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# Gender-balance in decision-making in the context of COVID-19

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## Women's visibility in the media in France during the pandemic

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# Women's visibility in the media in France during the pandemic

- ❖ Background
- ❖ Issues of the Calvez report
- ❖ Upcoming Strategy



# Freedom of the press: one of the main public freedoms and a necessary condition for the exercise of democracy.



- Article 11 of the Declaration of human and civic rights of 26 august 1789: *The free communication of ideas and of opinions is one of the most precious rights of man. Any citizen may therefore speak, write and publish freely, except what is tantamount to abuse of this liberty in the cases determined by Law.*
- Law on the Freedom of the Press of 29 July 1881
- Article 10 of the European Convention on Human Rights

# How did the media influence the expression and image of women during the pandemic?



# The Calvez report:

Analyze the place of women in the media in times of crisis and formulate proposals to ensure their representativeness and more broadly appreciate the place of women in the media



# 1. Including Women in the Media Sphere



## 2. Fighting against stereotypes



# 3. Strategy of the report

## A. Count and evaluate : Reflection on the indicators to be developed for a better study and understanding of this phenomenon

- ❖ Evaluation on the time of participation of women on media, general debates and news programmes
- ❖ Presence of sexist and discriminatory stereotypes against women in media content
- ❖ Indicators to measure equality of treatment and recognition between women and men



## **B. Accompanying the media in improving the place of women:** Tools and ways to promote the exchange of best practices

- ❖ Labelling
- ❖ Identification and accompaniment of women experts and their media contacts
- ❖ Training and education
- ❖ Allocation of public funding to the press

# *Waiting for the final report...*

This medium-term report was published as a wake-up call from the authorities to one of the adverse effects of the crisis on women, based on previous imbalances.

In particular, it provides a framework for reflection for the stakeholders and the whole society while opening the debate on the recommendations made in the report. The final report should be published in the coming days and it will be interesting to see how these issues will evolve how they will lead to concrete measures.



# GOUVERNEMENT

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*Thank you for your attention!*

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