness, it was possible to identify throughout the world obstacles of a similar nature and to draw out in consensus a working plan for better access to expression and decision. It was, nevertheless, clearly established that in certain countries, the right to expression itself is far from being achieved and/or severely limited, depending upon specific political or religious contexts.
75. The theme of access to expression was principally treated through two questions : what is the definition of "news?"; and how are women represented in the media? The question of the definition of news evidently cannot preclude an interrogation into the values and interests that serve the media, their impact on the process of evolution and transformation of societies, and thus the roles and status of women in them. The conclusions were clear : the media are omnipresent, even unavoidable, no matter in which region of the world they are, nor the quantity or sophistication of equipment. Thus, the media can and must take part in the transformation of society in a more human manner based on social justice.
76. Through this presentation on the content of "news," the following criteria were drawn out : novelty, rapidity, geographical and psychological proximity, sensational and unusual stories, conflict and violence, political and economic

interests of certain groups or societies wishing to impose their vision of the world on others, and, of course, the commercial payback estimated through audience levels. These criteria are of a nature that exclude women from headlines in the media unless they transgress norms and taboos, or if they are victims or criminals.

77. Next, the question of what types of action women could undertake to help evolve the concept of the “news” was posed. Can the reflexion and action of women have a positive impact in terms of changing the intrinsic values of journalism? Can women question the system and its guiding rules? Make it evolve? Progressive subjects and thoughts were put forth, and the presenters ventured into the domain of taboo subjects, such as violence in the family, sexual cruelty and incest.
78. Other directions favoured by women include : treatment of information in a more reflective, analytical, and explanatory manner; reinforcement of traditional ways of transmitting values and messages; creation of alternative media, unfortunately with all the financial difficulties that they imply; fight against censorship by creating alternative channels of diffusion of censored documents; inclusion of women in subjects in which women are not often treated, such as internal politics, major international stories and sports; and portrayal of what the media do not habitually show, for example, the lives of rural women.
79. A discussion followed on the image of women and the stereotypes to which they are subjected in the media, primarily those of victims. Advertisements, television series and novels throughout the world present a certain “Barbie” doll image of women, which is an expression of the manner in which rich and powerful societies impose their norms on others. It could indeed be affirmed that it is the dominant classes of these societies that alone prescribe their modes of expression.
80. More often than not, these images of women are limited in their differentiation and are without depth, failing to recognize the diversity and complexity of living people and real situations. Even language is used as an ally in stereotyping. Semantic usage varies greatly depending on whether a man or a women. Violence is also omnipresent in the media, most often not in accord with the cultures of countries in which these messages are diffused.
81. What can be done for women? Train them better and teach them how to read and write, the presenters said. Teach women, when possible, from the primary school level to decode media images and not to be tricked by them and become victims. But also, what can women do? First, women can attempt to show positive images of themselves, their values, their projects, and their achievements, the panel said. In addition, women should portray themselves in their infinite diversity. During exchanges of experiences, cultural differences must be respected. Exchanges must continue to exist among women because even now too many women only have access to communication systems under very restrictive conditions or no access whatsoever. However, making the image of women more positive is not enough to achieve complete access to expression for women.

82. Will the presence of more women in the media lead to a greater access to expression for all women? No, not if these women are simple alibis of masculine values and discourse; not if they must become “asexual;” or if they remain instruments of commercial alienation, said the presenters. Yes, if women adopt a resolutely critical attitude regarding current communication practices; if they think of communicating with all women, even in rural zones; if they commit themselves, fight for, specialize, impose, and diversify their subjects, in becoming, their own spokespeople. Yes, if they attain mastery of new technologies, and seek to benefit from networks of the information highway. Finally, yes, if they do not underestimate themselves, and if they become aware of their potential, the panel put forth.
83. In the afternoon session, reflexion was centered on women’s access to decision-making in and through the media : decisions relating to creation, direction, production, and diffusion. This subject easily drew forth an inventory of numerous obstacles in the careers of media women : illiteracy; lack of education; and inculcation from the earliest age into a cultural attitude of subordination; lack of training, not only in new technologies but also in terms of confidence, management techniques and decision-making; difficulty, real or supposed, of access to information; lack of collective resources for looking after children and dependent persons; laws in certain countries that considerably limit the possibility of autonomy, even mobility, of women; constraints exerted by families; the constant dilemma between family commitments and those of the career; and finally, and this was denounced in an emotional and touching manner by a presenter, the increasing pressure of religious extremism, which reinforces traditional family values in which women must assume a status and role that are subordinated and dependent.
84. This subject was difficult in terms of finding strategies to put to work. Indeed, numerous strategies found their parallel in those explored during the morning session : demand better training at all levels and in all subjects; choice and format of alternative media; refusal of the denigration of specific women’s values and approaches; indispensability of promoting women’s own interests; application of other methods of work, other analytical instruments; and maintaining a fighting spirit, endurance, a critical mindset, and lucidity.
85. A promising approach came forth from the presenters : the reinforcement and creation of lasting networks of women. Organized in networks, women can break out of isolation, draw benefits from solidarity, reinforce their gender-specific points of view, communicate, exchange experiences, motivate each other and share their successes. They can thus support each other in achievement and in times of difficulty. Networks are also spaces of research, reflexion and action. They can contribute to the process of training or at least the informing of women, especially where women’s rights are concerned. Networks can constitute powerful pressure groups towards obtaining from governments those mechanisms that assure equal opportunities. Networks can also establish economic and commercial solidarity, such as in the form of buying cooperatives for materials or paper.

