

نساء في الصناعة السمعية
البصرية: تجربة جنوب المتوسط

Women in Audiovisual
in the Southern Mediterranean

SouthMed WiA

Stakeholders Advocacy Meetings 2019

Amman, Jordan

28 March 2019

Organized in Collaboration with the
Royal Film Commission (RFC) - Jordan

Media are incredibly powerful in shaping the social image of women and girls and in spreading the values commonly associated with femininity and womanhood. Despite some improvement in the last decades, women remain often misrepresented in editorial content and consistently under-represented in the media at all levels, in particular in executive decision making and technical areas. Women are also under-represented in media regulatory and professional organisations.

To counter these diffused tendencies, SouthMed WiA promotes gender equality and the enhancement of the role and the image of women in the audio-visual sector in the 7 countries of the Southern Mediterranean region, namely Morocco, Algeria, Tunis, Lebanon, Palestine, Jordan and Egypt. To achieve these objectives, SouthMed WiA supports and cooperates with local organizations which have received grants to implement 8 specific gender equality actions in their countries.

Among other activities, SouthMed WiA has organized two gender equality advocacy meetings in Cairo and Marrakech in January 2018. These events brought together the grantees with different key stakeholders and local professionals to learn from their experiences and receive guidance on the implementation of their projects. The participants also debated how to increase the inclusion of women in the audio-visual sector and how to better represent women in the audio-visual products of the region.

In 2019, two other advocacy meetings will take place in Tunis, and in Amman on 28 March. Building on the grantees experiences, achievements and difficulties encountered during their projects implementation, these meetings will have the objective to raise stakeholders' awareness on gender equality in the audio-visual.

The local organizations will present the activities and first results of their sub-granted projects and provide a solid base of information against gender cultural stereotypes in the SouthMed audio-visual sector. These events will create a platform of exchange among different audio-visual industry players and activists to ultimately encourage gender-equality patterns' development.

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SouthMed WiA has contributed to laying the foundations to promote and encourage gender balance, including job creation to ensure the achievement of equality between women and men within the film and audio-visual sector. Therefore, regulatory

authorities, broadcasters, producers, directors, writers, film schools, etc. will be invited to participate to be informed about the initial results of the project.

The expected outcome of the two meetings is a relevant contribution to the shaping of national or regional programmes, initiatives and policies to support gender equality in the audio-visual sector of the region.



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AUDIOVISUAL NETWORK



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