



LAUNCH OF THE STEP IT UP FOR GENDER EQUALITY MEDIA COMPACT

BUILDING ON EXPERIENCES FROM THE MEDIA LANDSCAPE

TUESDAY, 22 MARCH 2016

3.00 to 4.15 PM

Conference Room 11, United Nations Secretariat

Media can be powerful players in driving women's empowerment and gender equality as part of the Sustainable Development Agenda. The Step It Up for Gender Equality Media Compact, brought together by UN Women and to be launched at this event, is a coalition of media organizations committed to play their part and scale up the focus on women's rights and gender equality issues through high-quality coverage, complemented by gender-sensitive corporate practices. This event will showcase best practices and past experiences by media organizations with a view to inform future work.

Speakers:

- **PHUMZILE MLAMBO-NGCUKA**, Under-Secretary-General and Executive Director of UN Women
 - **ANA MARIA LOMELI**, TV Azteca & The Women's Project (Mexico)
 - **JANE FRANCISCO**, Good Housekeeping (United States)
 - **SHERWIN BRYCE-PEASE**, South African Broadcasting Corporation

Moderator:

CRISTINA GALLACH, Under-Secretary-General, UN Department for Public Information

The event will be webcast live at: www.unwomen.org.

CSW60

WOMEN'S EMPOWERMENT | SUSTAINABLE DEVELOPMENT

Commission on the
Status of Women
14-24 March 2016

