

MEDIA AND GENDER EQUALITY IN BOSNIA AND HERZEGOVINA



UNITED WOMEN BANJA LUKA

Foreword

Media in Bosnia and Herzegovina have acknowledged and critical role in bringing a voice of civil society and human rights into focus of the public. They are also important players in process of ensuring that democratic values are publicly promoted in order to be exercised by women and men citizens. In these roles, they serve for a common wellbeing, and have challenging responsibility to implement these values in their own practice.

Human rights advocates and international organizations worldwide have recognized advocacy for principles of equality of women and men in all fields of public life as the ultimate priority for their actions. Ensuring gender equality in media represents an important part of this struggle. Numerous issues are recognized in this process - from unequal position of women engaged as media workers (journalists, reporters, editors, producers, camerawomen, etc.), weak access to power structures and decision making about media programs and policies, to stereotypical portrayal of women in media programs - just to name a few.

From our early beginnings in 1996, United Women Banja Luka recognized importance of using media in Bosnia and Herzegovina for promotion and protection of women's human rights and gender equality. Through numerous TV and radio discussions, press conferences, media releases, and interviews that we organized either alone or in close cooperation with our partner organizations throughout Bosnia and Herzegovina, we succeeded to build strong ties and networks with women in media. This proven to be very important for ensuring voice of B&H women to be heard in media, and to gain public support for our work. It was also crucial for us to identify what kind of issues women face in media of B&H, and to understand better, how media stories and reports are prepared, in order to advocate for positive changes.

We realized that we lack good quantitative and qualitative data and research about representation and position of women in media, their role in creation of media policies, as well as portrayal of women and men in media of Bosnia and Herzegovina. These data were needed for creating arguments for public advocacy aimed for reaching gender equality in media of Bosnia and Herzegovina, based on facts from the field. This is the reason why we initiated and participated in several researches and media monitoring from gender equality perspective in Bosnia and Herzegovina, together with women from media and other NGO activists in B&H.

This publication presents several reports with detailed overview and key findings related to gender equality in media of Bosnia and Herzegovina - National Report for Bosnia and Herzegovina - Global Media Monitoring Project in 2005, key results of Global Media Monitoring Project for Central and Eastern Europe in 2005, key findings of Joint Global Media Monitoring Project Report in 2005, Media Monitoring Report in B&H on March 8, 2006, and Field Research Report "Access and Real Influence of Women in Media of Bosnia and Herzegovina."

We hope it will serve both as information and guide for representatives of official institutions at all levels in B&H, women and men NGO activists, media workers, representatives of international organizations, and all other stakeholders in Bosnia and Herzegovina and the region, to increase their understanding for gender equality issues in media, and to plan, initiate, and implement concrete activities aimed for improving position of women in B&H media, access of women in creation of media policies, and media portrayal of women in Bosnia and Herzegovina.

We would like to express our deepest gratitude to all women and men NGO activists and media workers from Bosnia and Herzegovina who collaborated with us on producing these important tools. We are also grateful to World Association for Christian Communication (WACC) from the United Kingdom for the unique experience of our participation as one of the national coordinators for Global Media Monitoring Project in 2005, together with Helsinki Citizens' Assembly Banja Luka.

For United Women Banja Luka
Aleksandra Petric
Human Rights Advisor

WHO MAKES THE NEWS?



“Always fight for advancements and reforms. Never tolerate injustice and corruption; always fight against demagoguery of all sides, without losing compassion for poor; always stay committed to the public good; never be content with printed news; always be radically independent; never be afraid to challenge something wrong, and unjust“

Joseph Pulitzer, 1847-1911

BOSNIA AND HERZEGOVINA

Global Media Monitoring Project 2005 National Report 2005



Acknowledgements

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Preface

Mass media are constantly and powerfully present in our lives. Radio, television, Internet... we are spending more time to watch, listen, read, and use mass media than anything else. Media news is especially powerful because they are our basic source of information about what is happening in the world, although they do not offer us simple “window to the World.” Media news is deciding about which information we would receive, which news we should see, listen, and read. Through that, media news is influencing our system of values, attitudes,

and standards, so our idea who we are and who are other people, as men and women, is influenced by media message.

Global Media Monitoring Project 2005

On February 16, 2005, world media were carefully monitored. Thousands of people from 76 countries worldwide monitored gender representation in media, and presenting of women and men in TV news, radio, and newspapers. This third "Global Media Monitoring Project" was organized by Women's Program of World Association for Christian Communications (WACC). WACC represents global ecumenical organization, and its work on human dignity, justice, and peace has been based on belief that true communication presupposes understanding and cooperation between people of different religions and cultures. WACC Women's Program works for gender rights through supporting women's usage of communications aimed for their personal advancement, and improving local communities.

GMMP was created 1994 on the on the International Conference in Bangkok called "Women Strengthen (Improve) Communication," organized by WACC, in cooperation with two international women's networks. Thousands of women and men activists engaged on gender equality and communication issues were called to prepare one-day study about media portrayal of gender, in order to document participation of women and men and gender portrayals in world media. By doing this, they created good testing instrument, and well based, reliable, and comparable test that could be used for measuring future changes.

First GMMP, organized by NGO "Media Watch" from Canada happened on January 18, 1995. Thousands of volunteers from 71 countries analyzed over 15 000 news stories. Results were presented in publication "Global Media Monitoring Project: Women's Participation in the News," and provoked great interest on Fourth World's Conference of Women in Beijing. Five years latter, WACC Women's Program coordinated wider qualitative GMMP study. In GMMP 2000 Project updated original study from 1995, through involving new organizations in research, and preparing contextual study.

February 1, 2000, was monitoring day, it brought a lot's of excitement, and solidarity among women and men participants that gathered over 50.000 information recorded in 16.000 news stories. As French monitoring Group said "GMMP changes the way of 'reading' media, and it will help us to show other women and men journalists how and why things should change." Preliminary results of GMMP 2000 were presented at Beijing +5 Conference, organized in 2000, and results were published in the book under title "Who Makes the News?". This book presented detailed analysis of presenting gender in world media in 21 century. Since then, results of GMMP 2000 are used on different ways, and they are further developed and upgraded. They are used in academic articles to offer methodology for new processes, for example, advertising, or ethnicity. From fieldwork through policymaking circles, GMMP became tool for change.

With greater number of organizations, and participating countries, improved methodology of quantitative and qualitative analysis, interactive web page, national, regional, and global reports, GMMP 2005 is more interesting and more ambitious project than it was before.

Why is Important to Monitor Media?

There is no action in any field of life without proper argumentation, and concrete information. This rule "applies" also for media. To speak about under representation of women in media without information that will support this statement would be the same if you talk about unemployment, without saying how many people is waiting for job on Employment Bureau.

Monitoring media reports from gender perspective represents relatively new principle. It has been implemented through different methodology in different countries. First analysis of media with usage of common methodology was done in 1995. Women volunteers from 71 countries worldwide conducted analysis of more than 15 thousands of news stories. Since than, methodology of monitoring media reports was constantly updated, and improved. Nowadays, it offers not only quantitative, but also qualitative analysis of media contents.

This is especially important from the angle of analyzing gender relations on global level, because this qualitative analysis tells us how to overcome prejudices, and step out from gender assigned roles.

Different stereotypes are dominant in different cultures. However, some stereotypes about women and men are universal. Women are generally perceived as non-ambitious, dependant, irrational, and very often they are presented as sex symbols. Men are mostly accompanied with attributes as wise, independent, rational, etc.

Some news is clearly challenging stereotypes, while some news is supporting stereotypes. Through media images, people easily identify with some persons, and their attitudes. Because of this, responsibility of media for ways of presenting some messages is greater, because besides informing, media are also educating public.

The last monitoring included volunteers from 76 countries, and they analyzed 13 thousands of texts and stories from television, radio, and printed media.

Not only women's nongovernmental organizations, but also academics, experts of various fields, and politicians, use results of Global Media Monitoring Project. Results of media monitoring could be very useful for every country that participated in this initiative, especially as lobbying tool for changing policies of media companies that are not sensitive enough for "women's issues," as well as developing new methodologies for monitoring media contents.

Why We Participated in This Initiative?

We believe it is very important for us to participate in GMMP 2005, since the activities of United Women Banja Luka and Helsinki Citizens' Assembly Banja Luka, especially programs that promote gender equality in media, is to monitor media on daily basis. We participated in GMMP 2005 in order to gain new experiences and knowledge, but also to see where are B&H media in comparison to other countries when it comes to professional reporting, and gender equality issues in media.

This was the first time that Bosnia and Herzegovina participated in global media monitoring. Since media in B&H are creating public opinion, only through conducting detailed research we can develop evidence-based recommendations of what should be changed in media reporting, and develop recommendations for further joint actions with women and men journalists. We succeeded to gather useful information to respond to this task.

During the previous period, we were organizing similar activities, and we were monitoring similar projects implemented on the local level. All of these activities were mainly monitoring quantitative representation of women and men in media. When we looked into monitoring guidelines, coding sheets and previous report of GMMP 2000, our wish to join this initiative was even greater. The challenge was great - to examine not only representation of women and men in media, but also to prepare qualitative analysis of ways how media report about women and men. We also wanted to learn how to identify subtle forms of stereotyping roles of women and men in media, but also how to direct more attention to stories that were promoting gender equality, which were unfortunately very rare.

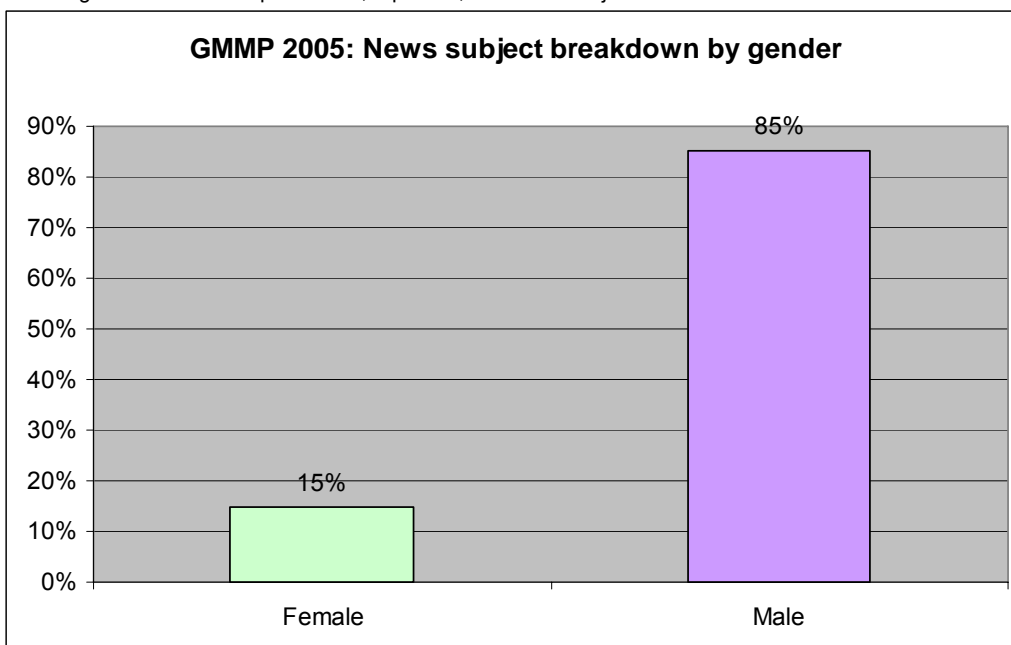
Although we had experiences in media monitoring, we are very pleased for the opportunity to contribute to GMMP 2005. It enabled us to enhance our media monitoring skills, watch news from different perspective, learn new methodology, and get results that could be used for future public advocacy actions to improve gender equality in media of Bosnia and Herzegovina.

SHORT SUMMARY

1. Results for Bosnia and Herzegovina - Global Media Monitoring Project 2005

Monitoring	TV News	Radio News	Newspapers	Total
Total	3	3	4	10
Individual News	46	52	51	149
Persons in news*	183	164	224	571

*Including women and men presenters, reporters, and news subjects



1a. February 16, 2005 in the news of Bosnia and Herzegovina:

Two-month crisis of the government in Bosnia and Herzegovina was resolved in the eve of media monitoring day in Bosnia and Herzegovina. People's Assembly of Republika Srpska (one of the two B&H entities) voted for composition of a new Government proposed by Pero Bukejlović, Mandatory. Out of 16 positions in a new RS Government, he appointed two female ministers. Appointment of a new RS Government was dominant in all news stories of electronic and printed media on the media-monitoring day. However, only one media that we selected for monitoring presented this event on different way. In fourteen years of existing RS Government¹, and its eight sessions, there were only two female ministers (in two sessions 1996 - 1998 when woman was Minister of Information of RS, and 2001 - 2005 when woman was minister of Justice of RS). In the eve of elections for a new Government of RS, women's organizations made pressure on Mandatory for composition of a new RS Government, and today Prime Minister in technical mandate (16 February 2006), and requested respect for the Gender Equality Law in Bosnia and Herzegovina², which in Article 15³ regulates obligation of all official institutions, including executive governance, to pay attention on equal representation of women and men in decision-making structures. Although Prime minister understood equal representation as ratio of 14 male ministers, and 2 female ministers, public comments were describing him as extremely gender sensitive.

One Example of Qualitative News Analysis in Order to Illustrate the Issue of Invisibility of Women and Women's Voice in the News

News Analysis:

For the first time in its history, Government of RS has two female ministers. The news story directs attention on the Prime Minister of RS, which made RS Government gender sensitive with appointing two female ministers. The news story used statements of newly appointed female ministers. Minister of Local Self-Governance of RS said this represents true progress for Republika Srpska, but she also emphasized that previous sessions of the RS Government had women. Minister of Finance of RS said women would largely improve work of RS Government, because they are more creative, diligent, capable, and responsible. News story also included statement of the Director of the Gender Center of RS Government, where she said that gender equality could not be measured by number of ministerial positions hold by women. In her statement used in this story, president of a women's association requested full implementation of the Gender Equality Law in B&H, and half seats for women in RS Government, and all decision-making positions. The news story also included a statement of female political analyst. She pointed that progress from two female ministers in past eight sessions of RS Government to two female ministers in current session exemplifies true advancement, and a good twist. She said that these two female ministers should prove they are good. This would open a space for other women, and create argument that women should have more space in executive governance. At the end of a news story, female journalist emphasized that Prime Minister of RS had another one female candidate for ministerial position, but she did not pass appointment process, because she did not fit into ethnic key, as obligatory principle for appointment in governance institutions in B&H.

This news story requires analysis that is more detailed. The story would be much more informative if it included opinions of male politicians, because it could have very different dimension. However, regardless to that, this news story includes good sources of information. This news story succeeded to connect some of the reasons that contribute to unequal position of women in Republika Srpska.

Who Participated in Monitoring?

¹ www.guide2womenleaders.com/Srpska.htm

² Official Gazette of B&H, No. 16 from June 16, 2003

³ Article 15. Bodies of the state and local self-governance, managerial bodies of companies, political parties and other non-profit organizations shall ensure and promote equal representation of men and women in the process of management and decision-making.

In order to achieve goals set in Paragraph 1 of this Article, competent authorities shall undertake any interim measure to be used to improve gender imbalance in government bodies of all levels. Programs and plans shall contain measures aimed at improving gender representation.

In order to ensure equal representation of genders, percentage of women in government bodies on all levels including the judiciary, the legislative and the executive, as well as all other public offices, committees and boards, including participation in bodies representing the state internationally shall, as a rule, reflect equal gender representation.

Nine volunteers from United Women Banja Luka and Helsinki Citizens Assembly Banja Luka participated in GMMP 2005 for Bosnia and Herzegovina (Natalija Petrić, Aleksandar Živanović, Dragana Dardić, Nada Golubović, Sanja Vukša, Miroslav Samardžić, Aleksandra Radeta Stegić, Amela Bašić, and Sanela Živković).

Which B&H Media Were Monitored?

TV Stations:

1. BHT1 - Central News at 19:00
2. ATV BL - Central News at 19:00
3. NTV Hayat - Central News at 19:00

Radio Stations:

1. BH1 - News at 17:00
2. NES Radio - News at 18:30
3. Radio of RS - News at 16:00

Newspapers:

1. Independent Newspapers
2. Glas Srpske
3. Oslobodjenje
4. Dnevni avaz

In total, we monitored 149 news stories, and 571 persons in the news.

