

WOMEN IN MEDIA



DIVERSIFYING VOICES,
STRENGTHENING COVERAGE



Internews



Two journalists at a reporting training in Amman, Jordan.

Across the globe, women journalists and media professionals work, often under difficult circumstances, to bring light to the issues that affect all women. Internews media projects open eyes to gender issues and give voice to women so that they can change their lives for the better.

Gender-focused media development directly supports the Millennium Development Goals and UN Security Council Resolution 1325. An increase in women's participation in the media sector can lead to the improvement in healthcare awareness, prevention of sexual and gender-based violence, an increase in job skills and in overall civil society engagement.

ADDRESSING WOMEN'S ISSUES

To ensure that the media meet the needs of all audiences, Internews works to foster women's leadership in the media industry so that issues of vital concern to women and girls are integrated across all programming and not relegated to a niche market.

In communities where specific gender issues are under-reported, such as gender-based violence or women's health, Internews has developed programs produced by and for women, and has worked to engage men in understanding and reporting on the issues as well. Internews' work with women has involved training women media professionals, fostering their leadership skills, and supporting programming on women's issues in Africa, Asia, Eurasia and the Middle East.

TRAINING WOMEN MEDIA PROFESSIONALS

Internews is one of the world's leading trainers of female media professionals, with more than 25,000 women trained in media skills since 2003 alone.

Internews helps women get on the air and in the newsrooms in societies where their participation has been marginalized, allowing for reporting on all issues, not just women's issues, through the voices of women in their communities.

“Women are often the first ones affected by armed conflict. It is, therefore, right and indeed necessary that women have full access to information and that they be there to cover the issues, with equal strength and in equal numbers.”

Joint message from U.N. Secretary-General, UNESCO Director-General and High Commissioner for human rights, to mark World Press Freedom Day, May 3, 2000



A journalist interviews locals in Southern Thailand about the government's response to local community needs, as part of a Reporting for Peace training in Songkhla, Thailand.

ON THE COVER: Top: Mahboobah Hussein is a studio operator at Radio Jaghori, a community radio station in Afghanistan. [Photo credit: Masood Farivar]

Innovative Programming

Internews projects around the world support the creation and production of programs that address issues of importance to women. These include:

- > *Hawa* (Eve) is a weekly program about Afghan women and young girls, broadcast on *Salam Watandar* (Hello Countryman), an Internews-supported local radio programming service in Afghanistan. Broadcast in two weekly editions, one in Pashtu and one in Dari, *Hawa* episodes include interviews with successful women, reports from the provinces, tips on home economics, information about basic health care and advice on a range of gender issues, such as services for victims of domestic violence. It seeks to empower women through education and by promoting their inclusion in business and economic arenas.
- > *Carrefour des femmes* (Women's Crossroads) is a groundbreaking program produced in Eastern Chad by Radio Sila, a locally-run station serving Darfur refugees and internally displaced Chadians. The program topics include domestic violence, early marriage, polygamy, gender discrimination in the home and workplace, rape, unwanted pregnancies, and family planning. It strives to demonstrate the strength and power of women, with shows on female role models succeeding in different walks of life, economic opportunities, education and more.
- > Fifteen 30-minute radio programs were produced in Yemen in partnership with the Yemeni Women's Media Forum (YWMF) for broadcast on national mainstream media. The programs are a breakthrough in Yemen, which faces enormous gender disparities – the country ranked last of 134 countries in the 2009 World Economic Forum's Gender Gap Index. Topics for the programs were developed in a series of town hall meetings held throughout Yemen, where community members and NGO representatives suggested issues of education, health, the environment, and human rights. Program topics range from child marriage to the use of weapons in Sana'a neighborhoods.
- > Farah Al Nas, an Internews-founded community radio station in Jordan that focuses on women and youth issues, tackles topics that are usually taboo on the airwaves. *Woman Today*, broadcast twice weekly, deals with issues such as women's right to education and discrimination against women, whether judicial or societal. It also stresses the importance of empowering women financially and intellectually. Topics include: Jordanian women's right to give their nationality to their children; the right to get promoted based on qualifications rather than gender; the right to all vacations per the labor law; and injustice to women through so-called "honor crimes" and sexual harassment.
- > In Pakistan, where only three percent of journalists are women, Internews launched *Meri Awaz Suno* (Hear My Voice), the country's first independent syndicated radio program featuring women as both producers and subjects. The radio show aired on 19 independent

“I want [my radio show] to be a role model. That when women listen to it, and even men, they get to know that we are doing all the technical stuff as well as going into the field and recording – it should be an inspiration to all the women out there.”

