



People deserve to know



Campaign M4W2020

Bosnia and Herzegovina

Report

By

BH Journalists Association

April 2020

About campaign M4W2020

Women are often less visible in the news and many of their stories remain untold. The majority of the media are still portraying women in stereotypical roles. As soon as journalists are looking for an expert opinion, women literally drop out of the picture. With the **Media4Women** campaign (**M4W**) **Free Press Unlimited** aims to create an international movement of (media) organisations and individuals that highlights **the importance of gender equality in and through the media** In order to establish a more inclusive and equal portrayal of women in the media.

Objectives of the Campaign Primary:

1. Activate and engage with current and potential target groups in order to create an international movement that succeeds in establishing a more inclusive and diverse portrayal of women in and through the media.
2. Put gender equality in and through the media on the local and international agenda.:
3. Position the M4W movement (Free Press Unlimited and her partner organisations) as a global network with expertise and platforms to establish a more inclusive and diverse portrayal of women in the media.

Role of BH Journalists

As a partner organization of Free Press Unlimited, **BH Journalists Association (BHJA)** joined to this campaign through the **Female Journalists Network in Bosnia and Herzegovina** from **March 5** with a set of activities that lasted until **April 5**.

Within the M4W campaign, BHJA:

- ✓ **Published statement**¹ at the beginning of the Campaign in which we called all media outlets in Bosnia and Herzegovina to **support** this campaign by producing media content that will in no way support stereotypes, misogyny and prejudice against women. This statement published² more than 12 media outlets.
- ✓ **Created and published 29 photo messages** of journalists, editors in media, journalism professors, non-governmental activists from all parts of Bosnia and Herzegovina with aim to raise awareness of media professionals about the need for more equal representation of women in media content; these messages was published on the BHJA Facebook, Twitter and Instagram.

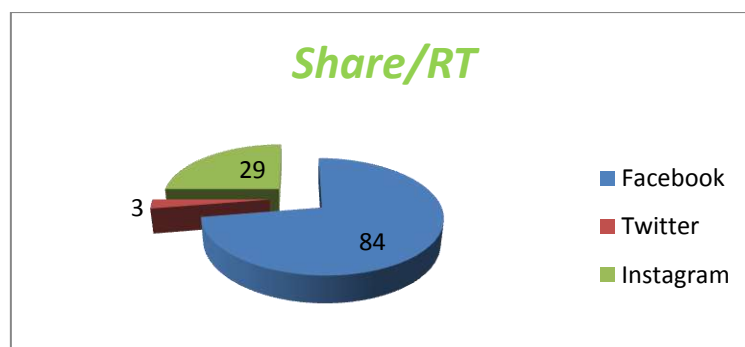
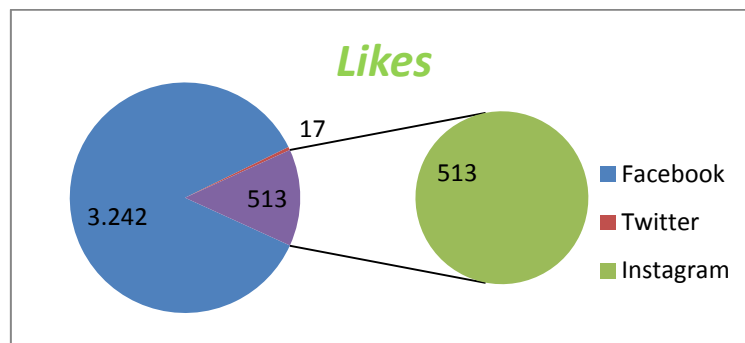
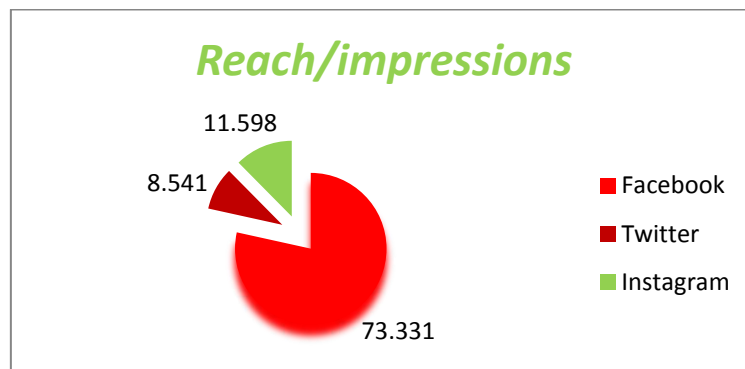
¹ <https://bhnovinari.ba/en/2020/03/04/bh-journalists-join-global-campaign-for-gender-equality-in-media/>

