



United Women Banja Luka

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Conference “Gender Mainstreaming in Media – Experiences from the Region” Banja Luka, Bosnia and Herzegovina, 4. – 5. February 2009

1. The Conference Background

The Conference is part of the three-year project with title “**Gender Equality in Bosnia and Herzegovina – Informed Public Opinion and Gender Sensitive Media 2008 – 2010**”, financially supported by Evangelischer Entwicklungsdienst (EED) Germany. United Women Banja Luka implements the project with consultative support and partnership of Amica e.V. Freiburg, Germany. The current project represents continuation of the activities initiated in 2004 aimed to enhance gender-mainstreaming processes in media of Bosnia and Herzegovina and foster networks of women journalists, NGO activists, and politicians in BiH and the region, to improve visibility of women’s issues in media, and contribute in the development of gender sensitive and responsible media.

Long-term development objective of the project is to create possibilities for diminishing gender-based discrimination in all fields of social, economic, and political life of Bosnia and Herzegovina through increasing gender sensibility of media in Bosnia and Herzegovina, strengthening an informed public opinion about gender discrimination, and advocacy for improving position of women in our environment.

2. Purpose and Objectives of the Conference

Purpose of the Conference is to enable exchange of experiences on the topic of integrating gender equality issues in media among women and men participants from the Balkan region, namely Bosnia and Herzegovina, Croatia and Serbia, and two EU countries – Germany and Sweden.

Objectives of the Conference are following:

- Provide opportunities for women and men media representatives and women in politics to learn more about specific activities related to gender mainstreaming in media policies and practice in Balkan Region, with focus on Bosnia and Herzegovina, Croatia, Serbia, and EU countries, namely Germany and Sweden;
- Encourage skills building, increased knowledge and access to information for women and men journalists, women politicians, and NGO activists aimed to developing and strengthening approaches for eliminating gender discrimination in media and gender biased media programming in BiH and the region;

- Regional networking of media, women in politics, and NGO activists and enabling participants to learn about identifying and using alternative sources of information in media reporting about gender equality issues.

3. Women Guest Panelists on the Conference:

- Ms. Katarine Henrotte Forsberg from Sweden, former Vice President of the European Women's Lobby, and current President of the University Women of Europe;
- Ms. Annika Flensburg, Press Officer of the Kvinna till Kvinna Foundation Sweden;
- Ms. Pari Niemann, Northern German Radio Station;
- Ms. Eva Gutensohn, Feminist Radio Program "La Radio" at Radio Dreyeckland, Freiburg, Germany;
- Ms. Rada Borić, "Center for Women's Studies" Zagreb, Croatia
- Ms. Suzana Kunac, NGO "B.a.b.e." Zagreb, Croatia ***(alternate person to be determined)**
- Ms. Belma Bećirbašić, journalist of Magazine "Dani" Sarajevo, Bosnia and Herzegovina ***(to be confirmed)**;
- Ms. Jelena Višnjić, Program Coordinator in NGO "Voice of Difference" Belgrade, Serbia;
- Ms. Tamara Skrozza, Journalist of Magazine "Vreme" Belgrade, and Coordinator of the Women's Section in Media of the Independent Journalist Association (NUN) of Serbia.

4. Participants of the Conference

Participants of the Conference will be women and men journalists and editors of the electronic and printed media in BiH, activists of women's NGOs in BiH, and women politicians from BiH. Planned number of participants is max. thirty-five (35).

5. WORKING AGENDA OF THE CONFERENCE: „Gender Mainstreaming in Media – Experiences from the Region”

Time Schedule	Activity	Facilitators/ Panelists
Wednesday, 4 February 2009		
9,30 - 10,00	Opening of the workshop	Nada Golubović, United Women, facilitator
10,00 - 10,40	Panel presentation of the international guest expert	Karine Henrotte Forsberg, University Women of Europe Sweden
10,40 – 11,00	Questions and answers Discussion	Nada Golubović, United Women, facilitator Panelist Participants
11,00 – 11,30	Refreshment break	
11,30 – 12,10	Panel presentation of the international guest expert	Annika Flensburg, Kvinna till Kvinna Foundation Sweden
12,10 – 12,30	Questions and answers Discussion	Nada Golubović, United Women, facilitator Panelist Participants
12,30 – 14,00	Lunch break	

