




The Global Alliance for Media and Gender (GAMAG) is a global movement to promote gender equality in and through media. The GAMAG Framework and Plan of Action writes GAMAG's objectives as below:

 To pursue gender equality in media systems, structures and content by strengthening international, regional and national cooperation in which all stakeholders work together to drive change globally

 To follow-up, build on and systematically monitor implementation of the Beijing Declaration and Platform for Action: 'Women and the Media Diagnosis', and its strategic objectives

 To develop and sustain gender and media priorities within a broad donor, government and development agency funding framework.



GAMAG with Ms Gulser Corat, Director of Gender Equality Division, UNESCO at CSW59 Side Event: "Women and the Media, Advancing Critical Area of Concern J of the Beijing Platform for Action"



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Visit our homepage and see the full list of the Committee: [www.unesco.org/new/en/gamag](http://www.unesco.org/new/en/gamag)



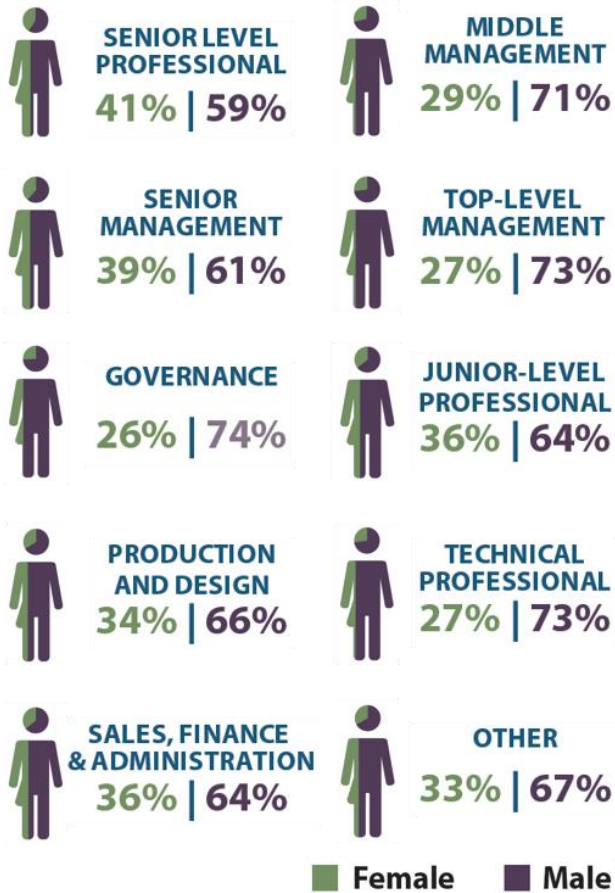
# Global Alliance on Media and Gender



Women's Dream  
Human's Future

**YES, WE MUST!**  
**REACHING GENDER EQUALITY IN THE MEDIA BY 2030**

# GENDER REPRESENTATION IN MEDIA OCCUPATIONS

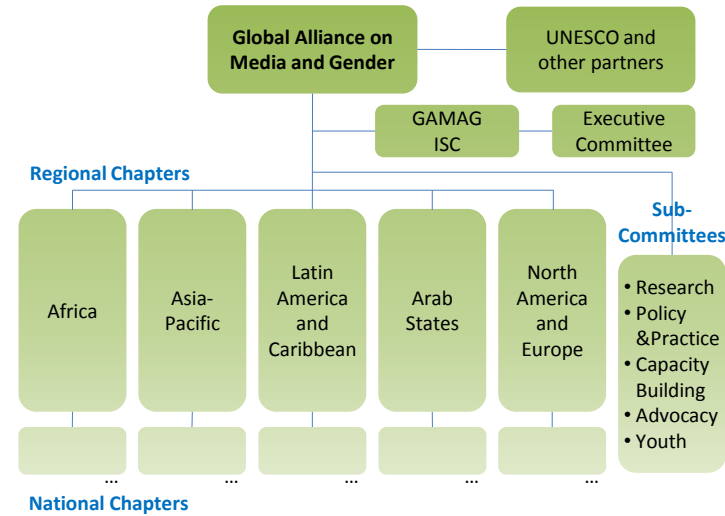


\*Source: International Women's Media Foundation - Global Report on the Status of Women in the News Media (2011)

The Global Alliance on Media and Gender (GAMAG) brings together over 800 organizations, networks and individuals concerned with gender equality in and through the media across the globe.

The 20 member organizations of the GAMAG International Steering Committee (ISC) reflects regional, linguistic and generational diversity, and includes representatives of key stakeholder sectors such as media professionals and their unions, media organizations, governments, civil society organizations, international agencies and youth representatives.

# GAMAG STRUCTURE



# ORGANIZATIONAL CHART

# ONLY 24%

# OF PEOPLE QUESTIONED, HEARD OR SEEN ARE WOMEN IN MEDIA

\*Source: World Association for Christian Communication - "Who Makes the News?" Global Media Monitoring Project (2010)

# IF YOU ARE

Media organization, regulatory body, NGO, association, network, training/academic research institution, national/regional/international development agency and your organization is involved in gender and media related activities or gender equality issues, whether online or offline...



# JOIN THE GLOBAL ALLIANCE

[www.unesco.org/new/en/gamag](http://www.unesco.org/new/en/gamag)



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GAMAG International Steering Committee members with Ms Phumzile Mlambo-Ngcuka, Executive Director of UN Women