² See more in Anex 1: Press clipping

- ✓ On the three panel discussions³, BHJA representatives **spoke about the campaign** and about importance of equal representation of women in the media and in media content.

Results of M4W2020 Campaign online in Bosnia and Herzegovina

During the **M4W2020 Campaign** photo messages had reach of **73.331 people**, **3.242 likes**, **84 shares** and **191 comments**. On the Twitter⁴ we had **8.541 impression**, and **17 likes**, while on Instagram we had reach of **11.598**, **513 likes** and **29 shares**. A total of **93.470 people** saw the campaign in Bosnia and Herzegovina and responded appropriately to the messages sent by participants. You can see a graphic of campaign results at charts:



³ They were organized by EU Info Centar Sarajevo in cooperation with BHJA in Sarajevo, Banjaluka and Mostar.

⁴ Individuals rarely use Twitter in Bosnia and Herzegovina as a channel of communication

Participants in Campaign and their messages

As we stated in the campaign participated 29 representatives of the media community, civil society organizations, and academia. These are their messages:



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Gledajući, slušajući, čitajući naše medije, odmah se uoči da je društvo dominantno muško. To često znači: patrijarhalno i agresivno. I homofobno, naravno. Ženski duh u najvećem broju situacija daje potrebnu dimenziju humanosti i donosi drukčiji pogled. Nekad je samo jedan pogled žene dovoljan da se promijeni diskurs, a nekada - da se promijeni i život! Češće se trebamo sjetiti da na ulaznim i izlaznim vratima ovog svijeta stoji žena.

Ahmed Buric
književnik

Ahmed Buric is writer and journalist from Sarajevo. He said: *"Looking, listening, reading our media, it is immediately noticeable that society is predominantly male. This often means: patriarchal and aggressive. And homophobic, of course. In most situations, the female spirit gives the necessary dimension of humanity and brings a different perspective. Sometimes just one look at a woman is enough to change the discourse, and sometimes - to change her life! More often than not, we need to remember that there is a woman at the front and exit of this world."*

Aleksandar Žolja is an activist of Helsinki Citizens' Assembly organization from Banjaluka. His message is: *"The media is powerful tool and should be used to change the world. Not only in the affirmation of women and gender equality, but in the promotion of marginalized and vulnerable groups in general, and in the protection of the human rights of every citizen. By choosing interviewees, topics and reporting methods, we are giving ideal to new generations."*



Aleksandar Žolja
Helsinški parlament
građana Banjaluka

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Mediji su moćni i treba to da iskoriste da mijenjaju svijet. Ne samo u afirmaciji žena i rodne ravnopravnosti, nego u promociji marginalizovanih i ranjivih grupa uopšte, odnosno u zaštiti ljudskih prava svakog građanina. Izborom sagovornica, tema i načina izvještavanja, budućim generacijama dajemo nove uzore!



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"Mediji mogu doprinijeti da ženska snaga, ženske vrijednosti i kapaciteti budu zabilježeni na pravi način. Kao novinarka, svakodnevno i srčano doprinosim tome. Podržavam, također, solidarnost među ženama jer tako jača naša zajednička borba do konačne ravnopravnosti svih žena i svih djevojčica, koje su sad tu, ali i onih koje će nam doći."

