



Beijing Platform for Action + 20 PHILIPPINES

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Women and the Media

Numbers Speak

☺ There are 9 organizations comprising the Media and Gender Equality Committee (MGECC): PCOO, PCW, OMB, NTC, MTRCB, FAP, FDCP, NCCA and CMFR *

☺ At least 3 important legislations were recently passed relative protecting women and girls from sexual exploitation:

- ♀ RA 9775 Anti-Child Pornography Act (2009)
- ♀ RA 9995 Anti-Photo and Video Voyeurism Act (2010)
- ♀ Cybercrime Prevention Act (2012)

Key Policies and Programs adopted

- The MGECC produced the Code of Ethics for Media, Gender Equality Guidelines, and Media Guidelines to Protect Women against Discrimination in Media and Film
- In 2013, Malacañang issued Memorandum Circular 2013 “directing all concerned government agencies to adopt the gender equality guidelines in development of their respective media policies and implementing the programs in order to promote gender mainstreaming”
- Since May 2009, the Bureau of Broadcast Services, in partnership with PCW has been airing the weekly interactive radio program “Tinig ng Kababaihan” (Women Voices)
- Regulatory agencies like Optica Media Board (OMB) have similarly strengthened their effort to fight women and child pornography through the confiscation of pornographic materials, especially sex videos
- The Movie and Television Review and Classification Board (MTRCB) has suspended television programs which were deemed to have presented women as sex objects. It has required major television networks to undergo gender sensitivity seminars conducted by the PCW
- The Tourism Promotions Board (TPB) directed its advertising agencies to produce marketing campaigns and promotional products that are gender sensitive and do not portray discrimination against either men or women
- Gender and Development (GAD) Award for the Most Gender-Sensitive Film in the Metro Manila Film Festival

BPfA strategic objectives

J.1. Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication

J.2. Promote a balanced and non-stereotyped portrayal of women in the media

(* PCOO-Presidential Communications Operations Office; OMB-Optical Media Board; NTC-National Telecommunications Commission; MTRCB-Movie and Television Review and Classification Board; FAP-Film Academy of the Philippines; FDCP- Film Development Council of the Philippines; NCCA-National Commission for Culture and the Arts; CMFR-Center for Media Freedom Responsibility)