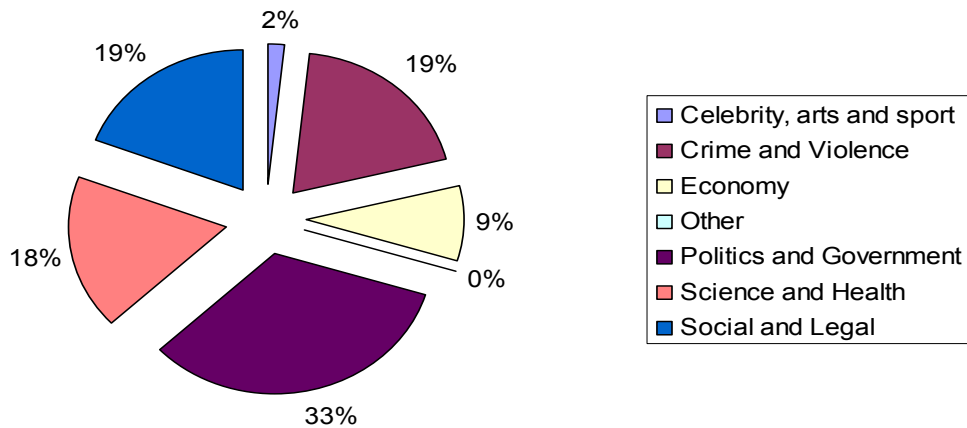
2. Women and men as news subjects in television, radio, and newspaper articles in B&H media

Television				Radio				Newspapers			
Female		Male		Female		Male		Female		Male	
N	%	N	%	N	%	N	%	N	%	N	%
19	18%	85	82%	13	16%	67	84%	25	13%	172	87%

3. Presence of Women and Men in News Subjects in Major Topic Areas in B&H media

Topic	Female	Male
Celebrity, arts and sport	1	19
Crime and Violence	11	65
Economy	5	33
Other	0	0
Politics and Government	19	159
Science and Health	10	23
Social and Legal	11	25
Total	57	324

**GMMP 2005: Female news subjects per topic as %
of all female news subjects**

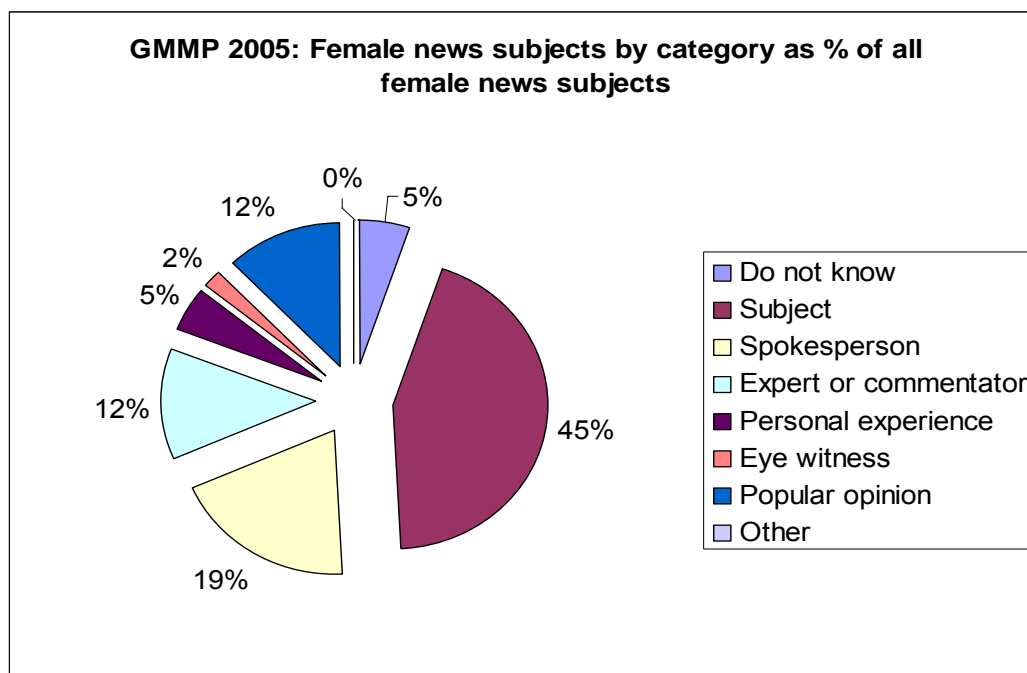


4. Who are Persons that "Make News" in B&H? Position /Occupation of Women and Men as News Subjects in B&H

Occupation	Female	Male	Total	Female %	Male %
Not Stated	3	8	11	27%	73%
Royalty	1	3	4	25%	75%
Government official/politician	22	174	196	11%	89%
Government employee	3	23	26	12%	88%
Police/military	0	17	17	0%	100%
Academic/education	3	5	8	38%	63%
Health/social service	6	15	21	29%	71%
Science/technology	0	0	0	0%	0%
Media	4	10	14	29%	71%
Law	0	2	2	0%	100%
Business	4	14	18	22%	78%
Office / services	0	1	1	0%	100%
Trades/labor	0	4	4	0%	100%
Agriculture etc	0	0	0	0%	0%
Religious	0	2	2	0%	100%
Activist / NGO	2	16	18	11%	89%
Sex worker	0	0	0	0%	0%
Celebrity	0	1	1	0%	100%
Sports	0	6	6	0%	100%
Student	1	1	2	50%	50%
Homemaker	2	1	3	67%	33%
Child	2	2	4	50%	50%
Villager	2	10	12	17%	83%
Retired	2	3	5	40%	60%
Criminal	0	5	5	0%	100%
Unemployed	0	0	0	0%	0%
Other	0	1	1	0%	100%
Total	57	324	381	15%	85%

5. Functions of Women and Men as News Subjects in Bosnia and Herzegovina

Role	Female	Male
Do not know	3	9
Subject	25	155
Spokesperson	11	94
Expert or commentator	7	27
Personal experience	3	23
Eye witness	1	5
Popular opinion	7	11
Other	0	0
Total	57	324



6. Status in News in B&H - Women and Men News Subjects as Victims

Victim				Not a Victim			
%Women	Women	%Men	Men	%Women	Women	%Men	Men
11%	6	7%	22	89%	51	93%	302

7. Status in News in B&H - Women and Men News Subjects Mentioned by Their Family Status

Female				Male			
Family Status Mentioned				Family Status Mentioned			
No		Yes		No		Yes	
N	%	N	%	N	%	N	%
54	95%	3	5%	314	97%	10	3%

8. Status in News in B&H - Women and Men News Subjects Quoted in Newspapers

Quoted				Not Quoted			
%F	F	%M	M	%F	F	%M	M
36%	9	34%	58	64%	16	66%	114

9. Image in News in B&H - Women and Men News Subjects Appearing in Newspaper Photographs

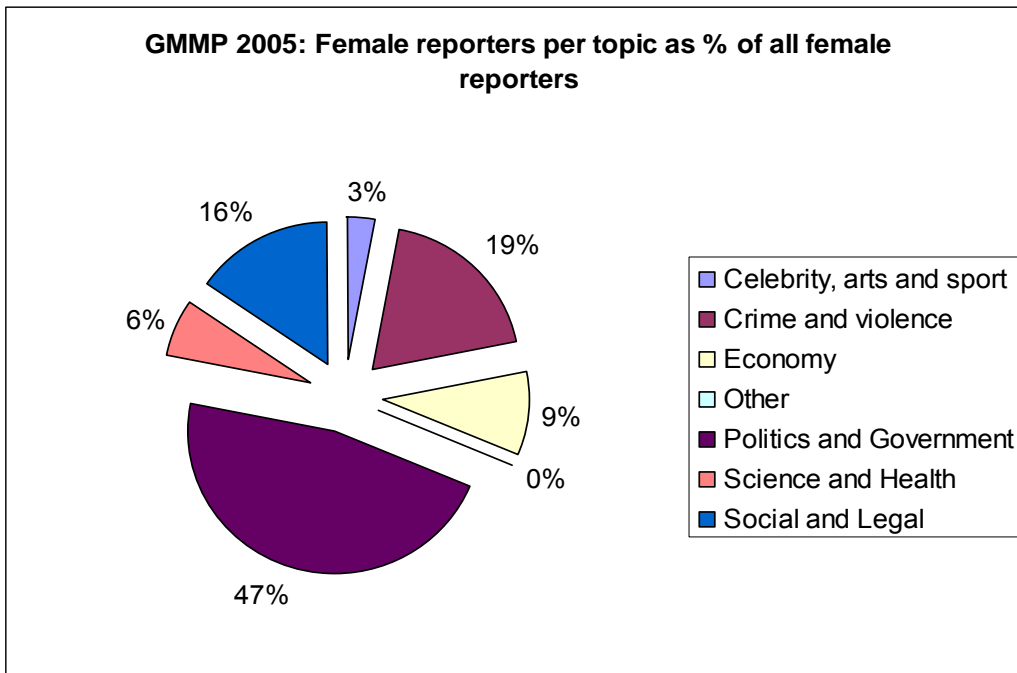
Photograph				No Photograph			
%F	F	%M	M	%F	F	%M	M
24%	6	28%	49	76%	19	72%	123

10. Who Delivers News in B&H? Women and Men Presenters, and Reporters in TV, Radio, and Newspaper News in Bosnia and Herzegovina

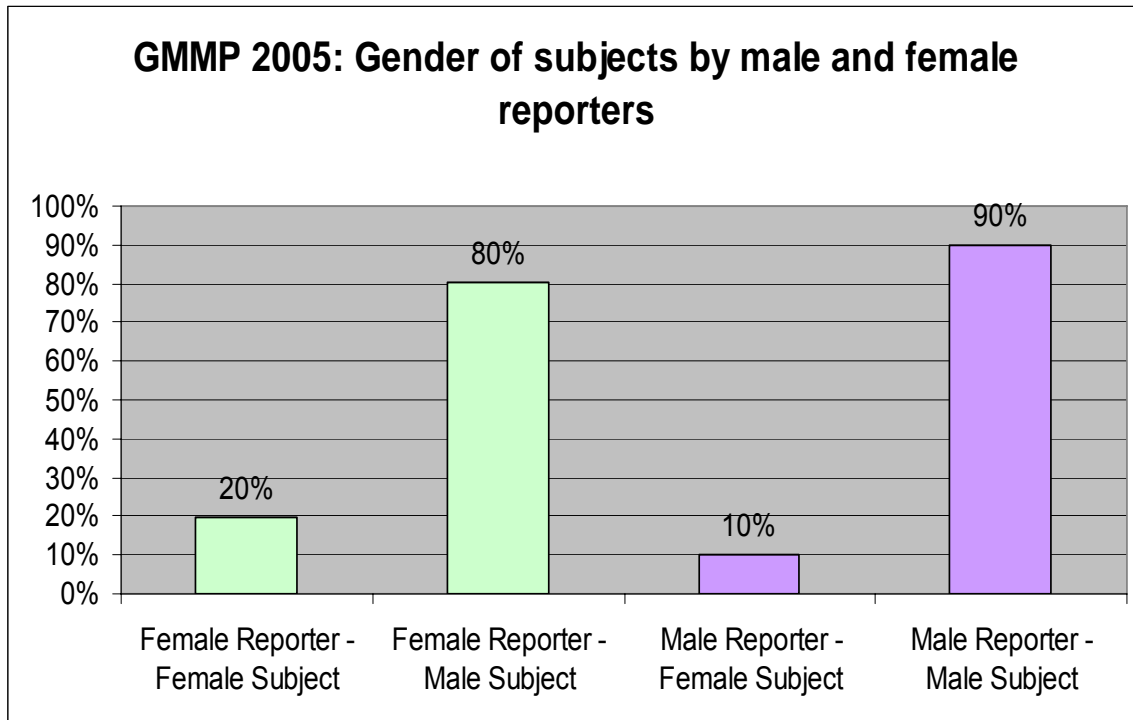
Television				Radio				Newspapers	
Presenter		Reporter		Presenters		Reporter		Reporter	
Female	Male	Female	Male	Female	Male	Female	Male	Female	Male
16	19	23	18	35	29	7	10	3	6

11. Who Reports about What in B&H? Women and Men Reporters in Major Topic Areas

Topic	Female	Male
Celebrity, arts and sport	1	6
Crime and violence	6	7
Economy	3	2
Other	0	0
Politics and Government	15	13
Science and Health	2	3
Social and Legal	5	3
Total	33	34



12. Women and Men Journalists and Topics in B&H - Is there More Topics in Stories Where Women are Central Focus Reported by Female Journalists in B&H?



13. Gender and News in B&H - Content of News Stories Focused on Women in B&H

Female Journalists				Male Journalists			
Female Topics		Male Topics		Female Topics		Male Topics	
N	%	N	%	N	%	N	%
24	20%	99	80%	13	10%	113	90%

14. Gender and News in B&H - Topics in Stories Where Women are Central Focus in B&H

Celebrity, arts and sport	Crime and Violence	Economy	Other	Politics and Government	Science and Health	Social and Legal
1	0	1	0	0	0	1

15. News Stories that Clearly Challenge or Reinforce Gender Stereotypes in Bosnia and Herzegovina

Challenges stereotypes		Reinforces stereotypes		Neither	
%	N	%	N	%	N
1%	1	0%	0	99%	140

16. News Stories that Highlight Gender Equality or Inequality in Bosnia and Herzegovina

Yes		No	
%	N	%	N
1%	1	99%	142

17. What We Can Do in the Next Five Years to Promote Fair and Balanced Representation of Women and Men in Bosnia and Herzegovina?

Recommendations:

- Networking and cooperation of women and men individuals, organizations, and institutions that are active in the area of media, and public relations, for common actions on improving media reporting

- Advocacy, and lobbying for gender equality in employment in media, improving reporting about gender equality, and introducing concepts and criteria for reporting, in order to promote gender equality
- Developing monitoring media skills through trainings
- Developing skills for qualitative media analysis (media education)
- State level initiatives
- Increasing gender sensibility and training of women and men employed in media
- Continuous media monitoring on national and regional level
- Analysis of rules and regulations for employing people in media, and broadcasting area, and monitoring implementation of these rules and regulations
- Informing public about mechanisms for influencing on professional reporting in media

Results of Global Media Monitoring Project 2005 for Central and Eastern Europe

1. Gender of Presenters, Reporters, and News Subjects

	Presenter		Reporter		News Subject	
	Female	Male	Female	Male	Female	Male
Azerbaijan	58%	42%	22%	78%	15%	85%
Bosnia & Herzegovina	52%	48%	49%	51%	15%	85%
Croatia	31%	69%	56%	44%	26%	74%
Estonia	51%	49%	46%	54%	24%	76%
Georgia	92%	8%	71%	29%	19%	81%
Hungary	82%	18%	43%	57%	12%	88%
Romania	62%	38%	40%	60%	23%	77%
Serbia & Montenegro	78%	22%	56%	44%	17%	83%
Uzbekistan	85%	15%	44%	56%	15%	85%

2. News Subjects in TV, Radio, and Newspapers

	Television		Radio		Newspapers	
	Female	Male	Female	Male	Female	Male
Azerbaijan	10%	90%	19%	81%	19%	81%
Bosnia & Herzegovina	18%	82%	16%	84%	13%	87%
Croatia	29%	71%	15%	85%	26%	74%
Estonia	33%	67%	19%	81%	23%	77%
Georgia	20%	80%	67%	33%	13%	87%
Hungary	15%	85%	5%	95%	12%	88%
Romania	28%	72%	10%	90%	18%	82%

Serbia & Montenegro	7%	93%	12%	88%	23%	77%
Uzbekistan	13%	87%	33%	67%	13%	87%

3. News Subjects in Major Topic Areas

	Politics and Government		Economy and Business		Celebrity Arts and Sport	
	Female	Male	Female	Male	Female	Male
Azerbaijan	6%	94%	29%	71%	36%	64%
Bosnia & Herzegovina	11%	89%	13%	87%	5%	95%
Croatia	27%	73%	19%	81%	18%	82%
Estonia	10%	90%	22%	78%	32%	68%
Georgia	17%	83%	13%	87%	0%	0%
Hungary	7%	93%	7%	93%	13%	87%
Romania	10%	90%	12%	88%	15%	85%
Serbia & Montenegro	8%	92%	24%	76%	53%	47%
Uzbekistan	0%	100%	14%	86%	20%	80%

4. Function of News Subjects

	Personal Experience		Expert		Spokesperson	
	Female	Male	Female	Male	Female	Male
Azerbaijan	50%	50%	0%	100%	12%	88%
Bosnia & Herzegovina	12%	88%	21%	79%	10%	90%
Croatia	29%	71%	23%	77%	25%	75%
Estonia	42%	58%	29%	71%	12%	88%
Georgia	67%	33%	15%	85%	0%	100%
Hungary	11%	89%	4%	96%	19%	81%
Romania	0%	100%	10%	90%	24%	76%
Serbia & Montenegro	25%	75%	15%	85%	12%	88%
Uzbekistan	0%	100%	21%	79%	0%	100%

5. News Subjects Who are Victims

	Victim		Not a Victim	
	Female	Male	Female	Male
Azerbaijan	15%	3%	85%	97%
Bosnia & Herzegovina	11%	7%	89%	93%

Croatia	14%	6%	86%	94%
Estonia	11%	2%	89%	98%
Georgia	0%	0%	100%	100%
Hungary	8%	7%	92%	93%
Romania	28%	22%	72%	78%
Serbia & Montenegro	19%	4%	81%	96%
Uzbekistan	11%	4%	89%	96%

6. News Subjects Mentioned by Family Status

	Female		Male	
	Status mentioned		Status mentioned	
	No	Yes	No	Yes
Azerbaijan	100%	0%	97%	3%
Bosnia & Herzegovina	95%	5%	97%	3%
Croatia	97%	3%	100%	0%
Estonia	98%	2%	97%	3%
Georgia	100%	0%	100%	100%
Hungary	96%	4%	99%	1%
Romania	90%	10%	97%	3%
Serbia & Montenegro	94%	6%	99%	1%
Uzbekistan	78%	22%	96%	4%

7. News Subjects Quoted in Newspapers

	Quoted		Not quoted	
	Female	Male	Female	Male
Azerbaijan	17%	24%	83%	76%
Bosnia & Herzegovina	36%	34%	64%	66%
Croatia	25%	28%	75%	72%
Estonia	57%	49%	43%	51%
Georgia	100%	92%	0%	8%
Hungary	74%	40%	26%	60%
Romania	70%	53%	30%	47%
Serbia & Montenegro	37%	60%	63%	40%
Uzbekistan	67%	70%	33%	30%

8. Presenters and Reporters in Television

	Presenter		Reporter	
	Female	Male	Female	Male
Azerbaijan	57%	43%	24%	76%
Bosnia & Herzegovina	46%	54%	56%	44%
Croatia	29%	71%	61%	39%
Estonia	63%	38%	20%	80%
Georgia	100%	0%	40%	60%
Hungary	90%	10%	50%	50%
Romania	67%	33%	31%	69%
Serbia & Mont	100%	0%	75%	25%
Uzbekistan	60%	40%	40%	60%

9. Presenters and Reporters in Radio

	Presenter		Reporter	
	Female	Male	Female	Male
Azerbaijan	63%	37%	0%	0%
Bosnia & Herzegovina	55%	45%	41%	59%
Croatia	100%	0%	40%	60%
Estonia	47%	53%	25%	75%
Georgia	75%	25%	0%	0%
Hungary	0%	100%	0%	0%
Romania	48%	52%	33%	67%
Serbia & Montenegro	71%	29%	45%	55%
Uzbekistan	100%	0%	100%	0%

10. Reporters in Newspapers

	Reporter	
	Female	Male
Azerbaijan	17%	83%
Bosnia & Herzegovina	33%	67%
Croatia	54%	46%
Estonia	71%	29%
Georgia	83%	17%
Hungary	39%	61%
Romania	54%	46%

Serbia & Montenegro	43%	57%
Uzbekistan	46%	54%

Key Findings of the Global Media Monitoring Project 2005

1. Scope of GMMP 2005 on global level

76 countries
 12,893 news stories on television, radio, and print
 25,671 news sources
 14,273 news personnel
 Total of 39,944 people in the news

2. News: A Mirror on the World?

Women are dramatically under-represented in the news. Only 21% of news subjects - the people who are interviewed, or whom the news is about - are female. However, there has been an increase since 1995, when 17% of those heard and seen in the news were women, the situation in 2005 remains abysmal. For every woman who appears in the news, there are four men.