Alma Dautbegović Voloder
novinarka
N1

Alma Dautbegovic-Voloder is journalists of N1 Bosnia and Herzegovina from Sarajevo. She said: *"The media can contribute to women's strength, women's values and capacities being captured in the right way. As a journalist, I contribute daily and wholeheartedly to this. I also support solidarity among women - because this strengthens our common struggle to achieve the final equality of all women and all girls which are now there, but also those that will come to us. "*

Andrijana Pisarevic is journalist and editor from Banjaluka. Her message is: *“Although women are more visible in the media today than ever before, it's still not at a satisfactory level. However, progress over the last ten years has signals that journalists together can and must repair the current situation. It is up to us to continue breaking the stereotype of women in order to allow generations of emerging journalists to work in a more level-headed environment.”*

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Iako su žene danas vidljivije u medijima nego ikada prije, to i dalje nije ni blizu zadovoljavajućeg nivoa. Međutim, napredak u posljednjih desetak godina signalizuje da svi zajedno, novinarka i novinari, možemo i moramo popraviti postojeće stanje. Na nama je da nastavimo razbijati stereotipe o ženama kako bi generacijama novinarki koje tek stasavaju omogućili rad u ravnopravijem okruženju.



Andrijana Pisarević
novinarka i urednica
Banjaluka

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"Javni servisi trebaju biti lideri u rušenju stereotipa o ženama kroz medijske sadržaje. Nas tri idemo zajedno i hrabro u borbu za ženska prava i veću vidljivost u medijima"

Tijana Kecman
novinarka
BHT

Vedrana Mijić
snimateljica
BHT

Arijana Saračević Helać
novinarka
FTV

Arijana Saraceic Helac, journalists of Radio and Television of Federation BiH, **Tijana Kecman**, journalist and **Vedrana Mijic**, cameraman of Radio and Television of Bosnia and Herzegovina said: *“Public service broadcasters need to be leaders in breaking the stereotypes of women through media content. The three of us are moving together and boldly in the fight for women's rights and greater visibility in the media”*

Azra Mustedangic is journalists of FACE TV from Sarajevo. Her message is: *“Media give women less social value, reducing them to their physical appearance, idealizing the attributes of female beauty. It is because of this real feminine value that professional success remains invisible to the general public. Women deserve equal opportunities and rights, just like men.”*

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Mediji ženama daju sve manju društvenu vrijednost, svodeći ih na njihov fizički izgled, idealizirajući attribute ženske ljepote. Upravo zbog toga stvarne ženske vrijednosti, profesionalni uspjesi ostaju nevidljivi za širu javnost. Žene zaslužuju jednake šanse i prava, baš kao i muškarci.

Azra Mustedanagić
novinarka
FACE TV



Azra Berbić is journalist and NGO activist from Kakanj. She said: *"We never had a greater need and more inclination to fight for equality, to find out the injustice and discrimination that women in all professions and all environments endure. However, in order to fight for others' rights, we must first learn to fight for our own, most vocal what can we do!"*

Bojan Nosovic is a journalist of Alternative television from Trebinje. His message is: *"For a good news story, the most important thing is to have good interviewees, but the fact is that men are more often in front of the camera. There are also women in Herzegovina who are professional and on function, but it seems to me that they themselves are not ready enough to stand in front of journalists. The team of ATV in Herzegovina in front of their camera will gladly host every woman."*



Brankica Smiljanic is a blogger of Media blog5+ and columnist of AlJazeera Balkans from Derventa. She said: *"We as journalists have to dedicate more space to women in order to make their work and efforts more visible to the public."*

Nikolija Bjelica is a journalist of Direkt portal from Trebinje. Her message is: *"We do not seek special treatment of privilege or recognition. Only fair, honestly and equally."*

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"Ne tražimo poseban tretman, privilegije, ni priznanja... Samo fer, pošteno i ravnopravno."

Nikolija Bjelica
Direkt portal
Trebinje



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Nisu žene ni „slabiji“, ni „nježniji“, ni „ljepši pol“. Ne smije im se uskraćivati prilika da pokažu svoju snagu, znanje, sposobnosti i predanost radu, i da adekvatno budu nagrađene za svoj rad, priznate na radnom mjestu, u porodici i društvu u cjelini.

