



REWRITING THE STORY

in Gender, Media & Politics

P2P MID-TERM REPORT

DATE :
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PRESENTED BY :
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COPEAM

PERMANENT CONFERENCE OF THE
MEDITERRANEAN AUDIOVISUAL OPERATORS



About the P2P program

In the framework of “Rewriting the story” project, COPEAM is coordinating a Peer-to-Peer program aiming at creating synergies between public broadcasters and journalists Unions to challenge gender stereotypes and address gender bias in political coverage by setting objectives to change the newsroom mindset and practices.

The P2P is based on a mutual learning process based on a multilateral exchange of experiences and good practices allowing the specific circumstances of each participant to be collectively discussed so that everyone can benefit from the ideas and experiences of the other peers.



In this P2P, 12 organisations are involved: 6 representatives of PSM and 6 representatives of Journalist’s Unions. During the first part of the process, the 12 peers set their priorities, discussed about challenges and progresses to better tailor their respective goals. Based on their respective internal situations, each beneficiary identified the most appropriate measures to build a more gender-inclusive narrative of women and men in politics.

The peers

Public broadcasters

01

Elizabeta Gojan
Foreign Affairs
HRT/Croatia

02

Dimitra Tzagadoura
News Director
ERT/Greece

03

Karina Laterza
Head of RAI Equal
Opportunities Commission
RAI/Italy

04

Teresa Paixao
Channel 2 Director
RTP/Portugal

05

Smaranda Vornicu
TV producer
TVR/Romania

06

Carolina Pecharromán
Equality Dpt. Director
RTVE/Spain

07

Sanja Mikleušević Pavić
Journalist, member of the
Executive Board of the PMS
TCJ/Croatia

08

Antromachi Nikolara
ERT journalist, Special Affairs Secretary
JUADN/Greece

09

Mimma Caligaris
Journalist, member of National
Council
FNSI/Italy

10

João Rosário
Journalist, TV Anchor
SDJ/Portugal

11

Maria Brändström
Journalist
SVT/Sweden

12

Emilia Laura Arias
RTVE journalist
CCOO/Spain



Mentors

4 mentors are assigned to a group of 3 peers each in a program including 3 in-presence workshops of 2 days each spread over one year period and combined with one-to-one remote mentoring.



Méline Laffabry

Founder of Aidóni, an organization dedicated to connecting journalists and agents of change to foster constructive and inclusive journalism.

Trainer in French journalism schools in the field of constructive and solutions journalism, with a particular emphasis on inclusivity and gender equality.



Sofia Branco

Journalist in the public news agency LUSA and coordinator of the gender group of the company.

Trainer at Cenjor (professional centre for journalists). Developer of training actions for the improvement of working routines and workplace arrangements also through the introduction of a gender perspective.



Valbona Sulce

Journalist, anchor-woman, trainer and media researcher, political and government affairs reporter.

As a media trainer, she focused on gender responsive journalism, reporting on women, politics and elections. She is also author of monitoring reports on the portrayal of women and girls in the Albanian media.



Emma Thomasson

Journalist, trainer, expert in reporting on politics, business and economics, mentor and leadership coach at Reuters. Active member of the women's network, she has developed a new global editorial mentoring programme for Reuters.

First workshop

The first workshop was organised in Madrid on 8-9 November 2023 and hosted by the Spanish union CC.OO.

Discussions addressed gender balance on TV panels, the development of female experts database to strengthen women's visibility in the news, the need for women in media to work in networks, journalists' training on gender issues, the fight on gender bias in visuals, the creation of gender structures in the media, the ongoing online abuse of women journalists, the role of gender editors in balancing news reports, and artificial intelligence as a tool for change.

Each participant set his/her own goal for change to be completed within the end of the program and beyond.



Second workshop

The 2nd workshop was held in Rome on 19-20 February 2024 hosted by Rai-Radiotelevisione italiana. During 2 days of work, the participants exchanged about challenges, priorities, and progress in implementing the strategies each of them drafted following the 1st meeting.

The mentor reported on their respective mentoring process – dynamics and organisation of the work - and peers shared the processes initiated within their organisation, including support received from the mentor and main internal and external feedback. Each participant explained as well next agreed goals to be achieved and steps to be implemented.



Some of the tangible responses which the peers are working on

- **TVR / Romania**

TVR will organise online trainings with the help of mentor and the colleague from the Spanish union.

