

World Voice Day press release - April 16, 2023

## Quote This Woman+ Urges Women+ Experts to Join Its Database

April 12, 2023 - To mark World Voice Day (Sunday April 16, 2023), Quote This Woman+ is urging women and people from other marginalised groups to make their voices heard.

[World Voice Day](#) is a worldwide annual event which has been celebrated on April 16 every year since 1999. It began in life as Brazilian National Voice Day, an initiative by physicians, speech-language pathologists and singing teachers. The day aims to raise awareness about the importance of the voice in our daily lives, as a tool of communication. This year's theme, Your Voice Matters, is central to the work of Quote This Woman+ (QW+), a South African non-profit organisation which curates a database of women+ experts from various fields, including politics, business, sports, science, government and healthcare. These experts are available to journalists for their news stories, ensuring that women+ voices are heard and their realities are reflected in the news. According to Quote This Woman+, a woman is quoted as a news source in local media only once for every four times that a man is. And when a woman is quoted, they are positioned in a way that reinforces gender stereotypes close to 50% of the time. These statistics are the same, or worse, for other voices, marginalised for their sexual orientation, gender identity, poverty, location (rurality), education, or anything else (hence the + in the organisation's name). "Women+ voices are being left out of conversations critical to understanding issues of governance, corruption, the multiple resource crisis, the failure of the state, and maladministration," says Kath Magrobi, QW+ director.

"At Quote This Woman+, we firmly believe that cultivating diverse voices is not just a moral imperative, it's a strategic one that benefits us all. When we elevate the voices of women+ from diverse backgrounds and fields, we create a richer, more nuanced media landscape that is better equipped to tackle the complex issues facing our world today. "We're 100% committed to amplifying the voices of women+ experts in all fields, but we can't do it alone. We need more women+ experts to join our database of voices and be part of this movement. Society needs to hear from a diverse range of voices to make informed decisions and take meaningful actions. Women+ are integral to shaping our world, and it's time for their voices to be heard. No voice should ever be left behind."

For more information on Quote This Woman+, visit their website at [quotethiswoman.org.za](https://quotethiswoman.org.za). Contact them on [kath@quotethiswoman.org.za](mailto:kath@quotethiswoman.org.za).