

# Charter Against Ageism and Sexism in the Media

The Charter against Ageism and Sexism in the Media (ChASM) is a public pledge developed as part of the New Dynamics of Ageing Programme (NDA) in collaboration with Women Ageing and Media (WAM), the National Union of Journalists (NUJ) and Women in Journalism (WiJ). The ultimate aim of the NDA Programme is to improve the quality of life of people as they age. The Programme recognises the particularly marked difference in experiences for older women compared with other groups in their representation in the media.

The Charter calls for the media to recognise the important role they play in shaping perceptions of women and ageing and, in line with the NUJ code of conduct, take action to better represent the diversity, complexity and potential of women aged 50 and over.

Signatories to the Charter pledge to adopt and support actions to:

- Ensure equality in the representation and portrayal of older women in the media.
- Ensure equality in the employment of women in the media.  
This includes promoting flexible working, open and transparent advertising of jobs, promoting best practice HR equality practices among media employers and preventing the victimisation of working mothers.
- Campaign against the objectification of women in the media and avoid the digital manipulation of images of women which aim to exaggerate or erase signifiers of age (eg wrinkles and grey hair).
- Avoid stereotypes that equate women's ageing with negativity and decline (eg illness, frailty, and a strain on personal finances and the economy).
- Avoid stereotypes that imply or state that successful ageing for women necessarily involves characteristics associated with youthfulness.
- Avoid the promotion of advertising aimed at women which uses 'graywashing' – the misleading of consumers regarding any purported age-associated benefits of a product or service.
- Monitor the promotion of anti-ageing advertising which makes claims to be able to slow, stop or reverse women's ageing.
- Achieve an industry that reflects and serves the diversity and potential of women of all ages.
- Promote the NUJ code of conduct.

ChASM acknowledges the influence of recommendations on rights and action identified by the 2002 Madrid International Plan of Action on Ageing, the 2009 EU Charter of Fundamental Rights, the 2010 UK Equality Act, Equality Now, International Council on Active Ageing, Women Ageing and Media.



new dynamics of ageing  
a cross-council research programme



Women in Journalism

