



55 CSW 2011

“LOOKING MEDIA COVERAGE THROUGH GENDER LENSES DURING ELECTIONS IN LATIN AMERICA”

“MONITORING MEDIA DURING ELECTION CAMPAIGNS WITH A GENDER APPROACH”

23 February: 15.00-16.15, Conference Room A (NLB)

Notwithstanding the significant progress achieved in recent years, gender equality in democratic governance continues to be a challenge. In Latin America apart from the traditional factors that hinder women’s political participation (such as political parties being slow to respond to women’s agenda, under-investment in women’s campaigns, cultural barriers, and conflicting demands on the time of women candidates due to their domestic and social responsibilities); studies in Peru and Uruguay also highlighted less media coverage of female candidates compared with their male colleagues; and a minimum attention to gender equality issues in the media during that period.

The Quito Consensus in 2007 highlighted the need to “*encourage and secure* the commitment of the media to recognize the importance of parity in women’s participation in political processes, to offer fair and balanced coverage of all candidates and to cover the various forms taken by women’s political participation and the issues that affect them”. In 1995 the Beijing Platform for Action included the need of multesectorial coordinated actions to increase the participation and access of women to expression and decision-making in and through the media, and the need to promote a balanced and non-stereotyped portrayal of women in the media.

A concrete action proposed to achieve the above objective is to create networks among and develop information programmes for non-governmental organizations, women’s organizations and professional media organizations in order to recognize the specific needs of women in the media.

In furthering these commitments UN Women (in the framework of the work in “Leadership and Participation”) and the International Institute for Democracy and Electoral Assistance (International IDEA) designed during 2009 and 2010 a common and replicable tool for media monitoring from a gender perspective during election campaign periods.

The methodology has been applied during presidential and legislative Elections in Bolivia, and Chile in 2009, Costa Rica (2010) and during legislative elections in Colombia and Dominican Republic (2010). The monitoring tool along with the results achieved and lessons learnt during the implementation in five Latin American countries will be presented at the 55th CSW in New York.



AGENDA

Opening session:

UN Women: Gladys Acosta, Chief Latin America and the Caribbean Section,

IDEA International: Massimo Tommasoli, Permanent Observer in United Nations

Looking Media Coverage through gender lenses during elections in Latin America:

Media Monitoring: UN WOMEN's Political Participation Programme in Latin America and the Caribbean

Begona Lasagabaster: UN Women, Advisor on Political Participation for Latin America and the Caribbean

Comparing results achieved during media monitoring in Bolivia, Chile, Colombia, Costa Rica and Dominican Republic

Beatriz Llanos: IDEA Internacional, Project Coordinator

Monitoring at national level: lessons learnt

Josefina Arvelo: Participación Ciudadana, Dominican Republic

Discussion

Note: The event will be in Spanish. Printed materials (presentations, project report executive summary and monitoring manuals) will be available in English.