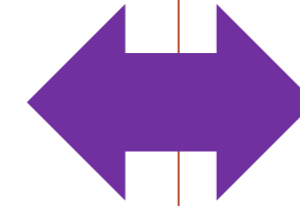


Karen Ross



UNIVERSITÀ  
DEGLI STUDI  
DI PADOVA



UNIVERSITY OF  
GOTHENBURG

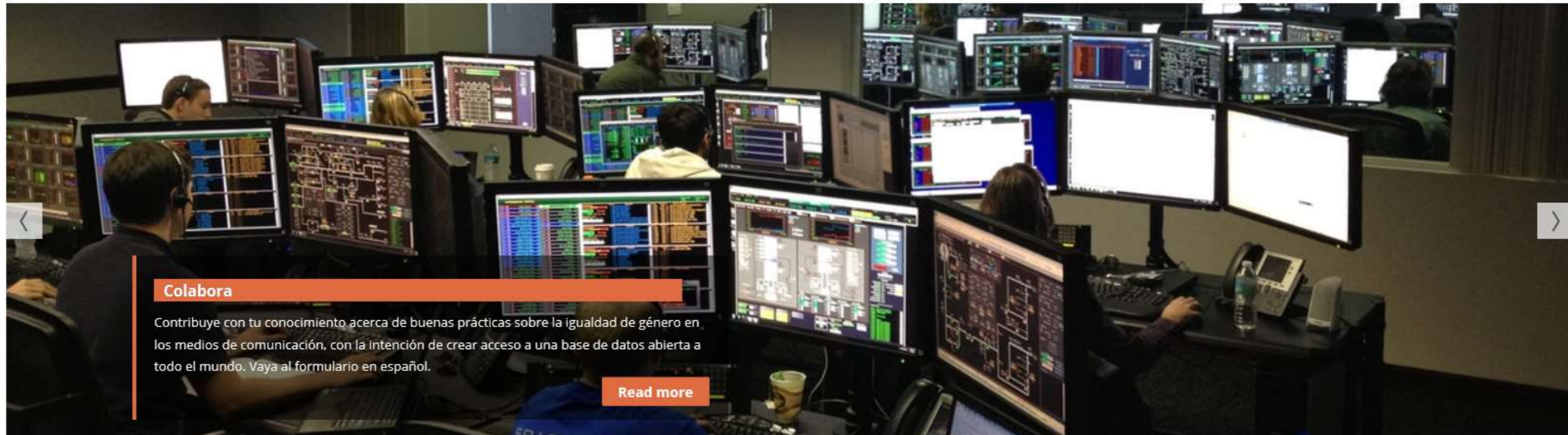


*Co-funded by the Rights, Equality and Citizenship programme of the European Union*



# the AGEMI crew



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### Colabora

Contribuye con tu conocimiento acerca de buenas prácticas sobre la igualdad de género en los medios de comunicación, con la intención de crear acceso a una base de datos abierta a todo el mundo. Vaya al formulario en español.

[Read more](#)

## Advancing Gender Equality in Media Industries

The Advancing Gender Equality in Media Industries (AGEMI) project is a set of tools aimed at teachers, students, journalists and **media organisations** that wish to combat gender stereotypes and promote an equal, diverse and inclusive media sector

[Read more](#)

[www.agemi-eu.org](http://www.agemi-eu.org)

# what is AGEMI?



---

a web-based project which comprises a web platform designed to be a one-stop shop for everyone interested in advancing gender equality in their organisations, in their practices, in their teaching and in their everyday lives



# who is AGEMI for?

- ✓ our primary audience are students and educators
- ✓ a secondary audience are media practitioners
- ✓ a third audience are media unions, European and global institutions, gender and/or media NGOs, civil society organisations, government departments, local authorities, regulatory bodies and anyone interested in promoting gender equality
- ✓ **all the AGEMI resources are available online and free to download**



