WOMEN MAKE THE NEWS - THAILAND
Making Women Voices Stronger in Media and Society
Online Database of Thai Women Experts for Journalists
1. BACKGROUND

Global Media Monitoring Project (GMP) 2015: Only around 1 in 4 people heard, read about or seen in the news are women.

Studies show: Media in Asia and the Pacific tend to reinforce stereotypes and traditional gender roles… with women most commonly depicted as ‘victims’, ‘family figures’ or ‘sex objects’.

Analysis of one month's news coverage on Thai television (Thai PBS Study from 2014)

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
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</thead>
<tbody>
<tr>
<td>Experts interviewed in different fields</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>Members of the public interviewed</td>
<td>75%</td>
<td>25%</td>
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1. BACKGROUND

Why should we worry about under & misrepresentation of women in the media?
Because media messages have a powerful impact on our behaviours and values.

Increased visibility of women in media is essential to reflect and promote the active participation of women in society.
2. OBJECTIVE

Create an online database of female Thai experts to...

...Offer a concrete tool that journalists can use to feature more female sources in their stories

...Promote greater visibility of female Thai experts in media

...Encourage greater participation of women in society

What will our benchmarks be?

Number of visitors on the website

Number of media outlets committing to promote the database among their staff
3. WHO IS INVOLVED?

<table>
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<tr>
<th>Coordination</th>
<th>UNESCO BANGKOK</th>
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<tr>
<td>Implementation</td>
<td>The Research Center of Communication and Development Knowledge Management (CCDKM)</td>
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<td>Consultation Committee</td>
<td>Southeast Asian Press Alliance (SEAPA); Thammasat University; Sukhothai Thammatirat Open University; Department of Women's Affair and Family Development; The Nation Media Group</td>
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4. THE PROJECT IN A SNAPSHOT

- User friendly web portal
- 250 profiles of Thai women experts by launch date
- All contents in English and Thai
- Launch 8 March 2017 International Women’s Day
- A sign-up field for new members
- 3 Themes ICT Environment History/Culture
5. How do we define ‘Expert’?

We use the word “Expert” in a broad sense. Researchers, specialists, policy-makers but also advocates, community leaders etc.

Any valuable resource person for the media.
6. WHAT ARE THE SELECTION CRITERIA?

- Thai nationality – but could be based outside of Thailand
- At least one-third of the experts from outside of Bangkok
- Representatives from government, academia, private sector, media, international organizations, NGOs
- Expertise/experience in one of the three themes: Information & Communication Technologies & Innovation, Environment & Climate Change, Cultures & Histories from ASEAN Countries
- Balance between junior and senior experts
- Ethnic minorities represented
7. WHAT INFORMATION WILL BE ACCESSIBLE ONLINE?

- Name
- Picture
- Spoken languages
- Working location
- Email
- Line ID
- Short Bio
- CV
- Keywords on area of expertise
8. WHAT THE PROJECT IS NOT 😞

THIS PROJECT IS NOT....
...exhaustive on any of the topics covered in the database
...a ranking of experts conducted by UNESCO

Do I need certain academic credentials to join the database? NO!
Do I need to speak English?
Do I need to have previous experience dealing with media?
9. WHAT THE PROJECT IS 😊

THIS PROJECT IS ....

...an advocacy platform to spotlight and celebrate female expertise in Thailand

...a collaborative and open process within which experts are being identified by their peers, project partners and local organizations

Can I recommend someone I know to join the database?  
Can I contact project partners if I have questions or comments?  
Can I choose to join the database later?  

YES!
10. How to join?

Do you know about:
- Information & communication technologies & innovation?
- Environment & climate change?
- Histories & cultures of ASEAN countries?

Join the database by uploading your professional profile online here:
http://www.wmnnthailand.org/form/

or contact us for more information.
11. CONTACT

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