

1990 NIKE PRIZES GO TO ERT, ARD/ HESSISCHER RUNDFUNK AND ITV/ CENTRAL INDEPENDENT TELEVISION

The NIKE Prize, created by the European Commission to encourage the production of television broadcasts in the Member States that deal with the role of women in contemporary society, was awarded in Athens on 9 November, with Jean Dondelinger presiding. The prizes, which consist of a cheque for 5,000 ECUs, a diploma and a statuette representing the NIKE (winged Victory) of Samothrace for the winner of each category, were awarded to

- **ERT (Greek television)** for *“The Clarity of Her View”*, which won in the *“Factual”* category. **Director: Daphne Djaferis. Producer: Lambrini Athanassiou Bleta.**
- **ARD/Hessischer Rundfunk (German television)** for *“Der Neue Mann”*, which won in the *“Fiction”* category. **Director: Konrad Sabrautzky. Producer: Dr. Dietmar Schings.**
- **ITV/Central Independent Television (British television)** for *“Choices: Who'd be a Woman?”*, which won in the *“Children and Young People's programmes”* category. **Director: Dirk Campbell. Producer: Philip Grosset.**

“The Clarity of Her View” is the story of the meeting of two women, Maria Jordanidou, a writer, who died in 1989 at the age of 90, and Anna Damianidou, a journalist. Moving, demanding, critical, this film asks with courage and delicacy the questions of yesterday's and today's women.

“Der Neue Mann” (the new man) stresses the difficulties encountered by a woman vying with her male rivals for a management position and the tragi-comic subterfuges that she uses to get the coveted job. This film



WOMEN OF EUROPE NEWSLETTER

NEWS
ON THE EQUALITY POLICY
OF THE EUROPEAN COMMUNITY



Dear readers,

In the course of a life-time the average European will spend twice as long in front of the television screen as in the classroom.

The television image, a daily

“lesson” which helps to shape our attitudes and beliefs, is not innocent. In its depiction of women, the overwhelming mass of television output is especially guilty. Narrow, traditional and stereotyped, it remains one of the most formidable barriers to equality between the sexes.

So the NIKE Prize, established to promote a better image of women in television, is a powerful example of positive action. The 1990 award, concluded in Athens in association with a major Conference on Equality in Broadcasting, was a real success. A distinguished jury selected three worthy winners. Sometimes humorous, sometimes poignant, always innovative, these programmes are proof that television can reflect the complexities—the reality—of women's lives in a way which will attract the viewing public.

The explosion of new satellite and commercial channels in Europe makes the battle for the “hearts and minds” of the viewer more acute. In such a context, encouraging the production and transmission of television programmes on the living conditions of women, is not an easy thing. The NIKE Prize wished to take up this challenge, and, in spite of its youth, it really seems to have achieved this, in its second edition, with most promising results. The doubling of the number of programmes submitted in 1990 in comparison with 1988 has demonstrated this amply. The necessity to improve the selection procedure for programmes within each broadcasting organization has become apparent and we shall be taking action on this. A more thorough respect for the selection criteria will strengthen for the image of the Prize and will increase its impact on the public.

This latter point is the wish I express by the end of the year.

Fausta Deshumes La Valle

helps to change the stereotypes of male behaviour in the working world.

“Choices: Who'd be a Woman?”, full of humour and perfectly adapted to its target, shows a group of secondary-school girls who propose that their male classmates take their places and endure the sexist remarks to which they are subjected daily. The roles are played by the students of a Birmingham school.

The jury also made a point of singling out for “special mention”:

- **ZDF (German television)** for *“Im abseits der Städte”*, by Suzanne Müller and Martin Bosboom, and
- **Channel 4 (British television)** for *“Most Neglected Crime”*, by David Tucker in the *“Factual”* category.
- **RTE (Irish television)** for the film *“Dear Sarah”*, by Tom MacGurk, and
- **NOS (Dutch television)** for the film *“De Aanraking”*, by Eric Oosthoek in the *“Fiction”* category.

The jury was composed of the following leading figures of art and entertainment, politics and the media:

Gay Angelis (Greece), Henrik Antonsen (Denmark), Isabel Barreno (Portugal), Irene Bignardi (Italy), Christine Crawley (United Kingdom), Paola De Benedetti (Italy), Kit Graas (Luxembourg), Geneviève Guicheney (France), Anna Home (United Kingdom), Gemma Hussey (Ireland), Vasso Kanellopoulou (Greece), Josep-Vicent Marques (Spain), Léa Martel (Belgium), Helge Reidemeister (Germany), Lolo Rico (Spain), Eckart Stein (Germany), Sienie Strikwerda (the Netherlands) and Eliane Victor (France).

Launched in 1988, the NIKE Prize has triggered interest among television organisations as the rise in the number of entrants for this second edition shows (from 16 in 1988 to 33 this year). Encouraged by this success, the European Commission has already made a date for the 1992 NIKE Prize and hopes that the number of participants will continue to grow, whilst the selection criteria become better adapted to the aims of the prize.