Women's points of view are rarely heard in the topics that dominate the news agenda. There is not a single major news topic in which women outnumber men as newsmakers. In stories on politics and government only 14% of news subjects are women; and in economic and business news only 20%. Yet these are the topics that dominate the news agenda in all countries. Even in stories that affect women profoundly, such as gender-based violence, it is the male voice (64% of news subjects) that prevails.

When women do make the news it is primarily as 'stars' (celebrities, royalty) or as 'ordinary' people. Women make the news not as figures of authority, but as celebrities (42%), royalty (33%) or as 'ordinary people'. Female newsmakers outnumber males in only two occupational categories - homemaker (75%) and student (51%).

As newsmakers, women are under-represented in professional categories such as law (18%), business (12%) and politics (12%). In reality, women's share of these occupations is higher. For instance, in Rwanda - which has the highest proportion of female politicians in the world (49%) - only 13% of politicians in the news are women.

As authorities and experts, women barely feature in news stories. Expert opinion in the news is overwhelmingly male. Men are 83% of experts, and 86% of spokespersons. By contrast, women appear in a personal capacity - as eyewitnesses (30%), giving personal views (31%) or as representatives of popular opinion (34%).

For women, age has a crucial bearing on whether they appear in the news. Men go on making news well into their 50s and 60s: nearly half (49%) of all male news subjects are aged 50 or over. However, older women are almost invisible: nearly three-quarters (72%) of female news subjects are under 50.

Women are more than twice as likely as men to be portrayed as victims. 19% of female news subjects, compared with 8% of males are portrayed in this way. News disproportionately focuses on female victims in events that actually affect both sexes - accidents, crime, and war. Topics that specifically involve women - sexual violence, domestic violence, cultural practice - are given little coverage.

Female news subjects are more than three times as likely as males to be identified in terms of their family status. 17% of women are described as wife, daughter, mother etc.; only 5% of men are described as husband, son, father, and so on. Even in authoritative functions such as spokesperson or expert, women do not escape this identification with family. Therefore, while men are perceived and valued as autonomous individuals, women's status is deemed to derive primarily from their relationship to others. It is from these relationships, rather than from her own autonomous being, that a woman draws her authority.

Women are much more likely (23%) than men (16%) to appear in photographs. In stories on crime, violence, or disaster, pictures of women are frequently employed for dramatic effect. In newspapers and on television, the female body is often used to titillate.

3. Delivering the News

There has been a steady increase in the percentage of news items reported by women - from 28% in 1995, to 31% in 2000, reaching 37% in 2005. Female reporters have gained more ground in radio and television than in newspapers. The press lags far behind the electronic media, with only 29% of stories written by female reporters in 2005.

On television, female media professionals disappear from the screen, as they get older. For women in the profession, a youthful appearance is more highly valued than experience. Up to the age of 34 women are in the majority as both news presenters and reporters. By the age of 50, only 17% of reporters and 7% of presenters are female.

Female reporters predominate in only two topics - weather reports on television and radio (52%) and stories on poverty, housing, and welfare (51%). Sports news is the least likely to be reported by women, with just 21% of female reporters.

Overall, male journalists report at the so-called 'hard' or 'serious' end of the news spectrum such as politics and government (where women report only 32% of stories). Female journalists are more likely to work on the so-called 'soft' stories such as social and legal issues (40% reported by women). Although many 'soft' news stories are important, they are not always perceived as such in the hierarchy of new values. As a result, the work of female journalists is sometimes under-valued, and women reporters are frequently assigned to stories that are downright trivial - celebrity news (50% reported by women), or arts and entertainment (48%).

There are more female news subjects in stories reported by female journalists (25%) than in stories reported by male journalists (20%).

4. News Content

Very little news - just 10% of all stories - focuses specifically on women. North America stands apart from the other regions: here women are central to the news in 20% of stories (23% in Canada, 19% in the USA). However, even in this region only one story in five focuses on women - still a very small proportion of the total.

Women are rarely central in stories that comprise the bulk of the news agenda - politics (8%), the economy (3%). Even in topics where the percentage of female news subjects is relatively high - education, child-care, consumer issues, HIV-AIDS - women seldom feature centrally. Apart from crime and violence, where women are central in 16% of items, women are central in stories that are at the periphery of the news.

News stories are twice as likely to reinforce (6%) as to challenge (3%) gender stereotypes. Three topics contribute greatly to the reinforcement of gender stereotypes in the news: celebrity news (16% of which reinforces stereotypes), sports (12%), arts, and entertainment stories (11%).

News on gender (in)equality is almost non-existent. Only 4% of stories highlight equality issues, and they are concentrated in areas such as human rights, family relations, or women's activism - topics that are barely visible in the overall output. Stories with a gender equality angle are almost completely absent from the major news topics of politics (3%) and the economy (1%).

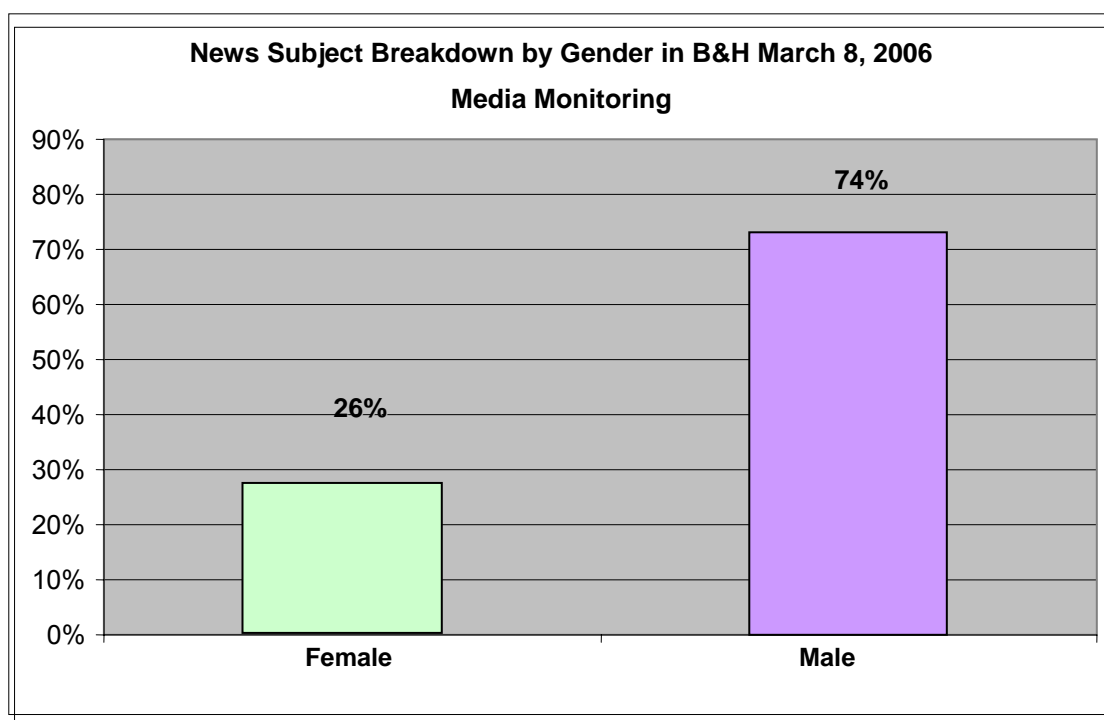
Women journalists report proportionately more stories on gender equality than men do. Female journalists report 37% of all news stories. However, almost half (47%) of the stories that challenge stereotypes, and of the stories that highlight issues of gender (in)equality, are reported by women. However, male reporters also have a responsibility to produce stories that challenge stereotypes and highlight (in)equality – and they do. In 2005, men reported 53% of such stories. This is something to be welcomed and encouraged, because both female and male journalists must be concerned if the news is to become more gender balanced in the future.

Media Monitoring Results March 8, 2006 Bosnia and Herzegovina

Monitoring	TV Central News	Radio News	Newspapers	Total
Total	10	10	7	27
Individual news	137	104	122	363
People in news*	484	281	318	1 083

*Including women and men presenters, reporters, and news subjects

People in news	Women %	Men %	Women	Men	Total
Presenters	56%	44%	145	114	259
Reporters	60%	40%	64	43	107
News subjects	26%	74%	183	513	696



In total, we monitored 27 media - 10 TV stations, 10 radio stations, and 7 newspapers.

1. Overview of Media Per Number of Monitored News Stories

No.	Title and Type of Monitored Media	Number of Monitored News
1.	Dnevni Avaz - Daily Newspapers	42
2.	Alternative Television Banja Luka	23
3.	Glas Srpske - Daily Newspapers	22
4.	Radio Television of Republika Srpska	21
5.	NES Radio - Radio Station	20
6.	Television of Federation of B&H	19

7.	RTV HIT - Private Radio and Television	17
8.	Radio Mostar - Radio Station	15
9.	Radio RS - Radio Station	15
10.	BN Televizija - Private TV Station	15
11.	Euro Blic - Daily Newspapers	13
12.	Nezavisne Novine - Daily Newspapers	12
13.	Dnevni List - Daily Newspapers	12
14.	SAN - Daily Newspapers	12
15.	Radio Trebinje - Radio Station	12
16.	BM Radio Zenica - Radio Station	11
17.	Hercegovačka Televizija Mostar - TV Station	11
18.	NTV Hayat - Private TV Station	10
19.	BHT1 - Public Broadcasting Service of B&H	10
20.	Radio Tuzla - Radio Station	9
21.	Fokus - Daily Newspapers	8
22.	BH Radio - Radio Station	8
23.	OBN - Private TV Station	8
24.	Bobar radio - Radio Station	5
25.	Radio DUB - Radio Station	4
26.	Radio Bihać - Radio Station	4
27.	Radio Television PINK BiH	4

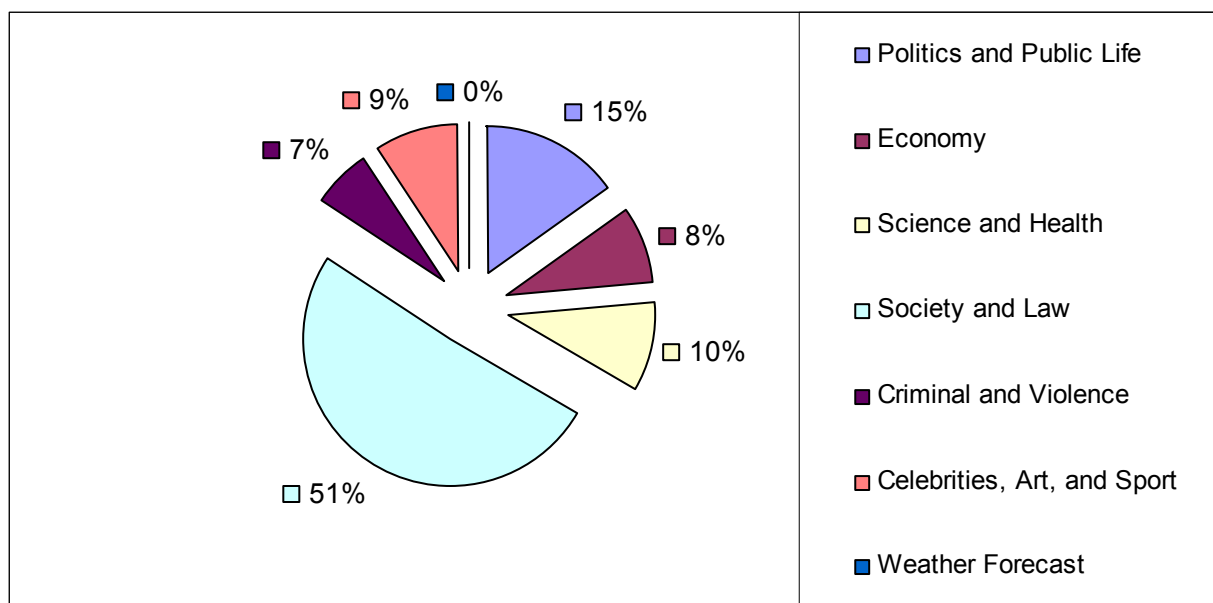
2. Presence of Women and Men as News Subjects in Television, Radio, and Newspapers

Television		Radio				Newspapers					
Women		Men		Women		Men		Women		Men	
N	%	N	%	N	%	N	%	N	%	N	%
78	28%	198	72%	29	21%	111	79%	76	27%	203	73%

3. Presence of Women and Men as News Subjects in B&H in Major Topic Areas

Topic	Women	Men	I do not know	Total
Politics and Public Life	28	199	2	229
Economy	15	79	1	95
Science and Health	18	32	1	51
Society and Law	93	127	1	221
Criminal and Violence	12	47	6	65
Celebrities, Art, and Sport	17	26	1	44
Weather Forecast	0	1	0	1
Total	183	511	12	706

March 8, 2006 - Female News Subjects Per Topics as % of All Female News Subjects



4. Who Are People that "Make" News in Bosnia and Herzegovina? Position/Occupation of Men and Women News Subjects in B&H

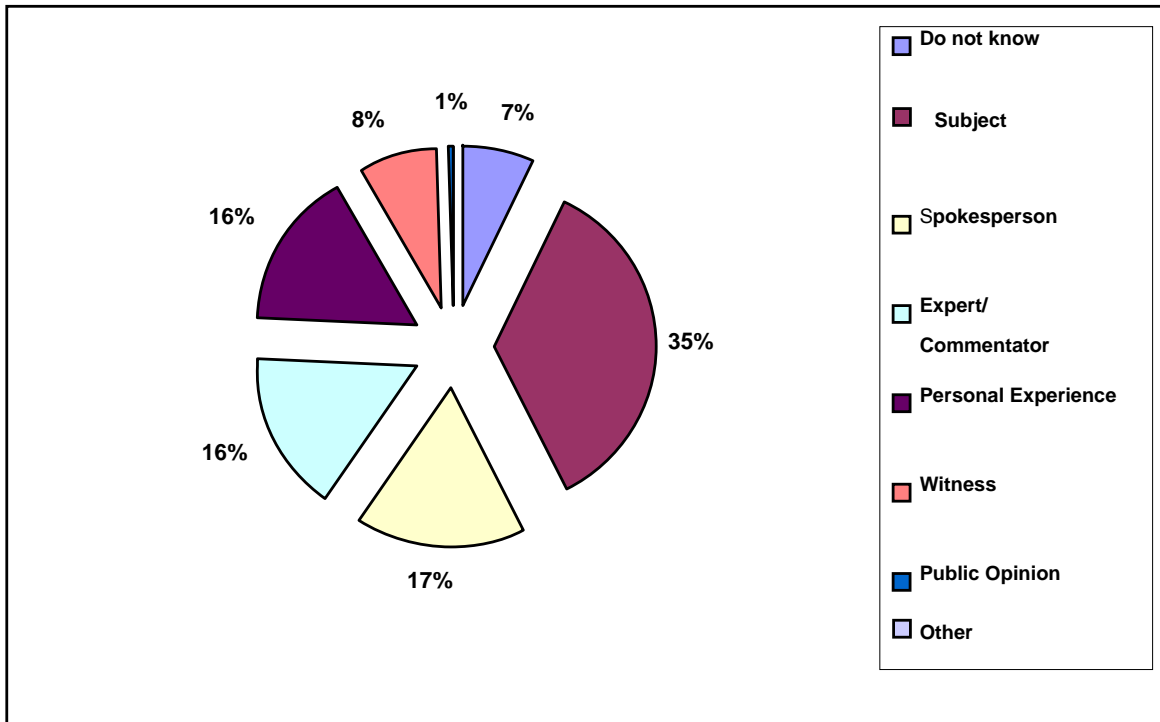
Position/Occupation	Women	Men	Total	Women %	Men %
Not Stated	31	19	50	62%	38%
Royalty	4	9	13	31%	69%
Government Official/Politician	26	166	192	13%	87%
Government Employee	18	74	92	24%	76%
Police Officer/Military Officer	0	24	24	0%	100%
Academic/Teacher	4	9	13	31%	69%
Health Professional, Worker in Centre for Social Work, Physician, Psychologist	6	3	9	67%	33%
Journalist, Director, Producer, Theatre Manager	3	6	9	33%	67%
Lawyer, Judge, Attorney, Legal Expert	0	59	59	0%	100%
Consumers Issues, Regulation of Prices	7	25	32	22%	78%
Service Worker/ Sales Officer	7	2	9	78%	22%
Crafts worker, factory worker, mechanics technician	1	0	1	100%	0%
Religious Figure, Priest	0	9	9	0%	100%
NGO Activist, Human Rights Worker, Humanitarian Organizations	28	42	70	40%	60%
Birth Control, Abortion	8	7	15	53%	47%
Sport - Player, Trainer	11	16	27	41%	59%
Student	9	6	15	60%	40%
Homemaker	9	2	11	82%	18%
Children	5	0	5	100%	0%
Family Relations, Single Parents	1	2	3	33%	67%

