



# EXECUTIVE TRAINING SEMINAR

## Gender and Media

Florence, 26 – 28 September 2018

**Scientific Coordinator:** **Ruth Rubio Marín** | European University Institute and University of Seville

**Venue:** Cappella, Villa Schifanoia, European University Institute  
Via Boccaccio, 121 – 50133 Florence, Italy

### ■ ABSTRACT

As the fourth pillar of democracy, the media is a crucial sector in which gender and women's issues must be addressed in order to improve equality across society. Despite progress in other areas of representation and democracy, women are still underrepresented in media governance structures and policy/agenda setting positions in the industry. Indeed, the treatment of women and gender in the media, including the constructed notions of femininity and masculinity, directly affects the status of women in society. Such constructions can either create or reinforce demeaning and stereotyping conceptions of women and other sexual minorities or instead attempt to subvert dominant biases.

This Executive Training Seminar brings together leading academics and practitioners to provide participants with the latest facts, figures, ideas and analysis about gender-based discrimination in traditional and digital media. Building on this knowledge, the course will examine a diverse set of innovative strategies and best practices currently employed around the world to overcome such discrimination.

Through a combination of case-study analysis, and both theory-based and dynamic training sessions, participants will consider a wide set of issues, domains and techniques including journalism, publicity, media regulatory bodies and guidelines, sexism in the use of language and the representation of violence against women, (new) masculinities and LGBTQI communities in the media. They will learn how to identify and respond to gender-based discrimination in the workplace, and will be equipped with the tools to engender policy making and enhance the leadership and negotiating skills of women and other vulnerable groups in the sector.

## ■ PROGRAMME

### 26 September 2018

<b>Chair</b>	<b>Ruth Rubio Marín</b>   European University Institute and University of Seville
09.00 – 09.30	<b>Institutional Greetings and Presentation of the Executive Training Seminar</b>  <b>Ruth Rubio Marín</b>   European University Institute and University of Seville
09.30 – 11.00	<b>Gender and the Media: Contemporary Governance Challenges</b>  Opening Speech <b>Karen Ross</b>   Newcastle University
11.00 – 11.30	<i>Coffee break</i>
11.30 – 13.00	<b>Sexism in Journalism: State of the Art and Ways Forward</b> <b>Emma Alberici</b>   ABC
13.00 – 14.00	<i>Lunch (Sala Villetta)</i>
14.00 – 15.30	<b>Sexism in Publicity: State of the Art and Ways Forward</b> <b>Jean Kilbourne</b>   Pionering Activist, Speaker and Writer
15.30 – 16.00	<i>Coffee break</i>
16.00 – 17.30	<b>Cyber-sexism: State of the Art and Ways Forward</b> <b>Anastasia Powell</b>   RMIT University, Melbourne
19.30	<i>Networking Dinner at “Osteria di Giovanni”</i> Via del Moro 22, Firenze tel: +39 055 284897

### 27 September 2018

<b>Chair</b>	<b>Ruth Rubio Marín</b>   European University Institute and University of Seville
09.00 – 10.30	Professional Development Session: <b>Gender and Disinformation: Are “Fake News” Sexist?</b> <b>Gabriela Jacomella</b>   Factcheckers.it
10.30 – 11.00	<i>Coffee break</i>

11.00 – 12.30	<b>Lessons and Insights from Twenty Years of Media Monitoring in Southern Africa</b> <b>Colleen Lowe Morna</b>   Gender Links
12.30 – 13.30	<i>Lunch (Sala Villetta)</i>
13.30 – 15.00	Professional Development Session: <b>Engendering Evidence-based Policy Making and Reporting</b> <b>Lucilla Spini</b>   STG Policy Leaders Fellow 2018
15.00 – 16.30	Professional Development Session: <b>Gender and Career Negotiations</b> <b>Chiara Trombini</b>   Harvard Kennedy School and Bocconi University
19.30	<i>Networking Dinner at “Cucina del Garga”</i> Via San Zanobi 33 R, Firenze tel. +39 055/475286