At the prize-giving ceremony, Mr. Jean Dondelinger, member of the European Commission, responsible for Information, Communication and Culture, stressed that the NIKE Prize sought to question age-old prejudices regarding the image and

... role of women in society today: "all the European institutions had long been working to promote equal opportunities and rights" he said. "But," he added, "if the law has changed, attitudes have not developed at the same pace. The media, usually quick to reflect the currents of change, have been surprisingly slow to respond. There are very few women in decision-making posts in television organisations, and this disequilibrium is mirrored in the very conception to the programmes themselves."

Ms. Colette Flesch, Director-General of Information, Communication and Culture at the European Commission, stated that the programmes that had been seen no longer depicted essentially exceptional women but rather very ordinary ones, real ones, complex, different, yet close to us. "The main message of today's productions", Ms. Flesch continued, "rings true. And here, television really fulfils its role as a witness contributing to bring about changes in society."

"Generally, life can be hard," she recognised. "And so it is hard for women, too, who have to face the double challenge of the workplace and the tasks at home and rearing a family: Women's role in society is unique and, yet, our society hardly ever gives them fair recognition or equal opportunities," she noted.

As she stated in her closing paragraph, "the problems we evoked through the extracts of the films we saw today go beyond the purely national framework, for they address problems which are of concern to all citizens of the Community. In different ways, these films deal with joys and sorrows which are common to us all. In their diversity, they illustrate the wealth of our European heritage and the bonds of our cultural identity."

The some 300 people invited to the NIKE Prize awards ceremony, which was held in the Hotel Grande Bretagne in Athens included Mr. Tzannis Tzannetakis, Greek Minister of Culture, Ms. Marietta Giannakou-Koutsikou, Health Minister and former member of the European Parliament and member of the Women's Rights Committee, Ms. Kalliopi Bourdara, Secretary of State for Education, Ms. Rena Lampsa, Secretary-General for Equality in the Ministry of the Greek Presidency, the EC Member States' ambassadors in Greece and Mr. Dimitrios Korsos, President of the ERT.



The NIKE prize winners (from left to right): Mr. Dirk Campbell (director, "Choices: Who'd be a Woman?"), Ms. Daphne Djaferis (director, "The Clarity of Her View") and Dr. Dietmar Schings (producer, "Der Neue Mann").

FUTURE PERSPECTIVES

The last session of the conference "Women and Men in Broadcasting: Equality in the '90s?", which was attended by 180 delegates from Europe's broadcasting organisations, analysed the three NIKE Prize winners in the presence of the Jury members and the winning producers/directors. The discussion dealt with film-making conditions and selection methods for participation in competitions or festivals. A number of speakers supported the need for better circulation of information to television networks and selection based on criteria better adapted to the aims of the NIKE Prize. According to the Jury's chairwomen, some films did not fully satisfy the selection criteria set out in the rules.

Eliane Victor, speaking as a member of the jury, stressed that it was important above all to have the media understand that the NIKE Prize is not a "feminist" prize. In her opinion, "an effort must be made to erase from the minds of those responsible for selecting entries, the idea that they must put forward a "militant film". Léa Martel, member of the "Children" jury, suggested having the European Commission check the selection of the programmes in order to avoid inappropriate entries that sometimes result from "hierarchical" choices or practical considerations, such as choosing a programme that has already been subtitled.

This led to the issue of language. Indeed, dubbing or subtitling is a problem for those who want to submit a programme in a "minor" language. This also holds true for independent stations, whose budgets do not allow such linguistic adaptations and thereby prevent them vying for the prize.

Other suggestions were made during the discussions included the idea of restricting the age range for the "Children" category in order to home in better on the problems faced by young people of certain ages (for example, those of 12 and 13-years-old, an age of transition). The women's associations that were present expressed their desire to be better informed during the next selections of the NIKE Prize so as to be able to exert pressure and encourage participation. It was also suggested that the competition be opened to independent producers and entrants from non-EC members of EBU (the European Broadcasting Union). A proposal to extend the competition to radio programmes i.e., to create a NIKE Radio Prize, was welcomed enthusiastically. Ms. Fausta Deshormes, head of the European Commission's Women's Information Service, closed the session. She took note of all the suggestions and expressed the hope that the winning films would be broadcast as widely as possible. For her part, and to this end, she promised to have them circulate at meetings and seminars organized by the Service.

