



MEDIA COMMITMENT TO PROMOTE WOMEN'S SPORT

The media play an important role in shaping public opinion and their work is essential to achieve equality and break down gender stereotypes. In our society, one area where inequality remains is media coverage of women's sport and women's involvement in producing sports-related media.

Coverage of men's sport is over-represented in all media and for all disciplines, levels of competition, age groups and athlete origins. In contrast, the low visibility of women in sports coverage does not reflect either the growing numbers of women who play amateur and professional sports, or women's national and international sporting achievements in many disciplines.

Broadly, media coverage of women's sport is also extremely low, and sometimes focuses on matters that are not directly related to sports.

Although there has been a recent shift towards greater media interest in women's sports, there is still a long way to go. The media have the opportunity to make a robust commitment to the future of women's sport and to contribute to achieving full equality. Broader coverage would give greater visibility to sportswomen and their accomplishments, and boost public interest in

women's sport. Furthermore, gender equality in media coverage of sport would help to empower more female role models for children and teenagers.

Sports journalism is not free from this inequality. Women are still very under-represented in news production and on sports talk shows.

In the light of this, the Catalan Audiovisual Council (CAC), in conjunction with the Regional Ministry of Sport and Physical Activity, the Catalan Women's Institute (ICD) and the Catalan Broadcasting Corporation (CCMA), is leading a campaign with the aim of promoting and giving visibility to women's sport in the media.

The media outlets and individual professionals who sign this document commit to giving greater visibility to sportswomen, moving towards a balanced coverage of men's and women's sports in all media, and avoiding gender stereotypes in sports-related media. In addition, media outlets pledge to provide gender awareness in sport training to their staff and to foster gender balance among sports writers and talk show participants.

MEDIA COVERAGE COMMITMENTS

1. Give more visibility to professional and amateur women's sports. Give more media coverage to presenting women's results and accomplishments in competitions.
2. Broadcast more women's competitions. They are attracting increasingly larger audiences and have greater advertising revenue potential.
3. Gender mainstream all dimensions of presenting information, interviews, broadcasts and sports talk shows.
4. Reflect a diverse, non-stereotyped image of sportswomen that contributes to empowering female role models who are personally, professionally and socially successful.
5. Provide information of interest on the competition, clubs and bodies, and athletes' sporting careers, with statistical and comparative results.
6. In interviews and reports, focus on the sport rather than on irrelevant anecdotal, trivial, sensational or personal matters.
7. Ensure that the visual, verbal and written language utilised does not reinforce sexist stereotypes. Avoid using images of women that sexualise, objectify or portray them as passive. Instead, encourage representations of women and men as active participants in sports disciplines.
8. Report on equal terms. Sports journalists, commentators and analysts must be equally capable of covering any sporting event, be it a male, female or mixed discipline. The same technical and infographic resources must be available for reporting and broadcasting to provide high quality information.
9. Highlight current inequalities between men's and women's sports.
10. Recognise women's contributions to various fields in sport – as competitors and practitioners, but also as technicians, coaches, referees, umpires, teachers, researchers, managers or leaders – and report on these.

MEDIA OUTLET COMMITMENTS

1. Train communications professionals in gender mainstreaming when reporting, analysing and broadcasting sports competitions. Galvanise and standardise media discourse on women's sport that is less stereotypical and sexist.
2. Seek gender parity among news production staff and on sports broadcasts and talk shows. Women are still under-represented, particularly in live sports coverage.
3. Employ more women in roles of editorial responsibility and as sports commentators and analysts.
4. Strengthen the role of female sports journalists and value their professional capacity and knowledge to inform and analyse, in contrast to sexist stereotypes.
5. Ensure respect for female professionals in their work and coverage of sports events.
6. Give a voice to women experts as sources of information, both in the news and on sports talk shows.

If you don't see women's sports, you're missing half
the show

#You'reMissingOut

SIGNATORIES

- 25 TV
- 8tv
- ABC
- Agència Catalana de Notícies
- Agencia EFE
- Altafulla Ràdio
- Balaguer Televisió
- Bellvei Ràdio
- betevé
- Canal 10 Empordà
- Canal 20 – Ràdio Olèrdola
- Canal Blau
- Canal Reus TV
- Canal Terres de l'Ebre
- Catalunya Ràdio
- COPE
- Diari ARA
- Diari de Girona
- Diario As
- El 9 NOU
- EL 9 TV
- El Mundo Deportivo
- El País
- El Periódico de Catalunya
- El Punt Avui
- Europa Press
- Flaixbac
- Flaix Fm
- Fosbury.cat
- Gol – Mediapro
- Gum FM
- HIT 103
- La Mañana
- La Vanguardia
- La Xarxa
- L'Esportiu
- Lleida TV
- Marca
- Matadepera Ràdio
- Digital Nation - Mountain Nation
- Ona Malgrat
- Onda Cero
- RAC1
- RAC 105
- Ràdio 4
- Ràdio Arenys
- Ràdio Cabanes
- Ràdio Caldes
- Ràdio Cornellà
- Ràdio l'Escala
- Ràdio les Borges
- Radio Marca
- Ràdio Martorell
- Ràdio Palamós
- Ràdio Pineda
- Ràdio Sant Fruitós
- Ràdio Sió
- Ràdio Teletaxi
- Regió 7
- SER a Catalunya
- Televisió de Catalunya
- Televisió de l'Hospitalet
- Segre
- Sport
- Solsona FM