

'Women Create, Women Unite' Campaign Summary

'Women Create, Women Unite' is a national campaign aiming to generate awareness and discussion towards gender representation and equality within creative industries. It targets female creatives and will run for two years. Designed for the Arts Council England (ACE), a national development agency for the arts and culture sector who highlight a desire to support women and reach wider audiences in their new 10-year strategy 'Let's Create'.

The campaign supports, empowers, and unites women whilst providing opportunities for mentoring, partnerships and collaborations. Several goals need to be met to achieve change, including:

- A rise in female leadership
- Equal pay and treatment in the workplace
- Positive media representations of women and accreditation for their work
- And equal opportunities for women to improve their skills within the industry, despite personal factors such as career breaks, and parental responsibilities.

The creative industries have been highlighted as one of the fastest-growing sectors, but there is a dominance of men, 75% of women have a male boss (Creative Equals Review, 2019). The campaign bases itself on the argument that there are elements of gender division in the creative industries and women are not represented equally. Outdated stereotypes enforce gendered workplace assumptions limiting women of their freedom and recognition.

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The campaign will host a wide range of content and will use media tactics to create awareness. Social media tools will act as a platform of communication and help form horizontal integration where a network of like-minded females can be built. Audiences will be encouraged to interact with posts and use the hashtag associated with the campaign 'Imafemalecreative'.

Partnerships with spokeswomen will add authenticity to the campaign as they relay personal accounts of working in the industry, offer advice and tips and appear on podcasts and interviews. Inspiring females will be approached to act as role models for the campaign allowing for the campaign to provide credibility. The mainstream media will be used to enforce the message on gender equity, using PR strategies, advertisements, and interviews. Whilst social outreach will include events, workshops, and public talks.

To measure success media monitoring will be used this includes, interactions with the campaign and campaign hashtag across social media, the positive or negative reception the campaign receives from the news media, attendance at social outreaches, the number of views/listeners for podcasts and interviews. If the campaign is accepted within the public sphere and if goals are met.

To minimize the risk of slacktivism audiences will be encouraged to participate in online activities. Due to the nature of the community targeted there could already be echo chambers, whereby people are only interested in hearing positives from the industry, however, the diversity of the audience incorporated suggests that this issue could be mitigated.

To fund the campaign, it is proposed that the campaign would seek a grant from the Arts Council's national lottery fund which supports investment in arts and culture for a long-lasting return.

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Bibliography

Creative Equals. 2019. Creative Equals. [online] Available at: <http://www.creativeequals.org> [Accessed 2 April 2020].