THE 1990 NIKE JURY MEMBERS

Factual

Ms. Geneviève Guicheney, President (F)
Member of the Conseil Supérieur de l'Audio-visuel

Ms. Christine Crawley (UK)
Member of the European Parliament, Chair of the Women's Rights Committee

Ms. Gemma Hussey (IRL)
Former Minister of Education in Ireland, author and journalist

Ms. Vasso Kanellopoulou (G)
Head of Documentary and Cultural Programmes ERT

Mr. Josep Vicent Marques (E)
Journalist "El País"

Ms. Helge Reidemeister (D)
Independent film-maker

Fiction, entertainment

Ms. Gay Angelis, President (G)
Independent film-maker

Ms. Irene Bignardi (I)
Journalist "La Repubblica"

Ms. Maria Isabel Barreno (P)
Writer and Journalist

Ms. Kit Graas (L)
Schedule Manager, RTL-Plus

Mr. Eckart Stein (D)
Responsible for "Das kleine Fernsehspiel" (ZDF); Council of Management, European SCRIPT Fund

Ms. Eliane Victor (F)
Journalist and television producer

Children and young people programming

Ms. Anna Home, President (UK)
Head of Children's Programmes, BBC; President of the EBU Working Party for Programmes for Children and Young People

Mr. Henrik Antonsen (DK)
Director of Television, Danmarks Radio

Ms. Paola De Benedetti (I)
Responsible for Programmes for Children and Young People, RAI 2

Ms. Léa Martel (B)
Managing Director, Educational Broadcasting, BRT; President of EBU Working Party for Educational Programmes

Ms. Lolo Rico (E)
Director of "Tutilimundi", production company specialising in programmes for young people

Ms. Sienie Strikwerda (NL)
Member of the Programme Council of the NOS

THE WINNING FILMS IN 1988

Launched by the Commission of the European Communities in 1988, the NIKE Prize is the Commission's answer to the European Parliament's wish to encourage the production and transmission of television programmes that provide insight into the situation and place of women in contemporary society.

The goal of the NIKE Prize is to single out television broadcasts that reflect the changes that have occurred in this area in recent years, notably with the help of the equal opportunities policy conducted by the European institutions.

Participation is open to all public service and commercial television organisations in Member States, which provide a national service.

The prize-winning programmes in the first edition, which coincided with the European Year of Cinema and Television, were:

- "Women in Black", by Colleen Toomey/BBC, which describes the situation of widows in the United Kingdom;
- "Tan dura la vida", by Anne Remiche-Martynow and Annie Thonon/RTBF, which shows the efforts of a woman to help the deprived children of Lima, Peru; and
- "Mama, I'm Crying", by Joyce Seroke and Betty Wolpert/ZDF, which illustrates the struggle of two women, one white, the other black, against apartheid.



WOMEN AND MEN IN BROADCASTING: EQUALITY IN THE 90's?

Jointly convened by the European Commission and the European Broadcasting Union (EBU), this major international conference was hosted at the Zappeion Conference Centre, Athens, by the national Greek broadcasting organisation Elliniki Radiophonia Tileorassi (ERT) from 7 to 10 November. The Conference set out to assess the prospects for equal opportunities in the light of developments now affecting the structure and financing of European broadcasting—including the rapid expansion of satellite and private commercial channels, and the growing importance of the independent production sector. The event was attended by some 180 delegates, mainly broadcasting executives, spanning the twelve Member States of the European Community as well as Austria, Canada, Cyprus, Finland, Norway, Sweden, Switzerland and Yugoslavia.

SETTING THE SCENE

To set the scene, a background document for the Conference was prepared by the European Commission's Steering Committee for Equal Opportunities in Broadcasting. This showed that equality is far from achieved.

Based on data collected in 1990 from 79 broadcasting organisations in the 12 EC Member States, the survey revealed that although women account for 36% of the radio and television workforce, they occupy a disproportionate number of low-level jobs across all professional categories.

To take the administrative area as an example: 52% of all women in broadcasting are to be found here, but only 2% are in the top two levels of the administrative hierarchy; 13% of all men work in administration, but 21% are at the top two levels.

Overall, men are seven times more likely than women to find their way into senior management jobs in radio and television.

...
KEYNOTE SPEECH
BY HEDY D'ANCONA

In her keynote speech, Hedy d'Ancona, Minister of Welfare, Health and Cultural Affairs in the Netherlands analysed in detail the magnitude of the challenge ahead. With 47 of the 91 television channels now available in the 12 EC Member States operating on a purely commercial footing, she stressed that the output of these new channels reinforces traditional stereotypes of women and men: "the football for him, the roasting tin for her". And although the public broadcasting companies offer significantly more varied programmes than the commercial stations, she pointed to research showing that these too reflect a predominantly male perception of the world—a fact inextricably linked to the small number of women in decision-making positions.

Time for a Clean Sweep

The time has come, she urged, for a clean sweep in employment and programme policy so that women may enjoy equitable treatment both behind and on the screen, and so that television and radio output reflects the multiformity of contemporary European culture. The European Commission, the EBU, the regulatory bodies and the broadcasting organisations themselves have interlinking obligations in this respect, she said, giving examples of steps which could be taken by each.

The keynote speech raised countless fundamental points to which delegates returned in their discussions, and which provided an orientation for the proposals which eventually emerged from the Conference (see below).