86. The afternoon presentations culminated in a list of recommendations drawn out during the regional preparatory workshops and of which the essential points figured in the Draft Toronto Platform for Action. This Platform was then debated. Debate on the Draft Toronto Platform for Action centered on the following topics : alternative media and their positive role; indigenous language programming; the role of media in developing legal and other texts; inclusion of women of colour and aboriginal women; strengthening of support for NGO publications; transnational corporations and their power; use of powerful language or demands to strengthen both platforms; recognition of women's networks worldwide that supply news on women's activities and those that use alternative media channels to reach women and women's media groups; and concern over the word "true" images of women; "diverse" and "pluralistic" are more accurate terms.
87. The Drafting Committee took note of all comments for their work on the Platforms. Participants and observers were reminded that proposed amendments to the Platforms must be submitted in writing to the Chairperson of the International Organizing Committee by 6 pm on Thursday 2 March.
88. At an evening reception, the Official Parallel Activity Selections for the NGO Forum of the Fourth United Nations World Conference on Women, Beijing 1995, were announced by the Chairperson of the International Selection Committee. (See ANNEX VI for Beijing Selections of the Official Parallel Activity and List of Members of the International Selection Committee.)

V

Day Four : Closing Session

Adoption of the Report, the Toronto Platform for Action, and the Amendments Proposed for Insertion into the Beijing Platform for Action.

89. The Drafting Committee met twice : from 7 pm to 1 :30 am on Thursday 2 March and from 8 :30 am to 1 pm on Friday 3 March 1995. Some members of the Drafting Committee also worked in pairs or individually in order to speed up its work, which was presented in the afternoon of Friday 3 March. In its work on the Toronto Platform for Action, the Drafting Committee received from about 40 participants and observers approximately 35 separate texts, several with as many as 10 to 20 revisions. Thus, about 307 individual amendments were considered and incorporated into the *Toronto Platform for Action*. Concerning the *Beijing Platform for Action*, about 11 amendments were requested and incorporated. In its work, the Drafting Committee attempted to capture the spirit of each amendment, if not always its specificity.
90. In the Closing Session, and after the distribution of the *Toronto Platform for Action*, the Amendments Proposed for Insertion into the *Beijing Platform for Action*, and the first version of the Report of the Symposium, a member of the Drafting Committee read aloud the new versions of the Platforms. Then, the Symposium Chairperson opened the floor for discussion of the documents.

Participants and observers made detailed final remarks, which were taken into account by the Drafting Committee to be incorporated into the *Toronto Platform for Action* and the amendments proposed for the *Beijing Platform for Action*. Subjects that observers stressed for inclusion were : support for a satellite network for women; access to Internet for women's groups through universities; effective dissemination of information from the Beijing Conference by the UN to women's groups; and addressing the question of media ownership patterns, particularly in the South. Finally, the Chairperson called for the participants to approve the three documents. The documents were approved.

91. Time was then given to the representative of the United Nations Department of Public Information to speak about the Fourth United Nations World Conference on Women in Beijing and how to obtain documentation.
92. The Chairperson then congratulated the participants and observers, UNESCO and its official representatives, the Canadian Commission for UNESCO, Viviane F. Launay, Gisèle G. Trubey, Belinda Hopkinson, Iskra Panevska, Jacqueline Lemoine, Augustin Larrauri, and Seema Patel. She extended a particular thanks to Alain Modoux and the Drafting Committee, the Co-Rapporteurs, the interpreters and the translators. A closing reception was held in the evening.

PART TWO

AMENDMENTS REFERRING TO MEDIA PROPOSED FOR INSERTION INTO THE

BEIJING PLATFORM FOR ACTION

BY THE PARTICIPANTS OF THE
"INTERNATIONAL SYMPOSIUM : WOMEN AND THE MEDIA,
ACCESS TO EXPRESSION AND DECISION-MAKING"
TORONTO, (CANADA) 28 FEBRUARY TO 3 MARCH 1995
(VERSION OF FEBRUARY 27, 1995)
(Underlined in the text)

GLOBAL FRAMEWORK

- 24 In the past twenty years, the world has seen an explosion in the field of communications. With advances in computer technology and satellite and cable t.v., global access to information, *when democratically used*, continues to increase and expand creating new opportunities for the participation of women in communications and media and for dissemination of information about women. *However all these developments bring about new threats. They may affect negatively the existing cultures and prevailing values of receiving countries. With the reemergence in some countries of reactionary beliefs, media are also becoming a weapon of domination and obscurantism. Finally the present global situation in the media shows the perpetuation and reinforcement of negative images of women that do not provide an accurate or realistic picture of women's multiple roles and contributions to a changing world. Even more insidious are the use by media of women's bodies as sex objects, and violence against women as "entertainment".* Greater involvement by women in both the technical and decision-making areas of communication and media would increase awareness of women's lives from their own perspective.

CRITICAL AREAS OF CONCERN

Insufficient mobilization of media to promote women's positive contributions to society.

STRATEGIC OBJECTIVES AND ACTIONS

Strategic objective A.4

CONDUCT RESEARCH WHICH ENABLES WOMEN TO OVERCOME POVERTY

Actions to be taken :

- 61** Media are one of the most powerful means of education. As an educational tool and means of shaping values, the media can *assist* educators, governmental and non-governmental institutions for the development and advancement of women. Television especially has the greatest impact on young people, thereby making it essential that educators teach critical judgement and analytical skills.