# AGEMI elements

- ✓ **GEMRes** - Resources Bank of Good Practices (different visualizations, *ongoing* action)
- ✓ **GEMap** - 100 organisations (and counting....) who are promoting gender equality
- ✓ **GEMLearning** – thematic learning materials (1+9 themed units = module)
- ✓ **GEMApp** – easy-to-use app to monitor media and email media house (iphone + android)
- ✓ **ChanGE** – crowd-sourced upload space for good practices
- ✓ **GEMTalks** - interviews with media professionals, activists, policy-makers and NGO experts
- ✓ **GEMEncounters** - students and media professionals (summer school/internships)
- ✓ **GEMColl** – collaborations with other regional and global initiatives : EVE (Erasmus Virtual Exchange); UNESCO UniTWIN Network on Gender Media and ICT

# AGEMI elements – resources bank and map



rosskaren57@gm

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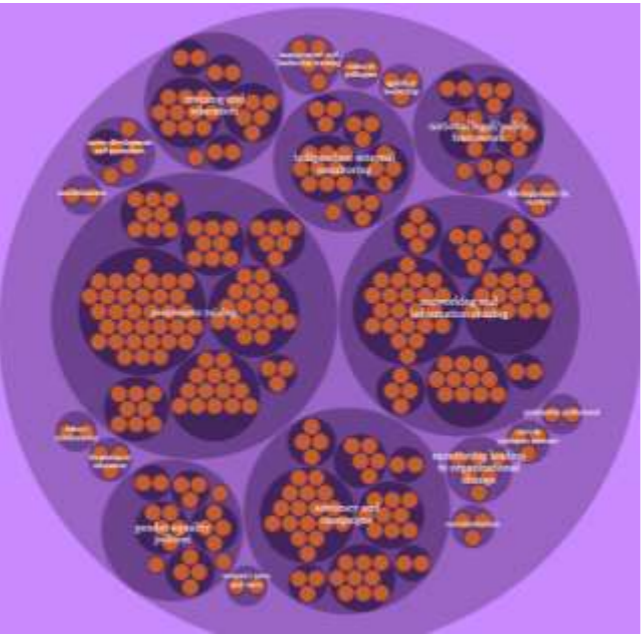


Home > AGEMI Online Knowledge Platform > A Resources Bank of good practices

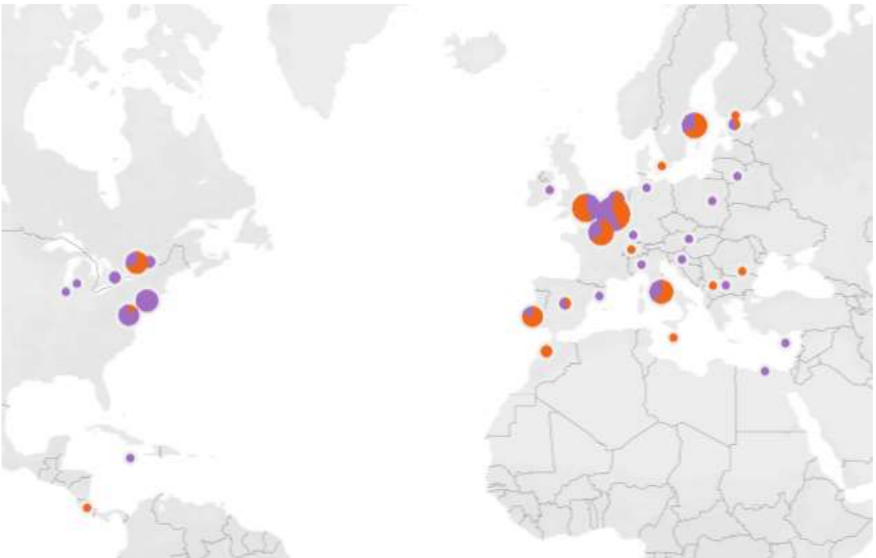
## A Resources Bank of good practices

One of the core output of the AGEMI project is a **Resources Bank of good practices** that contribute to foster gender equality in and through the media. These good practices are collected **from around the world** so as to reflect the richness of initiative ideated by communities and organizations globally.

