



Brief

WOMEN MAKE THE NEWS 2016

HASHTAG: #WomenMakeNews

UNESCO in collaboration with the Global Alliance on Media and Gender launches the Women Make the News 2016 initiative under the theme **“Gender Equality in the Media is Sustainable Development”**: **Gender Equality in the Media by 2030**, in commemoration of the International Women’s Day (8 March).

The WMN 2016 advocacy efforts will also continue to push for change and will include the following features:

- Promote an increase in female sources interviewed as experts in the news to at least 30%;
- Invite international development organizations as well as private corporations to announce or [Submit an initiative/commitment for gender equality in media!](#) (**click to view**) in connection with the Geneva Framework on Gender and Media International Development Cooperation which is described below;
- Invite stakeholders to profile a woman on the website of their homepage in solidarity with the Women on the Homepage Initiative.

We are inviting editors-in-chief, journalists, and bloggers of newspapers, radio, television on and offline to join UNESCO’s initiative, and to produce special supplements/programme on related topics and/or to entrust women journalists and reporters with editorial responsibility for the newsroom for a limited period over the duration of the WMN initiative, from 1 March to 5 May, encompassing the International Women’s Day (8 March) and the World Press Freedom Day (3 May).

This year's theme reinforces that of 2015 and comes on the heels of historical consensus reached on the [Geneva Framework on Gender and Media International Development Cooperation](#) which calls for deepening partnerships to support, enable and finance gender equality and the empowerment of women and girls in the media.

In this the first year of the Sustainable Development Goals (SDGs), the worrying trend of diminishing finances for media development, including its gender equality dimensions, necessitates global recognition for stakeholders who have stayed the course to support gender equality in the media and calls for an acceleration of new initiatives.

The theme of the United Nations observance of IWD 2016 is "Planet 50-50 by 2030: Step It Up for Gender Equality". This theme will be one of the main topics to be addressed during the International Gender and Media Side Event of the Sixtieth Session of the Commission on the Status of Women (Beijing+20) to be held on 18 March 2016.

About Women Make the News

UNESCO is committed to the highest principles of equal opportunities and of professionalism in journalism and communications, without discriminating on gender, origin or religion.

Launched annually on the occasion of the IWD, Women Make the News is a global initiative aimed at raising awareness on the issue of gender equality in and through the media, driving debate, and encouraging action-oriented solutions until global objectives are met.

Women Makes the News seeks to encourage media managers to give fair consideration to female newsroom staff in terms of assignments, positions and career development opportunities. Editors-in-chief choose the news to be covered, determine the points of view, allot the time to items and express the media's values through "editorial choices".

Read more at: <http://www.unesco.org/new/en/wmn>