

Regional Seminar  
on

## Women in Media: Fighting Stereotype – Identity & Gender

Jointly organized by

MEDIA INFORMATION AND COMMUNICATION CENTRE OF INDIA,  
INTERNATIONAL CENTRE GOA and FRIEDRICH EBERT STIFTUNG - INDIA

19 – 20 July 2008

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### RECOMMENDATIONS

The one and half day seminar included presentations by eminent media persons, practitioners and academicians and discussion amongst participants of the seminar. The seminar was also participated by large number of students of journalism and mass communication. The seminar concluded with the following recommendations of the seminar.

1. The media has to play a proactive role and focus on the core issues of women. There is an urgent need to spread awareness followed by effective implementation of the existing policies related to media at the grass-root level especially in the vernacular media.
2. The media have to have a women-friendly attitude.
3. The media must bring out the ideas rather than restricting itself to happenings, events and issues.
4. The women writers/ journalists must be recognised or felicitated/ rewarded first by the media houses they work for and also by non-government agencies for their contribution in the field of journalism. Government should encourage and facilitate women writers by financing the publishing their work.
5. Media can encourage use of alternative media to focus on issues related to women. The potential of the theatre, folk art, films, and individual initiatives must be encouraged to focus on women issues.
6. There is an urgent need for Media Policy on Women. The policy should focus on both the women in media as well as projection of women in. This policy should be backed by expert opinions of persons in media.
7. The government advertisement policy should be linked to coverage of the core issues of women. The mechanisms related to this for effective implementation should also be worked out.

8. An ethical panel to be formed which will draft guidelines to be laid down for coverage and portrayal of women in media.
9. Need for a self regulatory mechanism by media houses and sensitising media persons themselves first towards women's issues.
10. Review and amendment to of the outdated laws on related to media, working journalists and apprentices to widen the scope of laws.