



Co-funded by
the European Union

Co-funded by Sweden



Sweden
Sverige

GENDER ANALYSIS OF THE FIRST MONTENEGRO MEDIA STRATEGY
WITH REFERENCE TO THE SITUATION IN THE MEDIA SECTOR (**FACTSHEETS**)

This publication is part of the project "*Enhancing gender equality through the EU accession process*" which the Women's Rights Center (WRC) implements together with regional partners.

It was created with the financial support of the European Union and Sweden. Its content is the sole responsibility of the Women's Rights Center and does not necessarily reflect the views of the European Union or Sweden.

Implemented by:

REAC—OR
research in action



KVINNA
KVINNA



PRAVA
ZASV=



WOMEN'S RIGHTS CENTER
CENTAR ZA ŽENSKA PRAVA

At the beginning of 2021, during the mandate of the 42nd Government, the process of strategic regulation of media policy was launched in Montenegro for the first time. Starting from participation in the public debate, through addressing the new leadership of the relevant ministry, which also undertook the obligation to finalize the strategy, and up to the opinions of international experts, the Women's Rights Center carried out intensive advocacy activities in order to horizontally integrate the gender perspective of media policy into the strategic document in the making. We had strong foundations for our advocacy goal in the Law on Gender Equality (Articles 3 and 14), the National Gender Equality Strategy 2021-2025, the Gender Equality Index for Montenegro for 2019, important research by international and local organizations on the topic of gender equality and media, but also in European strategic documents and instruments, of which we single out the EU Action Plan for achieving gender equality (GAP III) and the Resolution of the European Parliament on gender equality in the media sector. The mentioned documents prescribe minimum standards for women's participation in the media sector, their representation in media content, gender sensitivity of programs, promotion of non-stereotypical content, ways of reporting on gender-specific topics, and so on.

¹ Komar, Olivera (2019). Gender index equality for Montenegro; co-financed by: the European Institute for Gender Equality, Delegations of the European Union in Montenegro, MONSTAT, Departments for gender equality affairs Ministry of human and

WHAT ARE WE ASKING?

How to achieve a gender-sensitive first Montenegrin media strategy 2023-2027?

Invisible in numbers

Official statistics, with sex-disaggregated data for the media sector at the level of Montenegro, are not published. The media were left out of the multi-sector gender analysis Gender equality profile from 2021. Montenegro is not part of the group of countries that implement the methodology from the Global Media Monitoring Project (GMMP) with the help of which the gender gap in media representation and production is measured, without which there is no comparable data and measuring the actual state of gender equality in this area.

Invisible in institutions

The first Gender Equality Index for Montenegro from 2019¹ selectively deals with the participation of women in the media sector. That is why the WRC collected open and accessible data² and compiled an overview of the gender structure of employees in institutions in the media sector with an emphasis on management bodies. According to the results obtained, there are still no women in the Council of the Agency for Electronic Communications and Postal Activities, only 33% are in the Council of the Agency

Minority Rights, and Program of the United Nations Development Program (UNDP).

² Data are taken on 10.02.2023.

for Electronic Media and the Council of RTCG, while they are greatly underrepresented in the Commission for Monitoring the Actions of the Competent Authorities in Cases of Threats of Violence against journalists, murders of journalists and attacks on media property and in the Broadcasting Center. Out of a total of seven main institutions in the media sector, women are at the head of three or 42%. Women make up slightly more than half of the management structure in the Ministry of Culture and Media and the dominant majority in the

In 2021, the Media Union of Montenegro concluded that as many as 38% of journalists in Montenegro receive below-average wages, while 44% of respondents stated that, in addition to journalism, they also do other paid work.

More than 90% of female journalists believe that undefined working hours along with household responsibilities and child care make it difficult or partially difficult for women to perform journalistic work, and that they need much more strength, energy and renunciation to complete the assigned tasks, unlike their colleagues. Consequently, only 5% of female journalists (all of them unmarried and childless) answered affirmatively to the question of whether they always have enough free time to devote it to themselves.

(Pejović, Duška (2021). The position of female journalists in the media in Montenegro. Association of professional journalists in Montenegro)

³Gender mirror of the media in Montenegro - Research and analysis of the content of Montenegrin media from the gender perspective, UNDP, 2022. Page 23. Case study Women's Rights Center, which

Agency for Electronic Media and the Film Center.