TVR has adopted a new procedure on harassment. Set up a monitoring system on gender representation in their talk show and is starting a female expert data base, also inspired by other peers' experience.

- **JUADN / Greece**

JUADN has adopted a new collective agreement for the public media journalists. It includes a whole new article on INCLUSION, EQUAL OPPORTUNITIES AND HARASSMENT POLICIES inspired by the one in place in Rai

- **HRT / Croatia**

HRT will organise a training in September with the help of the mentor and the peer from Spanish union and will organise a roundtable between journalists and politicians; it will launch also a campaign on social media before the Round Table to raise interest and awareness.

HRT will organise talks with top manager – instructions to count women guests in all shows;

- **RTP / Portugal**

RTP elaborated guidelines on how to avoid stereotypes and organised trainings among newsrooms for dissemination

- **RAI / Italy**

Rai intends to organise a “gender equality path” within the company, including an in-presence conference for directors and 3 on-line training seminars for different staff profiles.

- **SVT / Sweden**

SVT created an internal Reference Group to work on a Guide about how to counter stereotypes. Once finalised, the Guide will be presented to the Union

- **RTVE / Spain**

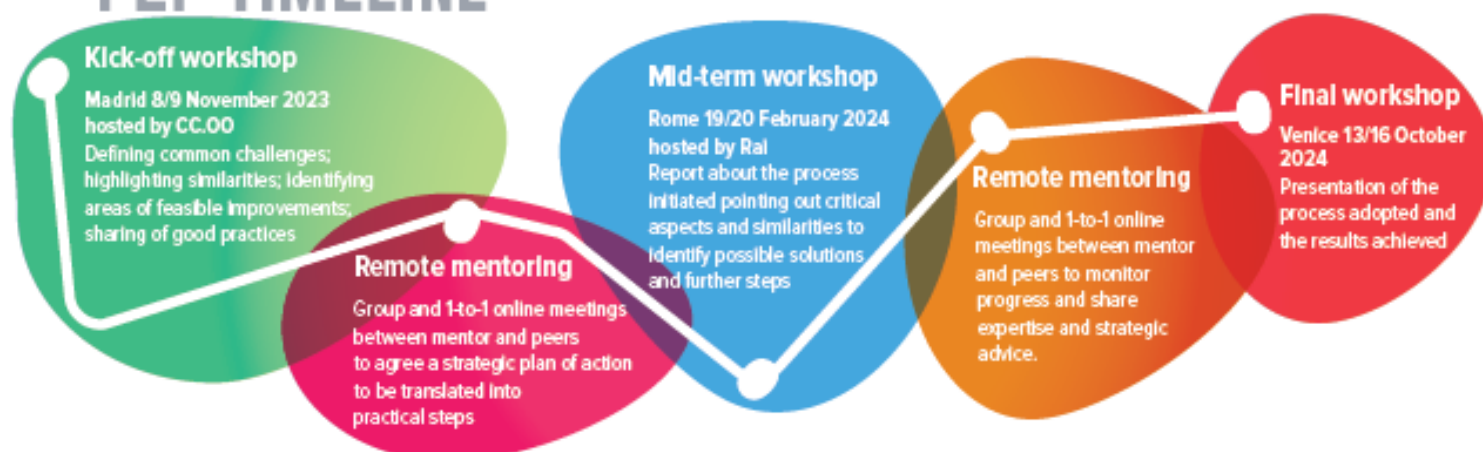
RTVE intends to widen the scope and approaching the Diversity and Inclusion values in its professional practices and organisational structure.

Moreover, in the framework of the project, IFJ developed, also in collaboration with mentors and peers, gender-responsive guidelines to cover EU elections. These guidelines have been disseminated by the peers within their organisations, in some case the guidelines have been translated in their own language and a number of info sessions and training with newsrooms have been organised on the use of the guidelines.

RTVE Spain published the guidelines on RTVE website, TVR Romania translated the into Romanian and have sent to all newsroom personnel at TVR, RTP did a personal report for colleagues from news and SDJ Portugal was presented in two sessions to journalists from public radio and television in Portugal, HRT translated Guidelines to Croatian and published on the HRT website.

Finally, some of the peers used students' presentations and the monitoring tool elaborated by Padova University, in particular HRT presented the work of the Croatian students on the coverage of women politicians in Croatia.