14,00 – 14,40	Panel presentation of the international guest expert	Eva Gutensohn, Feminist Radio Program "La Radio" at Radio Dreyeckland, Freiburg, Germany
14,40 – 15,00	Questions and answers Discussion	Nada Golubović, United Women, facilitator Panelist Participants
15,00 – 15,40	Panel presentation of the international guest expert	Suzana Kunac, NGO "B.a.b.e." Zagreb, Croatia *(alternate person to be determined)
15,40 – 16,00	Questions and answers Discussion	Nada Golubović, United Women, facilitator Panelist Participants
16,00 – 16,30	Refreshment break	
16,30 – 17,10	Panel presentation of the international guest expert	Jelena Višnjić, Program Coordinator in NGO "Voice of Difference" Belgrade, Serbia
17,10 – 17,30	Questions and answers Discussion	Nada Golubović, United Women, facilitator Panelist Participants
17,30 - 18,00	Closing of the day	Nada Golubović, United Women
Thursday, 5 February 2009		
09,30 – 10,00	Opening of the 2nd day of the Conference	Nada Golubović, United Women
10,00 - 10,40	Panel presentation of the international guest expert	Tamara Skrozza, Journalist of Magazine "Vreme" Belgrade, and Coordinator of the Women's Section in Media of the Independent Journalist Association (NUN) of Serbia
10,40 - 11,00	Questions and answers Discussion	Nada Golubović, United Women, facilitator Panelist Participants
11,00 - 11,30	Refreshment break	
11,30 - 12,10	Panel presentation of the international guest expert	Rada Borić, "Center for Women's Studies" Zagreb, Croatia
12,10 - 12,30	Questions and answers Discussion	Nada Golubović, United Women, facilitator Panelist Participants
12,30 – 14,00	Lunch break	
14,00 – 14,40	Panel presentation of the international guest expert	Pari Niemann, Northern German Radio Station;
14,40 – 15,00	Questions and answers	Nada Golubović, United Women,

	Discussion	facilitator Panelist Participants
15,00 – 15,40	Panel presentation of the BiH guest expert	Belma Bećirbašić, journalist of Magazine “Dani” Sarajevo, Bosnia and Herzegovina (*to be confirmed)
15,40 – 16,00	Questions and answers Discussion	Nada Golubović, United Women, facilitator Panelist Participants
16,00 – 16,30	Refreshment break	
16,30 – 17,30	Panel discussion with the women experts	Nada Golubović, United Women, facilitator Experts/Panelists Participants
17,30 – 18,00	Conclusions and closing of the Conference	Nada Golubović, United Women, facilitator

Note: Organizers are keeping the right to change the Conference agenda if needed

6. Outcomes of the Conference

United Women Banja Luka hopes that Conference will serve **as a forum for exchange of experiences, information, learning about tools and best practices, but also as an opportunity to define recommendations for future steps and strategies to improve gender-mainstreaming processes in media of Bosnia and Herzegovina and the region.**

Conclusions and recommendations from the Conference will be disseminated to electronic and printed media in BiH, official institutions working on media and gender equality, namely Regulatory Agency for Communications of BiH (RAC BiH), Agency for Gender Equality of BiH, entity Gender Centers of RS and Federation of BiH, as well as associations of journalists and media workers and NGOs working on gender equality, women's human rights and human rights in general, and representatives of the international organizations in BiH. In cooperation with women's NGOs from Croatia and Serbia, recommendations will be distributed in their countries to other NGO activists, media, and representatives of official institutions, via e-mail networks and list serves.

Recommendations will also serve as a tool for advocacy activities of United Women Banja Luka and network of women journalists and NGO activists in BiH aimed to push for positive changes in engaging public officials in integrating gender equality in media of Bosnia and Herzegovina, in the light of the process of the European integrations of Bosnia and Herzegovina and the region.

As we are committed to support sharing knowledge about gender equality, in the follow up of the Conference, United Women Banja Luka team will prepare **bi-lingual (English and local languages) compilation of panel presentations**, and publish it on the web site of United Women Banja Luka. We believe this will be invaluable resource for all interested women and men journalists, editors, and media workers, NGO activists, professionals, politicians, students of journalism and gender and other interested women and men individuals that seek to learn about gender and media.

7. Useful Publications of United Women Banja Luka related to gender equality in media

- National Report for Bosnia and Herzegovina – Global Media Monitoring Project 2005

Link: <http://www.unitedwomenbl.org/docs/GMMP%20National%20Report%20BiH%202005%20English.pdf>

- Compilation of the Field Researches Related to Gender Equality in Media in BiH, October 2006

Link: <http://www.unitedwomenbl.org/docs/Media%20and%20Gender%20Equality%20United%20Women%20Banja%20Luka%202006%20Publication.pdf>

- Workshop Report - "Reporting about Domestic Violence and Gender Based Violence – Challenging Stereotypes", Banja Luka, Bosnia and Herzegovina, 20 - 22 March 2008

Link: http://www.unitedwomenbl.org/docs/Workshop3_08.doc

- Annual Report of United Women Banja Luka for 2007

Link: http://www.unitedwomenbl.org/docs/lzvjestaj_2007_eng.pdf