



WEBINAR ON GENDER-EQUALITY AND MEDIA NARRATIVES

6 October 2021 - 2:00 – 5:00 pm (Rome time)

This webinar is the closing event of the “Participative Training on Gender Equality in the Media”, aimed at tackling sexist stereotypes and gender equality in the media in both Europe and the South-Mediterranean countries.

Starting from some of the best audiovisual outputs produced in the framework of the project – funded by the North/South Centre of the Council of Europe - participants will have the opportunity to: explore how media professionals can tell stories by using gender-sensitive lenses; analyse good and bad international practices, and have an overview of the current international context.

Opening

- **Introduction**
Elena Chiaberge – In charge of COPEAM Gender Equality and Diversity Commission
- **Gender-sensitive contents’ production by media professionals**
Witnesses by the training participants

Media representation and gender-equality perspective

- **Analysis of international good and bad practices, identification of the most common stereotypes, solution tools and examples**
Brenda Murphy, University of Malta

The general and international context

- **Short overview of the current global situation:** the last Global Media Monitoring Project results
Karen Ross, University of Newcastle
- **Short overview of the main aspects of gender equality in the media**
 - Claudia Padovani, University of Padova
 - Urška Umek, Council of Europe

Showcase of audiovisual programmes’ models promoting women’s representation

- “La prima donna che” (*The first woman who*), by Karina Laterza, Rai-Radiotelevisione Italiana
- Gender-sensitive media contents, by Basma El Hijri, 2M-SOREAD (Moroccan public broadcaster)
