



# EQUAL REPRESENTATION

# PRINT AND CUT OUT

## 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

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### KEY FACTS

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## EQUAL REPRESENTATION

### THE CHANGE WE WANT

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### IMMEDIATE

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### LONG-TERM

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### WHO'S INVOLVED?

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## EQUAL REPRESENTATION [MORE KEY FACTS]

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# SEE EXAMPLE AND TIPS NEXT PAGE

*Note: Plan International is not responsible for the content of external links*



# EQUAL REPRESENTATION

# EXAMPLES FROM A GLOBAL PERSPECTIVE

## 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

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.

What facts or statistics are relevant to your context? Check out the [#RewriteHerStory report](#) for inspiration

## EQUAL REPRESENTATION

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By 2023, we want at least 10 media and government partnerships to abolish outdated gender stereotypes and increase girl-led content.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

Who has power over your issue?

Check out "How to develop campaign objectives" on page 21 to shape your own Equal Representation objectives

## 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>

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



**GIRLS  
GET EQUAL**

**FULL VERSION OF THE YOUTH TOOLKIT FOR GIRLS GET EQUAL**

**[HTTPS://PLAN-INTERNATIONAL.ORG/GIRLS-GET-EQUAL/YOUTH-TOOLKIT](https://plan-international.org/girls-get-equal/youth-toolkit)**