Launch of

WOMEN MAKE THE NEWS – THAILAND
The online database of Thai women experts for journalists
www.wmnthailand.org

6, 7 and 8 March 2017, Bangkok

I. BACKGROUND

In Thailand, there is a striking gap between the actual contributions women make to the society and economy and their participation in decision and policy-making. The country has one of the highest percentages of women scientists (more than 50%) or women in senior corporate positions (37%). But it ranks only 131 out of 145 countries in the Global Gender Gap Index 2015 when it comes to women in public affairs.

One of the areas where this challenge is particularly tangible is in the media: In one month of Thai television news coverage, only 1 out of 4 experts interviewed was women according to a study conducted by Thai PBS in 2014. In the media content in Asia and the Pacific women are also most commonly depicted as “victims”, “family figures” or “sex objects” (Inside the News: Challenges and Aspirations of Women Journalists in Asia and the Pacific-Pacific).

II. WOMEN MAKE THE NEWS - THAILAND

To address this gap, UNESCO Bangkok initiated along with its partners the project Women Make the News – THAILAND which aims for the creation of an online database of Thai female experts freely available to journalists. The objective is to respond positively to the requirements of the daily work of the journalists by linking them with the expert female voices in a wide range of professions and sectors they may struggle to find for their news coverage.

The database will highlight the diversity of female expertise in Thailand and, ultimately, contribute to a greater participation of women in media and society.

Available in English and Thai, and covering three main themes identified as lacking female voices in Thailand by the journalists themselves – Media, ICT and Innovation; Environment and Climate Change; Cultures and Histories of ASEAN countries – the web portal www.wmnthailand.org will be launched on 6 March 2017, in the context of International Women Day and UNESCO’s global campaign “Women Make the News”. The project is part of UNESCO’s effort to foster gender equality in and through the media, and rooted in its mandate to promote freedom of expression and advocate for a free, independent and pluralistic media landscape.
IV. MEDIA LAUNCH ON 6 MARCH 2017

UNESCO Bangkok is organizing together with its partners a media launch to present the new online database and some of the experts, and to discuss the critical role of media for advancing gender equality in societies in the lead-up to International Women Day 2017.

Following questions will be discussed:

- Why is the media a critical area to advance gender equality in societies?
- How to make female expertise more visible in news coverage?
- What measures are being taken to achieve this goal: at policy level, in the media industry itself etc.?
- What can female experts themselves do to induce change?

The media launch will be organized in English and Thai with simultaneous translation.

Date and Time: 6 March 2017, from 17.30 – 20.00

Venue: UNESCO Bangkok Office

AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.30-18.00</td>
<td>Registration and time for interviews</td>
</tr>
<tr>
<td>18.00-18.15</td>
<td><strong>Opening</strong>&lt;br&gt;Embassy of Sweden, UNESCO Bangkok</td>
</tr>
<tr>
<td>18.15-18.30</td>
<td><strong>Presentation of Women Make the News – THAILAND</strong>&lt;br&gt;UNESCO Bangkok</td>
</tr>
<tr>
<td>18.30-19.30</td>
<td><strong>Women’s visibility in the media in Thailand</strong>&lt;br&gt;&lt;i&gt;Panel discussion with journalists and experts from the online database&lt;/i&gt;&lt;br&gt;Kanlaya Chularattakorn, Indigenous Women's network in Thailand, Chiang Mai&lt;br&gt;Misako Ito, Regional Adviser for Communication and Information, UNESCO Bangkok&lt;br&gt;Supinya Klangnarong, Commissioner, National Broadcasting and Telecommunications Commission (NBTC)&lt;br&gt;Siriporn Pajharawat, Director of Developer Experience &amp; Platform Evangelism (DX) Group, Microsoft Thailand&lt;br&gt;Chanette Tinnam, Lecturer, Contemplative Education Center, Mahidol University&lt;br&gt;<strong>Moderation: Sanitsuda Ekachai</strong>, Journalist, Former editorial pages editor of the Bangkok Post</td>
</tr>
<tr>
<td>19.30-20.30</td>
<td>Reception</td>
</tr>
</tbody>
</table>
IV. MEDIA CAMPAIGN (#wmnthailand)

In the lead-up to the International Women’s Day, UNESCO Bangkok together with its partners will promote the online database through a media campaign as follows:

- A Series of social media posts and messages featuring experts from the database and highlighting the need to foster gender equality in the media in line with the global campaign “Women Make the News 2017”
- An email marketing campaign to invite the public and especially journalists to commit their support to the objective of increasing women voices in the news through a dedicated online pledge. Learn more here: http://www.wmnthailand.org/pledge

V. MEDIA TRAINING FOR MEMBERS OF THE DATABASE

http://www.wmnthailand.org/training/

As part of the launch of WOMEN MAKE THE NEWS – Thailand – UNESCO is cooperating with Australian Aid to conduct three one-day media trainings for experts from the database Women Make the News – THAILAND.

Objective of the trainings is to build the capacities of women experts from the database to engage with the media and encourage greater participation of women in media and societies. Each training will comprise three sessions:

1. Overview of strategic communication: how to develop a media strategy, to target audiences
2. Understanding what journalists are looking for: news decisions and values, different types of interviews
3. Media interview simulations for print or broadcasting media followed by discussion with invited journalists

The trainings will be open for respectively 15-20, English speaking experts from the online database. Some training resources will be available online on www.wmnthailand.org

Venue: UNESCO Bangkok Office, 1F Meeting room
Dates: 7, 14 and 21 March 2017
Lead trainer: Anneliese MacAuliffe, Senior Journalist and Communication Consultant