You can access the AGEMI Resources Bank in three different ways: **explore visually** the dataset searching by types of good practice or by inequality issue, use the **semantic search** for good practices through **keywords** or see where the good practices are located on an **interactive map**.



Good practice	Description	Main organization
End News Media Sexism Campaign	End News Media Sexism is a campaign to bring about news media accountability for gender equality. The campaign aims to remind news media of their responsibility to uphold professional ethics on fair coverage, balance, accuracy and non-discrimination.	World Association for Christian Communication (WACC)
Charta 201	In March 2014, 201, a public television channel and media pioneer, released the "201 Charter for the enhancement of the image of women," and is committed to a proactive approach for the enhancement of the image of women and the advancement of their role in the development of a egalitarian and modern Moroccan society.	201
Guidelines on Gender Equality and Gender Parity in the Broadcasting Media	These Guidelines apply to all media, including news and advertising, radio and television broadcasting in Malta and are intended to inform broadcasting media about gender equality and parity. They are directed towards the people in production, decision-makers at broadcasting stations and producers of advertisements.	Maltese broadcasting authority (Equality Committee)
Do with gender: propose a gender-inclusive journalism	Good practice guidelines to promote more inclusive journalism. It is focused on content, producers and publicity.	
Global Media Monitoring Project	The Global Media Monitoring Project is the largest and longest longitudinal study on gender in world media. It is also the largest advocacy initiative in the world on changing the representation of women in the media. It is unique in involving participants ranging from grassroots community organizations to university students and researchers to media practitioners, all of whom participate on a voluntary basis. Every five years since 1992, GMMMP research has taken the pulse of selected indicators of gender in the news media, studying women's presence in relation to men, gender bias and stereotyping in news media content. The 9th study in the series was completed in 2015 by thousands of volunteers in 114 countries around the world.	World Association for Christian Communication (WACC)
Women Executives in Media (WEM) network	The Women Executives in Media (WEM) network, created in 2013,	European Broadcasting



# AGEMI elements - learning resources



## Learning resources - Unit topics



INTRODUCTION



REPRESENTATION



LANGUAGE



GENDERED CULTURES



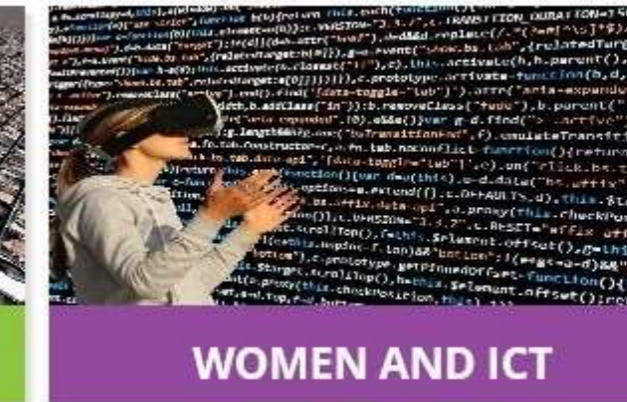
LEADERSHIP



VIOLENCE



GENDER+



WOMEN AND ICT



MEDIA POLICIES



ADVOCACY

# AGEMI elements – summer school





[ASSIGNMENTS](#) [ABOUT](#) [TEAM AND GUESTS](#) [AGEMI WEBSITE](#) [LINKS](#) [PUBLICATIONS](#)

## ABOUT THE SUMMER SCHOOL

JMG is hosting a summer school August 27-31, 2018, open for 30 students from Newcastle University, University of Padova and JMG/University of Gothenburg as a part of Advancing Gender Equality in Media Industries (AGEMI) a EU-funded project that takes an innovative and integrated approach to combating gender stereotypes and promoting an equal, diverse and inclusive media sector.

The purpose of the AGEMI summer school is to raise awareness of the problems of gender inequality but also to share the range of good practices which to address them.