Sara Farid, radio producer trained by Internews, Pakistan



CHRISTINE AKUOL, SOUTHERN SUDAN

“As a journalist I know that part of my job is to empower the community,” says Christine Akuol, a reporter at Mayardit FM in Turalei, southern Sudan. Akuol is part of a five-member team trained by Internews as community radio station reporters.

Forced into marriage at age 16, Akuol has a personal interest in covering issues of importance for women and girls. She was eventually able to leave the marriage, but not before becoming pregnant, and having to give up her dream of finishing school.

In 2010, the new community's radio station in Turalei gave Akuol, still hungry to learn and use her education, an opportunity.

“After my experience I wanted to try to change a few things in my community. I got what I would call a second chance. I never ever dreamt of being a journalist after becoming a housewife but here I am,” says Akuol.

Months after the station launched, Akuol had recorded several half-hour programs that deal with women's issues. “My best so far is one that I did on forced marriage. I had to do a program on that since it had happened to me.”



**ABEER KILANEY,
WEST BANK / GAZA**

“Through the station’s programs I can hope that we can all continue learning something new every day,” says Abeer Kilaney, a television entrepreneur in the West Bank city of Nablus, who created Gama TV in her home during the First Intifada.

Kilaney thought it was unfortunate that the only source of information available to Palestinians at the time was through satellite television channels, primarily out of Israel and the United Arab Emirates. Operating out of their bedroom, Kilaney and her husband launched Gama TV, putting together programs that were made for and by the community of Nablus, freely discussing the most pertinent issues that affected them.

Now, Gama TV is an important part of the community, watched by roughly 20% of the television audience in Nablus, and a partner of Internews’ Aswatona project, which works to strengthen independent TV and radio stations in the West Bank and Gaza.

In addition to serving as station director for Gama, Kilaney, a mother of six, also serves as the president of the West Bank-wide Sada TV network and is a coordinator for Miftah, an NGO based in Jerusalem that promotes transparency, accountability, and the uninhibited flow of information in Palestinian society.

“The Internet brings such benefits to people. As a Vietnamese, I really want to help in my country’s development. As an activist for women’s rights, I personally would like to see Vietnamese women improve their quality of life.”

Nguyen Thu Hue, founder and executive director of Vietnet-ICT, a Vietnamese NGO nurtured by Internews that works on technology for development, ICT in microfinance, women’s empowerment, media development support and ICT policy.

radio stations across the country, and focused on politics, education and health. Most *Meri Awaz Suno* reporters had little experience working in radio or journalism before the program, but are now leaders in the sector – the first women in Pakistan to work as independent broadcast journalists, serving as role models for young women.

- Internews’ extensive multi-country *Local Voices* program trained radio and television reporters to cover HIV/AIDS effectively and ensured that journalists pay particular attention to the ways that HIV/AIDS affects women. As a result, radio and television stations in Kenya, Nigeria, Ethiopia, Côte d’Ivoire, India and the Mekong region have covered under-reported stories like the plight of widows who have lost their land after losing their

husbands to AIDS. *Local Voices* has also been instrumental in mentoring promising female radio journalists and helping them to advance professionally.

- With support from Internews, 103 FM Radio Orieno in Tajikistan produced *Kharfi Khodisa* (Another Word), a one-hour talk show exploring social issues such as HIV/AIDS, international labor migration and human trafficking. When the live show featured the issue of domestic violence, the Dushanbe-based station received more than forty calls from listeners. One woman stopped by the radio station and asked how to get in touch with a women’s shelter so that she could help a relative who was being abused. The station provided phone numbers and even called the shelter to let the staff know the woman would be coming. Five more women stopped by the station throughout the following week, seeking similar assistance.

