



WOMEN MAKE THE NEWS - THAILAND

Making Women Voices Stronger in Media and Society

Online Database of Thai Women Experts for Journalists



United Nations
Educational, Scientific and
Cultural Organization

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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)

	MALE	FEMALE
Experts interviewed in different fields	76%	24%
Members of the public interviewed	75%	25%

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?

Coordination

UNESCO BANGKOK

Implementation

The Research Center of Communication and Development
Knowledge Management (CCDKM)

Consultation Committee

Southeast Asian Press Alliance (SEAPA); Thammasat University;
Sukhothai Thammathirat Open University; Department of Women's
Affair and Family Development; The Nation Media Group

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?

Do I need to speak English?

Do I need to have previous experience dealing with media?

NO!

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.wmnthailand.org/form/>

or contact us for more information

11. CONTACT



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