The students will (1) test the various units which comprise the online course and (2) do journalism that will be used in a one week internship in a European media organisation following the summer school. The course also offers (3) opportunities for networking between researchers and industry representatives.

Contact person: Maria Edstrom [maria.edstrom@jmg.gu.se](mailto:maria.edstrom@jmg.gu.se) or Maria Sjögren [maria.edstrom@jmg.gu.se](mailto:maria.edstrom@jmg.gu.se)

Advancing Gender Equality in Media Industries (AGEMI) has three primary elements:

- a Resources Bank of Good Practices;
- a set of learning resources;
- and encounters between media and journalism students and media professionals.

It is being developed by a group of researchers and practitioners from three universities (Newcastle, Padova, Gothenburg) and two associations of media professionals, the European Federation of Journalists (EFJ) and the Permanent Conference of the Mediterranean Audiovisual Operators (COPEAM).



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# AGEMI elements - internships I



**EuropeanWomen'sLobby** @EuropeanWomen · Oct 15

First day of week-long internship programme @agemi project and student Hannah is already editing EWL videos like a pro! @Joana\_gmr1 @pmoriniere  
[agemi-eu.org](https://agemi-eu.org)



“It’s going really well, the office and staff are great, so inspiring. Have been made to feel very welcome, I won’t want to come home at the end of the week!” (Hannah)

