



EXECUTIVE TRAINING SEMINAR

Gender and Media

Florence, 26 - 28 September 2018

Scientific Coordinator: **Ruth Rubio Marín** | European University Institute and University of Seville

Venue: Sala Belvedere, European University Institute

■ ABSTRACT

As the fourth pillar of democracy, the media is a crucial sector in which gender and women's issues must be addressed in order to improve equality across society. Despite progress in other areas of representation and democracy, women are still underrepresented in media governance structures and policy/agenda setting positions in the industry. Indeed, the treatment of women and gender in the media, including the constructed notions of femininity and masculinity, directly affects the status of women in society. Such constructions can either create or reinforce demeaning and stereotyping conceptions of women and other sexual minorities or instead attempt to subvert dominant biases.

This Executive Training Seminar brings together leading academics and practitioners to provide participants with the latest facts, figures, ideas and analysis about gender-based discrimination in traditional and digital media. Building on this knowledge, the course will examine a diverse set of innovative strategies and best practices currently employed around the world to overcome such discrimination.

Through a combination of case-study analysis, and both theory-based and dynamic training sessions, participants will consider a wide set of issues, domains and techniques including journalism, publicity, media regulatory bodies and guidelines, sexism in the use of language and the representation of violence against women, (new) masculinities and LGBTQI communities in the media. They will learn how to identify and respond to gender-based discrimination in the workplace, and will be equipped with the tools to engender policy making and enhance the leadership and negotiating skills of women and other vulnerable groups in the sector.

■ PROGRAMME

26 September 2018

Chair

- 9.00 - 9.30 **Ruth Rubio Marín** | European University Institute and University of Seville
Institutional Greetings and Presentation of the Executive Training Seminar
Renaud Dehousse | President of the European University Institute
Miguel Poiares Maduro | Director of the School of Transnational Governance
Ruth Rubio Marín | European University Institute and University of Seville
- 9.30 - 11.00 **Gender and the Media: Contemporary Governance Challenges**
Opening Speech
Karen Ross | Newcastle University
- 11.00 - 11.30 *Coffee break (Sala Bandiere)*
- 11.30 - 13.00 **Sexism in Journalism: State of the Art and Ways Forward**
Virginia Haussegger | 50/50 by 2030 Foundation
- 13.00 - 14.00 *Lunch (Canteen Villa Schifanoia)*
- 14.00 - 15.30 **Sexism in Publicity: State of the Art and Ways Forward**
Jean Kilbourne | Pionering Activist, Speaker and Writer
- 15.30 - 16.00 *Coffee break (Sala Bandiere)*
- 16.00-17.30 **Cyber-sexism: State of the Art and Ways Forward**
Valerie Steeves | University of Ottawa (tbc)
- 17.30 - 19.00 Professional Development Session: **Towards a Feminist Journalism- Case Study: Eldiario.es**
Ana Requena Aguilar | Eldiario.es

27 September 2018

Chair

- 9.00 - 10.30 **Gender Bias in Language Use: the Difference It Makes**
Anne Pauwels | SOAS

- 10.30 - 11.00 *Coffee break (Sala Bandiere)*
- 11.00-12.30 **Gender Equality Challenges in the Media Workforce**
Aruna Rao | Gender at Work
- 12.30 - 13.30 *Lunch (Canteen Villa Schifanoia)*
- 13.30 - 15.00 Professional Development Session: **Engendering Evidence-based Policy Making and Reporting**
Lucilla Spini | STG Policy Leaders Fellow 2018
- 15.00 - 16.30 Professional Development Session: **Creating a Gender Egalitarian Work Environment and Governance Structure**

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- 9.00 - 10.30 **Gender Equality and Media Regulation: Frameworks, Challenges and Good Practices**
Claudia Padovani | University of Padua
- 10.30 - 11.00 *Coffee break (Sala Bandiere)*
- 11.00 - 12.30 Professional Development Session: **Innovation-Using the Media to Overcome Gender Inequality**

Case Study: Violence Against Women in the Media: How to Do It Right
Abeer Saady | International Association of Women in Radio and Television
- 12.30 - 13.30 *Lunch (Canteen Villa Schifanoia)*
- 14.30 - 16.00 **Case Study: LGBTQI Representation in the Media**
Nick Adams / The GLAAD Media Institute (tbc)
- 16.30 - 18.00 **Case Study: (New?) Masculinities**
Renato Sabbadini / ILGA World
- 18.00 - 18.30 **Final Remarks and Award of Certificates**

Farewell Cocktail (Sala Bandiere)

■ FACULTY

Nick Adams	The GLAAD Media Institute, United States of America (tbc)
Virginia Haussegger	50/50 by 2030 Foundation, Australia
Jean Kilbourne	Pioneering Activist, Speaker and Writer, United States of America
Claudia Padovani	University of Padua, Italy
Anne Pauwels	SOAS, United Kingdom
Aruna Rao	Gender at Work, United States of America
Ana Requena Aguilar	Eldiario, Spain
Karen Ross	Newcastle University United Kingdom
Ruth Rubio Marín	European University Institute and University of Seville, Italy and Spain
Abeer Saady	International Association of Women in Radio and Television, Egypt
Renato Sabbadini	Former Secretary General and Executive Director of ILGAILGA World, Switzerland
Lucilla Spini	Policy Leaders Fellow 2018 at the School of Transnational Governance, Italy
Valerie Steeves	University of Ottawa, Canada (tbc)