



21 February 2020, Cuenca, Ecuador.

We, the Global Media Monitoring Project (GMMP) coordinators in Latin American, the Spanish-speaking Caribbean region and Haiti meeting in Cuenca for the sixth edition of the GMMP (2020):

1. Note that since 1995 we have been generating evidence of the underrepresentation of women in the news. One finding of the last monitoring in 2015 was that women were only 24 percent of the subjects and sources in the news, they were also subjected to sexist and stereotyped treatment.
2. Recognize communication as a fundamental human right following Section J of the Beijing Platform for Action and based on the principle of equality contained in the Universal Declaration of Human Rights, the Inter-American Convention on Human Rights, international frameworks and national laws on the human rights of women.

We urge:

**States to:**

- I. Recognize the human rights of women to communication and freedom of expression
- II. Generate economic and financial policies that include mechanisms to enable all women to have the resources that can allow them to gain access to media ownership and management
- III. Guarantee security measures for the free exercise of journalism and guarantee protection measures for women journalists at risk.
- IV. Include symbolic and /or media violence in national legislation produced by the media.

**Academia to:**

- I. Incorporate a gender perspective in the curricula for communication and journalism studies and journalistic ethics as a guide for responsible professional practice.
- II. Include in lines of research, in a cross-cutting manner, studies on the situation, position and condition of women in the media; the representation of women in the media and compliance with existing national and institutional policies on women's human rights and the human right to communication.

**Trade unions and trade associations to:**

- I. Promote training in human rights and gender.
- II. Influence the improvement of the conditions of women in the media and follow-up of existing national and institutional policies.

**Media organisations to:**

- I. Incorporate mechanisms in their institutional policies to guarantee women's access to decision-making spaces.



- II. Adopt style guides that include the use of inclusive language and the approach of intersectionality in the treatment of its contents.
- III. Hire and distribute roles in the media based on criteria of suitability and gender equity.
- IV. Develop codes of conduct, regulations and / or institutional policies that sanction violations of women's human right to live free from violence.

**Civil society to:**

- I. Continue to be active in its critical role of observing media content.
- II. Demand content that is free of sexism, discrimination and violence against women in the media.

We understand freedom of expression and the right to communication as necessary for Latin American and Caribbean democracies.

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