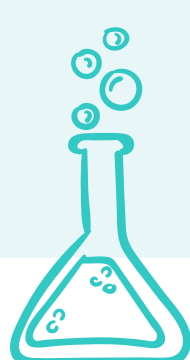


# WOMEN MAKE THE NEWS THAILAND

An online database of Thai female experts for journalists.

## Did you know?

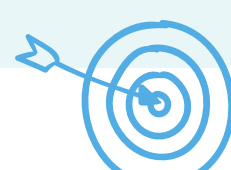
IN THAILAND,  
ABOUT 53% OF  
ALL SCIENTISTS  
ARE WOMEN<sup>1</sup>



WOMEN MAKE  
UP ABOUT 37%  
OF THOSE  
IN TOP  
BUSINESS  
ROLES<sup>2</sup>



THAILAND IS  
ONLY 1 OF 6  
COUNTRIES  
WHERE AS  
MANY WOMEN  
ARE STARTING  
BUSINESSES AS  
MEN<sup>3</sup>



### However...

*Only 24% of experts interviewed by the media in Thailand are women.\**

## THE ISSUE

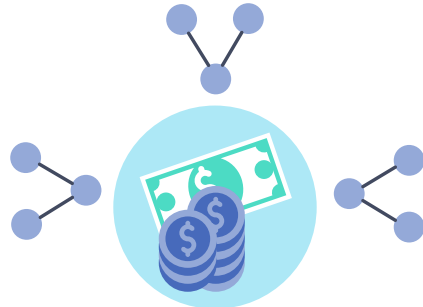
In Thailand, as in Asia-Pacific and worldwide, women are **underrepresented and misrepresented in the media**. Female voices are **not equally heard** and the breadth of female expertise in Thailand is not as visible as it should be.

## 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.

## WHAT CAN WE DO?



Link *journalists* with the *female voices* they are struggling to find by providing media in Thailand with a robust list of *Thai women* across a wide range of *expertise*.

## THE PROJECT

The *Women Make the News - Thailand* database

[www.wmnthailand.org](http://www.wmnthailand.org)

User-friendly **web portal**

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



**250+ profiles** of Thai female experts and growing!

Entire website available in **English and Thai**

### Featuring 3 Themes:

Media, ICT & Innovation

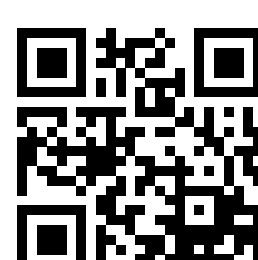
Environment & Climate Change

Cultures & Histories of ASEAN

*Launch on International Women's Day  
8 March 2017*

The launch will be followed by a UNESCO-hosted training session where experts will learn skills to interact more effectively with the media.

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



*Women Make the News - Thailand* is a UNESCO project supported by the Sweden.



Bangkok Office



SWEDEN

OUR PARTNERS:



CCDKM



<sup>1</sup> UNESCO Institute for Statistics <sup>2</sup> Grant Thornton <sup>3</sup> Global Entrepreneurship Monitor GEM, 2015

\* Thai PBS Report on Gender Equality in Thai TV Broadcasting Organizations, 2015