P2P TIMELINE



Mid-term assesment

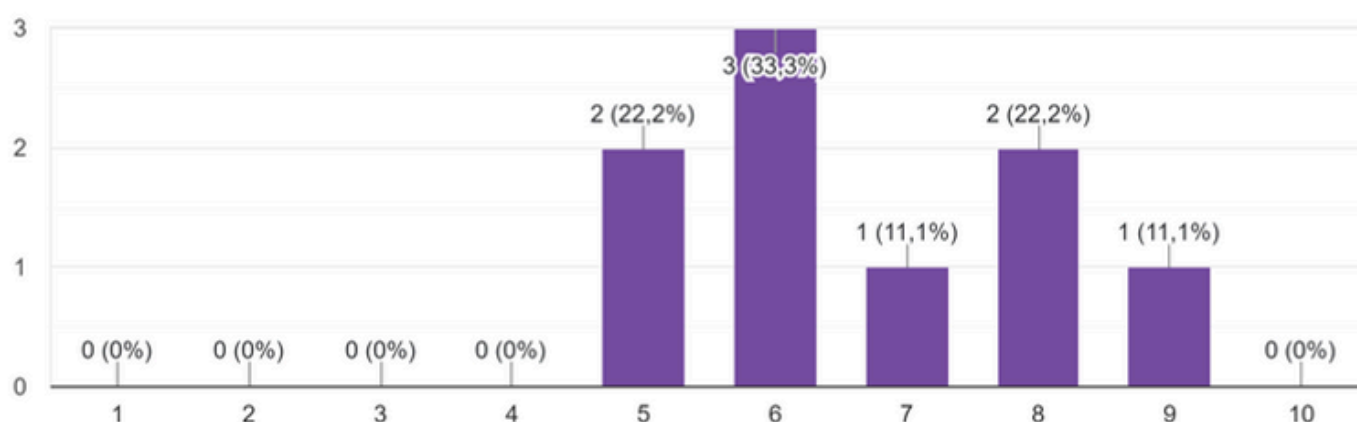
On 21st of June 2024, a mid-term online workshop was held on Zoom to share about peers progresses and challenges, also in view of the final workshop and conference.

In view of the meeting, COPEAM, in collaboraiton with the mentors, set up a short survey to assess each participant's current situation and needs to have a general overview of the progress made on the objectives of P2P program since its beginning in Madrid.

9 answers has been collected, here below a short summary of the answers.

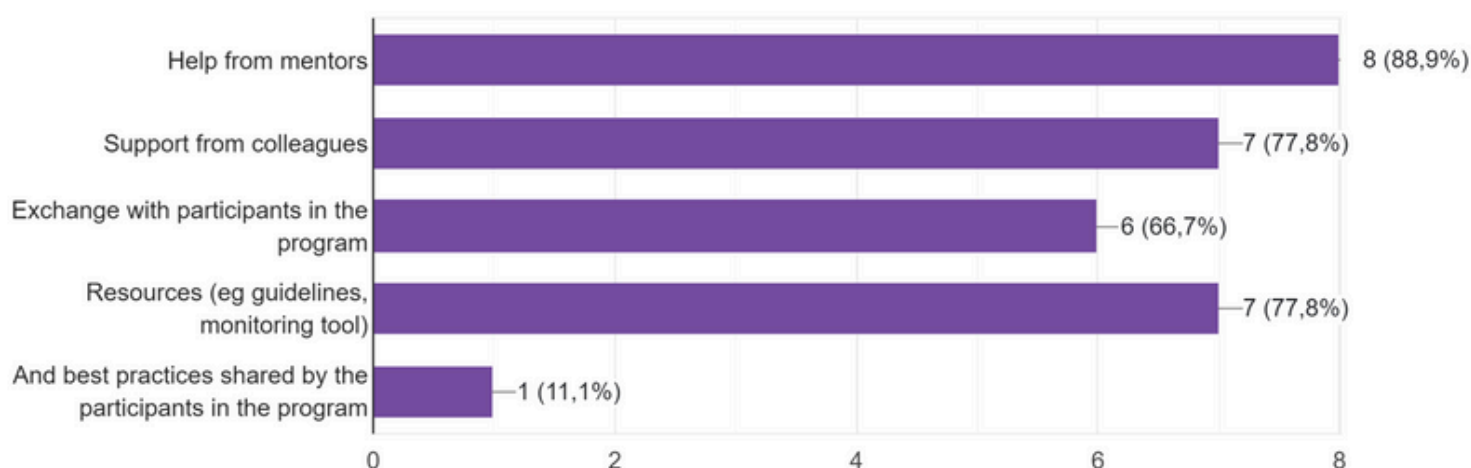
How much progress do you think you have made towards the objective you want to achieve during the program (1=no progress, 5=moderate progress, 10=exceeded your initial objectives)

