

Political Communication – Gender Pluralism in Israel

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Israeli Public Views

72% - It is important that women will present so called -“masculine” subjects on the news and on current affairs programs.

77% - It is important to have cultural diversity on television.

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Women Representation on Israeli Television



Anchor women on Israeli News & Current Affairs



Strategies

- Suggestions – women specialist list
- Presentation of cultural diversity on TV – 2003, 2006, 2011
- SATR television productions

16 Regional Radio Stations



Kol Barama – Gender case study



*THE SEC
for Television*

Ultra Orthodox community radio station
2014 – All content is open to all

Thank you

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