Dika Bejdic
novinarka u penziji
Bihac

Dika Bejdic is retired journalist from Bihac. She said: *"Women are not weaker, no softer or prettier sex. They should not be denied the opportunity to show their strength, knowledge, abilities and dedication to work, and to be adequately rewarded for their work, recognized in the workplace, in the family and society as a whole."*

Elma Velic is a journalist of Radio Bosanska Krupa, and her message is: *"Women need to support each other more, transfer knowledge and experience to younger generations, and to encourage and embarrass women in all fields to a greater extent. It must be the media that will promote equality, equity and human rights in the right way and give women enough space to counter stereotypes, stigmatization and prejudice."*



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Žene se moraju međusobno više podržavati, prenositi znanja i iskustva na mlađe generacije, i u većoj mjeri bodriti i ističati žene na svim poljima. Mediji moraju biti ti koji će jednakost, pravičnost i ljudska prava ističati na pravi način i ženama dati dovoljno prostora, kako bi se suzbili stereotipi, stigmatizacija i predrasude.



Elma Velić
Radio Bosanska Krupa



Elma Cajic is a journalist of Radio Gračanica. She said: *“The sexist stereotypes portrayed in the media are gender discriminatory, degrading and abusive. Let's fight them.”*

Elvir Padalovic is a journalist of portal BUKA from Banjaluka. His message is: *“It is very important for me to promote gender equality in my texts, as well as sensitive language. It's a way of showing that women and men are at least in our texts equal, because in the society in which we live it will be a long time to pass until we reach real equality, if we ever do. Although gender texts do not seem to change many things, every step in the fight for equality is counted.”*



Gloria Lujanovic is a journalist of portal Dnevno.ba from Travnik. She said: *“There are no prohibited topics and topics that are not for women. Female journalists can report about everything just as well as men.”*

Gorica Bukic is a director of Radio Una-Sana Canton from Bihac. She said: *“No one has the right to abuse anyone, especially women. They are mothers, sisters, daughters. They are constant fighters for a better tomorrow. Women in the media are pressured and belittled, but persistent in the struggle to hear the voice of truth as far away as possible. Only together we can change the established stereotypes.”*



Niko nema pravo da zlostavlja bilo koga, pogotovo ne žene. One su majke, sestre, kćerke. Stalni su borci za bolje sutra. Žene u medijima su izložene pritisku i omalovažanju ali su istrajne u borbi da se glas istine čuje što dalje. Samo udružene možemo mijenjati ustaljene stereotipe.

Gorica Bukić
Radio USK
Bihac

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Tradicionelni društveni stavovi nikako nisu opravdanje za nepostojanje žena u medijskom izvještavanju. One su tu, oko nas i postižu nevjerojatne uspjehe. Fenomenalne, fantastične i uspješne, super žene. Mediji trebaju poticati na razgovor i predlagati određene aktivnosti kojima se može unaprijediti ravnopravnost i pluralizam, a čime bi se posljedično iskorjenile predrasude, stereotipi te stalo na kraju rodnoj diskriminaciji u jeziku i pogrešnom prikazivanju žena.

JASMIN ALIBEGOVIĆ
DNEVNI AVAZ
SARAJEVO

Jasmin Alibegovic is a journalist of daily newspaper “Dnevni avaz” from Sarajevo. His message is: *“Traditional social attitudes are not justification for the lack of women in media coverage. They are here, around us, and they have achieved incredible success. Phenomenal, fantastic and successful, super women. The media should encourage conversations and propose specific activities that can promote equality and pluralism, thereby eradicating prejudice, stereotypes and end the gender discrimination in language and misrepresentation of women.”*

Jelena Marinkovic is a journalist of Radio Sokolac. She said: *“By acting together, we need to raise awareness of gender equality, and the media play a special role in this. There are nine women in the small media center “Info Center” Sokolac, which has only ten employees. It is therefore not surprising that we often post stories about educated, accomplished, but also ordinary women. We must show equal respect to each of them.”*

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Zajedničkim djelovanjem moramo jačati svijest o rodnoj ravnopravnosti, a u tome mediji igraju posebnu ulogu. U maloj medijskoj kući “Info centar” Sokolac, koja ima tek deset zaposlenih, devet je žena. Stoga nije iznenađujuće, što veoma često plasiramo priče o obrazovanim, ostvarenim, ali i običnim ženama. Svako od njih moramo ukazati jednako poštovanje.