9 risposte



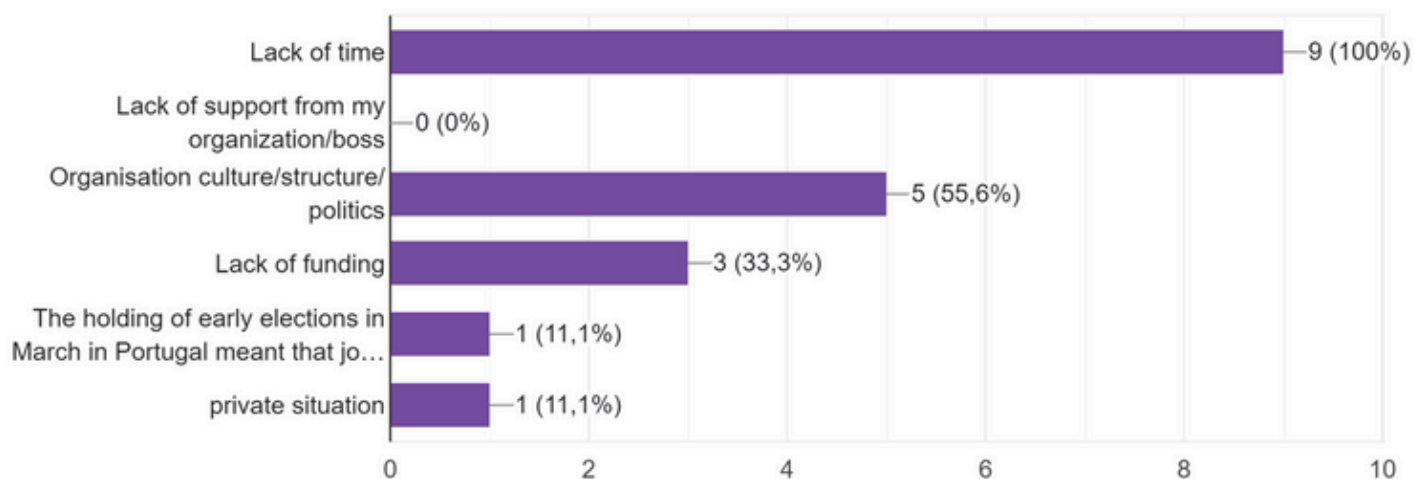
What are some of the key factors that contributed to progress towards achieving your objective?

9 risposte



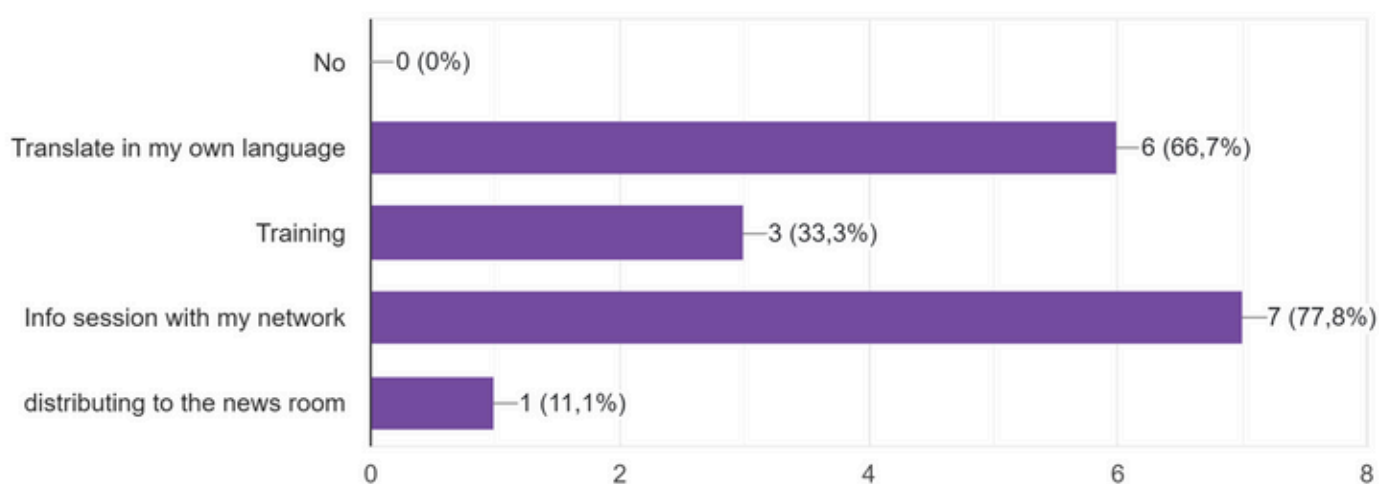
What are some of the obstacles you have encountered on your road to achieve the objective?