## 28 September 2018

<b>Chair</b>	<b>Ruth Rubio Marín</b>   European University Institute and University of Seville
09.00 – 10.30	<b>Gender Equality and Media Regulation: Frameworks, Challenges and Good Practices</b> <b>Claudia Padovani</b>   University of Padova
10.30 – 11.00	<i>Coffee break</i>
11.00 – 12.30	Professional Development Session: <b>Safety of Women journalists as a way to Overcome Gender Inequality</b>  <b>Case Study: Covering Violence Against Women and Girls (VAWG) in the Media: How to Do It Right?</b> <b>Abeer Saady</b>   International Association of Women in Radio and Television
12.30 – 13.30	<i>Lunch (Sala Villetta)</i>
14.30 – 16.00	Professional Development Session: <b>Case Study: (New?) Masculinities</b> <b>Renato Sabbadini</b> / ILGA World
16.00 – 16.30	<b>Final Remarks and Award of Certificates</b>
16.30 – 17.00	<i>Farewell Cocktail</i>

## FACULTY

<b>Emma Alberici</b>	Chief Economics Correspondent of ABC, Australia
<b>Gabriela Jacomella</b>	President and Co-founder of Factcheckers.it, Italy
<b>Jean Kilbourne</b>	Pioneering Activist, Speaker and Writer, United States of America
<b>Colleen Lowe Morna</b>	Chief Executive Officer, Gender Links, South Africa
<b>Claudia Padovani</b>	Professor at the University of Padova, Italy
<b>Anastasia Powell</b>	Professor at Royal Melbourne Institute of Technology (RMIT), Australia
<b>Karen Ross</b>	Professor at Newcastle University, United Kingdom
<b>Ruth Rubio Marín</b>	Part-time Professor at European University Institute and Professor University of Seville, Italy and Spain
<b>Abeer Saady</b>	War Correspondent and Vice President of The International Association of Women in Radio and Television (IAWRT), Dortmund University, Egypt and Germany
<b>Renato Sabbadini</b>	Former Secretary General and Executive Director of the International Lesbian and Gay Association (ILGA), Switzerland
<b>Lucilla Spini</b>	Policy Leaders Fellow 2018 at the School of Transnational Governance, Italy
<b>Chiara Trombini</b>	Research Fellow at the Women and Public Policy Program Harvard Kennedy School and Bocconi University, United States of America and Italy

## PARTICIPANTS

<b>Farah Wael Abdel Fattah</b>	Women in News, World Association of Newspapers and News Publishers (WAN-IFRA) Cairo, Egypt
<b>Aiza Azam</b>	School of Transnational Governance, Italy
<b>Bojana Barlovac</b>	UN Women, Serbia
<b>Laura Silvia Battaglia</b>	Freelance Journalist, Italy
<b>Fabrizia Bemer</b>	Ministry of Justice, Italy
<b>Petra Borg</b>	Foundation for Social Welfare Services, Malta
<b>Francesca Caferri</b>	La Repubblica, Italy
<b>Laura Cappon</b>	RAI 3, Italy
<b>Christine Carbonnel</b>	Communication Specialist, France

<b>Sofia Coelho Candeias</b>	UN Special Representative on Sexual Violence in Conflict, United States of America
<b>Lucas Duran</b>	Vatican Radio, Vatican City State
<b>Omneya El Naggar</b>	BBC Cairo Office, Egypt
<b>Daisy Ferri</b>	European University Institute, Italy
<b>Alessandra Giannelli</b>	ActionAid International Onlus, Italy
<b>Gianni Elisa</b>	Festival dei Diritti Umani, Italy
<b>Gizem Yarbil Gurol</b>	UN Women Regional Office for Europe and Central Asia, Istanbul, Turkey
<b>Amanda Haraldsson</b>	European University Institute, Italy
<b>Azzurra Meringolo</b>	RAI Radio 1, Italy
<b>Mariana Orta Vale</b>	NOS SGPS Telecommunications, Portugal
<b>Elisa Piras</b>	Sant'Anna School of Advanced Studies, Pisa, Italy
<b>Barbara Bonomi Romagnoli</b>	Freelance Journalist, Italy
<b>Ruth-Rose Sciberras</b>	Foundation for Social Welfare Services, Malta

## ■ CONTACTS

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