Strategic Objective B.4

TO DEVELOP NON-DISCRIMINATORY EDUCATION AND TRAINING

Actions to be taken :

- 66.e)** By Governments, in cooperation with employers, community, women's and youth organizations.

D. VIOLENCE AGAINST WOMEN

91 Unchanged

Actions to be taken :

95d) Unchanged

Strategic Objective D.2

TO STUDY THE CAUSES OF VIOLENCE AGAINST WOMEN

Actions to be taken :

98c) Unchanged

Strategic Objective E.5

PROVIDE ASSISTANCE AND TRAINING TO REFUGEES AND DISPLACED WOMEN

Actions to be taken :

109i) Unchanged

G. INEQUALITY BETWEEN MEN AND WOMEN IN THE SHARING OF POWER AND DECISION-MAKING AT ALL LEVELS

129 Unchanged

I. LACK OF AWARENESS OF, AND COMMITMENT TO, INTERNATIONALLY AND NATIONALLY RECOGNIZED WOMEN'S HUMAN RIGHTS

156 Unchanged

J. INSUFFICIENT MOBILIZATION OF MEDIA TO PROMOTE POSITIVE CONTRIBUTIONS TO SOCIETY

- 161** During the past decade, advances in information technology have facilitated the development of international media enterprises which transcend national boundaries and which have the power to shape public policy and private attitudes. *On one hand*, these media offer the promise of greater interaction among people, rapid exchange of knowledge and accessible sources of education. They can, on the other hand, reinforce stereotypes, ignore, exploit and demean people, especially women. *They can also convey with the re-emergence of intolerance and extremism, in particular religious extremism, dominating and obscurantistic ideologies which are a threat to women's rights and democracy. Media also can strengthen existing power structures (political, cultural, class and gender). Women and media issues can not be considered outside the context of socio-political issues.* In many countries women are working to make the media more sensitive to women's reality and to the emerging roles of both women and men. Everywhere the potential exists for the media to make a far greater contribution to the advancement of women in society and to the public's acceptance of women's true roles.
- 162** There has been an increase in the number of women involved in the communications industries but not *enough* at the decision-making levels. Their lack of power and influence in the organizations which employ them, mainly at the writing and production levels, is evidenced by the failure to eliminate sex-based stereotyping which characterises so much of the output of the major international media enterprises. *The culture of the mainstream media is predominantly male and the power of that culture to socialize its citizens must not be underestimated. Even when women work in writing and production, their tacit acceptance of traditional media values can be crucial to their professional survival.*
- 163** The continued projection of images of women on this global system is now overdue for correction. Print and broadcast media in most countries still do not provide an accurate picture of women's roles and value in a changing world. *Local programming which reinforces women's traditional roles as wife and home maker can be equally limiting. Whether private or public the media are still led primarily by men and uphold male power.* There is still too great a reliance on programming which includes images of violence and dominance with women *generally* portrayed as victims. Foreign produced programming is often culturally damaging, with negative impact on both the perception of women's roles and behaviour and the cultural identity of audiences. The world-wide trend towards privatization and commercialization has created a climate of consumerism in which advertisements and commercial messages portray women primarily as consumers and young women and girls are often specific targets of inappropriate commercial messages.
- 164** At another level, women have used the expanding electronic information highways to link up with each other and to establish networks which provide them with alternative sources of information. This will strengthen their ability to combat *distorted* portrayals of women internationally and to challenge the power of an industry which is outside public control and is self-regulatory.

Strategic objective J.1

**INCREASE AND ENHANCE THE ACCESS OF WOMEN TO EXPRESSION
AND DECISION-MAKING IN AND THROUGH THE MEDIA**

Actions to be taken :

165 Add :

- d) *Legislate for anti-discriminatory employment and promotion practices as well as the inclusion of women on employment selection panels;*
- e) *Promote flexible working hours and conditions for men and women to allow for family responsibilities;*
- f) *Encourage the development of local media and programming.*

166

- c) *Elaborate guidelines to ensure realistic portrayals of women by the media and increased participation by women in production;*

Add :

- d) *Recognize the specific needs of women, in particular those marginalized on the basis of race, class, religion, etc., and give them priority to public funds for programme making.*

167 By non-governmental organizations and professional media organizations :

Add :

- c) *Facilitate a directory of skills, bio-data and contacts among media women for the sharing of information and training*
- d) *Create networks among NGOs, women's NGOs and professional media organizations.*

Strategic Objective J.2

PROMOTE A REALISTIC PORTRAYAL OF WOMEN IN THE MEDIA

Actions to be taken :

168

- a) *Promote and coordinate international research and awareness campaigns aimed at facilitating realistic images of all kinds of women and girls through the media :*

169 By media and advertising organizations :

- a) *Establish training and codes of conduct and other forms of self-regulation to promote the presentation of realistic images of women.*
- b) *Establish an effective complaints process for the redress of material which breaches code of conduct.*
- c) *Actively inform the public of these procedures and their rights;*

170 Add :

- d) *Develop programmes for teaching media literacy from a very young age in order to combat the potentially destructive effect of current images of women and girls;*

Strategic Objective K.2

**TO ENSURE INTEGRATION OF WOMEN'S NEEDS, CONCERNS AND
PERSPECTIVES IN POLICIES AND PROGRAMMES FOR
ENVIRONMENTAL AND SUSTAINABLE DEVELOPMENT**

Actions to be taken :

181

- b) Establish *guidelines* on environment issues on advertising and the environment;

V

**INSTITUTIONAL ARRANGEMENTS FOR IMPLEMENTATION
AND MONITORING OF THE PLATFORM
FOR ACTION**

10. Other international institutions :

- 231** The United Nations and the Bretton Woods institutions as well as *media and media professional organizations* and the private sector can do a great deal to support national efforts to implement the Platform for Action by providing information, training and committing human and financial resources to play a positive role as advocates to overcome local constraints and barriers to the full and equal participation of women in society.

