

MAKING CHANGE. NORDIC EXAMPLES OF WORKING TOWARDS GENDER EQUALITY IN THE MEDIA

PROGRAM:

- 11.00 – 12.00 **Registration**
- 12.00 – 12.15 Welcome by **Maria Edström** (NORDICOM), **Šarūnas Radvilavičius** (Nordic Council of Ministers office in Lithuania), **Virginija Langbakk** (EIGE).
- 12.15 – 12.30 Main findings of the EIGE report on **Women and the Media & Good practices Women and the Media**. Barbara Limanowska, Senior Gender Mainstreaming Expert.
- 12.30 – 12.45 **Nordic Facts & Figures**. Ulrika Facht, Media Analyst, Nordicom.
- 12.45 – 13.15 Nordic examples of good practices:
Women experts exist! Anita Frank Goth, Head of Communication Kvinno, Denmark.
Gender equality in Swedish film, Johan Fröberg, Head of Strategic Intelligence and Statistics, Swedish Film Institute.
- 13.15 – 13.45 **Coffee**
- 13.45 – 14.30 Baltic examples of good practices:
Attitudes towards gender in the sphere of culture. Laima Kreivytė, Lecturer at the Vilnius Academy of Fine Arts and the Gender Studies Centre of Vilnius University.
Socialization of Gender. TV programs for children in Latvia. Marita Zitmane, University of Latvia, Faculty of Social Sciences, Department of Communications Studies.
Stereotypes: Does it have to be like this? Joosep Vimm, Chief Specialist of the Gender Equality Programme, Ministry of Social Affairs of Estonia.
- 14.30 – 15.15 **Discussion – Moving forward toward gender equality in the media.**
- 15.15 – 16.00 **Networking**