CONFERENCE HIGHLIGHTS

With ten sessions packed into two and a half days, this brief review can merely signal some of the points from the debate¹.

The main speakers came from Canada, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Spain, and the UK. Many illustrated their presentations with video examples.

Countdown to Equality

What progress has been made, by what means, and what remains to be

¹ A selection of the Conference papers will be reprinted, in abridged form, in a special issue of the *EBU Review* to appear in early 1991.

done? These were the basic questions addressed in a specially produced 20-minute video, *Countdown to Equality*, which introduced the major issues. filmed in Denmark, Greece, Portugal and the UK, the video was jointly financed by the European Commission and 16 of the broadcasting organisations represented on its Steering Committee for Equal Opportunities.

Equal Opportunities Policy

"Genuine equal opportunities policy goes beyond glib declarations that—"in our organisation"—women and men get equal pay, or that "all jobs are open to women and men alike. Beware of organisations which use statements of policy merely as an alibi. We need policies, with goals and targets, and positive action measures to achieve them" (Clare Duignan, RTE, Ireland). "Equal opportunities policy mustn't be isolated: it has to be integrated into all aspects of organisational policy. We have tried to do this, and we find that men are getting more involved and taking some of the strain from the women, who inevitably get tired of plugging away at these issues on their own" (Dagny Eliasson, SLR, Sweden).

Targets, Objectives and Quotas

"A few weeks ago, the BBC announced targets for the employment of women in the organisation: by 1996 we are aiming for 30% of women in senior management" (Jonathan Powell, BBC, UK). "We deliberately chose the path of goals and objectives, rather than quotas" (Diana Filer, CBC, Canada). "We need a quota system: the example of Scandinavia shows that they are successful" (Aiki Marangopoulou, National Association of Women's Rights, Greece).

Implementation and Accountability

"For a staff of about 10,000 we have fifteen people working full-time on implementation of our equality policy: five to promote employment equity, five on equitable portrayal in programming, and five on elimination of sex-role stereotyping in advertising" (Micheline Savoie, CBC, Canada). "We have eight equal opportunities officers in the BBC. By standing outside the official management structures, they can look anew at taken-for-granted procedures, and suggest other ways of doing things. They are a kind of "conscience" to the organisation" (Cherry Ehrlich, BBC, UK).

Men, Women and the Working Environment

"There is a level of arrogance and smugness amongst many senior men in television—not all, but many—that most women find both offensive and off-putting. Because their power has been unassailable for so long, it is they who determine the way in which departments are run, meetings are held, decisions are made" (Carol Haslam, Hawkshead, UK). "We discovered that a programme entirely made by women¹ had invented, unintentionally, a different way of working. On our own, with no controls, without having to prove to anybody we were "as good as men", production rhythms and methods changed. The hero-type rhetoric had magically disappeared. We could be efficient and at the same time speak of our children without being considered a time-waster" (Serena Dandini, RAI, Italy).

Who Decides, Who Defines?

"Television, like any other mass medium, imposes the idea that the male view of the world is *the* human view. Women's lives, their realities and concerns, their history and culture—in short, the *difference*—vanishes behind men's prerogative to define what is important and what is not" (Inge von Boenningshausen, WDR, Germany). "In the run-up to the 1989 elections, women had a total of one hour to present their message on television: 20 women parliamentarians were elected; in 1990 we were given no time at all, and the percentage of women elected fell... We are submerged by information on Greek television, but when it comes to information specifically concerning women we are told that we have two minutes to put our message across" (Rena Lampsas, General Secretary for Equality, Greece). "I wonder if a women's programme would have more right to exist if women had more say in the management of our broadcasting companies. Nobody questions the existence of the sports programme. But we² have to answer the same questions every year. "Hasn't everything been taken care of yet? Why don't you mix this information with the rest? Isn't it enough by now?" Well, the answer is no" (Marga Miltenburg, KRO, Netherlands).

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¹ *La TV delle Ragazze*, a variety programme broadcast on RAI 3 since 1988

² Production team of *M/V*, weekly radio programme, broadcast since 1984.

Men's Values Women's Values

"In advertising, women are never tired, never irritated, they have no complexes or problems, they are not resentful or sad: women at home are happy! And these women don't associate with any men, except their fiancé, husband or sons. Hurray! They are exactly as we—the men—like them to be. *La TV delle Ragazze* set out to overturn this cliché, and in doing so it gave expression to something which is very precisely identifiable as women's humour" (Bruno Voglino, RAI, Italy). "Men's values have for too long been in the centre of our definition of news. Women's values—and women's reality—must find their way into the news. The public broadcasting companies must be forced to see the necessity of changing the profile of news. Men in dark suits talking in capital letters about the world economy means less to a majority of our listeners and viewers than the effect of changes in international economy on the local labour market, family economy, the quality of life" (Mette Jansson, Norway).