TORONTO PLATFORM FOR ACTION

INTRODUCTION

In the past twenty years, the world has seen an explosion in the field of communications. With advances in computer technology and satellite and cable t.v., global access to information, when democratically used, continues to increase and expand creating new opportunities for the participation of women in communications and media and for dissemination of information about women. However all these developments bring about new threats. They may affect negatively the existing cultures and prevailing values of receiving countries. With the reemergence in some countries of reactionary beliefs, media are also becoming a weapon of domination and obscurantism. Finally the present global situation in the media shows the perpetuation and reinforcement of negative images of women that do not provide an accurate or realistic picture of women's multiple roles and contributions to a changing world. Even more insidious are the use by media of women's bodies as sex objects, and violence against women as "entertainment". Greater involvement by women in both the technical and decision-making areas of communication and media would increase awareness of women's lives from their own perspective.

I GLOBAL ACTIONS

- 1. We, the participants in the International Symposium : Women and the Media, Access to Expression and Decision-Making, held in Toronto (Canada) from 28 February to 3 March 1995, propose the following actions with these long-term objectives in mind :**
- 1.1 To increase women's access to expression in and through the media;
- 1.2 To increase women's access to and participation in decision-making and management of the media, so as to encourage media to promote women's positive contributions to society;
- 1.3 To use communication as a driving force in the promotion of women's active and equal participation in development in a context of peace and equality, while preserving freedom of expression and freedom of the press.
- 1.4 To recognize the importance of women's media networks worldwide, both those that supply news in women's activities and concerns to media outlets, and those that utilize alternative media channels to reach women and women's groups with information that assists and supports them in their personal, family and community development activities.
- 1.5 To recognize the rights of all women to have access to expression and participation in the media, in particular those from discriminated groups such

as other-abled, indigenous, women of colour and women of diverse sexual orientation.

2. We, the Toronto Symposium participants, encourage media enterprises to undertake the following actions, where they do not already exist :

- 2.1 Adopt positive action programmes, including equal pay for equal work, equal access to training, fair and transparent promotion procedures, targets and timetables to achieve a fair proportion of women in decision-making positions, action against sexual harassment, so that women can reach their full potential as media professionals.
- 2.2 Adopt gender-awareness programmes targeted at both female and male media professionals to encourage equality and variety in the portrayal of men and women.
- 2.3 Develop editorial policies that are gender-sensitive and reflect gender equity, so that women's perspectives are included in all topics.
- 2.4 Sensitize media managers and professionals to increase coverage of women's points of view, especially in political, economic, business, and scientific news.
- 2.5 Recognize women as authoritative information sources, experts, and opinion makers, therefore news sources on any issue and not confine women to the role of speaking only on "women's issues."
- 2.6 Prepare in cooperation with journalists' organizations guidelines against gender-biased treatment of information and checklists against gender-biased language for reporters and editors to use when writing and reviewing stories.
- 2.7 Include media women in media self-regulatory committees and other executive committees that draft programme guidelines, budgets, contracts, and personnel documents.
- 2.8 Encourage media employers to print in recruitment advertisements and personnel materials the fact that they are equal opportunity employers.
- 2.9 Avoid the requirement of facts, such as gender and marital status, in job applications.
- 2.10 Take steps when feasible towards providing food service and childcare, in view of the unpredictability of schedules for covering breaking news.
- 2.11 Urge the definition of ethical guidelines adapted to all types of media, including on-line technologies and virtual reality, as well as monitoring mechanisms with respect to images that are discriminatory or that violate children's and women's rights in information, advertisements, marketing, and entertainment; this not with a mind to restrain freedom of expression and of the press, but rather to ensure the respect of human rights and dignity.
- 2.12 Maintain and promote the idea of public service. Encourage information and education programmes on, among other topics, those concerning women.

- 2.13 Publicize legislation and international conventions on women in local languages so as to educate women about their rights.
- 2.14 Educate women and men, young and old, about all forms of violence against women and emphasize solutions to eliminate this violence.
- 2.15 Design gender-sensitizing programmes for media managers and train them to be vigilant decision-makers against discriminatory and stereotyped portrayal of women in the media.
- 2.16 Examine how media when dealing with topics of violence against women, can do it in an educative and non-exploitative context.

3. We, the Toronto Symposium participants, encourage professional media organizations to undertake the following actions, where they do not already exist :

- 3.1 Establish and increase the membership of local, regional, national, and international networks for women media professionals in order to address professional concerns, form mentoring programmes, promote contacts for professional training and advancement, and develop women's sense of pride and professionalism.
- 3.2 Promote active North/South and South/South cooperation between journalists' organizations, women's professional media associations, women's legal groups, and women's political associations.
- 3.3 Lobby for the creation of advertising standards councils to develop regulations against the use of sexist, gender-biased language concerning women and images of women in advertisements.
- 3.4 Advise smaller media, especially reaching women in rural and marginalized urban areas, on questions, such as available technology optimal for their needs.
- 3.5 Encourage the adoption of guidelines on gender portrayal in consultation with media women, which support the representation of women in their diversity and recognize their fundamental rights to equality, security and dignity, and to assist in putting these guidelines into practice.

