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(ix) To emphasize in programme and project documents the positive contribution that women make to the national economy and, in particular, women's role in agriculture in developing countries.

### Strategy

The strategy consists of related efforts to strengthen the ability of the United Nations system to provide informational material for national activities, to increase the participation of women media professionals in national activities and in international programmes, to advance the study of sex stereotyping, and to promote women's studies programmes. The highest priority will be given to activities designed to capture and disseminate information on the current contribution of women and to increase women's participation in media production and management.

The television series on women will be modelled after the international women's television series which was successfully completed and broadcast in more than a dozen countries at the end of the United Nations Decade for Women. To produce the series, national television networks in both developed and developing countries will enter into co-production agreements with the United Nations. A woman television producer from each country will make one film on an issue of concern to women in her country and, in exchange, receive free all the other films in the series for broadcast. Thus, in return for the cost of making one half-hour of television, each national network will receive free five or six hours of television, a very cost-effective scheme. The United Nations will be responsible for the co-ordination of the series: bringing the television producers together to decide on programme content and to exchange expertise and critical comments at the script-writing and editing stages of the production; providing transcripts of the films in English, French and Spanish for language versions; and distributing the series to the consortium members and internationally. Thus, the series will provide a vehicle for the exchange of information between developing and developed countries on women's issues with a built-in broadcast/distribution system, as well as provide women television producers with an opportunity to work with and learn from their peers from other countries.

A weekly women's radio programme will be produced in English, French, Spanish and Arabic and distributed world wide to broadcasting organizations and other interested users. Efforts will be made to distribute the programme more widely by, inter alia, making available cassette tapes and transcripts for adaptation into local languages.

An update of the pamphlet "The State of the World's Women" will be produced in 1990 to coincide with the review appraisal in that year by the Commission on the Status of Women of the implementation of the Forward-looking Strategies. The pamphlet will also be updated to coincide with the proposed world conferences in the early 1990s.

To increase the expertise of women in the media, a multi-faceted approach will be followed. First, a training programme for young women media professionals will be set up whereby fellowships or internships with international organizations will

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