EQUAL REPRESENTATION

Call out discrimination and damaging stereotypes on screen, in print and in advertising and increase truthful representations of girls’ and young women’s stories.

THE SITUATION

KEY FACTS

1. ...

2. ...

3. ...

4. ...

5. ...

6. ...

IMMEDIATE

LONG-TERM

WHO’S INVOLVED?

SEE EXAMPLE AND TIPS NEXT PAGE

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Call out discrimination and damaging stereotypes on screen, in print and in advertising and increase truthful representations of girls’ and young women’s stories.

THE SITUATION
Girls and young women are held back from their ability to lead, live free from harassment and violence, and be active citizens due to oppressive patriarchal gender norms, systems and structures. This is perpetuated by damaging gender stereotypes in the media, entertainment and education industry.

KEY FACTS
- Did you know that in 2018’s top grossing films globally, male characters outnumber female characters 2:1 (67% to 33%)?
- Women only feature in 16% of news stories about politics and government, globally.
- In 2015, women made up only 24% of persons heard, read about or seen in news, television and radio news.

THE CHANGE WE WANT
Gender stereotyping becomes a thing of the past!

IMMEDIATE
By 2023, we want at least 10 media and government partnerships to abolish outdated gender stereotypes and increase girl-led content.

LONG-TERM
Communications, marketing, advertising, entertainment and the education industry shift from reinforcing gendered stereotypes to producing positive, truthful messaging and portrayals about girls and young women. Increase in content created by girls and young women, across all forms of media that recognises their agency and power.

WHO’S INVOLVED?
Advertisers, entertainment providers, media corporations, education ministries at the national and global level etc.

Equal Representation [More Key Facts]
- In an analysis of film content across 20 countries, 42% of male characters, compared to 27% of female characters are shown on screen as leaders.
- Of the top grossing films of 2018:
  - None of the films were directed by women.
  - Only 1 in 4 films had at least one female producer.
  - Only 1 in 10 films had at least one woman on the writing team.
- For the full report and more key findings, click here or visit https://plan-international.org/girls-get-equal/rewrite-her-story

What facts or statistics are relevant to your context? Check out the #RewriteHerStory report for inspiration.

Who has power over your issue?

Write your own key facts and killer stats for your context here!

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