Retired person	0	2	2	0%	100%
Criminal, Suspect	1	20	21	5%	95%
Other	4	10	14	29%	71%
Total	183	512	695	26%	74%

5. Function of Women and Men as News Subjects in Bosnia and Herzegovina

Role	Women	Men	Women%	Men %
Do not know	13	50	21%	79%
Subject	65	171	27%	73%
Spokesperson	31	128	19%	81%
Expert or Commentator	30	118	21%	79%
Personal Experience	29	29	50%	50%
Witness	1	5	17%	83%
Public Opinion	14	10	58%	42%
Other	0	1	0%	100%
Total	183	512	26%	74%

March 8 2006 B&H Media Monitoring: Female News Subjects by Category as % of all Female News Subjects



6. Women and Men News Subjects Presented as Victims in B&H News

Victim				Not a Victim			
% Women	Women	% Men	Men	% Women	Women	% Men	Men
14%	26	6%	32	86%	157	94%	474

7. Women and Men News Subjects Identified by Their Family Status in B&H News

Women				Men			
Mentioned Family Status				Mentioned Family Status			
Yes		No		Yes		No	
N	%	N	%	N	%	N	%
171	93%	12	7%	496	97%	14	3%

8. Women and Men News Subjects Quoted in B&H News

Quoted				Not Quoted			
% Women	Women	% Men	Men	% Women	Women	% Men	Men
49%	37	57%	115	51%	38	43%	86

9. Image in B&H News - Women and Men News Subjects Appearing in Newspaper Photographs

Photograph				No Photograph			
% Women	Women	% Men	Men	% Women	Women	% Men	Men
40%	28	36%	67	60%	42	64%	118

10. Who Delivers the News in B&H? Women and Men Presenters and Reporters in TV, Radio, and Newspaper News in Bosnia and Herzegovina

Television				Radio				Newspapers	
Presenter		Reporter		Presenter		Reporter		Reporter	
Women	Men	Women	Men	Women	Men	Women	Men	Women	Men
78	58	40	24	66	54	10	8	14	15

11. Who Reports What in B&H News? Women and Men Reporters per Major Topic Areas

Topic	Women	Men
Politics and Public Life	19	16
Economy	10	11
Science and Health	6	3
Social and Legal	15	11
Criminal and Violence	11	4
Celebrities, Art, Media	3	2
Total	64	47

8	33%	16	67%	3	18%	14	82%
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14. Gender and News in Bosnia and Herzegovina: Topics in Stories Where Women are Central Focus in B&H

Politics and Public Life	Economy	Science and Health	Social and Legal	Criminal and Violence	Celebrities, Art, Media
8	3	8	38	11	7

15. News Stories that Clearly Challenge or Reinforce Gender Stereotypes in Bosnia and Herzegovina

Challenge Stereotypes		Reinforce Stereotypes		Neither	
%	N	%	N	%	N
8%	32	3%	12	88%	315

16. News Stories that Highlight Gender Equality or Inequality in Bosnia and Herzegovina

Yes		No	
%	Number	%	Number
12%	41	88%	305

Field Research - Access and Real Influence of Women in Development of Media in Bosnia and Herzegovina - 2006

A. Rationale for the Research on This Topic

Gender Equality Law of Bosnia and Herzegovina (May 2003) was the first legislative document in B&H that introduced legislative protection of equal access to media for women and men, secured prohibition of gender based discrimination in media presentations, and regulated a formal obligation of promoting gender equality through media.⁴ This legislative provision represents the concrete argument, and starting point for development of public pressure and public advocacy activities for securing equal access to media for women, as well as better visibility of women in media, and securing real influence of women on increasing gender sensibility of media in Bosnia and Herzegovina.

As a part of three-year project "**Gender Equality in Bosnia and Herzegovina = Informed Public Opinion and Gender Sensitive Media**," United Women Banja Luka initiated extensive field research and preparation of analysis aimed for creating conditions for efficient and informed public advocacy actions for securing equal access to media for both sexes, better visibility of women in media, and securing real influence of women on increasing gender sensibility of media in Bosnia and Herzegovina. Results and analysis acquired through the field research will be the basis for planning of the public advocacy actions toward official institutions at all levels in B&H, as well as actions directed toward increasing gender sensibility of media in targeted local communities, which will be implemented in the third phase of the project.

B. Focus of the Research and Participants

Research and analysis are focusing on following key priorities:

- 1). Visibility of women's issues and questions related to gender equality in media in both entities of Bosnia and Herzegovina;
- 2). Identifying current situation related to access and real influence of women on development of media in Bosnia and Herzegovina;

⁴Article 16, of Gender Equality Law in Bosnia and Herzegovina directly relates to media. As such, it represents the only provision in domestic law of B&H that regulates protection of women in media.

The field research has been conducted in the period from **May 2006 until the end of September 2006**. Ten women journalists and NGO activists from Bosnia and Herzegovina actively contributed in the implementation, as follows:

1. Svetlana Pezer Šukalo, Editor of the Public Service Radio Television of Republika Srpska (RTRS) from Banja Luka;
2. Aida Salčinović, Journalist of the Public Service Television of Federation of B&H (FTV) from Sarajevo;
3. Radmila Žigić, Editor in Chief of Women's Political Magazine "Lara On Line" from Bijeljina;
4. Gordana Vidović, Director of the Nongovernmental Organization "Budućnost" from Modriča;
5. Mira Stojaković Bijelić, Member of the Serbian Cultural Association "Prosvjeta" from Kozarska Dubica;
6. Dženita Džubur, Journalist of the Radio Television Bihać (JP RTV Bihać) from Bihać;
7. Danijela Perić Šilić, Journalist of the News Agency "FENA" from Mostar;
8. Aleksandra Sekulović, Journalist of the Public Service Radio Television of Republika Srpska (RTRS) from Trebinje;
9. Larisa Sinanović, Editor of the Independent Radio "VESTA" from Tuzla;
10. Duška Andrić Ružičić, Director of the Nongovernmental Organization "Medika Infoteka" from Zenica.

C. Media from Bosnia and Herzegovina that Participated in the Research

Field research "**Access and Real Influence of Women on Development of Media in Bosnia and Herzegovina**" focused on twenty - nine (29) electronic and printed media that were also monitored on the International Women's Day - 8 March 2006.⁵ (Chart 1, Box file 1).

Chart 1

Media in Bosnia and Herzegovina that were monitored on 8 March 2006	Media in Bosnia and Herzegovina that participated in the field research "Access and Real Influence of Women on Development of Media in Bosnia and Herzegovina"
1. Alternative Television Banja Luka	1. Alternative Television Banja Luka
2. Hercegovačka Televizija Mostar	2. Hercegovačka Televizija Mostar
3. Radio Television of Republika Srpska	3. Radio Television of Republika Srpska
4. OBN	4. OBN
5. Radio Television HIT	5. Radio Television HIT
6. NTV Hayat	6. RTV USK
7. TV PINK BiH	7. -
8. RTV BN, Bijeljina	8. RTV BN, Bijeljina
9. Television of the Federation of B&H	9. Television of Federation of B&H
10. BHT 1 (Public Broadcasting Service of B&H)	10. BHT 1 (Public Broadcasting Service of B&H)
11. Radio NES, Banja Luka	11. Radio NES, Banja Luka
12. Radio Trebinje	12. Radio Trebinje
13. Radio Mostar	13. Radio Mostar
14. Radio Bihać	14. Radio Bihać
15. DUB Radio, Kozarska Dubica	15. DUB Radio, Kozarska Dubica
16. Radio Tuzla	16. Radio Tuzla
17. Radio of Republika Srpska	17. Radio of Republika Srpska
18. BOBAR Radio, Bijeljina	18. BOBAR Radio, Bijeljina

⁵ Media monitoring report from March 8, 2006 is also integral part of this publication.

19. BM Radio, Zenica	19. BM Radio, Zenica
20. BH Radio	20. BH Radio
21. Glas Srpske - daily newspapers	21. Glas Srpske - daily newspapers
22. Nezavisne Novine - daily newspapers	22. Nezavisne Novine - daily newspapers
23. Dnevni List - daily newspapers	23.-
24. SAN Novine - daily newspapers	24. Sansko Unske Novine - daily newspapers
25. Jutarnje Novine - daily newspapers	25. Kozarski Vijesnik - daily newspapers
26. FOKUS - daily newspapers	26. FOKUS - daily newspapers
27. EURO BLIC - daily newspapers	27. -
28. Dnevni Avaz - daily newspapers	28. Dnevni Avaz - daily newspapers
29. Oslobođenje - daily newspapers	29. Oslobođenje - daily newspapers

During **coordination meeting** held in Banja Luka on **27 and 28 February 2006**, women researchers discussed methodology of the research and developed standardized questionnaire that was used for data collection. In majority of cases, women and men editors in chief were filling in the questionnaires and providing information, except in the case of some private media where women and men owners provided requested data.

It is important to emphasize that some women field researches encountered problems in communication with responsible persons in media that were authorized to provide relevant data. As excuse for not providing information, contact persons in media were using numerous excuses, for example annual vacations, lack of precise information about structure of employees, non-existence of adequate person for providing information, as well as clear lack of willingness to participate in the research.

Although they provided information, some responsible persons in media were uninterested for the whole project, and were very critical in relation to women and their rights.

It is visible from the Chart 1 that twenty - three (23) electronic and printed media in Bosnia and Herzegovina, which were monitored on March 8, 2006, also agreed to participate in this field research. As mentioned before, some women field researchers could not obtain the information from media they contacted, and they replaced these media with other media within the same category.

Changes occurred in the case of following media - instead of Independent Television "Hayat", we analyzed "Radio Television of Una Sana Canton"; instead of "SAN" Daily Newspapers, we analyzed "Daily Newspapers of Una Sana Canton," and Instead of Daily Newspapers "Jutarnje Novine," we analyzed Daily Newspapers "Kozarski Vijesnik". Women field researchers could not obtain information for Television "PINK BiH", Daily Newspapers "Euro Blic," and Daily Newspapers "Dnevni List."

D. General Conclusions of the Research

Based on collected data and information, which women field researchers acquired directly from women and men representatives of twenty - six (26) electronic and printed media in Bosnia and Herzegovina, we identified following key trends and issues related to access and influence of women on development of media in B&H:

1. Based on total number of engaged persons in B&H media, we can conclude there is no obvious discrimination of women and men. Gender based discrimination in B&H media is less visible than in other fields of public life and B&H society in general. Percentages of engaged women in B&H media vary in average from 42% of women in branch offices to 68% of women engaged on positions of organizers in media. However, there is noticeable trend of increasing number of engaged women in media on positions that are less paid, and are requiring greater responsibility and more work. Furthermore, there are visible gender stereotypes in B&H media in relation to job positions traditionally reserved for women and men. As example, we are pointing on the research result where only 26% of women are engaged on jobs related to production in B&H media, which is job area related to technical field - considered traditionally male job.

2. Women are less represented in decision-making structures in media of Bosnia and Herzegovina. This is clearly visible from the research data that only 39% of women participate in decision-making bodies in B&H media that were targeted with the research. There is visible trend of higher percentage of women's participation

in those decision-making structures, which, as a rule, have less power and influence, as well as those bodies whose decisions are not compulsory, such as advisory boards in B&H media, where we have 47% of women.

3. Although a dominant majority of media in B&H (73%) that participated in the research stated they are paying attention on equal representation of women and men in the process of creation of editorial policies, from the explanations that accompany this statement we can conclude that this determination is only verbally declarative. Media in Bosnia and Herzegovina do not have clear procedures and rules that would enable implementation of this policy in the practice. This is visible from the fact that 54% of B&H media, which participated in this field research, did not provide any explanation of ways and methods how they ensure equal representation of women and men in the process of creating editorial policies, while only 8% of media stated they are insisting on involving women in all structures of media program development.

4. Lack of written procedures and rules shows that equal representation of women and men does not represent a priority agenda in the process of creating editorial policies in media of Bosnia and Herzegovina. 73% of B&H media that participated in the field research stated they do not have written procedures, while only 8% of media stated that these procedures exist.

5. We identified a similar situation in terms of determination of media in Bosnia and Herzegovina to promote greater participation of women in creation of programs. Although 54% of media in B&H that participated in the field research stated they promote greater participation of women in this field, 69% of media do not have written procedures that would support this policy, while 27% of media did not offer any response on this question. The fact that 88% of media in B&H that participated in the research does not have a response on the question why there are no written procedures, speaks in favor of the argument that a majority of media only verbally and declaratively support promotion of greater participation of women in creation of programs. It is important to emphasize that only 12% of media in B&H that participated in the research stated they are respecting Gender Equality Law in Bosnia and Herzegovina in relation to this issue.

6. Results of the research show that a significant percentage of media in B&H - 31% - does not have any position related to ways and activities, which would improve access and influence of women on creation of editorial and advertising policies in media of Bosnia and Herzegovina. It is interesting that 31% of media supports the opinion that women in media are only women should be more engaged on improving their position and influence on work of media. This points to the issue that functioning of media in B&H is burdened with gender stereotypes that women are solely responsible for their status in a society, and they need to fight alone for positive changes. These types of gender stereotypes prevent implementation of women's rights in the practice, and improving their position in B&H society and public life in general.

E. Recommendations Related to Improving Access and Real Influence of Women on Development of Media in Bosnia and Herzegovina

1. As key subjects in the process of creating public opinion, and an important subject in awareness rising about social issues, different forms of discrimination, and human rights violations, media in Bosnia and Herzegovina must improve their strategies and attitudes toward the issues of gender equality in media. Through their work, media in B&H should actively promote equality of men and women in access and influence on development of media.

2. In cooperation with official institutions and nongovernmental organizations in B&H, media must develop models and continuously conduct education about gender equality directed toward increasing awareness of women and men engaged in media. This would make a positive influence in terms of improving gender equality within working and decision-making structures in media, and ensuring gender sensitive media reporting, program, and promotion of media in Bosnia and Herzegovina.

3. In accordance with the Gender Equality Law in Bosnia and Herzegovina, media in B&H should establish clear written procedures, policies, and activities directed toward reaching equality of women and men in the process of creating editorial policies and promoting greater participation of women in creation of programs. These procedures, policies, and activities should be transparent toward persons engaged in media and the public.

4. Official institutions in B&H, which have an official mandate to conduct activities directed toward creation of procedures and rules for work of media in B&H, must ensure that these rules and procedures are harmonized with the Gender Equality Law in Bosnia and Herzegovina, and include provisions related to equality of men and women in process of creating editorial policies and media programs.

5. In cooperation with professional associations of women and men media workers, other nongovernmental organizations, as well as institutional mechanisms for gender equality in B&H, these institutions should create and adopt rules and codes related to gender sensitive reporting and broadcasting/publishing advertisements,

which should be compulsory for all media in Bosnia and Herzegovina, and will consist measures and sanctions for their violation.

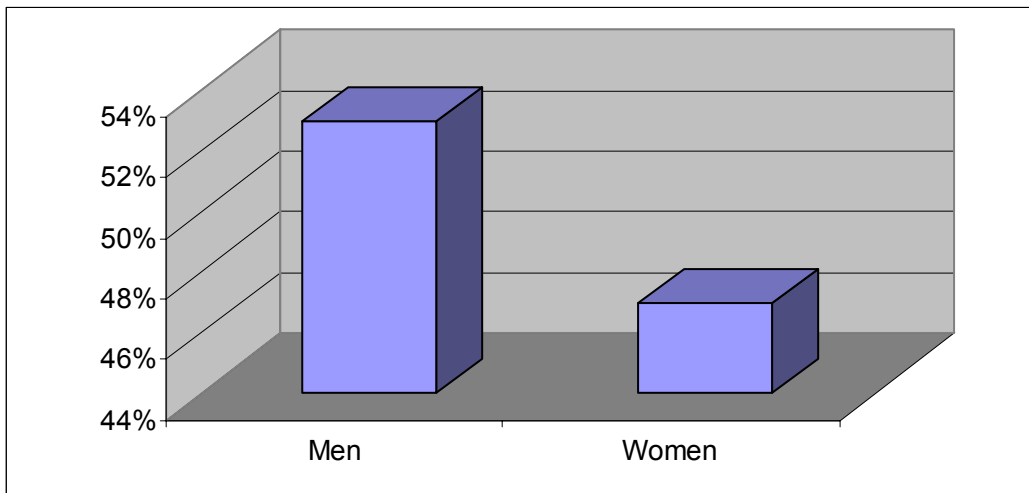
F. Detailed Results of the Research and Analysis

F.1 Representation of women and men in media of Bosnia and Herzegovina

Chart 2 Total Number of Men and Women Engaged in B&H Media

Men		Women	
No.	%	No.	%
638	53%	573	47%

Graph 1 Graphic Presentation of Total Number of Men and Women Engaged in B&H Media

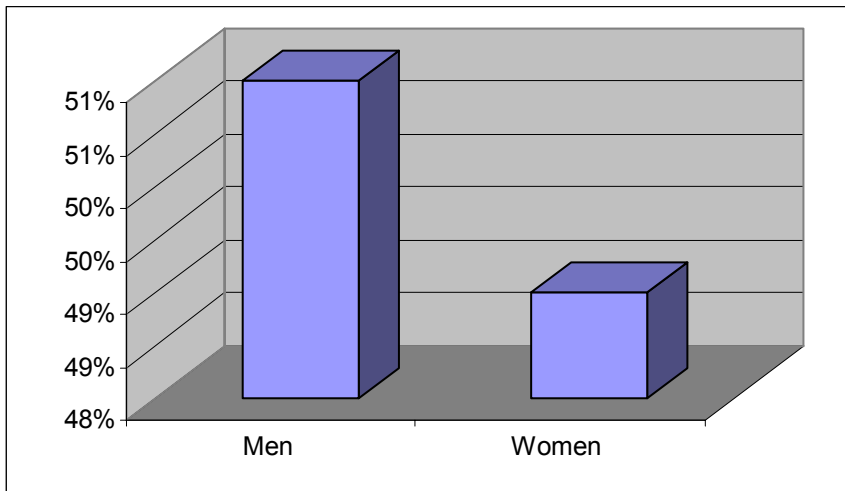


Through analysis of total number of engaged persons in B&H media that were subject of the research, we identified that 53% of total number are men, and 47% are women. This statistics matches with the total number of women and men according to the last census of population in Bosnia and Herzegovina. However, the percentage was opposite by sex - 47% of men and 53% of women. Therefore, it is obvious that number of engaged men in media of B&H is higher than number of engaged women. The fact is also that number of engaged women in media of B&H is much higher than in other fields of public life in B&H. This can be explained with the fact that media positions are low paid and insecure, as the consequence of non-systematic financing of media in Bosnia and Herzegovina.