ONLY 24% OF THE PEOPLE INTERVIEWED, HEARD, SEEN OR READ ABOUT IN MAINSTREAM BROADCAST AND PRINT NEWS ARE FEMALE.

Preliminary Findings, the Fourth Global Media Monitoring Project (2010)

Reporter Houda Malloum interviews the president of a women’s listening club in Abeche, Chad.



Nabeela Aslam interviews a landless villager in Hyderabad, Pakistan. Aslam reported for *Meri Awaz Suno*, (Hear My Voice), Pakistan’s first independent syndicated radio program that featured women as both producers and subjects.



**NATALIA LIGACHEVA,
UKRAINE**

“Ukrainian readers and viewers need and deserve professional journalism. Journalism should be devoted to one thing – the search for truth,” says Natalia Ligacheva, editor-in-chief and founder of *Telekritika*, an online and print publication that provides analysis and critiques of news and political events.

The Ukrainian multi-platform media watchdog was launched as Ligacheva’s response to censorship by her editors at the Ukrainian newspaper *Den*. *Telekritika*, an Internews partner, is an open forum for critical media analysis where journalists, politicians, and the community can discuss pressing questions of ethics and reporting standards.

Ligacheva played a crucial role in Ukraine’s Orange Revolution, spearheading a journalists’ movement that publicly denounced censorship and political pressure and vowed to uphold professional principles.

“Media issues may change, but our goals remain the same,” says Ligacheva. “We see our mission as strengthening professional journalism in Ukraine by stimulating politicians, authorities, media owners, and journalists to realize the important public role of the media as the ‘watchdog of democracy.’”

Ligacheva was awarded the title of “Honored Journalist of Ukraine” by President Viktor Yushchenko in 2007 for her tremendous personal contributions to the development of constitutional principles of the Ukrainian national state system, enduring and conscientious work, and high level of professionalism.

Training and Leadership Development

Internews training activities include women at all stages of media production. The following are examples of projects that address women’s leadership and coverage of issues related to women.

WOMEN’S RIGHTS ARE HUMAN RIGHTS

Internews’ Global Human Rights Program has launched a series of human rights journalism training seminars to build journalists’ knowledge of human rights issues and to spur innovative coverage of those issues.

Given the critical importance of women’s issues as a human rights concern in many countries, the curriculum has a particular focus on women’s rights. Internews seeks to sensitize journalists, and through them

the public, to women’s perspectives on a broad spectrum of issues, with special attention to violence against women and women’s economic empowerment.

The initial target countries for trainings are Chad, Kenya, Sudan, Thailand, Indonesia, Central African Republic and Egypt. Nearly 100 journalists will be trained in the project’s first year.

Richard Dimanche traveled 1,500 kilometers and five days on the top of a truck during the rainy season to attend the training in Central Africa Republic. Dimanche is director of Zereda, a community radio station in the midst of a rebel zone surrounded by the Lord’s Resistance Army. In CAR violence against women is a widespread phenomenon. “But nobody takes actions because it happens all the

“Women’s participation is a prerequisite for good governance, for rule of law, and for economic prosperity – and gender-based violence and the ever-present threat of violence prevent women’s participation in these sectors of society.”

Melanne Verveer, Ambassador-at-Large, Office of Global Women’s Issues, Department of State. Excerpted from a statement prepared for the Senate Foreign Relations Committee Hearing: Violence Against Women: Global Costs and Consequences.



INTERNEWS PAKISTAN

NIGHAT HUNZAI, PAKISTAN

“When I first joined, I thought I would not stay long because it is difficult for a woman to work as a reporter. Now I don’t want to do anything but journalism,” says Nighat Hunzai, whose first professional work as a journalist was covering the October 2005 earthquake centered in northern Pakistan.

At the time a new graduate of the Internews-run Peshawar University Broadcast Academy, Nighat volunteered to join the Pakistan Emergency Information Program (PEIP), a news service launched by Internews to report on the earthquake and its aftermath.