The Battle of the Ratings

"Because the television market is becoming so competitive so fast, broadcasters are commissioning programmes on the basis of schedules and ratings, and rarely just responding to the good ideas submitted to them. For independent producers it's becoming a case of identifying what is wanted and supplying it" (Carol Haslam, Hawkshead, UK). "It is common opinion in Italy that variety shows cannot change because that's the way the audience wants it. I always wondered whether audience ratings also recorded the number of sleeping people. Luckily, *La TV delle Ragazze* has also had a good number of followers, showing that one can risk new ideas and new faces, forgetting from time to time the blackmail of audience ratings" (Serena Dandini, RAI, Italy). "When the idea (for *Making Out*¹) was first put up, there was a feeling that a contemporary series with a cast that's almost entirely women could never be a popular hit. The first series never really got a decent audience. The show was nearly taken off, but we stuck with it and, half-way through the second series it caught the public imagination" (Jonathon Powell, BBC, UK).

Legislation and Regulation

"Regulation is considered normal in relation to, say, the amount of advertising time a channel is allowed. Why not in relation to equal opportunities policy?" (Clare Duignan, RTE, Ire-

land). "The regulatory framework should be built around endorsement rather than enforcement" (Liz Howell, Sky Television, UK). "Faced with the new market forces, we need stronger legislation at the European level—to cover both public service and commercial channels" (Oda van Ginneken, KRO, Netherlands). "The on-off switch is a powerful regulator for broadcasters; there is a freedom of broadcasting issue here, which would make it difficult to reach agreement on legislative measures" (Caroline Thomsom, Channel 4 UK). "The Council of Europe example shows that consensus could be reached at European level. This deserves to be examined more carefully" (Mary Regina Tavares da Silva, Commission on the Status of Women, Portugal).

MAIN CONCLUSIONS OF THE CONFERENCE

1. POWER AND CONTROL

Who has it, and how does one gain access to it? Bob Collins (RTE, Ireland) suggested that "the men must step aside". But will they, and if not what can be done to ensure that women get a greater opportunity to "pull the strings" in radio and television organisations? Many statistics were presented, showing that broadcasting—particularly in the higher echelons—is still largely a male preserve. Even in CBC (Canada), which launched its programme of action to promote equal opportunities as long as fifteen years ago, only 12% of senior management posts are currently held by women. A depressing statistic, and one which reinforced the point made several times that, if left to take their "natural" course, things will not change very much—if at all. This strongly suggests the need for an interventionist approach, to build up a critical mass of women who will exercise power—but power "with responsibility". That is to say, working towards the development of a corporate "culture", as Hedy d'Ancona (Minister for Welfare, Health and Cultural Affairs, Netherlands) put it in her keynote speech, in which women feel and *are* freer to decide on policy and programming questions which places the interests and concerns of women—both as employees and as audience—to the forefront.

2. PERSPECTIVE

This point is linked closely with the previous one. Do (or would) women do things differently when (or if)

given the opportunity? Examples were presented showing what women *can* do—in the field of entertainment (from RAI, Italy), and in more serious programming (from KRO, Netherlands and WDR, Germany)—to make a dent in the dominant male view of the world presented by most media output. In the area of news and current affairs the picture is not so clear. Is it simply that "news is news" as Jacques Vandersichel (BRT, Belgium) suggested? Or is it that in this field it is especially difficult for women to gain access to the decision-making "mirror" and, through it, to provide their particular angle on the world. Vibeke Bolinder (SBC, Sweden) stated that as the number of female journalists in Swedish broadcasting has substantially increased, there *has* been a change even in so-called "hard news"—for example, in the choice of topics, or in the slant given to them. Certainly, it was agreed that this is an area where much more serious academic research is needed, to identify exactly where these differences are occurring (if indeed they *are* occurring), and exactly how they can be defined.

3. STRATEGY

With these two basic questions in mind, then, should one follow the voluntarist or the legislative route in order to achieve change? There seem to be no easy solutions here, particularly in relation to programme content. Two case studies—tentatively billed as "Patterns for Progress?"—were presented. The BBC (UK) in its relatively recently adopted programme of action is—like most other European broadcasting organisations—taking a voluntarist approach. This involves the setting of self-imposed targets, the adoption of guidelines, within an overall strategy based on "using carrots rather than sticks" as Jonathon Powell (Controller, BBC 1) put it. But Canada, after ten years of effort within a voluntarist framework, decided in the mid-1980's that self-regulation alone does *not* work. Since 1986, conformity to regulation of sex-role stereotyping in programming and commercials has become a condition of obtaining a broadcasting licence. Nonetheless, Micheline Savoie (Director, Equitable Portrayal of Women, CBC) conceded that the application of equality policy to programme content is a difficult terrain within the company, and one which is always subject to negotiation. The range of views expressed by participants on this and

¹ A popular drama series, written and directed by women, broadcast since 1989.

