

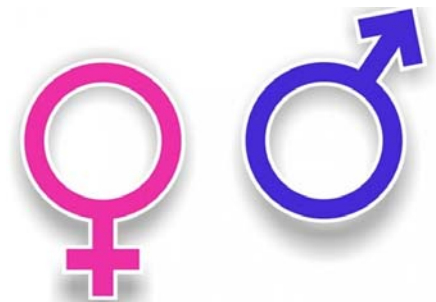


Communication & Information

GENDER AND MEDIA: EXPERIENCES FROM THE FIELD

By Elvis Michel Kenmoe
CI Officer in Libreville

Paris, November 18, 2016





KEYNOTE PLAN

- ▶ Introductory remarks
- ▶ UNESCO initiatives on Gender and Media
- ▶ Actions in the field
 - ▶ Building capacity of media professionals
 - ▶ Engaging local and community media
- ▶ Lessons learnt





INTRODUCTORY REMARKS

- ▶ SDG 5: Achieving gender equality and empowering women and girls
- ▶ Agenda 2063 - Aspiration 6: An Africa whose development is people-driven, relying on the potential of African people, especially its women and youth, and caring for children.
 - ▶ Goal 14: Full gender equality in all sphere of life
 - ▶ “End all forms of violence and discrimination (social, economic and political) against women and girls and ensure full enjoyment of all their human rights”
- ▶ Gabon: « *Gabonese women decade* » (2015-2025)





UNESCO INITIATIVES ON GENDER AND MEDIA

- ▶ Gender Sensitive Indicators in Media (GSIM)
 - ▶ Gender equality at organizational level
 - ▶ Gender representation in media content
- ▶ Women make the news (WMN)
 - ▶ Continuously foster fair and balanced representation of gender in media content
- ▶ Global Alliance on Gender and Media (GAMAG)





ACTION IN THE FIELD

- ▶ Advocating for fair gender portrayal in media ;
- ▶ Developing media professionals competency for gender sensitive reporting ;
- ▶ Advocating to government officials for the adoption of policies favouring gender equality and gender equity ;
- ▶ Encouraging media leaders and promoters to ensure gender equality at both organizational and content levels ;
- ▶ Promoting GSIM as key standard for measuring gender equality in media.





ACTIONS IN THE FIELD - CAPACITY BUILDING OF JOURNALISTS IN GABON

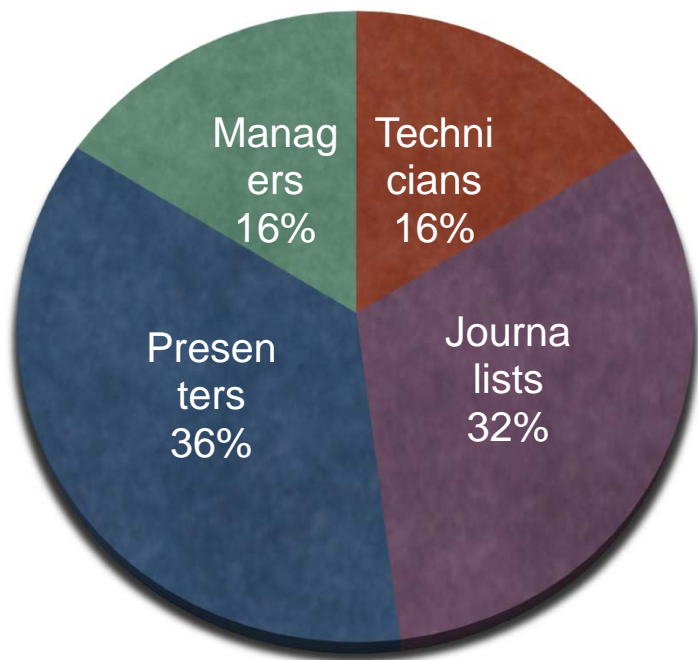
- Initiative supported by IPDC
- Activity implemented in partnership with Ministry of communication, Public and private media (mainly L'Union)
- Reluctance of the Ministry to support actions on gender in media:
 - Gabon has 2 public media organizations: one is headed by a man and the other by a woman
 - Gender equality is better in the communication sector