4. We, the Toronto Symposium participants, encourage educational and media training institutions to undertake the following actions, where they do not already exist :

- 4.1 Encourage dialogue between the media sector and the field of education in general to raise public awareness of the portrayal of women in the media.
- 4.2 Promote media literacy programmes for the public at large, in particular children, in order to develop critical faculties among society for the reception of messages disseminated in the media, as well as awareness of discriminatory and stereotyped images that feed inequalities between the genders; and to

prevent prejudices that may be caused by television's depiction of violence against women.

- 4.3 Adopt gender-awareness programmes and local history and cultural diversity programmes targeted at both female and male media professionals at all media training institutions.
 - 4.4 Organize and encourage the training of women in journalism, radio, film videomaking, mechanical and technical media skills, and in specialized subject areas, such as culture, education, science, technology, environment, economics, politics, business and sports.
 - 4.5 Train women media students and professionals in management and related subjects, such as interpersonal communication, and decision-making skills, with a view to promoting women's media enterprises.
 - 4.6 Sponsor short-term or longer term professional internships or exchanges to expand the professional skills of women media professionals.
 - 4.7 Encourage the development of women's participation in electronic discussion groups, computer bulletin boards, electronic newsletters, fax newsletters, and other alternative media and new information technology.
 - 4.8 Develop and support monitoring bodies that survey media and advertising content concerning gender portrayal.
- 5. We, the Toronto Symposium participants, encourage governments to undertake the following actions, where they do not already exist :**
- 5.1 Include women on a parity basis in government reform committees, parliamentary, advisory, policy-making and other regulatory bodies that consider advertising and communications policy.
 - 5.2 Assign programme budgets to allow for the equal access of women to telecommunications and to training in computing, among other communications technologies.
 - 5.3 Review and enforce pornography legislation, in consultation with concerned citizens and groups.
 - 5.4 Abolish those laws which effectively curb freedom of expression, freedom of association and those laws that result in discrimination of women.
 - 5.5 Establish a legal framework which guarantees the right to freely seek, receive and impart information to men and women and to refrain from defining journalists' ethics, which is a matter for those engaged in journalism.

6. We, the Toronto Symposium participants, encourage international and national governmental and non-governmental organizations, including research bodies, to undertake the following actions, where they do not already exist :

- 6.1 Interlink more effectively grassroots workers and volunteers, media researchers, NGOs, advocacy groups, alternative media networks and policy-makers concerning women and the media.
- 6.2 Set up an international on-line network for exchange of information on portrayal of women in the media and information on women's media enterprises.
- 6.3 Develop and strengthen traditional forms of communication such as story telling and drama, especially for rural women.
- 6.4 Introduce, support and extend community radio stations as a way of increasing women's participation and contribution to the media and local economic development, especially in areas of high illiteracy rates.
- 6.5 Establish in cooperation with broadcasters an international video library on the portrayal of women to be used in seminars and workshops aimed at raising awareness of media professionals and the general public.
- 6.6 Ensure that international governmental and non-governmental organizations, which address issues of communication, aim at equity in the participation of women and men in programmes, wages, and career advancement opportunities.
- 6.7 Encourage procedures for adequate consideration of consumer complaints lodged with media enterprises or advertisers against media content or advertisements that portray women in a discriminatory way.
- 6.8 Promote the free circulation of information regarding funders interested in the development of communication projects relating to women.
- 6.9 Expand data banks and develop research on gender and media, for wide distribution.
- 6.10 Develop follow-up and evaluation systems as part of research in women's communication programming to know what works and what needs improvement.
- 6.11 Support the publication of studies relating to women's images in the media, audience studies, listening, viewing, and reading patterns, media policies and patterns of media ownership; all these as an investment in building up a base for evaluation and planning.
- 6.12 Conduct research into various alternative, traditional, local, and folk forms, as well as new communications technologies used by women.

- 6.13 Collect and distribute annual bibliographies on major research activities and findings concerning women in communication and development.
 - 6.14 Undertake research studies on the impact on viewers of the content of media products, especially violence against women.
 - 6.15 Support efforts by NGOs to provide technical assistance and training in communications methods and technologies to local and national groups that are attempting to reach out to otherwise isolated communities, using appropriate languages and channels not available to regional and international networks.
 - 6.16 Promote dialogue between the representative organizations of journalists and media employers to discuss a joint approach to journalists' ethics concerning gender portrayal.
 - 6.17 Include a communication dimension in development programmes, in particular those addressing women.
 - 6.18 Condemn all types of extremism, in particular religious extremism, which jeopardizes the rights of women and democracy.
- 7. We, the Toronto Symposium participants, encourage media enterprises, professional media organizations, international and national governmental and non-governmental organizations, educational and media training institutions, and governments to undertake the following action :**
- 7.1 Involve men in action towards the achievement of women's equality in the media, as equality between men and women concerns all people and touches upon the very functioning and development of our societies.
 - 7.2 Develop educational and training methodologies to enable women's organizations and community groups to effectively communicate their own messages and concerns and access to existing media.

