Media and Communications Training for expert sources

As part of the launch of Women Make the News - Thailand, UNESCO Bangkok, in partnership with Australian Aid, organized a series of free trainings targeting English-speaking members of the database. Participants learnt how to interact more effectively with journalists and deliver key messages of their work in interviews.

Learn more: http://www.wmnthailand.org/training/

The training opportunities offered to the experts from the database are sponsored by Australian Aid.

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Women Make the News - Thailand is a UNESCO Bangkok project supported by Sweden.
In Thailand, almost 53% of all scientists are women,* and women make up about 37% of those in top business roles.* However, research shows that only 1 out of 4 experts interviewed by the media in Thailand are women, and that media most commonly depict women as “victims”, “family figures” or “sexual objects”.*

As in Asia-Pacific and worldwide, women in Thailand are underrepresented and misrepresented in the media. Female voices are not equally heard and the breadth of female expertise in Thailand is not as visible as it should be.

*Sources: UNESCO Institute for Statistics, Grant Thornton, Thai PBS Research, UNESCO

**WHY IT MATTERS**

Democratic participation is under threat:
Excluding female voices from public debate undermines fundamental rights to equal participation of all in public affairs.

Society and the economy suffer:
Stereotypical representations of gender in the news reinforce limiting perceptions of women and men, and ultimately undermine their positive contributions to society.

The quality of journalism suffers:
A lack of female voices in the news means a lack of source diversity. Quality journalism can only exist when sources are diverse and balanced.

**THE PROJECT**

The Women Make the News - Thailand database is a tool developed by UNESCO Bangkok and partners to advance gender equality in the media and society. It provides journalists with a list of contacts of female experts to feature more women in news media.

The Women Make the News - Thailand database is part of UNESCO’s global Women Make the News initiative rooted in UNESCO’s mandate to promote freedom of expression and to advocate for a free, independent and pluralistic media.

**OBJECTIVE**

- Link the journalists based in Thailand with female experts voices.
- Increase the visibility of Thai female experts and female voices in the news in Thailand.
- Highlight the diversity of female expertise in Thailand and encourage greater participation of women in society.

**THE ISSUE**

Online Database of Thai Female Experts for Journalists.

**WHY IT MATTERS**

250+ profiles of Thai female experts and growing!

Entire website available in English and Thai

**THE PROJECT**

User-friendly web portal

Diverse profiles covering 6 sectors and more than 30 cities in Thailand

Featuring 3 Themes:

- Media, ICT & Innovation
- Environment & Climate Change
- Cultures & Histories of ASEAN

**www.wmnthailand.org**

Experts in the database refer to researchers, specialists, policy-makers, but also advocates, community leaders – a wide range of valuable contact resource for the media.

There is a vetting process conducted by UNESCO Bangkok, along with its partners. It follows the principle of peer-to-peer recommendations and does not imply any selection of the experts by UNESCO.

The themes of the database have been identified as lacking female voices in the media by the journalists themselves in a survey. They were also chosen as areas of particular public interest given the development agenda and priorities in Thailand today.