

## COUNTRY REPORT CROATIA

### For the 50<sup>th</sup> EPRA Meeting in Athens, 23-25 October 2019

#### **Website *Women and Media* ([www.zeneimediji.hr](http://www.zeneimediji.hr)) launched**

The project *Women and Media* has its roots in the work within the Working group *Gender and Media* within the MNRA (Mediterranean Network of Regulatory Authorities) and in the past couple of years it has become one of the major projects and trademarks of the Agency for Electronic Media.

The website *Women and Media* was launched in July 2019 as a central platform for all issues related to topics such as the position of women in society, gender equality and media as the key stakeholder in raising awareness and promotion of these topics. It is a unique joint platform for the exchange of knowledge, experience, best practice, news and regulations, created by all key stakeholders which are involved in this socially very important topic.

On this occasion, the roundtable "*Women in the Croatian society*" was held under the auspices of the President of the Republic, Ms Kolinda Grabar Kitarović.

Participants of the round table were high-level guests: the minister of culture, Ms. Nina Obuljen-Koržinek, the Vice-president of the Croatian Olympic Committee, Ms Morana Paliković Gruden, the President of the Croatian Employers Association, Ms Gordana Deranja, Ms Vlatka Zoldoš, professor on the Faculty of Science, Member of the Executive Committee of the Association of Dramatic Arts, Ms Ana-Marija Vrdoljak and Head of the programme "Gender equality" of the NGO "B.a.B.e".

The first step of the project was the analysis of media treatment of gender violence on three national TV channels in the period March-May 2018 was conducted by the AEM, showing that only 5.6 percent of all news on the three national TV channels refer to news regarding gender violence.

The second step within the project was the preparation and publishing of the Recommendations for Better Coverage of Women's Sports in Electronic Media, written by renowned Croatian sports journalists Marin Šarić, Romana Eibl and Dea Redžić. The booklet contains 11 recommendations for media and 7 recommendations for sport associations and clubs. It gives also an analysis and overview of the history of inequality of women's sports as well as relevant statistical data.

Both initiatives and documents were presented to the public on roundtables organised by the AEM in December 2018 and March 2019.

Within the project the national awareness campaign of women's sport was launched in 2018, in cooperation with the Governmental Office for Gender Equality and the Croatian Olympic Committee. The campaign included TV and radio spots which were broadcasted on three national and 23 local TV stations as well as more than hundred radio stations. The aim of the campaign was to raise awareness on the importance of women's sports and its underrepresentation and marginalization in media and in society.