Our analysis of a total of 100 public broadcasters and operators from the register of the Electronic Media Agency shows that in 33 cases women are in the director position, 64 director positions are covered by men, in one case both a woman and a man are in this position, while there is no information for 2 subjects.

Unethical reporting

In the media reporting on gender-based violence, the rights to protect the privacy of victims are often violated; the violence is not seen from the aspect of responsibility of all those involved and in charge; there is a lack of structural and systemic contextualization of gender-based and family violence³. That is why it is important to work on constant education of employees in the media on these topics. And as a basic prerequisite for the professionalization of the media and fair reporting, it is necessary to insist on the introduction of the subject of gender equality in the academic departments where future journalist are educated.

we described in the original text of the analysis, is one example of this problems.

"It's easy for you, you don't think about what you're going to have for lunch, or whether your child has done his homework"⁴.

The results of our research on gender discrimination at work confirm how demotivating the work environment is for women. Gender-based discrimination at work is most often manifested through employment, promotion, unequal pay for the same work, contracts, sexual harassment at work and rights to maternity, maternity and parental leave. These are the problems faced by women employed in the media sector without exception. The national legislation is still not harmonized with the EU Work-Life Directive⁵.

Pernicious visibility – stereotypes

The advertising industry has an important role in the media space considering that it communicates with the help of images and representations that affect our emotions and can therefore shape our values, points of view and understanding of the world⁶.

The media must provide quality content for all citizens, without gender stereotypes, with respect for the principle of non-discrimination and the elimination of hate speech aimed at members of different gender and gender identities, a minimum standard.

[Analyzing the presence of gender stereotypes](#), the Agency for Electronic

⁴ Statement of one of the interviewed participants in the research. The position of female journalists in the media in Montenegro, Duška Pejović, op.cit.

⁵ Directive 2019/1158 of the European Parliament i Advice on the balance between work and parental and privacy and the guardian by which the Directive

Media noticed that women are exclusively the main characters in advertisements for household products (home appliances), while the exclusive presence of men is recorded in advertisements related to energy and entertainment. A significantly higher number of stereotypes related to women compared to stereotypes related to men was recorded (10:2), while every fifth television advertisement has a message with a gender stereotype.

COMMENTS AND SUGGESTIONS ON THE FIRST MEDIA STRATEGY OF MONTENEGRO 2023-2027 WITH ACTION PLAN FOR 2023 AND 2024

Women's Rights Center submitted its recommendations to the Ministry of Culture and Media in a timely manner in order to contribute to the horizontal inclusion of the gender perspective through the proposed text of the strategy. What follows are briefs of our recommendations, while in detailed explanations and suggestions are in the original version of Gender Analysis.

- 1. The strategy does not contribute to the development of gender-responsible policies, since the degree of its gender mainstreaming is at a low level.**
- 2. The media strategy needs to be additionally harmonized with the National Gender Equality Strategy 2021-2025.**

of the Council was revoked 2010/18/EU, which entered into force on 2 August 2019.

⁶ [EP resolution on gender equality in the media sector.](#)

- 3. The chapter on MEDIA LITERACY needs to be further developed and informed by the existing sectoral gender-based analysis.**
- 4. It is necessary to further develop measures within the framework of Strategic Goal 4: Improving the environment for the safety of journalists - Operational Goal 4.1. Mechanisms are provided to deter threats and damage to the physical integrity of journalists.**
- 5. The media strategy should call for the immediate adoption of measures against hate speech.**
- 6. Consider the introduction of a gender-sensitive budget and develop competition practices for the affirmation of gender equality in the media.**

Note to the author: Although the Draft Strategy was put up for public discussion in March 2022, by the time this analysis was published, the document had not been adopted. That is why we were not able to evaluate the degree of adopted suggestions and draw conclusions about the strategic direction of the future media policy in the country. In the meantime, this analysis, together with the accompanying recommendations, has served Women's Rights Center in advocacy initiatives at the national and EU level, within which we have always referred to recognized shortcomings of the proposed legal and strategic solutions in the media sector. Due to the universal importance of the topics we covered and their actuality, the Women's Rights Center will continue to monitor the processes in the country and advocate for gender parity in all segments of society, especially in the media.