SPECIFIC AND IMMEDIATE ACTIONS

1 We, the Toronto Symposium participants, encourage UNESCO to :

- 1.1 Form an open network WOMMED/FEMMED beginning with Toronto Symposium observers and participants in order to work together to achieve proposed actions.
- 1.2 Establish a Women and the Media videolibrary and documentation depository, containing in particular the submissions to the Toronto Symposium's parallel activity "Demystifying Media for Social Change."
- 1.3 Present the "Toronto Platform" for endorsement by the UNESCO General Conference and upon its approval, request that its implementation be monitored regularly.

2 We, the Toronto Symposium participants, encourage media enterprises to :

- 2.1 Establish and diversify media products and services reflecting local cultures and languages in order to encourage local women's participation.
- 2.2 Adopt equal opportunities programmes to ensure that women have equal access to decision-making in the media.
- 2.3 Develop in cooperation with journalists' and media professional organizations guidelines on gender portrayal.

3 We, the Toronto Symposium participants, encourage professional media organizations to :

- 3.1 Promote equal opportunity hiring and promotional policies, and guidelines for non-sexist reporting.
- 3.2 Publish directories of women media professionals to act as a networking tool; provide gender sensitization workshops for media professionals; and promote media skills training for lay women's groups.

4 We, the Toronto Symposium participants, encourage international and national governmental and non-governmental organizations, including media training institutions, to :

- 4.1 Ensure that several themes on women's contributions to the media are adopted for World Press Freedom Day and other relevant observances.
- 4.2 Involve men in action towards the achievement of women's equality in the media, as equality between men and women concerns all people and touches upon the very functioning and development of our societies.

- 4.3 Monitor and denounce attacks on media professionals or users who expose or speak out against extremists, be they political, religious, racist, etc.
- 4.4 Continue expanding community radio projects in view of high illiteracy rates in rural and urban areas.
- 4.5 Sponsor training in Desktop Publishing techniques and marketing for new small media run by women, especially in rural areas.

ANNEX I

PROGRAMME OF THE SYMPOSIUM

FROM SUNDAY 26 FEBRUARY TO FRIDAY 3 MARCH 1995

8 :30 am - 10 pm **Registration and Documentation Desk**

8 :30 am - 10 pm **Press room**

12 :00 pm - 10 pm **Official Parallel Activity**

8 :30 am - 10 pm **Information Booths**

8 :30 am - 6 pm **UNESCO Secretariat**

8 :00 am - 10 pm **Logistics Office**

8 :30 am - 6 pm **Office of the President of the Symposium**

8 :30 am - 6 pm **Office of the Rapporteurs of the Symposium**

MONDAY 27 FEBRUARY 1995

9 :00 am - 5 :00 pm **Meeting of the 17 rapporteurs of the 7 preparatory regional workshops**

10 :00 am-5 :00 pm **Meeting of the Official Parallel Activity International**
Selection Committee to screen the pre-selected AV documents

12 :00-10 :00 pm **Video viewing - Official Parallel Activity**

2 :15pm **Visit to Radio Canada** (for further information please see registration desk)

3 :15pm **Visit to Radio Canada** (for further information please see registration desk)

6 :00pm-7 :00 pm **Reception**
Offered by the Municipality of Toronto, MediaWatch, Toronto Women
in Film and Television (TWIFT) and Canadian Women
in Communication (everybody is invited)

7 :00pm -9 :00 pm **Night Workshop** (open to everybody)
Organized by the Municipality of Toronto, MediaWatch, Toronto Women
in Film and Television (TWIFT) and Canadian Women
in Communication.

TUESDAY 28 FEBRUARY 1995

9 am - 12 noon **INAUGURAL SESSION**
Animator : **Roseann Runte**, President, Canadian Commission for UNESCO
and President, Victoria University in the University of Toronto.
• Opening speech by the Canadian government representative, the Honourable
Sheila Finestone, Secretary of State, (Status of Women and Multiculturalism)
Canada

- Commentary by Mrs. **Gertrude Mongella**, Secretary General of the *4th World Conference on Women; Action for Equality, Development and Peace*, 4-15 September 1995, Beijing.
- Welcoming Remarks by the representative of the Director-General of UNESCO, **Henrikas Yushkiavitshus**, Assistant Director-General, Communication, Information and Informatics.

