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## Project Description

### Media Project FKA 2013-2017

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#### **Objectives of the project: To improve the appearance of women in the media**

The period 2013-2017, FKA works on project requiring enhanced appearance of women in the media. The Board project from 2009-2013, where the approach had a significant impact on the debate on gender balance in company boards is the example. But today we have law 60/40 in boards of companies.

The aim is also to publish regular statistical facts that reflect the actual participation of women in the news material. At the same time, we want to bring women forward in order to refute the myth that women always say no to the media when they are contacted.

**Its purpose:** To reflect society and enhance the appearance of women in the media  
Arouse knowledge that women possess knowledge and experience that can be used in news and debate. With the diversification of the contact group, the media are more likely to reflect society.

#### **Implementation:**

Measurements / Creditinfo will have annual measurement and will have contributions from a database. The period has also been accompanied by events with editor's / media people / chairmen of the political parties and academics.

#### **Events / Projects**

- Spring 2013: Cooperation with Market Fréttablaðið start of regular column written by FKA women.
- In the fall of 2013: Meeting with editors and news managers of major media in the country. At that meeting, the first results of media measurement Creditinfo presented.
- January 2014: Strong women in the media-net time conversation about how to be in the eye of a needle of media.
- March 2014: All the tricks in the book - media women share experiences with women FKA
- April 2014: Ingibjörg Þórðardóttir, former editor of BBC and CNN current controller: Specialized lists BBC - approach, training, purpose and performance.
- Fall 2014: Cooperation with the business aspects of Tv show at Hringbraut.
- November 2015: Social media
- November 2015: Ministry of Welfare - Presentation of the project Equality Forum.
- November 2015 Visit to 365 (in 2012 RUV) Biggest TV stations in Iceland

#### **Politics: The media do not reflect the society we live in**

Last winter Media committee of FKA met the committee of the Parliament and introduced the project. Including talking about the work of the British House of Lords, that has worked on similar measurements as Creditinfo made for FKA and made improvements to enhance the appearance of women in the British media.

#### **A list of names of women for the media: The main female experts in industry**

Today there are about 500 women in our interactive system FKA. The list of names is a motivation for the media to contact women who are ready to come out in the media.