# AGEMI elements – internships II

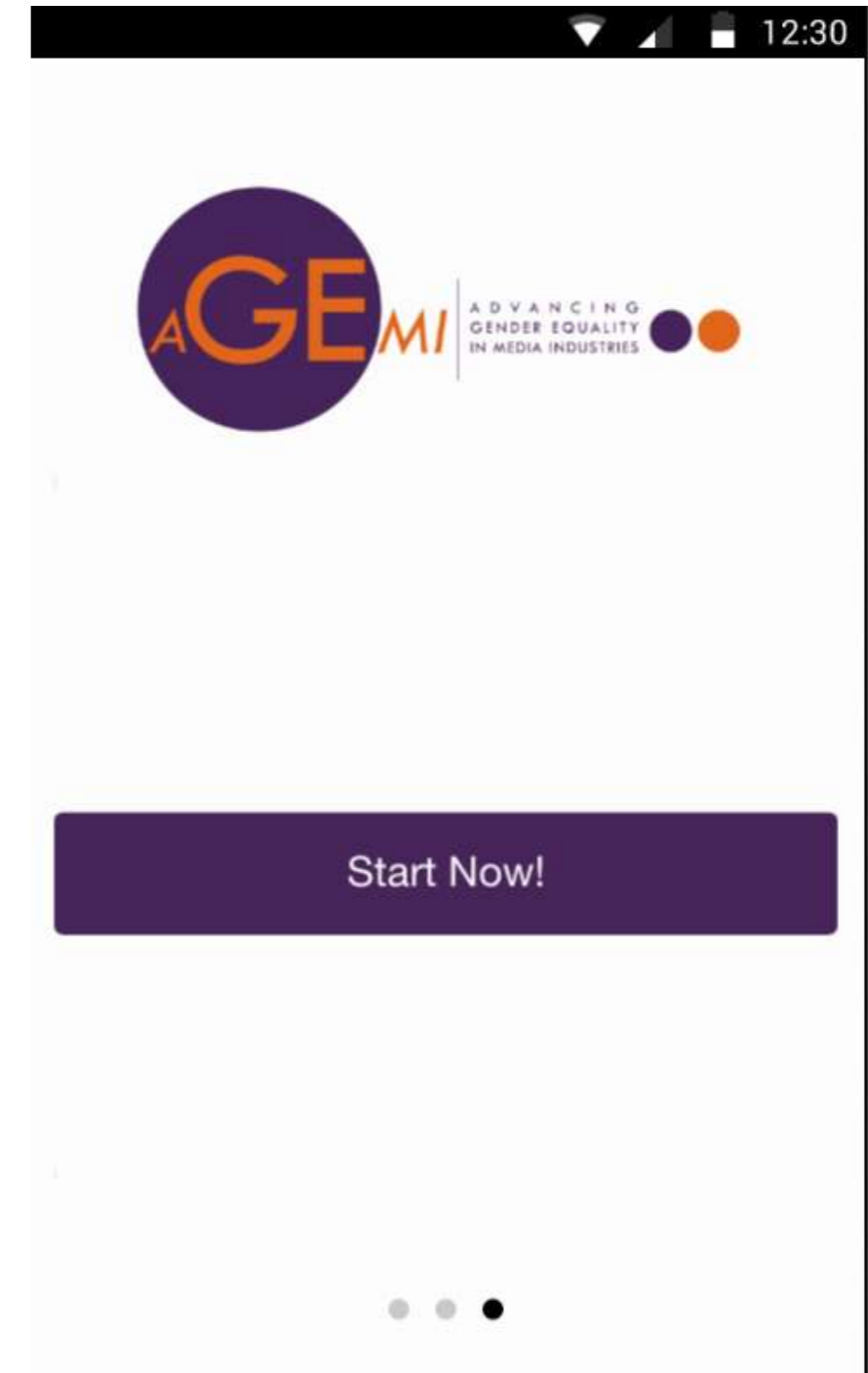
