

***Increasing the voice of women economists in the media and public discourse through training and promotion – UCD, TU Dublin, UCC, UL and TCD.***

The aim of this project was to implement a range of training and dissemination initiatives to promote the voice of women economists in the media. The project has three stages: 1) Understanding the barriers to media engagement, 2) Training to advance skill development in media engagement, and 3) Increasing visibility. As part of stage 1, a survey was conducted to elicit the barriers to media participation and potential solutions. The survey took place in Sept-Oct 2022 and received 88 responses. The findings highlight that the main barriers include lack of confidence, lack of opportunities, time constraints and notice periods. These results have informed the training workshops in Stage 2, with the potential of increasing the proportion of women economists engaging with the media. A report of the full results is available on the Irish Society of Women in Economics website: <https://www.iea.ie/app/uploads/2022/12/ISWE-Survey-Report.docx>

Following this, a hybrid workshop on media engagement was held in the Central Bank of Ireland on 1<sup>st</sup> Dec to disseminate the survey results (by Dr. Orla Doyle) and to host a panel discussion with Dr. Muireann Lynch (ESRI), Sinéad O’Carroll (Journal.ie), Prof. Thia Hennessy (UCC) and in absentia by Prof. Karl Whelan (UCD), moderated by Dr. Emma Howard (TU Dublin) ‘on tips of the trade’ for engaging with the media. Feedback from the ~40 attendees from across the country was very positive and has also informed the design of the Stage 2 media training workshops. Details here: <https://www.iea.ie/iswe-media-engagement-workshop/>

In Summer 2022, we issued a tender to identify a communications company to delivery on Stage 2 of the project - tailored media training to professional economists. 3 proposals were received and Clear Eye communications <https://clear-eye.ie/> was selected. Following the Dec workshop, we issued a call for applications to the training programme (using an online application form) and received 32 applications (across multiple HEI’s). As 40 places were available, the remaining places were offered to members of the ISWE Executive Committee. Four workshops will take place between February 8-15<sup>th</sup> 2023 in Dublin (UCD, TCD, TU Dublin) and Cork (UCC), moderated by Margaret Ward from Clear Eye. The second set of in-depth training workshops are scheduled for March 2023.

As part of Stage 3 of the project, we have collaborated with [At The Margin: Economics Podcast](#) in a series of podcasts to discuss gender balance and diversity in the economics profession. Three podcasts have been recorded to date, and one is currently available. In the first podcast, Bróna ní Chobhthaigh, Oana Peia, Karen Arulsamy and Darragh Flannery discuss the goals and pillars of ISWE and how to improve women representation in Irish academia, policy and media. The podcast is available here: <https://play.acast.com/s/the-irish-economics-podcast/41-women-in-economics-iswe-panel>

The other podcasts will be made publicly available in the coming months.