



AUTORITÀ PER LE
GARANZIE NELLE
COMUNICAZIONI

Political communication and fight against genders discrimination: the Italian case

Paola Ricciuti

Vilnius, 3 October 2013

WG 1 Political communication

38° EPRA meeting



equal access to
media and
political
communication

fight against
genders
discrimination

a relationship of interdependence



Recommendation CM / Rec (2013) Committee of Ministers – 10 July 2013

- ▶ Gender equality is a prerequisite for the full enjoyment of human rights.
- ▶ Democracy and gender equality are interdependent and mutually reinforcing.

Political communication and gender equality: The Italian case



Different levels of legislation to guarantee equal access between genders in political communication and information programmes

- AGCOM resolutions
- Resolutions applicable to the PSB
- Evolution in national law
- Self-regulation



Rules during non electoral periods

“Persons involved in free political transmissions must be identified ensuring,
if possible,
equal opportunities between men and women”



Resolution 200/00/CSP (equal treatment in non-electoral periods)

RAI - the public service broadcaster

“Obligation to ensure,
among other things, a
balanced representation
of genders in media”

Parliamentary Commission for the
general guidance and supervision of
broadcasting services: Regulations
about political communication and
equal access **during electoral periods**
(the last dating January 2013)



RAI - the public service broadcaster

“That’s enough! Stop trash: more respect for women in public broadcasting!”

(24 September 2013)



Annamaria Tarantola,
RAI President

The draft of the new contract of service (recently approved by the Board of Directors of Rai, now awaiting the opinion of the Supervisory Board) endorse the changes already introduced to fight against gender discrimination.



... a new law ...

... expressly provides a change to law no. 28/2000 governing equal access to the media during election campaigns and requires compliance with the principle laid down in Article 51 of the Constitution,

for the promotion of equal opportunities between women and men in media

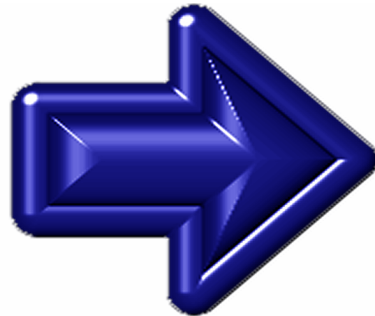
Law 215 /2012, "Measures to promote the rebalancing of gender representation on boards and in the joints of the local and regional councils . Provisions on equal opportunities in the composition of the selection committees in the public sector

... something new in going on ...

Women and Media Code

April 2012

a committee of experts was set up for the adoption of a code of self-regulation on the use of the female image in the media

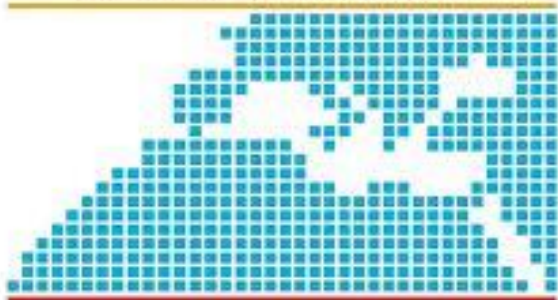


Draft of “**Code of self-regulation on the proper representation of genders in media**”

... something new in going on ...
- In the Mediterranean Area -

Sevilla, 14 June 2013

RÉSEAU
DES INSTANCES
DE RÉGULATION
MÉDITERRANÉENNES



Set-up of “**Working Group against gender stereotyping in audiovisual media**” by
Mediterranean
Network of
Regulatory
Authorities



AGCOM's role:

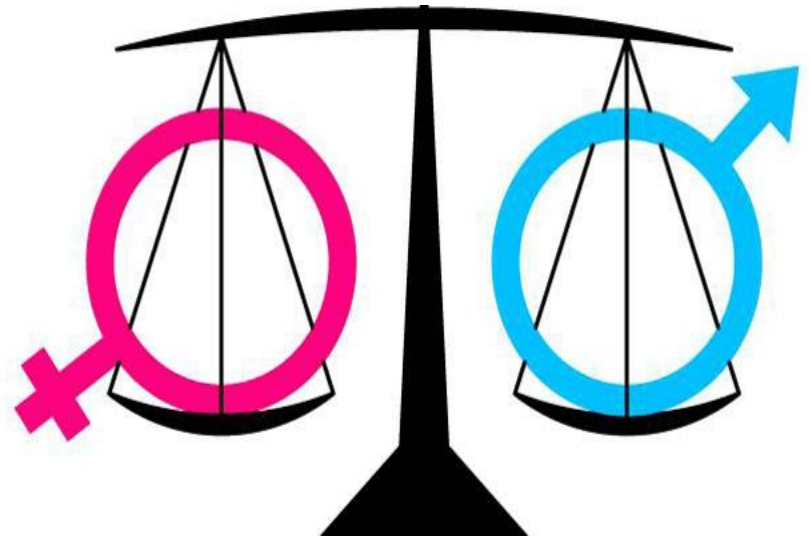
Since 2000 monitoring of speaking time reserved for political actors and institutions according to the variable "gender"

Tab. D1 - Tempo di parola dei soggetti politici ed istituzionali (escluso Governo) secondo la variabile sesso nei Telegiornali RAI, Mediaset, Cairo Communication, Telecom Italia Media - tutte le edizioni																			
Periodo dal 01/08/2013 al 31/08/2013																			
RAI							MEDIASET					CAIRO COMMUNICATION				TELECOM ITALIA MEDIA			
Tempo di parola							Tempo di parola					Tempo di parola				Tempo di parola			
	Tg1	Tg2	Tg3	Rainews	Totale		Tg4	Tg5	Studio Aperto	Mediaset Tgcom24	Totale		Tg La7	Tg La7 (La7D)	Totale		Mtv flash	Totale	
Genere	V.A	V.A	V.A	V.A	V.A	%	V.A	V.A	V.A	V.A	V.A	%	V.A	V.A	V.A	%	V.A	V.A	%
Maschi	1:59:39	0:58:41	1:08:07	1:46:54	5:51:21	85,78	2:24:32	3:23:18	1:23:36		7:11:24	92,97	0:49:18	0:03:12	0:52:30	82,92	0:42:37	0:42:37	91,91
Femmine	0:17:18	0:17:01	0:07:39	0:16:18	0:58:16	14,22	0:08:31	0:18:39	0:05:28		0:32:38	7,03	0:10:49		0:10:49	17,08	0:03:45	0:03:45	8,09
Totale	2:16:57	1:15:42	1:13:46	2:03:12	6:49:37	100,00	2:33:03	3:41:55	1:29:04		7:44:02	100,00	1:00:07	0:03:12	1:03:19	100,00	0:46:22	0:46:22	100,00
E' incluso il tempo dei soggetti Istituzionali ad eccezione dei tempi del Governo e del Presidente del Consiglio.																			
Rainews: vengono rilevate le edizioni mandate in onda su RaiTre.																			
Tgcom24: vengono rilevate le edizioni mandate in onda sui canali Rete 4, Canale 5, Italia 1.																			
Tg La7 (La7D): vengono rilevate le edizioni mandate in onda sul canale La7D.																			



Why all this?

- Law
- Regulation
- Media campaigns
- Social awareness



Possible reasons ...



- political parties are still essentially free to identify who actually takes part in political communication and information programmes
- Legislative objectives have not been achieved

Need of more...
work!!!



Thank you!

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