



“When we started the century women couldn’t vote; we’re ending it with every politician concerned about the gender gap. Women used to be excluded from huge numbers of jobs; now virtually all jobs are done by some women.” (Ellen Bravo, Ms. Magazine December 1999/January 2000)

“I think the very restrictions which were put on woman which made her emphasize the personal world caused something very good to be born. Whereas men dealt in terms of nations, in terms of statistics, abstract ideology, woman, because her world was restricted to the personal, was more human. Now that she is beginning to step beyond her confines, I hope she can bring to the world the sense of the personal value of human beings, some empathy and some sympathy.” (Anais Nin, *A Woman Speaks*)

“Sexist advertisements are the norm with industry and advertising agencies who reap huge profits at the expense of women. A sexist advertisement is one that depicts half of the human race as inferior; it is discriminatory, it degrades and humiliates one sex in relation to the other. This form of advertising has become an important tool in the perpetuation of male western culture, and it exploits women’s sexuality and their physical appearance ... Local media appear to be no different. Time and again, in our advertisements, women are depicted as vain and seductive, as sex commodities, dull-witted, in constant need of approval (almost always by men) and ultimately best left in the home or kitchen.” (Women and Media: Analysis, Alternatives and Action, p.31)

“Women are resentful of the exploitative use of the female body in advertising. They feel that the use of the female body as a mere decoration or as an attention-getting device diminishes women’s self esteem and ignores other aspects of women’s personality and their human potential.” (Mass Media: The Image, Role, and Social Conditions of Women, p. 9)

Stereotyped attitudes expressed in statements by men talking about women media workers:

“I had a few women reporters, but all of them were awful! Women have no initiative. They are slow, have no sharpness. They don’t fit into journalism and , particularly in politics, they are terrible.” [Radio Manager]

“ I don’t know a single [woman photographer] who is capable. They are timid, uninformed about the event to be

covered. When I assign them to cover police, political incidents, and similar events, they ask ‘for the love of God’ not to be sent, and will do anything to exchange the task with a male colleague, saying that ‘these are subjects for men and not for ladies’.” [Newspaper editor]

“I don’t like to work with women in radio. They are quite irresponsible. They don’t come to work regularly, and don’t finish their tasks. They are unpopular with the listeners, particularly the women ... I have two daughters working with me. They tried the radio, but didn’t succeed. Today, both are doing administrative work and doing it well ... It seems to me that their boyfriends dislike the whole thing and I believe both will leave the organization.” [Director of Radio Station]

“Radio is for men, because women have problems with working hours and radio is on twenty-four hours a day. They won’t accept unpredictable working hours. They only want to do programs for women ... And they do it so badly that they go home in the evenings with no regret. They have no persistence; they give up easily ... it is a pity .” [Radio Announcer]

“When most of my women students enroll in the university they already have the idea that women are talented only in the areas of health, children, social events cooking and such matters ... Only exceptionally are they interested in economics, politics and so on. They say they are uninformed about these subjects ... Some believe that such subjects are for men, and they even add ‘for old men.’” [Journalism teacher]

“Women are good in the domestic sphere - taking care of the house, children, husband, the family, the home. When they leave this area, they become ‘difficult’ and normally forget their major responsibility: the home.” [Newspaper reader]

“I’ve found women quite timid. There was one who came by after three weeks’ work, and told me: ‘The subject [international politics] is difficult and dangerous; it’s not for me. I am a woman with children and a family to care for. This editorial may cost me my life and I’m too young to die.’ After that she took over the social column. Today she is one of the most sought-after journalists by the political and institutional jet set of Quito ... It was a pity, because she was such a wonderful writer!” [Newspaper editor, international politics] (Women and Decision Making: The Invisible Barriers, 1987)