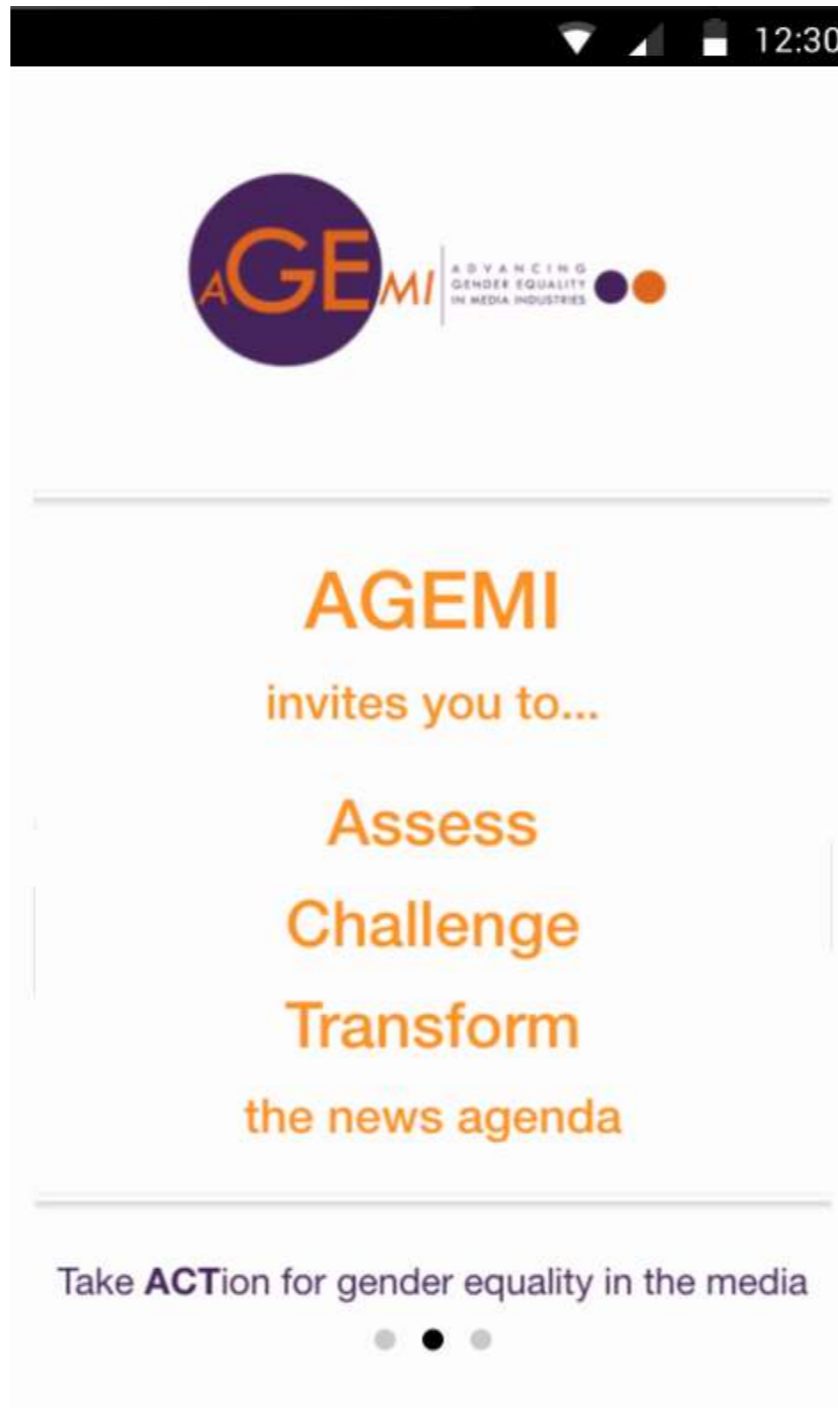
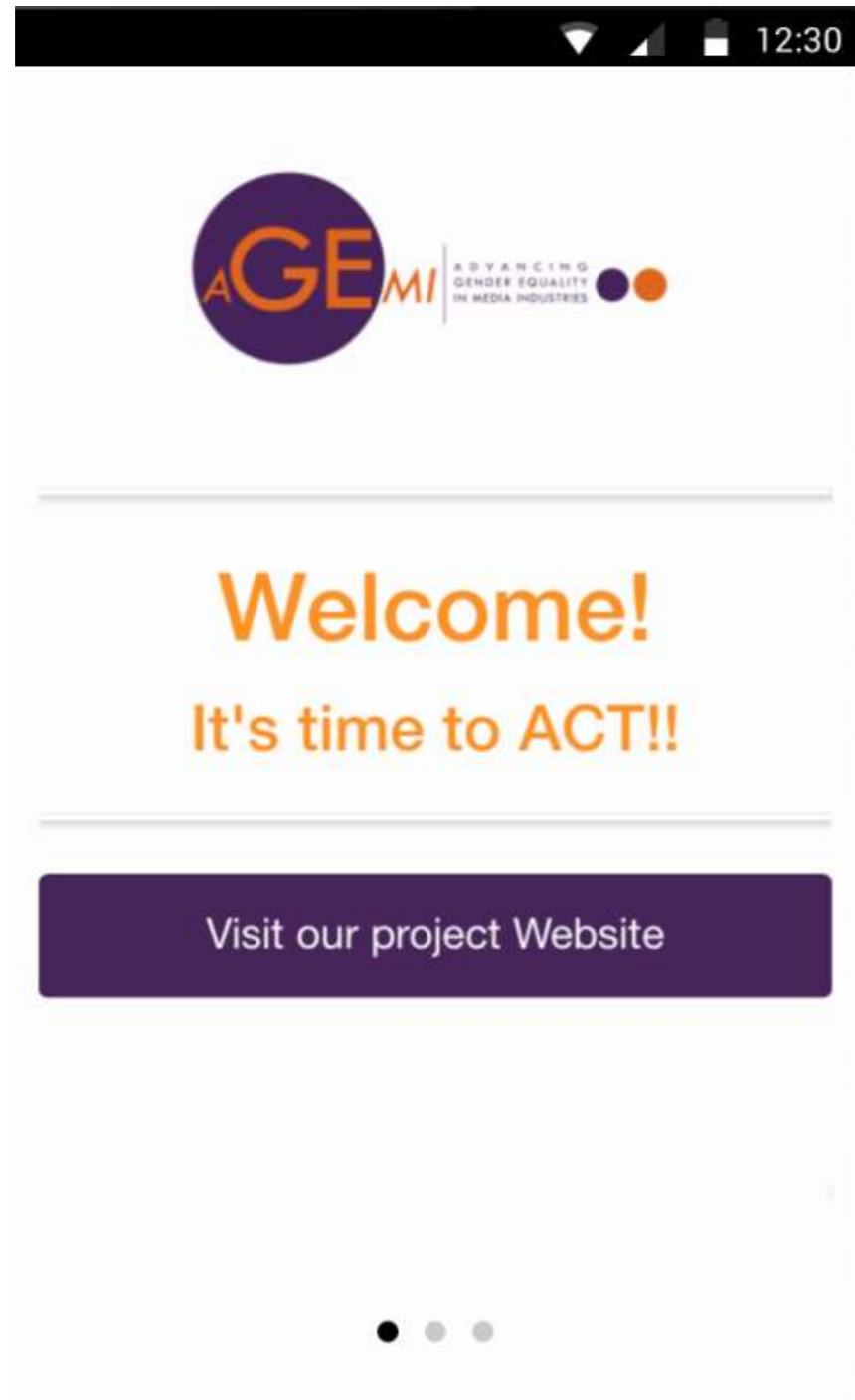


