



The BAI celebrates International Women's Day

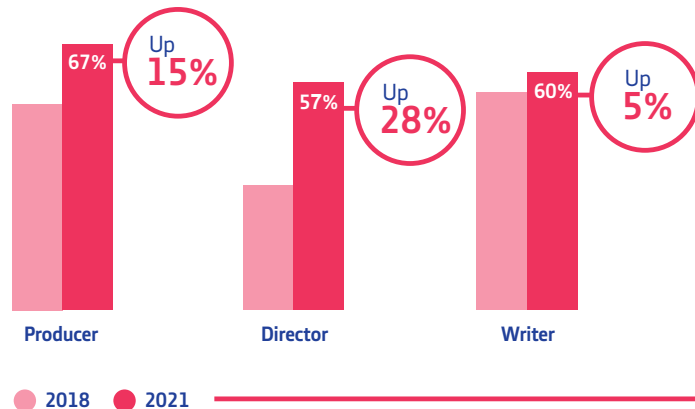


Here are some of the ways the BAI help support and increase the representation of women in Ireland's audiovisual media sector.



Women in Lead Creative Roles – Sound & Vision Scheme

In 2018 as part of the commitments detailed in the BAI's Gender Action Plan, the BAI introduced a Gender criterion to the assessment process for the BAI's Broadcasting Funding Scheme, Sound & Vision. Since then, there has been an increase in the percentage of successful applications with Women in lead creative roles.



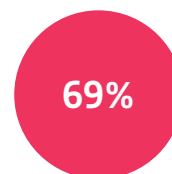
In addition, applications awarded funding under Round 37 also have women in other key creative roles:



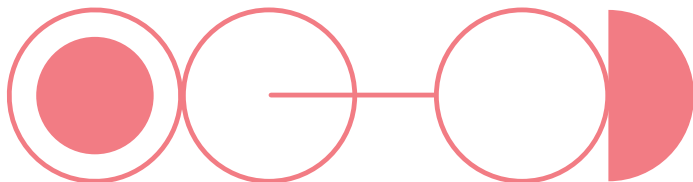
60% of successful applications that require a Writer have a Woman Writer



50% of successful applications that require an Editor have a Woman Editor



OVERALL, 69% of successful applications have two or more Women in key production roles (Producer, Director, Writer, Editor)

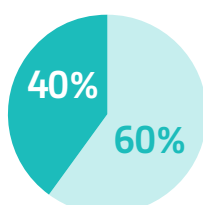


BUT – there is still room for improvement. Since 2018, only 20% of Sound and Vision funding applications for programmes requiring a Director of Photography had a woman assigned to that role

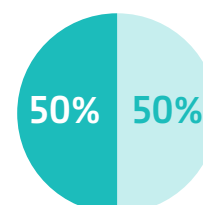
Women at the BAI

● Women ● Men

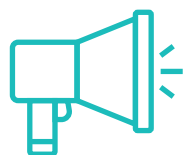
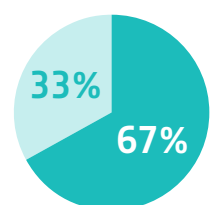
Gender Split for BAI Authority Board members



Gender split for the Senior Management Team



Gender split at management level





BAI Funding Support for Woman Media Creatives



X-Pollinator INCUBATOR

A female driven development initiative for women in TV & Film



6 projects

14 Key creatives
(13 of them women)

Follow @X_Pollinator_ for updates



Writers Guild of Ireland

Writers Guild of Ireland – ‘Adding to your toolbox’ a workshop for woman writers – due to take place in April 2021.

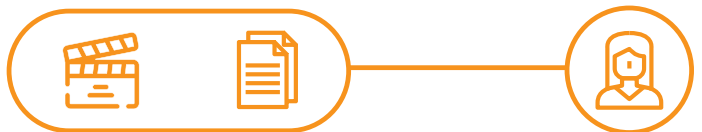


Visit www.script.ie for updates.



Women in Film and Television & Writers Guild Ireland ‘Breaking In And Breaking Through’ event

This event will focus on female writers in film and television and will feature direct input from participants to discuss the AV industry and to make a road map for a more equal and diverse industry – due to take place in September 2021.



Follow @WFTIreland for updates



Women On Air media database

This database has already over 300 women experts and lots more women registering their details. These women are experts in a wide variety of areas and are available to contribute to TV and Radio programmes.

Visit www.womenonair.ie

Programmes supported under the Women’s Stories round of the Broadcasting Funding Scheme



Dating Amber (RTÉ)

Women’s Bits (WLRFM)

Scéalta Grá na hÉireann (TG4)

A Handful of Women (RTÉ Junior/Chill)

Dóchas – A place of hope (Virgin)

GAA for Mas (Dublin City FM)

The Curragh Wrens (KFM)

After a Woman’s Heart (RTÉ)



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