10:45 am - 11:00 am	BREAK <ul style="list-style-type: none"> • Election of the President, General Rapporteur, Co-Rapporteurs, Vice-Presidents and Members of the Drafting Committee.
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12 noon - 2 pm <i>and observers</i>	LUNCH - <i>Offered by the Canadian Commission for UNESCO for all participants</i>
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2 pm - 5:30 pm	EXEMPLARY SUCCESS STORIES
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2 pm - 3:45 pm	PLENARY 1 <i>Keynote Speaker :</i> Linda Rankin , President, Women's Television Network (Canada) —Progress in Canada <i>Towards Women's Equality in the Media : Access to Expression and Decision-Making 1980-1994 —</i> <i>Panelists :</i> Ruba Husari , Correspondent, BBC Arabic TV, Jerusalem "A Journalist between War and Peace" Irina Korolyova , Director, Radio "Nadezhda", (Russia) "What Makes a Success?" Cecilia Lazaro , President, Probe Productions Inc. (Philippines) "Isolation, Networks, Research and Action" Fatoumata Diakite Sire , Publication Director of "La voix des femmes" Mali "Why and How to be a Journalist in Africa?"
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3:45 pm - 4 pm	BREAK
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4 pm - 5:30 pm	PLENARY 2 <i>Moderator :</i> Dona Logan , Vice President Media Accountability , Canadian Broadcasting Corporation (CBC) <i>Panelists :</i> Catherine Wahli , News Director, Swiss French- language television (Switzerland). "Women in Power - Power for Women?" Gail Evans , Senior Vice-President, CNN (USA) "Women in an International News Station" Nafissa , Editor in Chief, "Ounoutha" (Algeria) - "Intellectuals under Threat" Gloria Bonder , Coordinator, National Program, Women's Equal Opportunities (Argentina) "Communication and Education"
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5:00 pm - 5:30 pm	DEBATE
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6:30 pm - 8 pm	RECEPTION / BUFFET Offered by the Government of Canada for all participants and observers
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8 pm - 10 pm	EVENING WORKSHOP Organized by the Canadian International Development Agency (CIDA) "Women and the Media : a North-South Dialogue" (for all participants and observers)
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WEDNESDAY 1ST MARCH 1995

9 am - 12:30 pm	PLENARY 3 <i>Panel A</i> INCREASING WOMEN'S ACCESS TO EXPRESSION AND DECISION-MAKING IN AND THROUGH THE MEDIA <i>Keynote speaker : Annabella Sreberny-Mohammadi, Director, Center for Mass Communication Research (England) "Women, Media and Development in a Global Context"</i> <i>Panelists : Bettina Peters, Deputy Secretary-General, International Federation of Journalists "Strategy for Promoting Self-Regulation of the Media"</i> Dorette Kuipers, Head, Gender Portrayal Department, Nederlandse Omroepprogramma Stichting (NOS) (Netherlands) "Images of Women and Men in Television Programmes"
10:30 am - 10:45 am	BREAK Ana Carina Ordoñez, Executive Assistant, Radio Tambuli (Philippines) "The Challenge of Communication with Marginalized Women" Fatoumata Agnès Diaroume, Director, Women and Change Niger (Cameroon) "Women in a changing world. What can Communication do?"
12:15 - 12:45	DEBATE
12:30 - 14 pm	LUNCH Offered for all participants and observers
2 pm - 5:30 pm	PLENARY 4 <i>Panel B</i> <i>Panelists : Andrea Martinez, Professor, Communications Department, University of Ottawa (Canada) "How do WeCurb Violence in the Media?"</i> Arandhana Seth, Television/Film Producer (India) "Women's Image in Developing Countries"
3:30 pm - 3:45 pm	BREAK Katia Gil, International Federation of Journalists (Venezuela) "The Relationship between the Image of Women and Women's Position in the Journalistic Profession"
4:30 pm - 5:30 pm	DEBATE Dinner and evening at your leisure

THURSDAY 2 MARCH 1995

9 :00 am - 12 :45 pm	PLENARY 5 : Panel A ACCESS TO EXPRESSION IN AND THROUGH THE MEDIA
9 am - 10 am :	<i>"Overview of Common Obstacles and Strategies to Expression in all Regions"</i> Jennifer Sibanda , Regional Coordinator, FAMW-SADC (Zimbabwe), Sylvia Spring , Founder, MediaWatch (Canada), Svetoslava Staeva , Journalist, Bulgarian National Television (Bulgaria)
10 am - 10 :15 am	BREAK
10:15 am-11:15 am	<i>"The Definition of News"</i> Shona Geary , Programme Leader, New-Zealand Broadcasting School (New Zealand), Patricia Made , Managing Editor, Southern African Economist (Zimbabwe), Vasiti Waqa , Journalist, Islands Business International (Fiji)
11:15 am - 12:15 pm	<i>"The Image and Portrayal of Women in the Media"</i> Urvashi Butalia , Co-Founder, Editor, Publisher, Kali for Women (India), Sonia Gill , Professor, Caribbean Institute of Mass Communication (Jamaica), Barbara Hayes , Journalist, Diario la Nación (Chile)
12:15 pm - 12:45 pm	DEBATE
12:45 pm - 2 pm	LUNCH - <i>Offered for all participants and observers</i>
2 pm - 5 :45 pm	PLENARY 6 : Panel B : ACCESS TO DECISION-MAKING IN AND THROUGH THE MEDIA
2 pm - 3 pm	<i>"Overview of Common Obstacles and Strategies to Decision-Making in all Regions"</i> Emna Atallah-Soula , Member, Superior Council of Communication (Tunisia), Zuzana Krutka , Writer, <i>"Slovenka"</i> (Slovakia)
3 pm - 4 pm	<i>"Networks and Training"</i> Claude da Silva , Journalist, Radio Broadcasting and Television Office of Benin (Benin), Violaine de Villers , Independant Film Producer (French Community of Belgium), Barbara Nkono , Journalist, CRTV (Cameroon)
4 pm - 4 :15 pm	BREAK
4:15 pm - 5:15 pm	<i>"Career, Promotion and the Family"</i> Aishah Ali , Writer, Women's Desk, New Straits Time (Malaysia), Florence Obura , Production Writer, The Economic Review (Kenya), Inas Taha , Journalist, Al Ahram Newspaper (Egypt)
5:15 pm - 5:45 pm	DEBATE
7 pm - 9 pm	Official Parallel Activity : Announcement of documents selected for the NGO Forum of the Fourth World Conference on Women, Beijing 1995. Announcement of selected documents will be made by Ann Medina , Independent Producer, Chairperson, International Selection Committee Reception / Buffet - <i>Offered by the Honourable Michel Dupuy, Minister of Canadian Heritage, for all participants and observers</i>
8 pm - 11 pm	Screening of selected audio-visual documents Moderator : Marieta Hernandez de Gomez , President of the Venezuelan Chamber of Broadcasting (Venezuela)