# intern hosts

- ✓ European Women's Lobby
- ✓ EFJ
- ✓ COPEAM
- ✓ BBC
- ✓ Johnston Press (UK)
- ✓ SVT (Sweden)
- ✓ RTBF (Belgium)
- ✓ Radio Tyneside (UK)
- ✓ International Federation of Actors
- ✓ Kvinna e Kvinna (Sweden)
- ✓ Osservatorio de Pavia (Italy)
- ✓ DGV (Germany)
- ✓ Swedish Secretariat for Gender Research
- ✓ RAI (Italy)



# AGEMI elements – ACT app





# AGEMI elements – You Tube channel



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AGEMI

AGEMI - Advancing gender equality in the media

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YOUTUBE STUDIO (BETA)

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What is AGEMI?

76 views · 1 month ago

AGEMI - Advancing gender equality in the media

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2:23 / 2:23

What is AGEMI?

Agemi (Advancing gender equality in the media) is an EU-funded project that aims at fostering a gender equality perspective within media education and professional practices. These videos are conceived as educational materials to deal with the many aspects of gender in/inequality in and through the media and are part of an Online Educational Module that can be accessed at: [www.agemi-eu.org](http://www.agemi-eu.org)

READ MORE

Online educational modules

2. Issues in gender and repr...

AGEMI - Advancing gender equalit...

VIEW FULL PLAYLIST (10 VIDEOS)

5. Women and leadership in...

AGEMI - Advancing gender equalit...

VIEW FULL PLAYLIST (10 VIDEOS)

8. Gender dimensions of te...

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VIEW FULL PLAYLIST (11 VIDEOS)

9. In search for gender sens...

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10. Advocating gender equa...

AGEMI - Advancing gender equalit...

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GEMTalks

PLAY ALL

INTERVIEW WITH FRAN ACHESON, BBC ACADEMY

AGEMI - Advancing gender on

INTERVIEW WITH SARAH MACHARIA, WACC

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INTERVIEW WITH KHADIJA BOUJANOU, EQUALITY CO...

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INTERVIEW WITH DAMIAN KAVANAG, BBC

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INTERVIEW WITH HELEN LEWIS, WOMEN IN JOURNL...

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# you can get involved!



Can you suggest a good practice which we can include in the Resources Bank? Complete the [google form](#) on the AGEMI web platform

Do you want your organization to appear on the AGEMI GEMap? Contact [agemi.eu@gmail.com](mailto:agemi.eu@gmail.com) and let us know

If you are an educator, download the AGEMI learning resources and incorporate in your teaching



“

Check out our website  
[www.agemi-eu.org/](http://www.agemi-eu.org/)

THANK YOU

