



Toronto, 8 March 2019

CALL TO ACTION

International Women's Day 2019: *Better the balance in journalism, better the world*

International Women's Day (IWD) campaigns step up demands for the respect of women's basic civil, political, economic, social and cultural rights. This year's IWD theme calls us to help build a gender-balanced world, recognizing that "balance drives a better working world".

Gender balance in journalism requires a shift towards media practice that responds to the needs and interests of audiences, half of whom are women. The [Global Media Monitoring Project \(GMMP\)](#) has found snail's pace progress towards gender balance in the world's news media. For instance, today, for every 4 people interviewed, mentioned or seen in the news worldwide, only 1 is a woman. Across a 20-year period, the needle towards gender parity in the news media sphere shifted by only 7 points. At this rate, it will take at least 8 more decades for numerical gender parity to be reached, all things remaining equal.

"The evidence of under-representation is clear. There can no longer be an excuse that women are not experts on issues that make the news," notes Sharon Bhagwan Rolls, GMMP International Ambassador. "The media – including community media networks – must take a pledge for action this International Women's Day to shift the power and ensure gender balance in media representation. "

The World Association for Christian Communication (WACC) calls on its members and networks to #BalanceforBetter in journalism.

1. Learn more about the status of gender equality in the world news media [here](#).
2. Apply the tools and resources from the [End News Media Sexism](#) campaign to hold your local media accountable. Use the [scorecard](#) to rate media performance on gender-balanced reporting. Extol good practices on Instagram [@EndMediaSexism](#) #BalanceforBetter #EndMediaSexism #GMMP.
3. Sign up to participate in the 25th Anniversary Edition of the Global Media Monitoring Project (GMMP 2020) [here](#).

The World Association for Christian Communication (WACC) is an international organization that promotes communication as a basic human right, essential to people's dignity and community. It advocates full access to information and communication, and promotes open and diverse media. WACC has personal and corporate members in 130 countries. WACC coordinates the Global Media Monitoring Project (GMMP) which every 5 years since 1995 has taken the pulse of gender equality and women's rights in the world news media. The GMMP is made possible by the volunteer participation of civil society groups, associations of concerned media professionals and academic researchers in more than 100 countries.