Chart 3 Structure of Engaged Women and Men Journalists and Reporters in B&H Media

Men		Women	
No.	%	No.	%
291	51%	278	49%

Graph 2 Graphic Presentation of Engaged Women and Men Journalists and Reporters in B&H Media

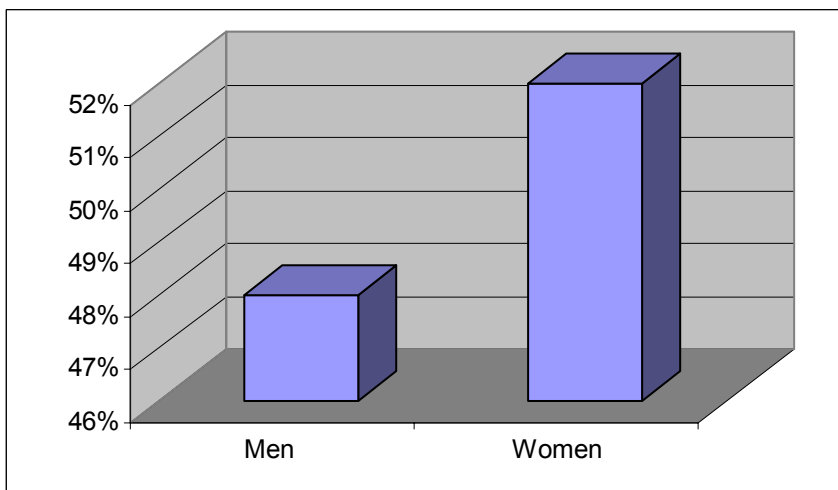


According to total number of engaged women and men journalists and reporters, percentage of men is slightly higher - 51% of journalists and reporters in media that were subject of the field research, while percentage of female journalists and reporters is 49%.

Chart 4 Structure of Engaged Women and Men Editors in B&H Media

Men		Women	
No.	%	No.	%
92	48%	98	52%

Graph 3 Graphic Presentation of Engaged Women and Men Editors in B&H Media



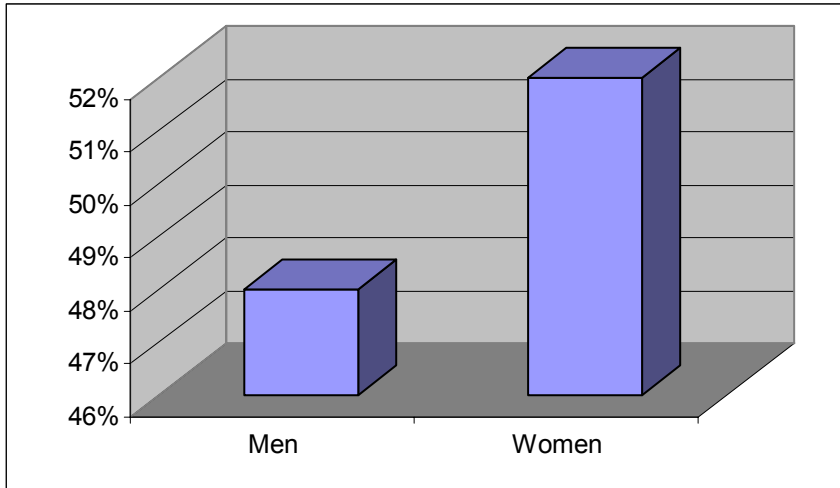
Observing the total number of women and men editors in B&H media that were subject of the field research, we can notice that situation is even better in comparison to the number of engaged women and men journalists and reporters. Women make 52% of total number of editors, while men make 48% of total number of editors in media that were subject of the field research.

Women field researchers believe that women in media of Bosnia and Herzegovina fight for this ratio thanks to their diligence, consistency, and accountability. However, this situation is also result of the fact men are changing jobs because of better salaries more frequent than women, so women with knowledge and experience are getting opportunity to become editors, though this means additional low paid work and inadequate total working satisfaction.

Chart 5 Structure of Engaged Women and Men Organizers in B&H Media

Men		Women	
No.	%	No.	%
19	32%	40	68%

Graph 4 Graphic Presentation of Engaged Women and Men Organizers in B&H Media

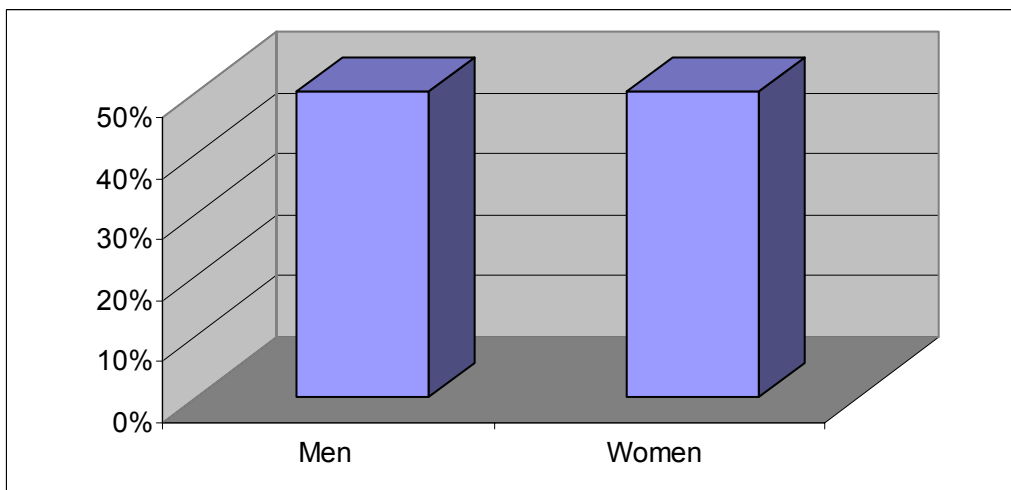


According to total number of engaged women and men organizers in B&H media that were subject of the field research, women make 68%, while men make 32%. Obvious difference in favor of women organizers in B&H media can be explained with difficult and responsible, but also unattractive and invisible job, which is not adequately paid. Diligence and responsibility are qualities valued in this job, where engaged persons must pay attention on many things. Because of it, this field of media work evidently keeps much higher number of women than men.

Chart 6 Structure of Engaged Women and Men in Sector of Programs in B&H Media

Men		Women	
No.	%	No.	%
21	50%	21	50%

Graph 5 Graphic Presentation of Engaged Women and Men in Sector of Programs in B&H Media



There is equal representation of women and men in sector of programs in B&H media that were subject of the field research.

Chart 7 Structure of Engaged Women and Men in Informative - Political Program in B&H Media

Men		Women	
No.	%	No.	%
110	55%	90	45%

Graph 6 Graphic Presentation of Engaged Women and Men in Informative - Political Program of B&H Media

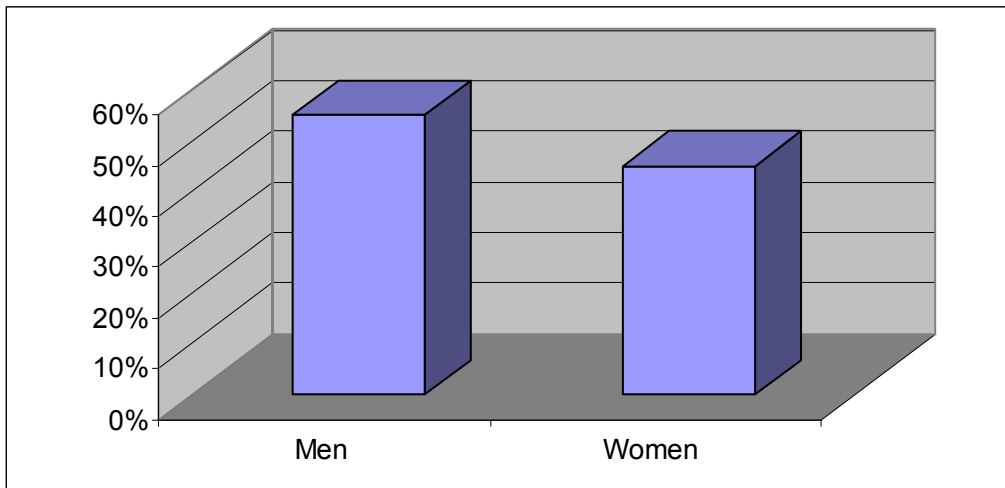
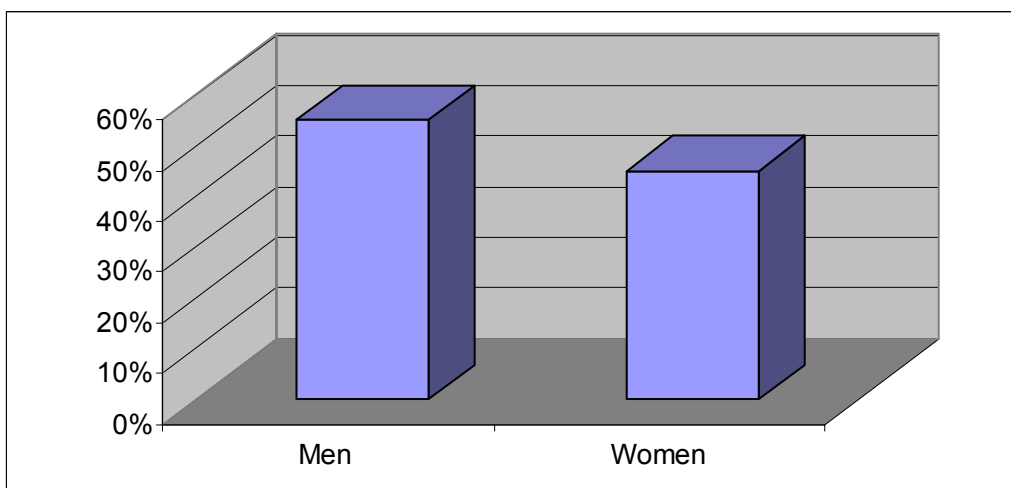


Chart 7 presents the structure of engaged women and men in informative-political program of B&H media that were subject of the field research. We can notice the difference of 10% in favor of men - 55% engaged persons are men, while 45% are women. General impression of the field research is that men are favorites in the informative/news programs. It is interesting to compare the above data with, for example, the fact that difference in engagement of women and men in political life of Bosnia and Herzegovina is much higher in favor of men (over 80% engaged persons in B&H political life are men). Reason for this situation can be found in the fact that journalism in informative/news program is largely exposed to critics, and therefore the most difficult and requires high responsibility. This type of journalism makes it less attractive for those who chose jobs in media, in comparison to politics, where everything is allowed.

Chart 8 Structure of Engaged Women and Men in Contact and Collage Programs in B&H Media

Men		Women	
No.	%	No.	%
21	55%	17	45%

Graph 7 Graphic Presentation of Engaged Women and Men in Contact and Collage Programs in B&H Media

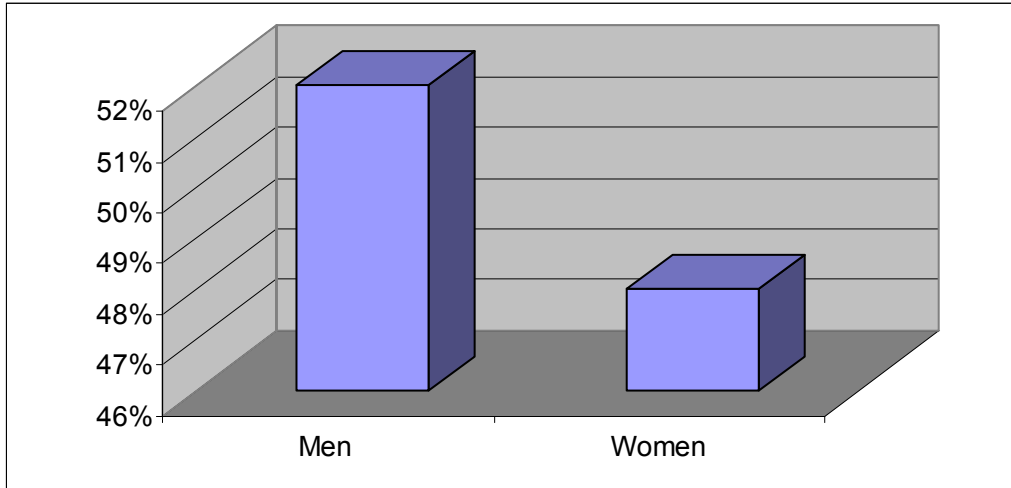


Results of the field research show slight difference in relation to representation of women and men in contact and collage programs in B&H media that were subject of the research, so men make 55%, while women make 45%. It is noticeable slight increase of interest among men engaged in B&H media for jobs and positions in this type of programs.

Chart 9 Structure of Engaged Women and Men in Morning Program of B&H Media

Men		Women	
No.	%	No.	%
16	52%	15	48%

Graph 8 Graphic Presentation of Engaged Women and Men in Morning Program of B&H Media

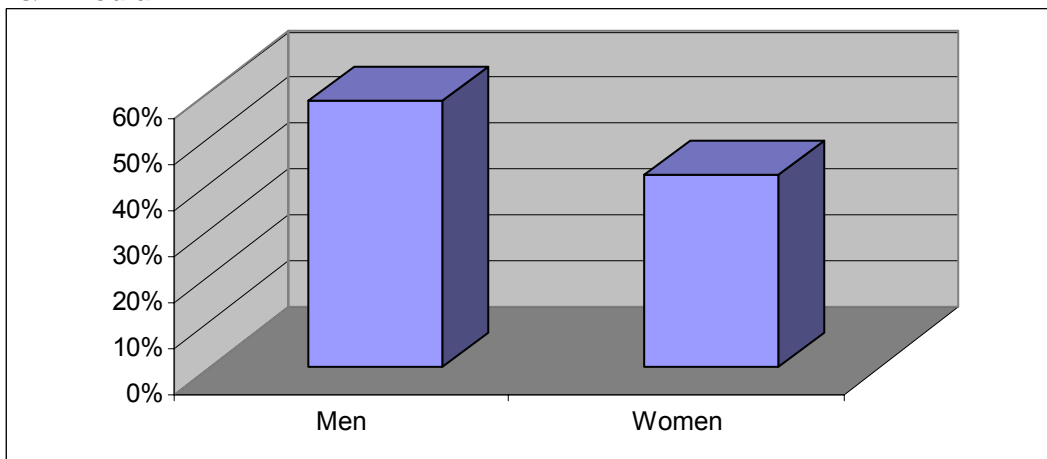


Structure of engaged persons in morning program of B&H media that were subject of the field research show there is gender balance - 52% engaged media workers are men, while 48% are women.

Chart 10 Structures of Engaged Women and Men in Correspondent Redaction in B&H Media

Men		Women	
No.	%	No.	%
23	58%	17	42%

Graph 9 Graphic Presentation of Engaged Women and Men in Correspondent Redaction in B&H Media



There is slightly higher difference in engagement of women and men on this level - women make 42%, while men make 58% in correspondent redactions of B&H media that were subject of the field research. This can be result of the fact that correspondent redactions are mostly located in cities with fewer choices for jobs. Therefore, men surpassed women, which are working hard in correspondent redactions, usually without strict working hours. This again results with the situation that correspondent redactions are reflecting male domination in the region.

