

Cote d'Ivoire: Media regulatory bodies pledge gender equality

ABIDJAN: The 'Gender in media management in the post-crisis and post-electoral period' seminar organised by the United Nations Operation in Côte d'Ivoire (UNOCI), in collaboration with the UN Development Fund for Women (UNIFEM) and the UN Development Programme (UNDP), ended late last week.

The seminar was aimed at reinforcing the capacity of members of media regulatory and self-regulatory bodies on the integration of the gender factor in the management of the media during the post-electoral and post-crisis period. It ended with some 30 participants making a commitment to promote the notion of gender equality in the treatment of information.

Addressing participants, Anne Marie Kemengne Djoko of UNOCI's Gender Unit said: "The commitment you have made today demonstrates that you have entered an active partnership to ensure the promotion of the policy of gender equality in the post-crisis period in Côte d'Ivoire."

Based on examples drawn from the national press, the media practitioners realised the difference in the presentation of the image of a man and a woman in the media. They then decided to correct practices which constitute an obstacle to the promotion of gender equality.

The deputy director in charge of Gender in the Ministry of Social Affairs, Soro Natogoma, said: "The seminar has opened our eyes to the fact that there is need for immediate action aimed at promoting gender equality in the media."

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