FRIDAY 3 MARCH 1995

9 am - 12 noon **Drafting Committee**

9 am - 1 pm **Screening and viewing of selected documents**
Lunch at your leisure

1 pm - 4 pm **Completion, debate and approval of :**

- Priority recommendations to submit for integration into the *Platform of Action of the Fourth World Conference on Women in Beijing (1995)*
- Global and regional recommendations
- Plan of Action : priorities and practical advice for action from now until the end of the century : establishment of WOMMED network.

Closing Session / End of Symposium

4:00 pm **Press Conference**

5 :00 pm - 7 :00 pm **Closing Reception - Offered by UNESCO**

ANNEX II

LIST OF PAPERS PRESENTED

Women, Media and Development in a Global Context
(**A. Sreberny-Mohammadi**; CII/95/CONF/801/5)

How Do We Curb Violence in the Media?
(**A. Martinez**; CII/95/CONF/801/6)

Value and Limits of a Self-Regulatory Approach to Gender Equality in the Media
(**B. Peters**; CII/95/CONF/801/7)

Relation Between the Portrayal of Women and the Position of Women in the Journalistic Profession
(**K. Gil**; CII/95/CONF/801/8)

Summary of the Regional Preparatory Workshops
(**B. Hopkinson**; CII/95/CONF/801/REF. 2)

*Address by the Honourable **Sheila Finestone**, Secretary of State,
Status of Women and Multiculturalism Canada*

*Address by **Gertrude Mongella**, Secretary General,
Fourth United Nations World Conference on Women*

*Speech of **Henrikas Yushkiavitchus**, Representative of the Director-General of UNESCO, and Assistant Director-General, Communication, Information and Informatics*

"Progress in Canada Towards Women's Equality and the Media, 1980 to 1994"
(**L. Rankin**)

"A Journalist Between War and Peace" (**R. Husari**)

"What Makes a Success?" (**I. Korolyova**)

"Isolation, Networks, Research and Action" (**C. Lazaro**)

"Women in an International News Station" (**G. Evans**)

"Intellectuals Under Threat" (**Nafissa**)

"Images of Women and Men in Television Programmes" (**D. Kuipers**)

"The Challenge of Communication with Marginalized Women" (**A.C. Ordoñez**)

"Women's Image in Developing Countries" (**A. Seth**)

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ANNEX V

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ANNEX VI

BEIJING SELECTIONS OF THE OFFICIAL PARALLEL ACTIVITY AND LIST OF MEMBERS OF THE INTERNATIONAL SELECTION COMMITTEE

Beijing Selections

VIDEO

- 1) **Letter from Lizzie (English)**
Judy Jackson, Producer/Director, Alma Productions (Ontario), Canada, 23 minutes
- 2) **The Vienna Tribunal : Women's Rights are Human Rights (English)**
Gerry Rogers, Producer/Director, Augusta Productions, Canada, 48 minutes
- 3) **Les femmes font la manchette (French)**
Basile Sallustio, Producer/Director, Jungle Films, Belgium, 30 minutes
- 4) **What does a Lesbian Look Like? (English)**
Shawna Dempsey and Lorri Millan, Producers, Independent, Canada, 2 minutes
- 5) **Femmes aux yeux ouverts (French)**
Anne-Laure Folly, Producer/Director, France, 52 minutes

WRITTEN DOCUMENTS

- 1) **Women as Syariah Court Judges**
Aishah Ali, New Straits Times, Malaysia, Newspaper articles, English, 2000 words
- 2) **Shareer Ki Jaankari (Know your Body)**
Urvashi Butalia, Kali for Women, India, Book, Hindi, 42 pages
- 3) **Focus on Violence : A Survey of Women in Major Canadian Newspapers**
Linda Hawke, MediaWatch, Canada, Survey, English, 2500 words
- 4) **Women Empowering Communication**
U.K. Book, English, 211 pages, World Association of Christian Communication (Teresita Hermano), ISIS International (Maria Victoria Balleza), International Women's Tribune Centre (Anne S. Walker), Margaret Gallagher,
- 5) **Le rôle et le statut des femmes dans la société tunisienne**
Tunisian Women National Union (UNFT), Tunisia, Study, French, 131 pages

AUDIO

1) Le combat de la femme en Algérie

Lazib Amel, Journalist, Radio Algérienne, Algeria, French, 22 minutes

2) A Radio Tribunal on Violations of Women's Human Rights

(a series of four parts)

Feminist International Radio Endeavor (FIRE), Costa Rica, Spanish, each part lasts 30 minutes

3) History of Gender in Central America

(based on the Central American Conference in 1993)

Feminist International Radio Endeavor (FIRE), Costa Rica, Spanish, 30 minutes

4) Wife Assault Campaign

Ontario Women's Directorate, Canada, Cree, 36 seconds

VISUAL SUBMISSIONS

1) The Naked Truth About Women

Diane Rosenblum, USA, English, 12 photos

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