Chart 11 Structure of Engaged Women and Men in Production in B&H Media

Men		Women	
No.	%	No.	%
28	74%	10	26%

Graph 10 Graphic Presentation of Engaged Women and Men in Production in B&H Media

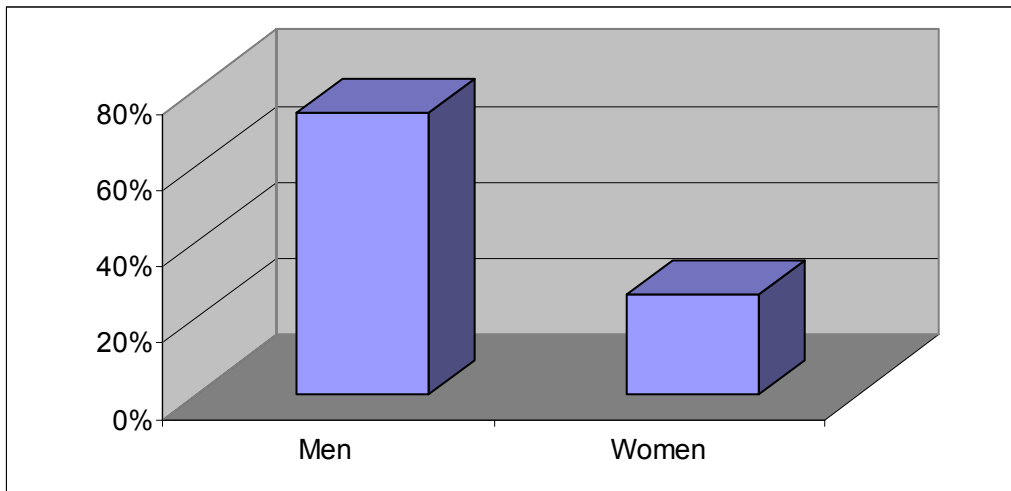


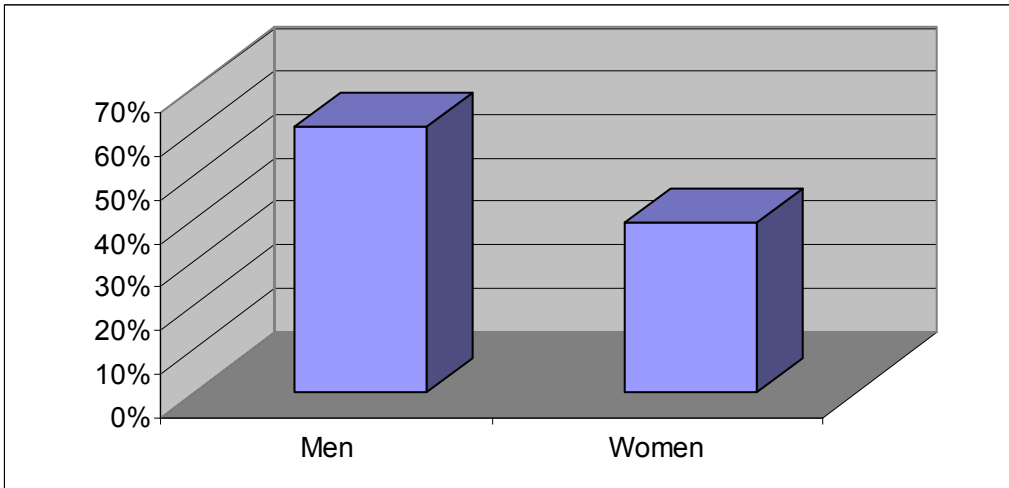
Chart 11 presents the structure of engaged women and men in production in B&H media that were subject of the field research. There is obvious difference between percentage of engaged men - 74%, and percentage of engaged women - 26%. The result confirms existing stereotypes about male and female professions in Bosnia and Herzegovina, where all professions linked with technique are more connected with men.

F.2 Structure of Representation of Women and Men in Decision - Making Bodies in Bosnia and Herzegovina

Chart 12 Structure of Representation of Women and Men in Decision - Making Bodies in B&H Media

Men		Women	
No.	%	No.	%
105	61%	68	39%

Graph 11 Graphic Presentations of Engaged Women and Men in Decision - Making Structures in B&H Media

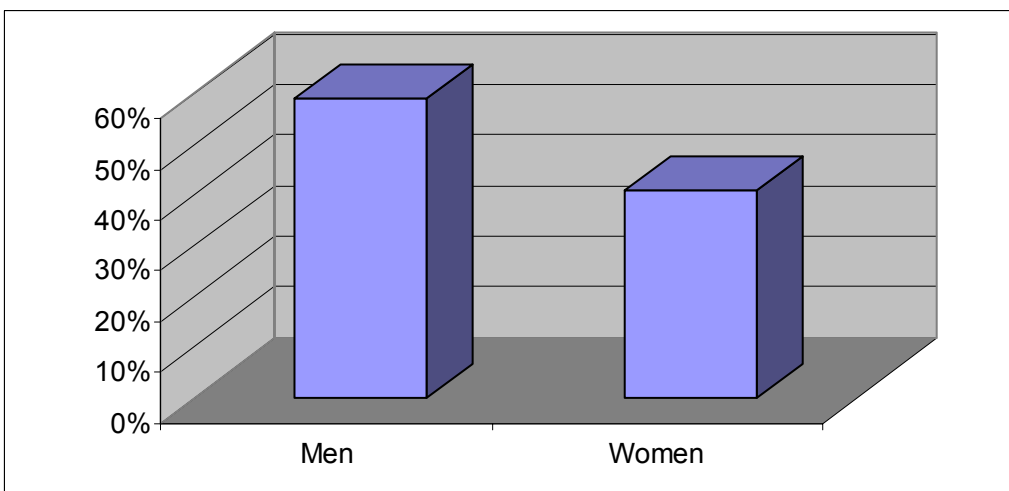


In the Chart 12, we presented the results related to representation of women and men in decision-making structures in Bosnia and Herzegovina that were subject of the field research. Domination of men - 61% in relation to women - 39%, is noticeable. Two third of men and one third of men in decision-making structures is obvious example that number of engaged men in B&H media proportionally gets higher with approaching to power structures where decisions are made.

Chart 13 Structures of Engaged Women and Men in Management Boards in B&H Media

Men		Women	
No.	%	No.	%
41	59%	28	41%

Graph 14 Graphic Presentation of Engaged Women and Men in Management Boards in B&H Media

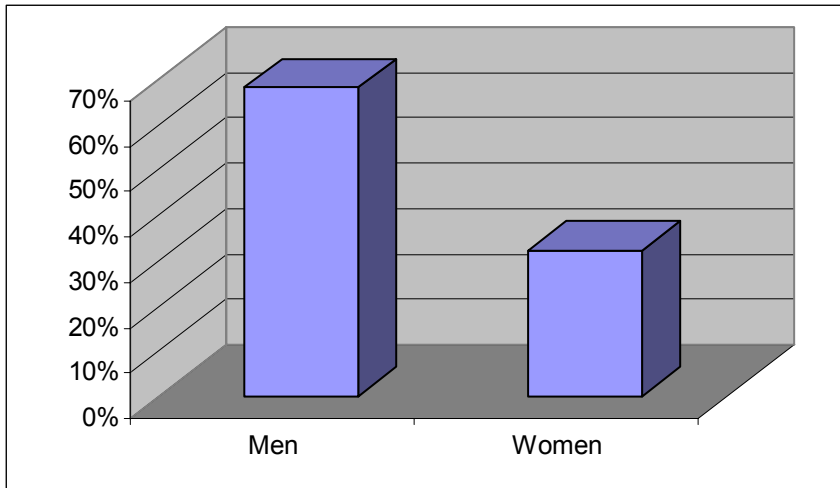


Engagement of men in management boards of B&H media in percentage of 59% confirms above presented argument.

Chart 14 Structures of Engaged Women and Men in Supervisory Boards in B&H Media

Men		Women	
No.	%	No.	%
26	68%	12	32%

Graph 13 Graphic Presentation of Engagement of Women and Men in Supervisory Boards in B&H Media

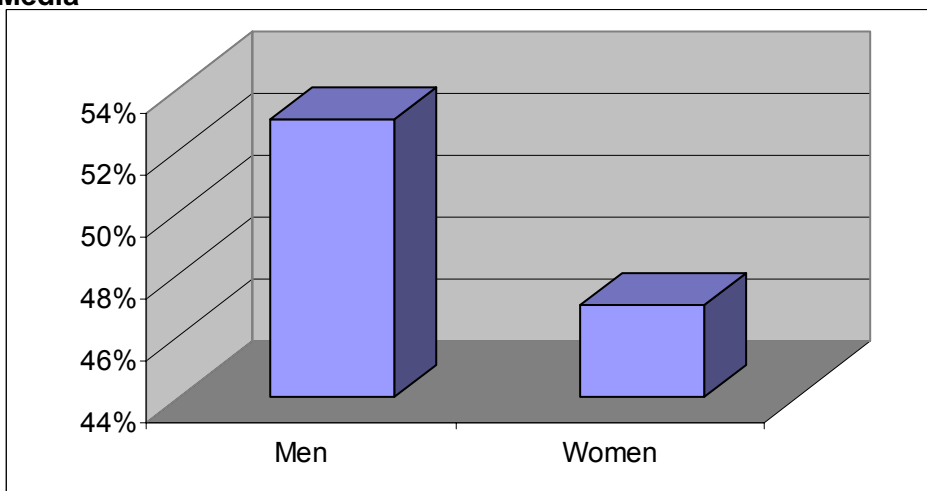


Results of the research show even higher percentage of engagement of men in supervisory boards in B&H media that were subject of the field research - 68%. This point to the fact that women are marginalized in terms of real influence in decision-making in bodies that have important role in work of media in Bosnia and Herzegovina.

Chart 15 Structures of Engaged Women and Men in Advisory Boards in B&H Media

Men		Women	
No.	%	No.	%
10	53%	9	47%

Graph 14 Graphic Presentation of Engagement of Women and Men in Advisory Boards in B&H Media



From presentation of the engagement of women and men in advisory boards of B&H media that were subject of the field research, there is visible slightly higher representation of women - 47%. However, it is important to emphasize that advisory boards in B&H media do not have that much influence in comparison to the other decision-making bodies in B&H media, as well as that these bodies are not compulsory.

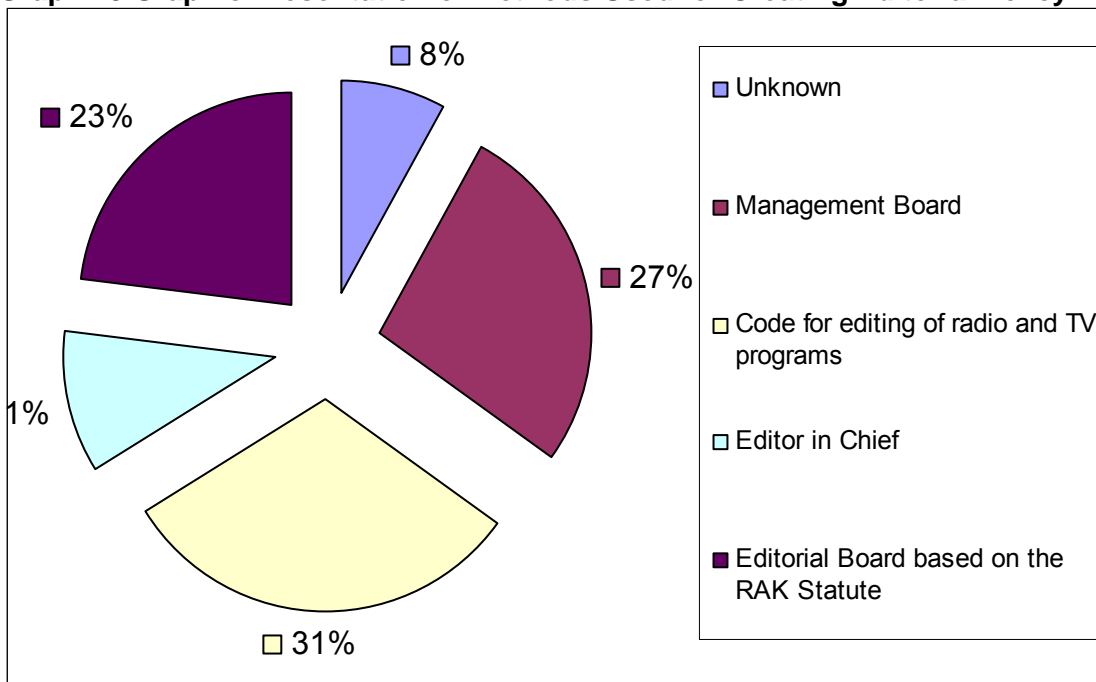
F.3 Editorial Policies of Media in Bosnia and Herzegovina

Third part of the field research was related to editorial policies of media in Bosnia and Herzegovina, where contact persons in media had possibility of opened answers.

Chart 16 How the Editorial Policy is Created in Media?

Answer	No.	%
Based on Code for editing of radio and television programs in Bosnia and Herzegovina	8	31%
Based on decisions of the management board in media	7	27%
Editorial board is editing program in accordance with the Statute of Regulatory Agency for Communications (RAK) Bosnia and Herzegovina	6	23%
Editor in Chief has the main role and ultimate responsibility	3	11%
Unknown	2	8%

Graph 15 Graphic Presentation of Methods Used for Creating Editorial Policy in Media of B&H



Based on the results presented in Chart 16, it is visible that 31% of media in Bosnia and Herzegovina that were subject of the field research creates editorial policy based on Code for Editing of Radio and Television Programs. 27% media stated they are creating editorial policy based on decisions of the Management Board, while 23% of media stated that Editorial Board creates editorial policy based on the Statute of the Regulatory Agency for Communications (RAK) in B&H. Editor in Chief alone creates editorial policy in 11% of media. Other media (8%) did not provide information how they create their editorial policy.

Chart 17 Do You Pay Attention on Equal Representation of Women and Men in Process of Creating Editorial Policy?

Answer	No.	%
Unknown	3	12%
Yes	19	73%
No	4	15%

Graph 16 Graphic Presentation of Answers from Media Related to Equal Representation of Women and Men in Process of Creating of Editorial policies

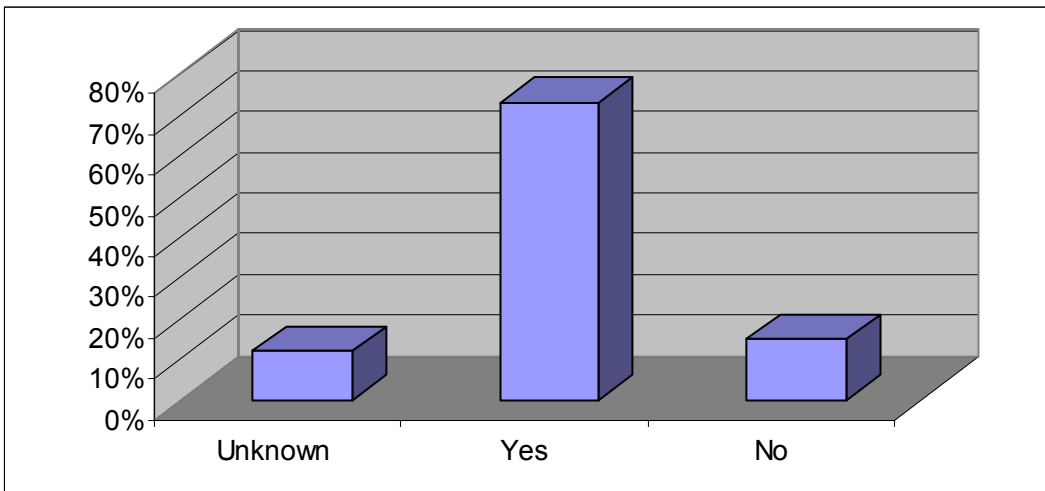


Chart 17.1 What Methods B&H Media are Using to Ensure Equal Representation of Women and Men in Process of Creating Editorial Policies?

Answer	No.	%
Unknown	14	54%
Women are predominantly represented in media	5	19%
All persons engaged in media are doing the same jobs	4	15%
We are insisting on engagement of women in all structures of creating programs	2	8%
We are paying attention about implementing of editorial policy of media	1	4%

Graph 16.1 Graphic Presentation of Methods B&H Media are Using to Ensure Equal Representation of Women and Men in Process of Creating Editorial Policies

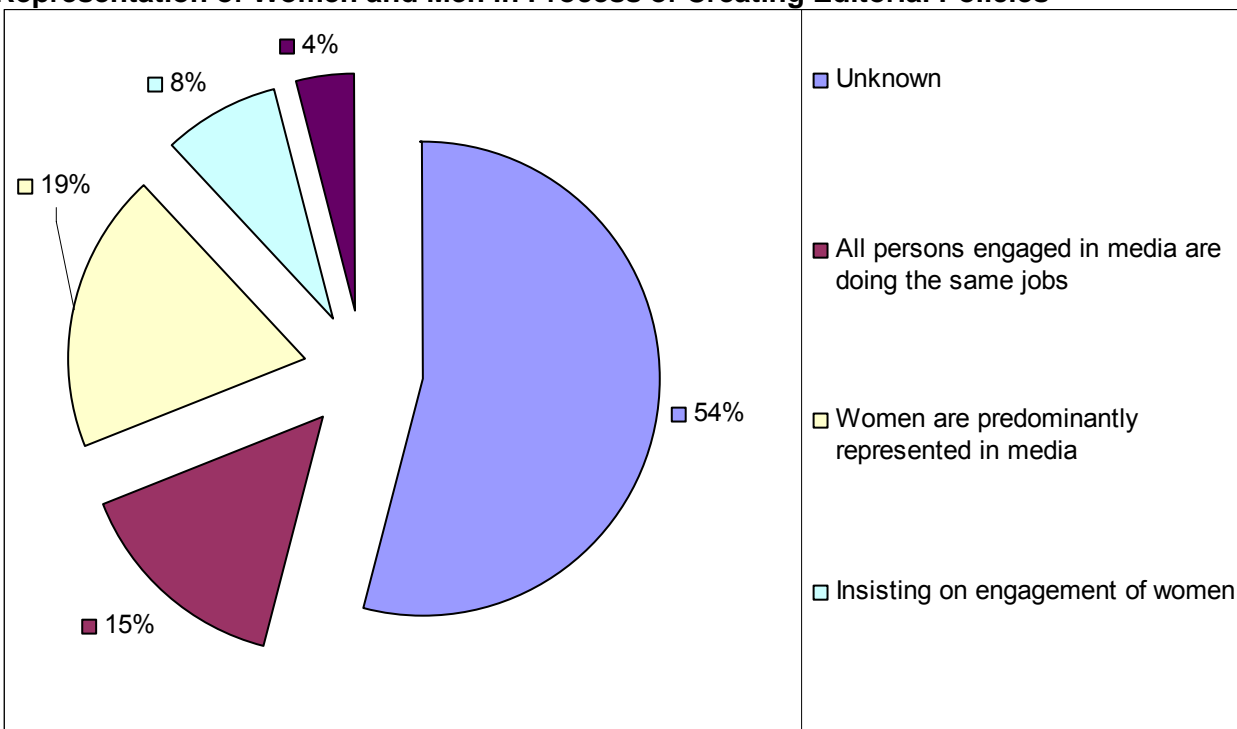


Chart 17 presents the answers of B&H media that were subject of the field research in relation to process of creating editorial policies. Majority of media - 73% stated they are paying attention about balanced representation of women and men in process of creating editorial policies, while 15% of media do not pay attention on this issue. 12% did not provide any information, so we can assume they do not pay any attention on equal representation of women and men in this process.