... other issues illustrated the crucial importance of the overall *cultural* context in determining which approach should be taken, and which strategy is likely to work—a conclusion vividly supported by social psychologist Erika Apfelbaum (CNRS, France), in her comparative study of France and Norway.

4. CONTEXT

In considering what could or should be done, it is essential to take account of the changing context of the broadcasting world itself. The break-up of the established monopolies, the development of the "publishing house" model of broadcasting, the growth of the independent production sector, the proliferation of private commercial channels—all these are modifying the face of European radio and television at an astonishing pace. While such changes may offer new opportunities for women, they also pose many new challenges—for example, in relation to training, employment conditions, job security, the casualisation of labour, and so on. At present it is impossible to foresee exactly where these developments will lead women in the course of the coming decade. Diana Filer (CBC, Canada) described equality in broadcasting as "a moving target" whose pursuit demands constant rethinking and renewal. And Evi Demiri (ERT, Greece) made the case for another Conference to be convened by the European Commission and the European Broadcasting Union in five years time when the answers to some of these questions have become a little clearer, so that strategies can be reviewed and revised.

Against the background of these general conclusions, the Conference agreed that six concrete proposals should be addressed by the following four constituencies.

PROPOSALS FROM THE CONFERENCE

A. To the Broadcasting Organisations

1. Broadcasting organisations should, within an integrated equality policy, seriously consider the adoption of goals and targets for the employment of women in key sectors and in Boards of Management, and should also consider the adoption of guidelines covering gender images in programme content. Appropriate mechanisms—such as the

establishment of an adequately staffed equality office—should be set up to ensure proper implementation of equality policy.

2. Broadcasting organisations should encourage staff to reflect critically on the issue of gender images in programmes by, for example, mounting internal workshops and seminars. In the area of news and factual programmes, contact lists and directories of women experts could be prepared for the use of producers. The question of discrimination of guidelines on the use of generic terms which include both sexes.

B. To the Regulatory Bodies

3. The regulatory bodies which exist, or are being established, in various countries should make equality of opportunity a criterion when granting and/or renewing broadcasting licences. They should institute systems to monitor implementation of equal opportunities policy, and to enable sanctions to be imposed for any breach of licence.

C. To the Commission of the European Communities

4. The stated intention of the European Commission to expand its work, within the Third Action Programme on Equality (1991-1995), to improve the employment and portrayal of women in broadcasting is welcome and necessary. However, this expansion must be paralleled by a significant increase in the level of funding available for the work if it is to have a real impact over the next five years.

D. To the European Broadcasting Union (EBU)

5. The EBU should, through its existing Working Groups, urge its member organisations to take into account the issue of gender images in programmes, so as to promote a wide range of programming which ensures equitable portrayal of women.

6. The EBU should encourage its programme Working Parties to explore the possibility of developing a pan-European or European co-production series aimed at promoting women's perspectives. The European Commission's MEDIA Programme could be considered as a potential source of funding for such a project.

1993, OPPORTUNITIES AND RISKS FOR EUROPEAN WOMEN

A seminar on women and the Europe of 1993 was held in Rome on 22-24 November under the auspices of the current Italian Presidency of the European Communities. Sponsored jointly by the Italian National Commission for Equality (Commissione Nazionale per la Parità) and the European Commission's Equal Opportunities Unit, the seminar focused on the Third Community Action Programme for Equal Opportunities.

More specifically, it covered the priority areas targeted by the action programme, i.e., optimal management of human resources and women's access to activities where they are under-represented; the advancement of women in the labour market; the distribution of family and professional obligations and restructuring of working hours; the place of women in the media; and women in decision-making.

The seminar brought together women Ministers from twelve Member States, Equal Opportunities Commission representatives, the social partners and a series of experts. Important questions were raised about the problems facing women on the eve of the completion of the Single Market and it was stressed that measures should be taken to improve women's participation in developing a new Europe.

Participants emphasized the qualitative as well as quantitative contributions of women to the labour market. Training plays a key role in this area and the action programme, like the new Community initiative NOW, are partial responses to this challenge, as various speakers pointed out. However, training is not the only area in need of improvement. Improving the image and pay scales of traditionally female jobs and redefining job classification are also vital. Increasing the number of women in the decision-making process at national and European levels is also a priority for the next few years. The participants noted that, despite major advances over the last decade, too many draft directives continue to be stalled, notably in the Council of Ministers. The Commission's Social Action Programme, as well as the Third Action Programme for Equal Opportunities, should be instrumental in helping to



... further push back the tide of discrimination.

The official report and conclusions of the seminar will be published shortly. On the occasion of this seminar, the Commissione nazionale Parità published a new edition of its comprehensive handbook of Italian and Community laws and regulations concerning women, Codice Donna, an indispensable legal reference document.

Useful address: Commissione per la realizzazione della parità tra donna e uomo. President: Tina Anselmi, Presidenza del Consiglio, Palazzo Chigi, Roma.