9 risposte



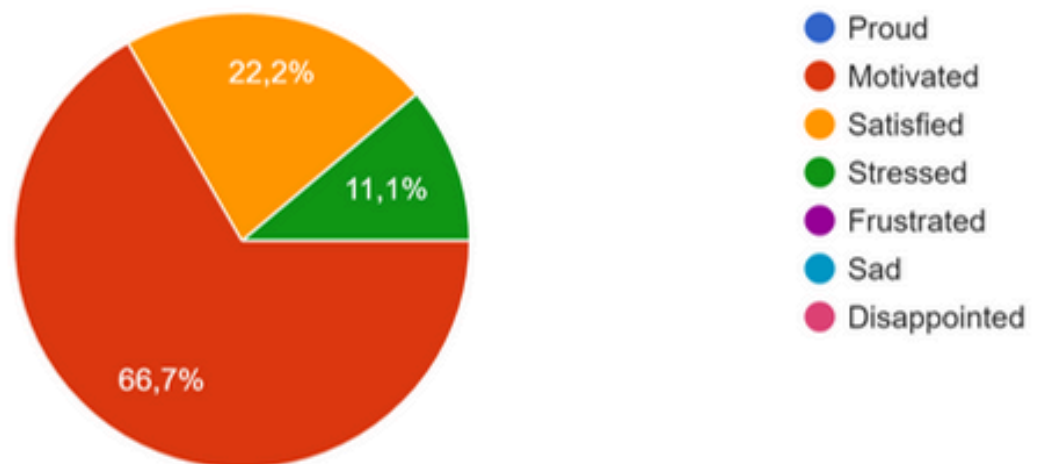
What actions have you undertaken to disseminate the Guidelines on reporting elections?

9 risposte



How do you feel at this point with the work done?

9 risposte



What are your next steps to fulfill the objective?

- Online training in my organisation with the help of my mentor and team members. Finalise the statistics on gender representation in our talk show. Start an female expert data base.
- Training with TVR and Croatian TV
- Organising zoom meetings with colleagues and bosses via mentor
- We are organizing in Italy meeting on demand for journalists thank to OrdinedeiGiornalisti
- Share experiences with partners
- Organizing new sessions with journalists
- Preparing steps for September final conference in Zagreb , on line campaign and presenting Guidelines for all our Union members
- Special workshop, on June 29, for around 200 colleges
- Obtain the data i requested and disseminate them

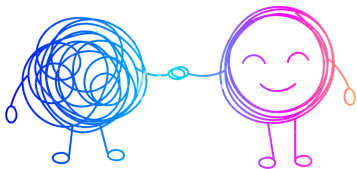
P2P key points



The **exchange** gives to participants the opportunity to explore their professional practices, enhance their capacity to identify and describe problems and find proper responses thanks to the comparison with other peers holding similar position but in different countries. This is a strategic aspect because it gives them a **sense of ownership** and promotes the perception that they are breaking new ground.



The **sharing of good practices** allows participants to adapt and implement tools and measures already existing.



The **mentors** give support to the peers all along the time-frame; they act as sounding boards for new ideas or solutions. They also help peers to further develop skills in a practical environment, promoting reflections on existing practices, enhancing competencies, developing assessment tools and build cohesion within the group.



The involvement of **decision-making levels** to drive a change in terms of gender-sensitive approach as they are able to design pertinent strategies and take concrete actions exactly where needed to initiate a mindset shift and build permanent transformations.