As we presented in Chart 17, majority of B&H media stated they pay attention on balanced representation of women and men, so we will present here their answers related to methods used to ensure this policy. Chart 17.1 shows that we did not receive any explanation from 54% media, while 4% of media re-stated they are paying attention to secure equal representation of women and men. However, this data can be taken with reservation, since they did not provide any supporting explanation how they do it in the practice. 19% of B&H media said women are predominantly represented in media, while 15% of media stated all persons in media are doing the same jobs, using that as an argument for giving an opportunity for women to influence creation of editorial policies. 8% of B&H media that participated in the field research state they are insisting on engagement of women in all structures of creating programs.

However, from the information that 54 % of B&H media that participated in the field research did not explain methods they use to ensure equal representation of women and men shows that they do not pay attention on this issue in their daily work.

Chart 17.2 Are There Written Procedures Related to Equal Representation of Men and Women in Process of Creating Editorial Policies?

Answer	No.	%
Unknown	5	19%
Yes	2	8%
No	19	73%

Graph 16.2 Graphic Presentation of Existence of Written Procedures Related to Equal Representation of Women and Men in Process of Creating Editorial Policies in B&H Media

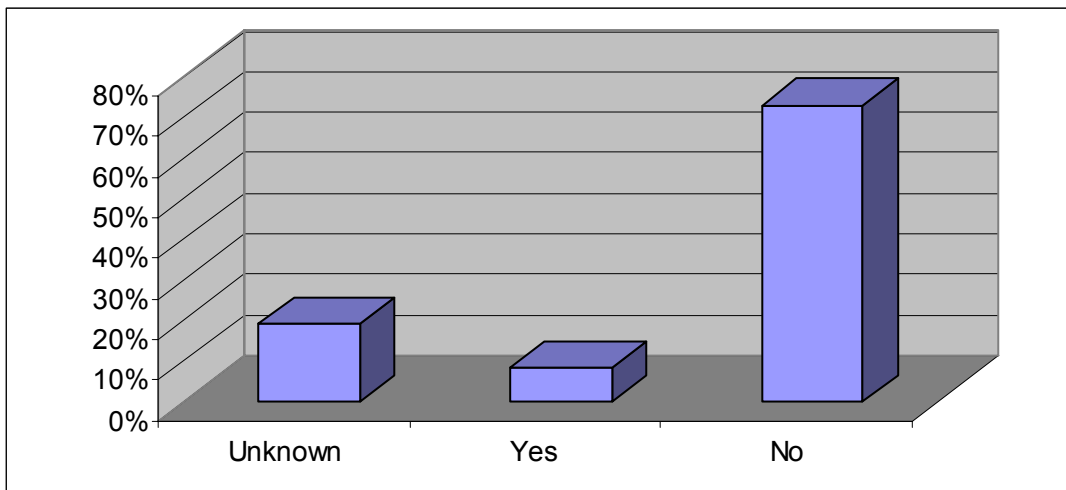
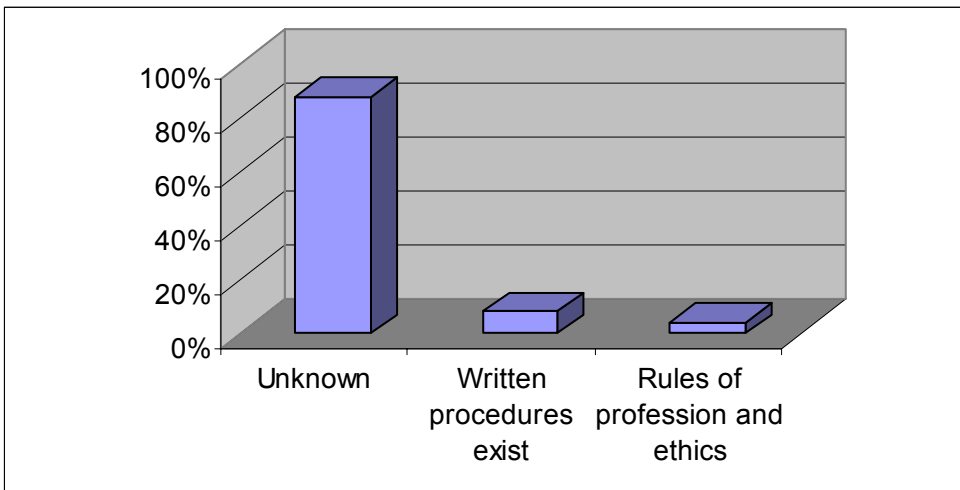


Chart 17.3 If There Are No Written Procedures Related to Equal Representation of Women and Men in Process of Creating Editorial Policies, Please Explain Why They Do Not Exist?

Answer	No.	%
Unknown	23	88%
Written procedures exist	2	8%
Everything is done in accordance with the rules of profession and ethics	1	4%

Graph 16.3 Graphic Presentation of Reasons for Non- Existence of Written Procedures Related to Equal Representation of Women and Men in Process of Creating Editorial Policies



From the Chart 17.2 it is visible that only 8% of B&H media that participated in the field research have defined written procedures related to equal representation of women and men in process of creating editorial policies, while 73% of media do not have these rules. 4% of B&H media did not provide answer on this question.

We did not receive explanation why written procedures do not exist from 88% of B&H media that participated in the field research, while only 4% of B&H media stated they are doing everything in accordance with the rules of profession and ethics. Lack of written procedures and rules points that equal representation of women and men does not represent priority in the process of creating editorial policies in Bosnia and Herzegovina.

Chart 18 Do You Promote Greater Participation of Women in Creation of Media Programs?

Answer	No.	%
Yes	14	54%
No	6	23%
Unknown	4	15%
Yes, there are more women in media	2	8%

Graph 17 Graphic Presentation of B&H Media Determination to Promote Greater Participation of Women in Creation of Media Programs

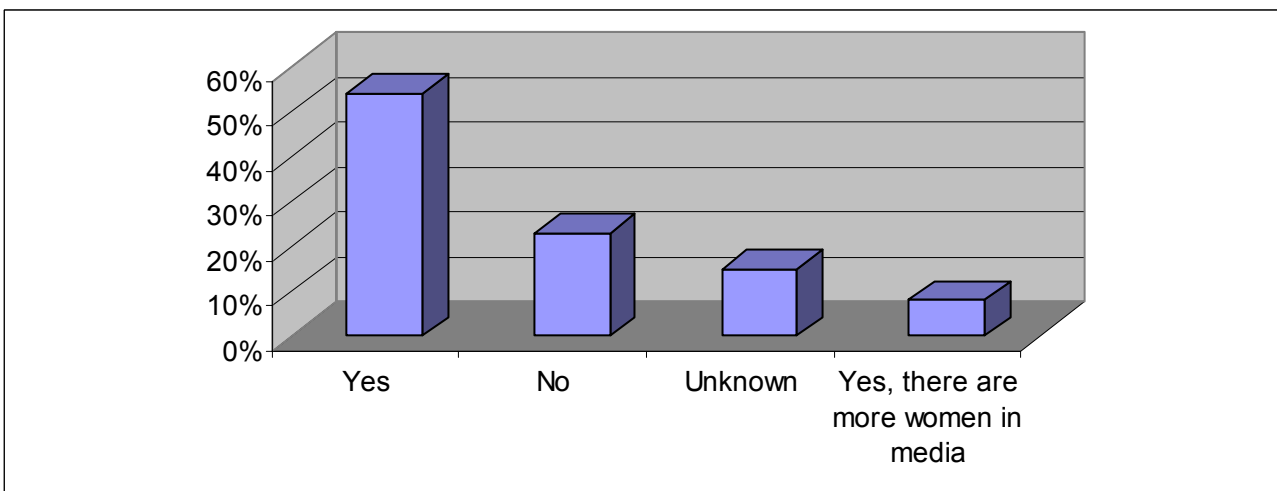


Chart 18.1 Are There Written Procedures Related to Promotion of Greater Participation of Women in Creation of Media Programs?

Answer	No.	%
Unknown	7	27%
Yes	1	4%
No	18	69%

Graph 17.1 Graphic Presentation of Existence of Written Procedures Related to Promotion of Greater Participation of Women in Creation of Media Programs

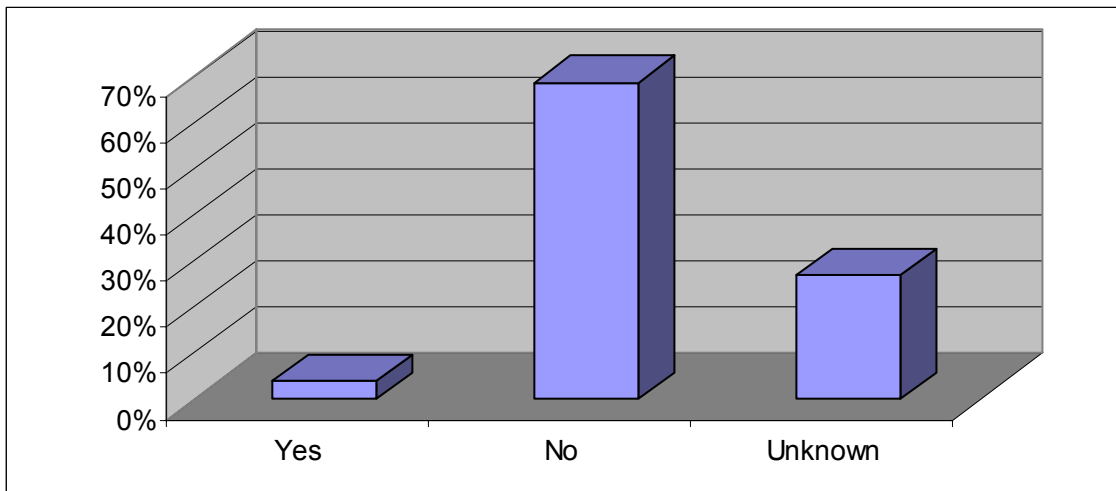
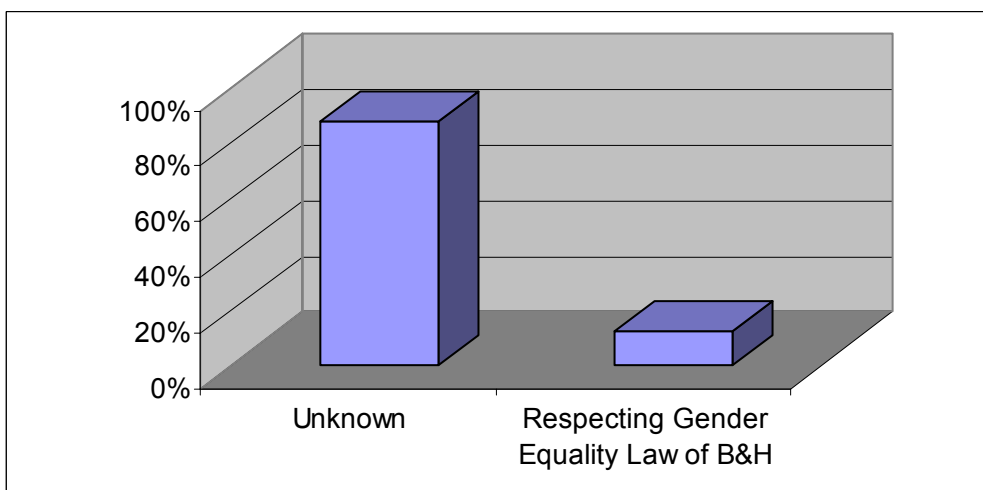


Chart 18.2 If There Are No Written Procedures in Relation to Promotion of Greater Participation of Women in Creation of Media Programs, Please Explain Why They Do Not Exist?

Answer	No.	%
Unknown	23	88%
We are respecting Gender Equality Law of Bosnia and Herzegovina	3	12%

Graph 17.2 Graphic Presentations of Reasons Why There Are No Written Procedures Related to Promotion of Greater Participation of Women in Creation of Media Programs in B&H Media



From Chart 18 we can see that 54% of B&H media that participated in the field research stated they are paying attention on promotion of greater participation of women in creation of media programs, with no provided explanation of methods how they are doing it. 23% of B&H media stated they are not paying attention on promotion of greater participation of women in creation of media programs, while 15% of media did not provide answers on this question. 8% of B&H media that participated in the field research stated there are more women

engaged in their companies, therefore they are paying attention on promotion of greater participation of women in creation of programs.

As response on question related to existence of written procedures for promotion of greater participation of women in creation of media programs, only 1% of B&H media that participated in the field research stated they are doing everything in accordance with the existing written procedures, without providing additional explanations, while 69% of media stated they are not using any written procedures in work on this issue. Significant percentage of media - 27% did not provide any data or explanation, which leads us to conclusion that there are no written procedures for promotion of greater participation of women in creation of media programs, or these procedures are not clear enough.

From responses on previous questions, we can conclude that B&H media that participated in the field research mostly do not use any written procedures related to promotion of greater participation of women in creation of media programs, and that they do not consider this as important issue. This is also visible from the data that 96% of media did not provide any reason why they do not use written procedures in relation to this issue.

It is important to mention that only 8% of B&H media that participated in the field research stated they are paying attention to respect the Gender Equality Law in Bosnia and Herzegovina (Chart 18.2).

Chart 19 How Do You Create Advertising Policy of Media?

Answer	No.	%
Unknown	10	38%
Through promotion of media	8	31%
Using Code of Program and Sponsorship	3	11%
With adopting of advertisement strategy and definition	2	8%
Editorial board	2	8%
Market economy	1	4%

Graph 18 Graphic Presentations of Methods Used by B&H Media to Create Advertisement Policy

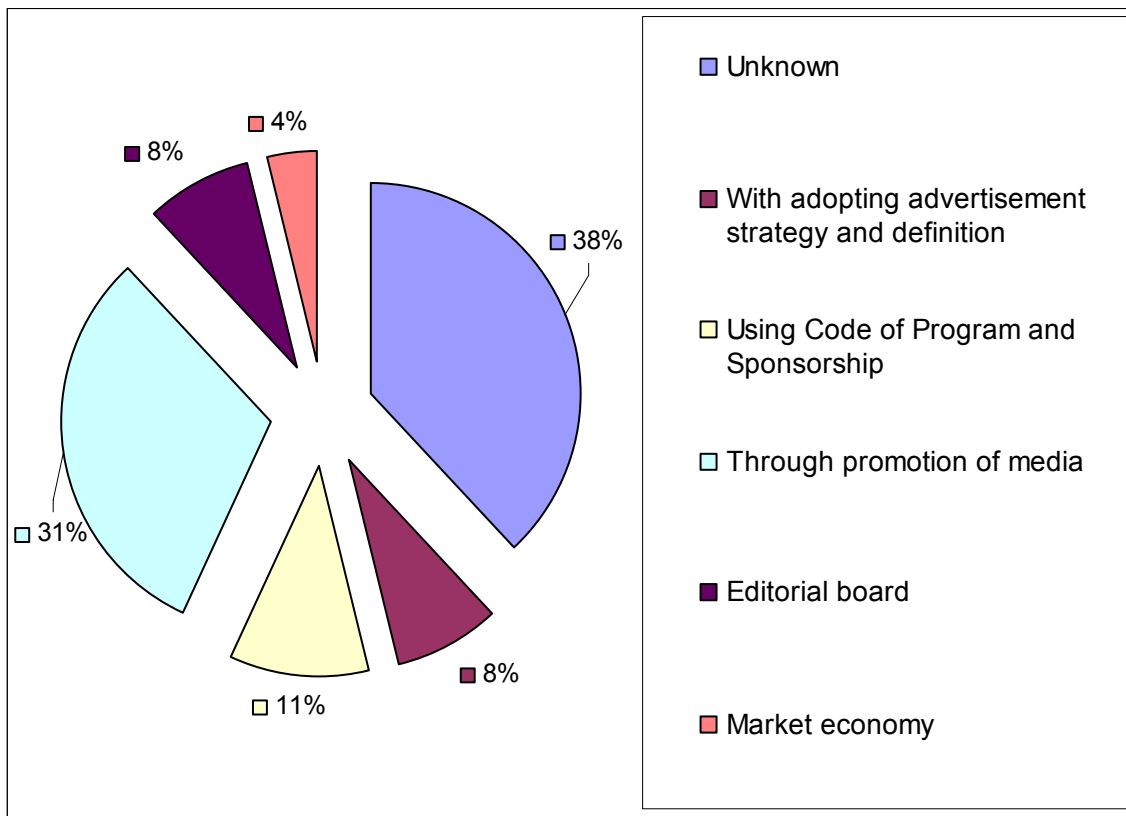


Chart 19.1 presents the answers of B&H media related to methods used in forming advertisement policies in B&H media that participated in the field research. 31% of media stated they are creating advertisement policy through promotion of their media, 11% of media creates it based on Code of Program and Sponsorship, while 8% of media adopts advertisement strategy and definition. Furthermore, 8% of media stated that Editorial Board is creating advertisement policy, while 4% of media creates it based on market economy. However, it is important to mention that the largest percentage of B&H media that participated in the field research - 38% did not provide any information related to their advertisement policy.

Chart 19.2 How Media in B&H Sell Themselves (Self - Promotion)?