Jelena Marinković
Info centar
Sokolac

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Na početku novinarske karijere sam mislio da u 21. stoljeću nećemo imati potrebu govoriti o rušenju stereotipa o ženama ili njihovoj malo zastupljenosti u medijskim sadržajima. Međutim, radeći nedavno na jednoj emisiji, uprkos nastojanju da imam podjednak broj sagovornika i sagovornica, posao sam završio u čisto muškom društvu.

Dakle, borba za veću vidljivost žena u medijima i rušenje stereotipa o njima bit će teška i dugotrajna, jer su mnoge žene u politici i drugim oblastima stavljene na margine. One same trebaju više biti aktivne u nametanju svojih vrijednosti, a mi novinari to trebamo češće i više prepoznati i promovirati.



JESENKO KREHIĆ
UREDNIK
BHRT

Jesenko Krehić is an editor of Radio and Television of Bosnia and Herzegovina from Sarajevo. His message is: *“At the beginning of my journalistic career, I thought that in the 21st century we would have no need to talk about breaking stereotypes about women or their low representation in media content. However, working on one show recently, despite trying to have an equal number of interviewees, I ended up working in a purely male company. So, fighting for greater visibility of women in the media and breaking stereotypes about them will be difficult and time consuming, as*

many women in politics and other fields are marginalized. They themselves need to be more active in imposing their values, and we journalists need to recognize it more and more promote that”

Lejla Turčilo is professor at the Faculty of Political Science from Sarajevo. She said: *“As full and equal members of this society, we have a full right to be equally represented in the journalistic profession and in media content. Competent interlocutors, experts in their fields, who are indeed in BiH, are an invaluable resource for all media.”*



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Kao punopravne i ravnopravne članice ovog društva, imamo puno pravo biti jednako zastupljene i u novinarskoj profesiji i u medijskim sadržajima. Kompetentne sagovornice, stručnjakinje u svojim oblastima, koji u BiH zaista ima, neprocijenjiv su resurs za sve medije.

Prof. dr. Lejla Turčilo
Fakultet političkih nauka
Sarajevo

Pokazalo se da su žene u novinarstvu i u najtežim vremenima, a i u današnjim izazovima uvijek čuvale i sačuvale obraz našoj profesiji. Upravo su novinarke te koje posljednjih godina doprinose rodnoj ravnopravnosti u medijskim sadržajima.



Maja Nikolić
FENA
Tuzla

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Maja Nikolić is a journalist of Federal News Agency (FENA) from Tuzla. Her message is: *“It has proven that women in journalism and in the most difficult times, and in today's challenges, have always preserved the face of our profession. They are female journalists who have been contributing to gender equality in media content in recent years.”*



M4W2020

"Reći ne stereotipima danas je stvar etike i obrazovanja. Novinar 21. veka je novinarka!"

Milanka Kovačević
Direkt portal
Gacko

Milanka Kovacevic is a journalist of Direkt portal from Gacko. She said: *"To say no to stereotypes today is a matter of ethics and education. A 21st century journalist is a female journalist!"*

Sanela Kapetanovic is a journalist of Radio and Television of Canton Sarajevo. Her message is: *"Women's rights are human rights, so the fight against stereotyping, stigmatization and marginalization of women is not only professional but also civilization imperative. In this regard, the media should nurture an emancipator narrative of gender, age, race and equality in general. Respect for human rights is not a matter of choice but an indicator of a general literacy and civility."*



"Ženska prava su ljudska prava, stoga je borba protiv stereotipa, stigmatizacije i marginalizacije žena ne samo profesionalni nego i civilizacijski imperativ. Mediji bi u tom smislu morali njegovati emancipatorski narativ spolne, dobne, rasne i uopće jednakopravnosti. Poštivanje ljudskih prava nije stvar izbora, nego pokazatelj opće pismenosti i civiliziranosti."

