



THE WOMEN'S MEDIA CENTER

Making the Female Half of the World Visible and Powerful in the Media

The Women's Media Center Creates National Dialogue on the 2008 Election: "MediaTrack 2008: Women. Media. The Vote."

From our perspective at The Women's Media Center, the 2008 election presents an amazing opportunity to highlight the role of women as leaders through the media, but it also raises a lot of questions. How can we ensure that the political coverage leading up to the 2008 election reflects the perspectives and voices of women? Will the media hold candidates accountable to address the issues important to women voters? What role can national women's organizations play in these discussions, and how can we influence the dialogue?

When the WMC launched its latest campaign, "MediaTrack2008: Women. Media. The Vote." in January, these were some of the many issues we hoped to address. Through great original articles (see [MediaTrack 2008—Pelosi Ascent Marks Gender Gap Milestone by Milon Nagi](#)), daily newsbriefs (available at <http://www.womensmediacenter.com/news.html>), and other tools, we are working to bring together a variety of voices and resources to keep media professionals apprised of women-focused political news nationwide.

In June, the WMC brought together some of the best minds in women's advocacy and media to begin tackling these issues together. Participants from more than 20 top organizations came together for a retreat in North Carolina to share information, brainstorm ideas, and create collaboration. Through an informal dialogue, participants each shared what their organization had been working on and what would be coming down the pipeline for them leading up to the election.

In addition to sharing information, participants worked to identify opportunities for collaboration where projects overlapped, as well as gaps in the planned programming that we can work together to address. We will continue to meet in the coming months. In the meantime, please tell us what you think by visiting our discussion group at http://www.womensmediacenter.com/wmc_forum.html.

A special thank you to all of our participants at the June MediaTrack 2008 conference, held at the Westglow Resort & Spa in Blowing Rock, North Carolina:

- *Communications Consortium Media Center (CCMC)*
- *Digital Sistas*
- *The Feminist Majority*
- *Institute for Women's Policy Research*
- *Joint Center for Political & Economic Studies*
- *June Cross (Katrina documentarian)*
- *Lifetime Networks*
- *The Maynard Institute for Journalism Education*
- *The Media Consortium*
- *MomsRising*
- *Ms. Foundation for Women*
- *New York Women in Film & Television (NYWIFT)*
- *National Council of Women's Organizations (NCWO)*
- *National Women's Editorial Forum*
- *Planned Parenthood*
- *SheSource/Fenton Communications*
- *The White House Project*
- *Women's Campaign Forum (WCF)*
- *Women's eNews*
- *Women In Media and News (WIMN)*
- *Women's Voices*
- *Women Vote (WVW)*

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