Answer	No.	%
Unknown	10	39%
Through media promotion	12	46%
Actions of benefit for wider community	4	15%

Graph 18.2 Graphic Presentation of Self - Promotion of Media in B&H

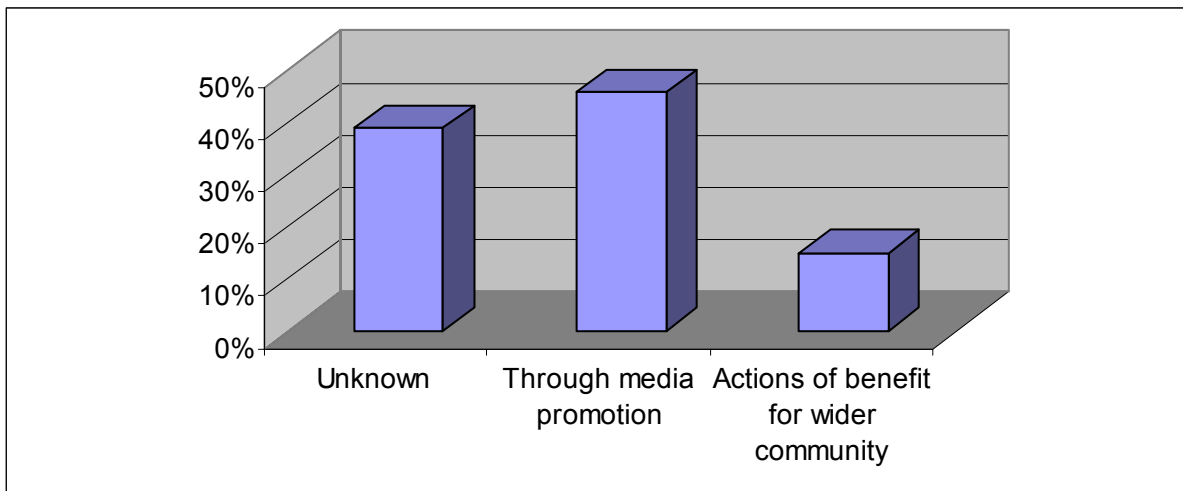
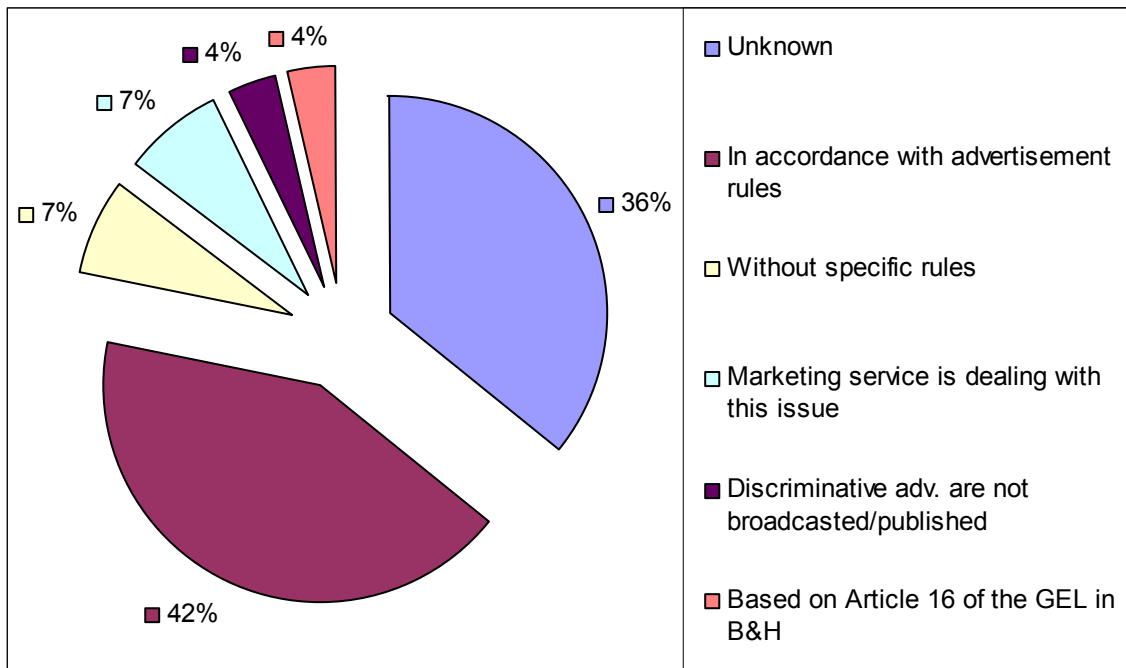


Chart 19.2 presents answers of B&H media that participated in the field research related to methods of self-promotion. The largest percentage of media stated they are conducting self-promotion through the media itself, while 15% of media stated they are conducting self-promotion through actions of benefit for wider community. 39% of B&H media did not provide any answer on this question.

Chart 19.3 How Media in B&H Are Making Decision if Some Advertisement Will be Broadcasted/Published or Not?

Answer	No.	%
In accordance with the advertisement rules	12	46%
Unknown	8	31%
Without specific rules	2	8%
Marketing service is dealing with this issue	2	8%
Discriminative advertisements are not broadcasted/published	1	4%
Based on the Article 16 of the Gender Equality Law in B&H	1	4%

Graph 18.3 Graphic Presentation of Methods How B&H Media Are Making Decision if Some Advertisement Will be Broadcasted/Published or Not

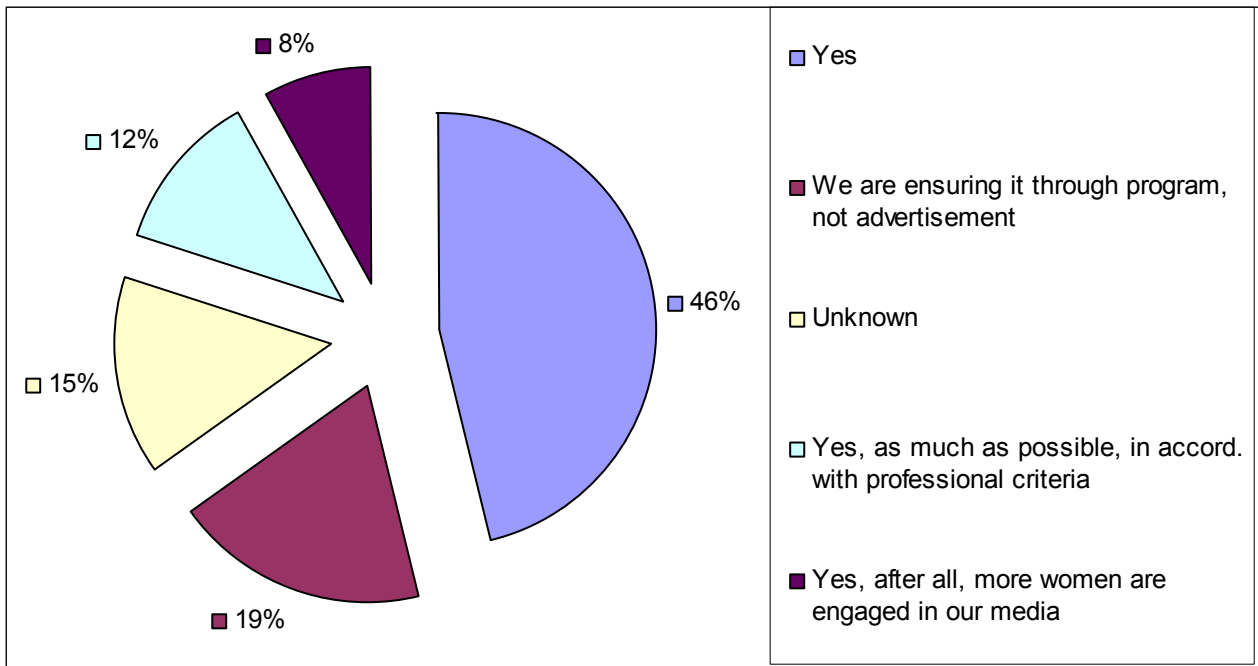


It is visible from the Chart 19.3 that greatest percentage of B&H media that participated in the field research - 46% are making decision about broadcasting/publishing advertisements in accordance with advertisement rules. 8% of B&H media stated that marketing service is making all decisions related to broadcasting/publishing advertisements, or they do not have any special rules related to making decisions about broadcasting/publishing advertisements. It is interesting that only 4% of B&H media that participated in the field research stated they do not broadcast/publish advertisements with discriminative content, or they are respecting Article 16 of the Gender Equality Law in B&H. Significant percentage of B&H media that participated in the field research - 31% did not provide any information or explanation related to methods used for making decision about broadcasting/publishing advertisements.

Chart 20 Do You Pay Attention on Equal Representation of Women and Men in Process of Creating Advertisement Policy?

Answer	No.	%
Yes	12	46%
We are ensuring it through program, not advertisement	5	19%
Unknown	4	15%
Yes, as much as possible, in accordance with professional criteria	3	12%
Yes, after all, more women are engaged in our media	2	8%

Graph 19 Graphic Presentation of Equal Representation of Women and Men in Process of Creating of Advertisement Policy in B&H Media

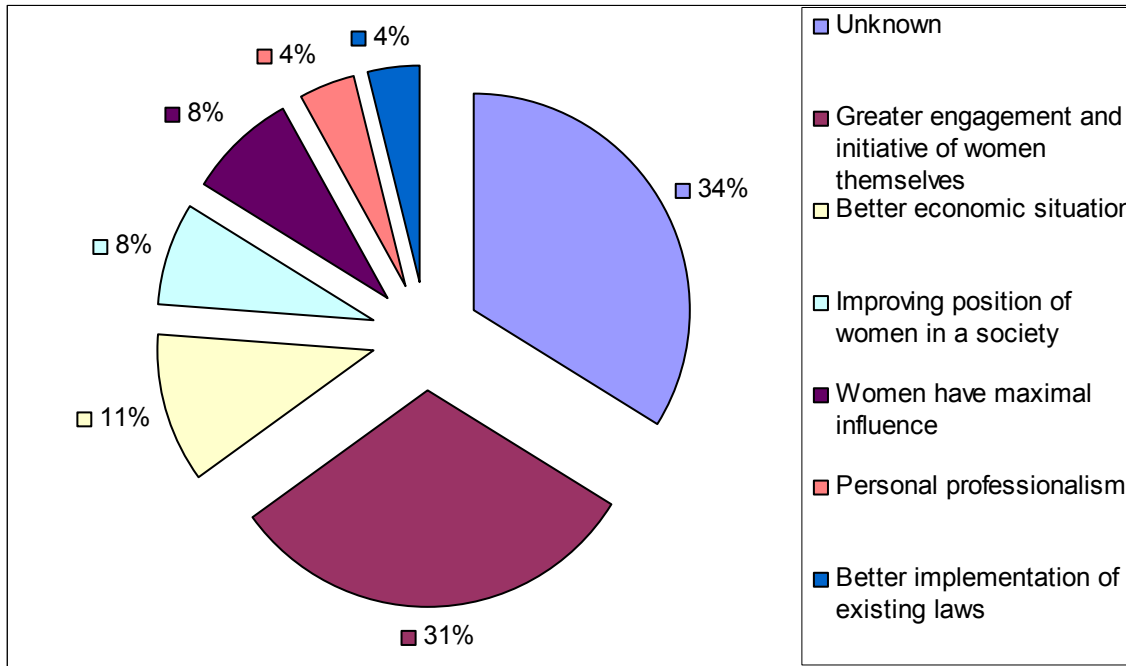


46% of B&H media that participated in the field research stated they are paying attention on equal representation of women and men in process of creating of advertisement policy. 19% of media stated they are paying attention on equal representation of women and men through program, not advertisement, 12% of media pays attention on this issue in accordance with professional criteria, while 8% of B&H media stated that, after all, more women are engaged in their media. Similarly as in the case of previous questions, 15% of B&H media that participated in the field research did not provide any information or explanation related to this issue.

Chart 21 By Your Opinion, What Would Improve Access And Real Influence of Women on Creating of Editorial and Advertisement Policies in B&H Media?

Answer	No.	%
Unknown	9	34%
More engagement and initiative by women themselves	8	31%
Better economic situation	3	11%
Improving position of women in a society	2	8%
Women have maximal influence	2	8%
Personal professionalism	1	4%
Better implementation of existing laws	1	4%

Graph 20 Graphic Presentations of Methods for Improving Access and Influence of Women on Creation of Editorial and Advertisement Policies in B&H Media



From results presented in Chart 21, it is visible that 31% of B&H media that participated in the field research believe access and influence of women on creation of editorial and advertisement policies could be improved with greater engagement and initiative of women themselves, while 8% of B&H media believe women already have maximum influence in media. 12% of media stated that women's access and position in media would improve with better economic situation, while 8% of media stated solving this issue is conditioned with improving general position of women in B&H society. Finally, 4% of B&H believe personal professionalism represents the key mechanism for solving this issue, while only 2% of B&H media believe better implementation of existing laws in the practice would contribute to it.

SHORT OVERVIEW OF THE PROJECT "GENDER EQUALITY IN BOSNIA AND HERZEGOVINA - INFORMED PUBLIC OPINION AND GENDER SENSITIVE MEDIA"

United Women Banja Luka is implementing this project in the period from January 2005 until December 2007, in partnership with nongovernmental organization Amica e.V. from Freiburg, Germany, and with financial support of Evangelischer Entwicklungsdienst (EED) Germany

Development goal of the project is to create possibilities for diminishing gender based discrimination in all fields of social, economic, and political life through enabling women and men citizens of Banja Luka and Bosnia and Herzegovina to become familiar with the Gender Equality Law in B&H, create an informed public opinion about gender discrimination, and fight for improving position of women in our environment.

Within this project, United Women Banja Luka is working in several levels, as follows:

- Empowering journalists and media workers in B&H to recognize gender based discrimination, conduct gender sensitive media reporting, and support us in influencing positive changes in media policies and programs - through TV discussions, gender equality workshops for women and men journalists, and networking and capacity building;
- Encouraging women NGO activists and women politicians to learn public presentation skills, build effective networks and communication with media, and present their opinion about important political, social, and economic issues that affect lives of common citizens - through TV discussions, gender equality workshops, and networking and capacity building;
- Creating public pressure on public officials and policy makers in terms of advocating for positive changes in official policies related to women's human rights, gender equality, and access of women to media;

- Increasing knowledge of women and men common citizens about specific gender equality issues addressed by the Gender Equality Law in B&H, and improving their capacity to have informed opinion about gender discrimination.

Activities of the project include:

- Organization of eleven TV programs/discussions that are focusing on specific topics from Gender Equality Law in Bosnia and Herzegovina;
- Organization of gender equality workshop for women and men journalists, editors, and other media workers from B&H electronic and printed media;
- Workshop about gender equality and media for women NGO activists and women politicians in Bosnia and Herzegovina;
- Organizing exchange meeting with women's associations from Kosovo and Macedonia, in Banja Luka, Bosnia and Herzegovina;
- Networking and capacity building of women and men journalists, editors, NGO activists, and female politicians;
- Study visit of United Women Banja Luka members to Germany;
- Media monitoring, media statements, participation in TV programs, street campaigns, public advocacy and lobbying actions, organization of public meetings/discussions aimed for advocating for positive changes in official policies related to women's human rights, gender equality, and access of women to media;
- Field researches and analysis aimed for creating conditions for public advocacy actions aimed for increasing gender sensibility of media in Bosnia and Herzegovina;
- Establishing of web presentation of United Women Banja Luka and media project;
- Organizing workshop for development of strategy for extensive public advocacy campaign for better access of women to media and real influence of women on development of media in Bosnia and Herzegovina;
- Organizing public advocacy activities aimed for increasing gender sensibility of media in Bosnia and Herzegovina.

ABOUT UNITED WOMEN BANJA LUKA

The United Women Banja Luka is nongovernmental organization founded on August 16 1996 in Banja Luka, Bosnia and Herzegovina. Through the activities and projects of our association, we are advocating for improving social position of woman and her right to life without violence in family and public life. We want to see more women at decision-making positions in official institutions at all levels of governance in Bosnia and Herzegovina.

Our vision is: Woman aware of her power, equal, respected, employed, and happy.

Our mission is: Strengthening and affirmation of women through advocacy and work on implementation of women's human rights.

Overall Strategic Priorities and Objectives of United Women Banja Luka:

- Fighting against violence against women through offering free legal and psychosocial assistance for women and children victims of violence, work on introducing new official policies and institutional mechanisms of fighting violence against women;
- Strengthening awareness of women and men citizens about violence against women and gender based violence through media advocacy, and strengthening and increasing cooperation with other NGOs and official institutions working on issues of violence against women in the country and abroad;
- Increasing public awareness about trafficking of people in Bosnia and Herzegovina, and public advocacy for more efficient work of official institutions in Republika Srpska and Bosnia and Herzegovina on prevention of trafficking of people;
- Empowering women to participate in social changes through their active role in creation of public policies, and political decision making on local, entity, and state level in Bosnia and Herzegovina and fighting for gender equality in public and political life in B&H;

- Gender equality in media B&H - public advocacy for diminishing discrimination and abuse of women in electronic and printed media in B&H, and creating conditions for equal access of women and men on creation of media policies;
- Increasing gender sensitivity of women and men journalists in B&H, and networking of women's NGO activists, journalists, and female politicians to work together on improving gender equality in media B&H;
- Public advocating for strengthening position of women in our society, and diminishing discrimination of women in political, economic, and social sphere through monitoring of the positive legal regulation, and initiating procedures and initiatives for changes of discriminatory laws;
- Support for sustainable return in Bosnia and Herzegovina through work with women and men in rural communities of Bosnia and Herzegovina;
- Strengthening cooperation with other nongovernmental organizations and official institutions in Banja Luka, Republika Srpska, Bosnia and Herzegovina and other countries in the region (developing joint projects and initiatives, exchange of information and expertise, offering our assistance in developing skills and increasing knowledge about women's human rights and gender equality etc.);
- Developing internal capacities of the Association through engaging new staff and volunteers and working on development of organizational sustainability through long-term financial, program and management planning.

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