

# Women and the Media: Journey to the Top

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**NC Models:** Girls on the Run, Girls Rock NC, Girl Talk Fdn.

**Beijing +20:** Women and the Media

**CEDAW:** Article 5, Sex Role Stereotyping and Prejudice

## “I love Hillary’s outfit!”



- In the 2008 Presidential Campaign, Hillary Clinton was covered less than Barack Obama even when she was leading in the polls

(Campus, pg. 40)

# Quality

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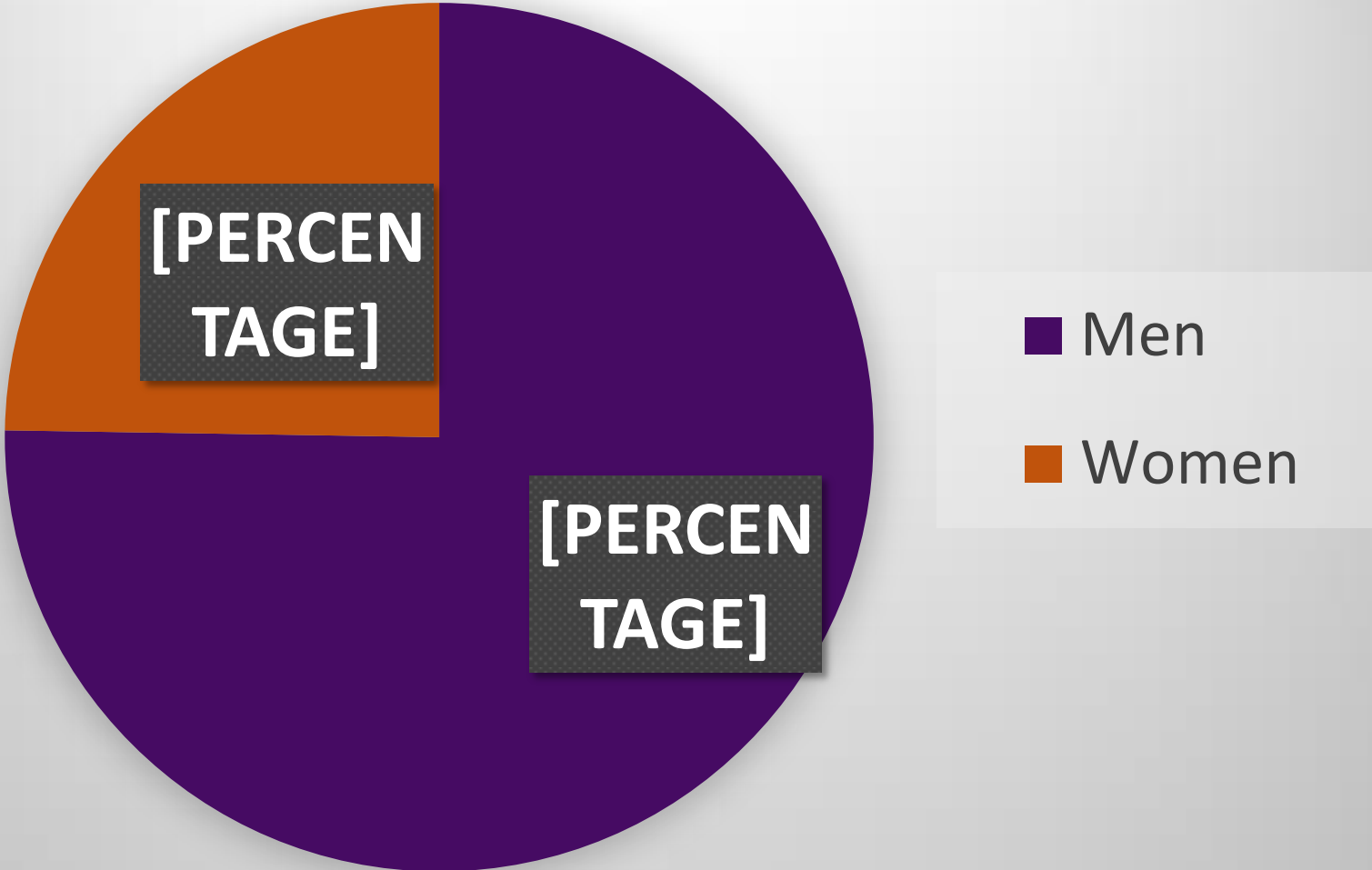
- “Feminine” Qualities vs. “Masculine” Qualities
- Focus on female politicians’ relationships and appearance

# Quality

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- “Female” Issues vs. “Male” Issues
  - Perceived competency of women
    - Influences election results

# Sunday Talk Shows



# Beijing Platform for Action

- Women and the Media
- Specific Strategic Objectives and Actions



## The Beijing Platform for Action Turns 20

# Solution

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- Implement the Beijing Platform for Action
- Equal Coverage
- Relevant Coverage
- More Role Models and Resources for Female Candidates
- Support Non-Profit Organizations





## 20 Years Later...



“I want to be the first female president!”

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We are  
**RESPONSIBLE.**

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