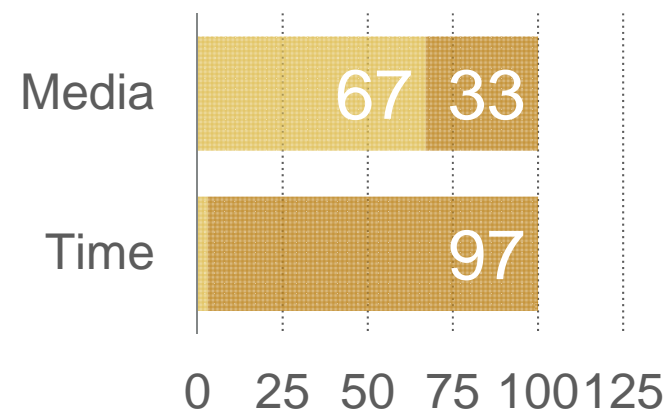
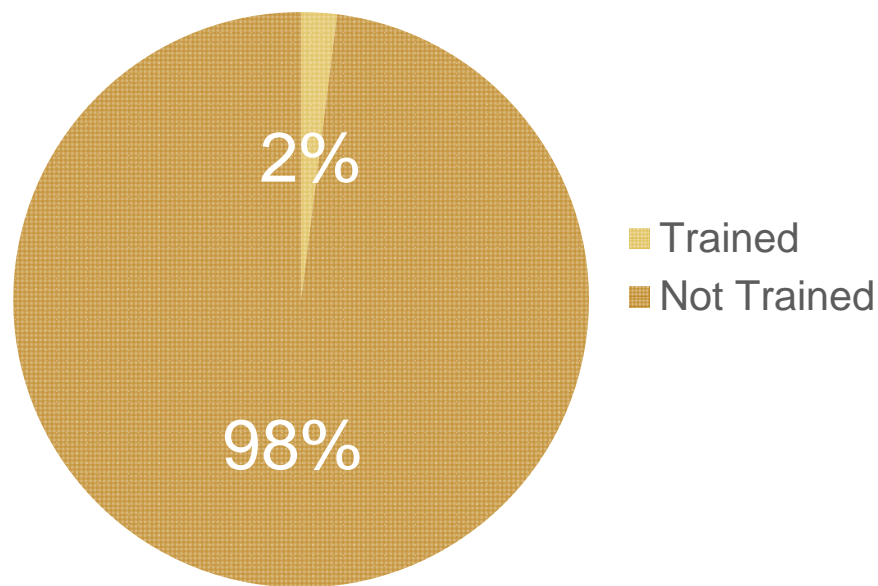
ACTIONS IN THE FIELD - CAPACITY BUILDING OF JOURNALISTS IN GABON

► Some figures

% of Women



Gender training





ACTIONS IN THE FIELD - CAPACITY BUILDING OF JOURNALISTS IN GABON

- ▶ National workshop on gender and media
 - ▶ Participation of public, private and community media professionals
 - ▶ Global Media Monitoring Project report
 - ▶ Examples of application of Gender Sensitive Indicators in Media
 - ▶ Woman Make News initiative
 - ▶ Exchanges on challenges for fair portrayal of gender in media





ACTIONS IN THE FIELD - CAPACITY BUILDING OF JOURNALISTS IN GABON

- ▶ Comments from participants:
 - ▶ TV+ participant: « *It is unbelievable how decisions, apparently insignificant, taken by journalists/reporters because of newsroom routine and media culture... end up having such a tremendous impact on the society* »
 - ▶ Gabon Matin: « *Applying what we have just learned during this workshop require deep changes of how we perceived our work as well as how we actually do it* »
 - ▶ TeleAfrica: « *It is very good to participate at such workshop, but you know, when I go back, I will certainly be the sole person with such knowledge in our newsroom. It will take time to convince colleagues to change attitudes* »





ACTIONS IN THE FIELD: CASE OF BURUNDI

- ▶ This example is based on the project « Empowering local radio with ICTs » a joint UNESCO – Swedish Government initiative, implemented in many countries in Africa
- ▶ Part of the project is about reinforcing gender equality in local radio station (organizational and content levels).
- ▶ Importance of this example:
 - ▶ Local and community media:
 - ▶ Limited resources (financial and human)
 - ▶ Light organization
 - ▶ Positive changes may lead to significant impact on local population





ACTION IN THE FIELD - LOCAL AND COMMUNITY MEDIA

- ▶ Experience of capacity building of local radio in Burundi (cf. project Empowering Local Radios with ICTs):
 - ▶ Workshop on gender in media
 - ▶ Participation of managers, editors and journalists
 - ▶ Each radio station devised an action plan to improve gender sensitiveness





ACTION IN THE FIELD - LOCAL AND COMMUNITY MEDIA

- ▶ Key elements of the action plans:

Humuriza FM

- ▶ Ensure gender balance in decision-making positions
- ▶ Gender mainstreaming in content production routine

Women Radio (RIU)

- ▶ Establishing a gender team to monitor and report on content compliance to gender sensitive indicators

CCIB FM+

- ▶ Advocate for gender balance among the radio station staff (to board members)





ACTION IN THE FIELD - LOCAL AND COMMUNITY MEDIA

- ▶ All the plans were devised before the country entered into serious economic difficulties.
- ▶ With economic crisis:
 - ▶ The decision to hire new women to increase gender balance among radio station staff was postponed ;
 - ▶ The team in charge of news monitoring was downsized and the regularity of content monitoring was severely affected ;
 - ▶ Only Humuriza FM maintained the decision to appoint more women in decision-making positions.





LESSONS LEARNT

- ▶ Media professional integration of gender issues in their daily routine is key to improve gender balance or fair gender portrayal in media content.
- ▶ Actions to ensure gender sensitive media organizations should also focus on sustainability.
- ▶ Sustainable media have strong potential of being gender sensitive at both organizational and content level.
- ▶ Gender Sensitive Indicators for Media are strong tool to advocate for gender equality and faire portrayal in media.





THE WHOLE PICTURE





MERCI / THANK
YOU