ADVISORY COMMITTEE FOR EQUAL OPPORTUNITIES

The Advisory Committee for Equal Opportunities met in Brussels on 16 November. During discussions on the launch and implementation of the Third Community Action Programme for Equal Opportunities (1991-95) the Committee regretted that the programme was a watered down version of the first proposal as presented in September. The Committee stressed the importance of adopting a Council Resolution on the action programme, it called for a more specific description of measures to be taken by Member States and the Commission, and hoped that a work plan would soon be drawn up. The budget and human resources made available to the Commission were also considered too limited.

The Committee then discussed the NOW programme with Mr. Hatt of the European Social Fund. Claire Mandouze, head of the Equal Opportunities Unit, stressed the importance of involving the Advisory Committee members in NOW's implementation. **Regina Tavares da Silva**, President of Portugal's Commission on the Status of Women (Commissao da Condiçao Feminina), is the new **Chairwoman of the Advisory Committee**. She replaces Frank Boddendijk (Netherlands). **Joanna Foster**, President of the Equal Opportunities Commission of the UK, is the new **Vice-Chairwoman**.

NETWORK NEWS

The Experts Network on **Women and Employment**, meeting in Brussels on 24 October, presented and discussed the results of its research on women in banking. The report, soon to be available, highlights the drop in employment in this sector during the '80s; the problem of in-service training; and the need to direct women towards the new, better-paid jobs, such as marketing and consulting.

The interim work agenda, valid until September 1991, was also set, centring on general trends in women's employment during the '80s, in order to put this in some perspective for the start of the Third Action Programme. The network will participate from now on in the European Employment Observatory.

Coordinator: Danièle Meulders, DULBEA, CP 140, 50 avenue Franklin Roosevelt, B-1050 Brussels.

The Working Group on **Vocational Training for Women** met on 29 October. Composed of the national representatives for vocational training and equal opportunities ministries, the group expressed particular interest in the implementation of the NOW programme, since it contains a large section on vocational training for women.

The Working Group also discussed the new selection criteria for IRIS (the network of vocational training programmes for women) presented by the Commission. Finally, it reported on the implementation of the Recommendation on Vocational Training for Women (24.11.87) in Member States.

Contact: Else Van Winckel, Equal Opportunities Unit.

The **Childcare** Network met in Brussels on 12 November. It set its agenda for work until June 1991. Over this period, the network will examine ways of using the Structural Funds in this area and it will produce a brochure containing practical tips on their utilisation.

The network will work closely with the Equal Opportunities Unit on the Childcare Recommendation, provided for in the Third Action Programme, to implement the Community Charter of Worker's Fundamental Rights, due to be presented in May 1991.

Reports on the network's four technical seminars held in April and May (see **Women of Europe Newsletter N°8**) have just been completed. Their themes are "The quality of childcare services" (Barcelona), "Men and childcare" (Glasgow), "The needs of rural families" (Athens) and "Work in childcare centres for under-fours" (Leyden). These reports will be published in English, French, Spanish and Italian.

Coordinator: Peter Moss, University of London, Thomas Coram Research Unit, 41 Brunswick Square, UK-London WC1N 1AZ.

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INFORMATION AND COMMUNICATION

The Greek winner, Niki Goulandris, who is known for her work in environmental information campaigns in Greece and other European countries of Greece, is this year's winner of the Women of Europe Prize. Her message combines ecological ideals and cultural values. A university graduate with degrees in political science, economics and philosophy, Goulandris is Vice-President of the Goulandris Museum of Natural History, which is recognised for its contributions to scientific research, especially its efforts to save the endangered Mediterranean environment.

The prize winners from the other Member States are the following: Angeles Munoz (Belgium), Frances Fitzgerald (Ireland), Salome de Unamuno (Spain), Françoise Michaud (France), Tina Anselmi (Italy), Edith Jacobs (Luxembourg), Anita Direckx et Ellen 'T Hoen (The Netherlands), Elisa Ferreira Taveira (Portugal) et Sally Greengross (United Kingdom). Because of lack of time, it was not possible to select a candidate for the reunited Germany. The European Commission sponsored **Women of Europe Prize** is awarded every year in December. Juries from each Member State choose their national winners, one of whom will be selected for the European prize. We would like to remind our readers that Mary Robinson, the recently elected President of Ireland, won the Women of Europe Prize in 1988. The **1990 Women of Europe Prize** results will be announced in Rome. Beforehand, on 7 December, twelve national winners will be presented in Brussels.

Contact: International President of the Women of Europe Prize, Angèle Verdin, rue Américaine 193, B-1050 Brussels.

EUROPEAN WOMEN'S LOBBY

The officers—a representative from each Member State and eight representatives of European organisations—of the **European Women's Lobby** held their first meeting on 1-2 December in Brussels. On the agenda was discussion of the

... Lobby's programme of work for 1991. At the meeting, the officers decided to focus on women and the labour market, on equality for resident aliens and ethnic minority women and on women in decision-making structures. The next meeting will be held in February 1991.

