

Progress Report

Study on the image of women in mass media
and
the Vienne Conference, June 1971

I. Among the decisions taken by the Women's Ecumenical Liaison group at its meeting in Cartigny in December 1969, the European Sub-Committee has been entrusted with :

- 1) a study on the image of women in mass media
- 2) the preparation of a conference in Vienna, bringing together representatives of the European women's movements.

The group has not had very many occasions to meet since Cartigny but has worked by correspondence and in consultation with organizations of different countries. Here are the proposals made by the group which you are asked to study, to enrich with your advice and to adopt :

A. The study and the conference should be one project, the conference being the occasion of bringing together the thinking of the national groups on the methods to be followed for the survey and the study and on the possibilities of actions by the movements, internationally, nationally and locally.

B. The study should be carried out in 3 stages:

- 1) A survey to discover what is the image given by the mass media (imposed by them or reflecting the image that the public already has).

The mass media to be considered are : the press (newspapers and magazines) publicity, radio, T.V. and films.

The main purpose of the survey is to sensitize our movements to the importance of the mass media in today's world.

- 2) A study of the elements, different or complementary, we as Christians could contribute to this image. It is important to state clearly what we can say in common, ecumenically, and on which points we differ.
- 3) Adoption of a plan of action intended to help the Christian women's organizations to bring their contribution to the official programmes of mass media, ecumenically or separately.

The first and second stages could be carried out at the same time.

C. Test-Survey prior to the conference. Last July we asked the French groups (Catholic and Protestant) to work out a basic questionnaire. This has already been done, (see attached file).

This questionnaire will be sent out to the public next November with the request to concentrate observations on the January publications and programmes. The analysis will be made by computer in April and the results presented at the Vienna Conference.



D. The Conference should help the movements

- 1) To discuss the kind of survey to be launched, keeping in mind the double goal:

- to discover the image existing in the public mind
- to sensitize the members of our organizations to the mass media.

Should each country work out its own questionnaire ? or adapt the French questionnaire to its own mass media by retaining the same questions ?

Is it technically possible to envisage a global European synthesis ?

Or would it be better to have only national syntheses ?

What kind of budget, what kind of calendar should be foreseen?

- 2) To make plans for the launching of an ecumenical study on what we as Christians should contribute to the questions today's public has in mind.

What kind of experts should be consulted ?

- 3) To launch a strategy for action to enrich the existing programmes of mass media to give the help of our organizations to the official programmes, ecumenically or separately.

II. Place and date of the Conference

Vienna, Austria. A Catholic institution offers 118 beds, of which 66 are in single rooms and the remaining in double rooms

from June 14 (afternoon) to June 19 (morning), 1971.

III. Proposed programme

Monday, June 14, 1971	morning	arrival
	4.30 pm	opening service presentation of the delegates
	8.30 pm	presentation of the theme (Bellosillo/ organization of the working groups ^{Barot}
Tuesday, June 15	9.00 am	The mass media and their power of communication in a pluralistic and planetary society (a speaker) General discussion
	4.30 pm	Report on the French survey
	8.30 pm	Discussion on the different methods possible for the national surveys
Wednesday, June 16	9.00 am	What have we as Christians to say on the different aspects of women's life a) the woman in love, object of desire b) the woman at home, in her family c) the woman as consumer d) the woman in her professional life and in political life. (a panel of specialists)



Wednesday, continued 4.30 pm work in groups on the 4 aspects of women's life
8.30 pm groups continued

Thursday, June 17 9.00 am groups continued
4.30 pm report of the groups
8.30 pm what we can say in common, ecumenically
what we have to say separately

Friday, June 18 9.00 am How to offer the contribution of our movements to the programmes of mass media (consultations with the official promoters of programmes; training of communicators)
4.30 pm Strategy for action in 1971-72 (nationally, internationally).
8.30 pm closing service

Saturday, June 19, morning departure.

Religious services:

Opening and closing services will be ecumenical, organized and conducted by the participants. Three other services, with holy communion, will be conducted according to the R.C. (mass), Lutheran (communion service) and Orthodox (mass) traditions. For the confessional services we shall require clergy from Vienna.

Excursions:

Two short excursions are foreseen (rather than one whole day excursion)

- 1) Tuesday 16, a lunch in the forest, departure by bus at 11.00 am, return before tea.
- 2) Thursday, 17, from 6 pm to 11 pm possibility of the choice between an Opera (cost about 10\$) or a dinner in the vineyards.

Participants to be invited:

- 1) persons professionally responsible for mass media programmes, men and women.
- 2) members of our movements, specializing in mass media, journalists, etc.

.../.



Repartition of the places

<u>Western Europe</u>	<u>Catholics</u>	<u>Protestants</u>	
Germany	5	5	
Austria	4	3	
Belgium	2	1	
Denmark	1	2	
Spain	3	1	
Finland	1	1	
France	8	4	
Great Britain	3	7	
Greece	1	2	
Netherlands	3	3	
Rep. of Ireland	1	1	
Italy	2	1	
Norway	1	1	
Portugal	-	-	
Sweden	1	2	
Switzerland	<u>2</u>	<u>2</u>	36
<u>Eastern Europe</u>			
Bulgaria	0	1	
Hungary	1	1	
Poland	1	1	
Rumania	0	1	
Czechoslovakia	0	0	
USSR	0	1	
Yugoslavia	1	1	6
	<u>4</u>	<u>3</u>	<u>42</u>
Liaison Groups + dir.	10	9 of which	3 Orthodox
Secretaries	4		3 R.C.
Interpreters	6		3 Protestants
speakers	5		
Observers from USA and Canada	<u>2</u>		
	<u>27</u>		

Fundação Cuidar o Futuro

Madeleine Barot

Geneva, October 22, 1970

