



Declaration on the fight against gender stereotyping in the audiovisual media

The Member Authorities of the Mediterranean Network of Regulatory Authorities (MNRA), met on 22 and 23 November 2012 in Lisbon, under the presidency of the Broadcasting Authority of Malta (BAM) at the invitation of the Portuguese *Entidade Reguladora para a Comunicação Social* (ERC) appointed Chair of the Network at the end of the meeting, reaffirmed their willingness to give full effect to the Declaration of the regulation of audiovisual content adopted on October 3rd 2008, in Reggio Calabria.

They decided to adopt a declaration on the fight against gender stereotyping in the audiovisual media, in accordance with Article 2-1 of the aforementioned Declaration on respect of human dignity.

Member Authorities, aware of the role that they have to play in promoting a non-stereotypical portrayal of women in the audiovisual media, shall implement action during the Portuguese Presidency 2012/2013 with the following objectives:

- Adopt indicators and assessment tools that identify sexism and discriminatory stereotypes in the audiovisual media, especially in information, fiction and entertainment programmes as well as in advertising.
- Promote studies and research using a collaborative approach that evaluates evenly gender discrimination in audiovisual content.
- Initiate an active and voluntarist collaboration with the audiovisual media by means of co-regulation in order to effectively fight against gender stereotypes in programmes.

To this end, the Mediterranean Network of Regulatory Authorities decides to create a working group in order to implement the objectives of this declaration.

MNRA XIVth Plenary Assembly, Lisbon, Portugal, November 23th 2012