Coordination: *Jacqueline Degroote, la Place Quetelet, B-1030 Brussels.*



EUROPEAN PARLIAMENT

At its last Plenary Session in Strasbourg (19-23 November) the Parliament adopted a resolution on the **EUROFORM** and **HORIZON** initiatives and another on **NOW**. The Parliament feels that these three initiatives fall short of the mark, as does the total of 600 million ECUs the Commission intends to allocate to strengthen human resource management. It urged the Commission to add 200 million ECUs to the budget allocated to these programmes, to set up two new initiatives: one aimed at socially and economically disadvantaged groups and the other for workers and their families who arrive in the Community and move within its borders. It asked the Commission to limit the application of the **HORIZON** programme to the handicapped and to give this initiative a budget of 180 million ECUs. The Parliament is also asking that **EUROFORM**, **HORIZON** and **NOW** be extended until 1994.

In its resolution on **NOW**, which followed a report by Karla Peijs (EPP, NL) previously adopted by the Women's Rights Committee, the Parliament deplored the fact that only 120 million ECUs is budgeted for and asks for 200 million. It would like **NOW** to run over five years, be coordinated with the Third Action Programme for Equal Opportunities with the help of two budget allocations and undergo an evaluation of its implementation. The Parliament's specific requests include: the elaboration, by the Commission, of reliable statistics on the extent of women's participation in training schemes and statistics concerning the European Social Fund; the creation within the Commission of a body responsible for coordinating **NOW** and the appointment of women to the decision-making and coordinating bodies; the integration of **NOW** programmes into the IRIS network. The Commis-

sion should pay special attention to small and medium-sized enterprises with regard to both training and finance working through aid agencies in the Member States, for example.

WOMEN'S RIGHTS COMMITTEE

The Women's Rights Committee received Mr. Müller-Borle of the European Investment Bank (EIB) at its 30-31 October meeting in Brussels. Mr. Müller-Borle explained the EIB's role and activities and answered the MEP's questions about the participation of women in finance, in the committees (only three women, who sit on the Board of Directors) and amongst the personnel. The Committee adopted, by a majority vote, the **NOW** report by Karla Peijs (EPP, NL) asking that the original budget (120 million ECUs) be raised to 200 million ECUs and that the programme be extended to cover five years. The Committee also wants intensified the exchange of information on national problems and continuous assessment of the programmes aimed at by **NOW**. Joanna Rønn's (Soc., Denmark) report on the Draft Directive on the **protection at work of pregnant women and women who have just given birth** was also debated. A large number of amendments were put forward—21 in total—and a vote is scheduled for the November meeting. It should also be debated at the Plenary Session in December.

The report on the **Third Action programme for Equal Opportunities** presented by Anna Catasta (Com., Italy) stressed the importance of guaranteeing the political willingness of Member States and clearer financial commitment. The Women's Rights Committee therefore intends to ask the Council for a Resolution along these lines for the Third Programme.

The Committee held its November meeting in Birmingham (UK) on 28-30 November. It was an occasion for the MEPs to point out the absence of women in the cabinet of the new Prime Minister of Britain, John Major, and recall the existence of a report on 'women in the decision-making process' adopted by the Committee in 1988.

The Committee adopted a greatly amended version of the report by Joanna Rønn (Soc., Denmark) on the protection of pregnant and post-partum women at work. The other reports that were approved included the

opinion put forward by Anna Hermans (EPP, Belgium) on work schedules and rest periods and the reports by Maijke Van Hemeldonck (Soc., Belgium) on the implications of the Single Market of 1992 for women. During this meeting, which was attended by some 50 members of the press and public, the Committee also received a delegation of women representatives from Central and Eastern Europe (Poland, the Soviet Union, Czechoslovakia, etc.) Who outlined the current situations in their countries and their fears in connection with foreseeable changes. The Committee members concurred with their guests' conclusions and concluded that cooperation was necessary to improve the situation of women in both Eastern and Western Europe.

ECONOMIC AND SOCIAL COMMITTEE

The membership of the Economic and Social Committee (ESC) was slightly changed during the Committee's October meetings. This advisory body is called upon to give its opinions to the Commission and Council on economic and social issues. The members, who are appointed for four-year terms, are organised in three groups: Employers, Workers and Miscellaneous Activities (farming, cooperatives, SMEs, consumers, the professions, etc.), and nine sections. **François Staedelin** (Workers, France) was elected ESC Chairman.

The 189-member Committee includes only 12 women (4 Germans, 1 Greek, 2 Italians and 5 Britons); this is 6% of the membership. Of these women, **Beatrice Rangoni-Machiavelli** (Italy) was elected chairwoman of the Miscellaneous Activities group and **Sandra Tiemans** (Germany), vice-chairwoman of the same group.

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