Sanela Kapetanović
novinarka
TVSA

M4W2020



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Jaka, srećna i zadovoljna žena je osnova svakog zdravog društva i svi, uključujući i medije, treba da doprinesu izgradnji i takve žene i takvog društva. Mi, kao medijski profesionalci, imamo obavezu da doprinesemo rodnoj ravnopravnosti, rušeći stereotipe i predrasude o ženama. Istovremeno, moramo praviti razliku između priče o ravnopravnosti koja može dovesti do boljeg položaja za sve žene, bez obzira na status i godine, i priče o ravnopravnosti koja je sama sebi cilj.

Saša Krsman
urednik
SRNA

Sasa Krsman is an editor of Republika Srpska News Agency from East Sarajevo. He said: *"A strong, happy and satisfied woman is the foundation of every healthy society and everyone, including the media, should contribute to building such a woman and such a society. We, as media professionals, have an obligation to contribute to gender equality, breaking down stereotypes and prejudices about women. At the same time, we must distinguish between the story of equality that can lead to a better position for all women, regardless of status and age, and the story of equality, which is an end in itself."*



M4W2020

Nasilje u porodice nije privatna stvar! Žena u BiH trpi. Ona nije ravnopravna. Ona mora prestati da bude tek "ljepša" polovica njega. Stanimo u kraj seksizmu u bh. medijima. Vratimo ženu u javni prostor, jer bosankohercegovačka žena to zaslužuje!

Sudbin Musić
aktivista
Prijedor

Sudbin Musić is an activist from Prijedor. His message is: *"Domestic violence is not a private matter! A woman in BiH is suffering. She is not equal. She has to stop being just the "prettier half of him". Let's end sexism in the BiH media. Let's get the woman back in public space because the Bosnian woman deserves it!"*

Velida Kulenovic is a journalist of Radio of Federation BiH. She said: *"Women have the right on a life without violence, the right to choice, freedom of speech and opinion."*



Žene imaju pravo na život bez nasilja, pravo na izbor, slobodu govora i mišljenja.

Velida Kulenović
novinarka
Zenica



M4W2020

"Najteže se osloboditi predrasuda i straha, a malo je žena koje su uspjele na taj način steći vlastitu slobodu. Mediji bi mogli i morali pomoći u tom procesu, jer je samo slobodna žena, oslobođena predrasuda i straha, sposobna izboriti se za ravnopravno mjesto u društvu."

Vesna Begtašević
novinarka
Konjic

Vesna Begtašević is a journalist from Konjic. Her message is: *"It is the most difficult to free oneself of prejudice and fear, and there are few women who have been able to gain their freedom in this way. The media could and should assist in this process, because only a free woman, free from prejudice and fear, is able to fight for an equal place in society. "*

Nas žena ima više od 50% i sigurno ne želimo da budemo objekti medijske industrije zabave, jeftinog populizma i senzacionalizma! Tražimo da se odgovorno izveštava o kršenju naših prava, i da se prestane sa medijskim mrakom kada je reč o našim postignućima!

Prof. dr. sc. Zlatiborka Popov Momčinović
Filozofski fakultet
Pale



Zlatiborka Popov Momcinovic is professor of Faculty of Philosophy from East Sarajevo. She said: *"Woman is over 50% and we certainly do not want to be the objects of the media entertainment industry, cheap populism and sensationalism! We demand that the violation of our rights be reported responsibly, and to stop the media gloom when it comes to our achievements"*

Zvonko Komsic is a journalist of N1 Bosnia and Herzegovina. His message is: *"While working as a journalist, I have recorded many stories about successful women in the fields of economics, social engagement, the arts, sports... Unfortunately, there is many women who go through torture, violence... It is through responsible reporting that we should encourage them to step out of the circle of violence. The role of the media in this is crucial, because they form the image of a woman in public space that will be embraced by the younger generations. "*

"Radeći kao novinar, snimio sam mnogo priča o uspješnim ženama iz oblasti ekonomije, socijalne angažiranosti, umjetnosti, sporta... Nažalost, mnogo je i onih koje prolaze kroz torture, nasilje... Upravo odgovornim izvještavanjem ih trebamo ohrabriti da izađu iz kruga nasilja. Uloga medija u tome je presudna, jer upravo oni formiraju sliku žene u javnosti koju će mlade generacije prihvatiti."

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Zvonko Komšić
novinar
N1