Nighat covered the much-neglected stories of women affected by the quake, reporting on a daily hour-long program, *Jazba-e-Tameer* (Desire to Rebuild). Her coverage highlighted problems faced by women, told in their own voices, and helped improve the disaster response of the humanitarian community. The stories were also an important part of her development as a journalist.

“*Jazba* gave me the confidence to do mainstream reporting,” Nighat says.

Long after PEIP concluded, Nighat continued to report for an independent FM radio station. “When I go out in the field, people still remember me from *Jazba*,” she says. “I find women in the most remote areas listening to radio. I realize how much impact the tiny thing has.”



INTERNEWS

Young girls work the control boards while producing youth-oriented television features in Armenia.

time,” Dimanche said. “We have to change that and information on radio is important to help with that.”

A dynamic team of high-profile trainers from the Global South leads these training seminars, including Dr. Jeremy Sarkin, highly respected South African human rights lawyer and current U.N. Special Rapporteur on Enforced or Involuntary Disappearances, and Dr. Jayalakshmi Shreedhar, award-winning Indian journalist and seasoned Internews trainer.

GLOBAL GIRL AND “MANUP”

In collaboration with Global Girl Media, an organization that empowers high school age girls from under-served communities through media, leadership, and journalism training, Internews Kenya Country Director Ida Jooste worked with girls in South Africa’s Soweto neighborhood.

“They’re still at school, but in just six weeks they discovered their voice. I’m very sure some of the girls will go on to choose

journalism as a career, amplifying the voices of their generation,” said Jooste.

“In this six weeks I was able to encounter, to discover, some of the talents I had,” said Annah Tseko, who decided by the end of the course that she wanted to pursue a career in broadcast engineering.

The girls produced stories on a range of topics, from interviewing celebrities attending the 2010 World Cup to explorations of serious social topics, such as hostility and violence directed at lesbians in South African society.

GlobalGirl Media reports have aired on a variety of media outlets including ESPN, BBC, Univision, Al Jazeera, Soweto TV, and internews.org.

The responsibility for improving coverage of women’s issues does not only fall to female journalists. In partnership with the “ManUp” campaign, calling on young men and women to work to achieve a safer world for women worldwide, Internews led training sessions in South Africa for 90

“Women are now telling me, ‘I have listened to other women speaking on the program. Now I want to speak too!’ Before, it was difficult to get them to talk. Since we started airing *Women’s Crossroads*, they are the ones who call us.”

Sylvie Bowen, Internews reporter for gender issues in Eastern Chad

“Women’s rights are human rights.”

Secretary of State Hillary Rodham Clinton

teens in 2010. The trainings helped advocates for gender equality and safety learn how to utilize media to communicate their messages.

INVESTING IN WOMEN LEADERS

Supporting local women leaders is integral to addressing women’s issues and women in the media. In Ukraine, for example, Internews is proud to have nurtured and partnered with a number of media organizations led by women. Katya Myasnikova, the Executive Director of the Independent Association of Broadcasters (IAB), has been a strong leader in Ukraine and the region on digital transition and making space for local broadcasters on the airwaves.

Natalia Ligacheva, founder and editor-in-chief of the web-based media watchdog *Telekritika*, has blazed a path against cor-

ruption and paid-for-placement reporting in the media. Women are also leaders at Ukraine’s Institute of Mass Information, Media Lawyers Association, the Crimean Information and Press Center, and the Regional Press Development Institute.

“We saw early on that some of the strongest voices on media, law, and regulatory reform were women – supporting these leaders has helped create a vibrant movement for open media,” says Marjorie Rouse, Internews Vice President for Program Development.

WHEN WOMEN AND GIRLS EARN INCOME, THEY REINVEST 90 PERCENT OF IT INTO THEIR FAMILIES, AS COMPARED TO ONLY 30 TO 40 PERCENT FOR A MAN.

Chris Fortson, “Women’s Rights Vital for Developing World,” Yale News Daily 2003

Internews reporter, Sumeera Awan, recording in an area affected by the 2005 earthquake in Pakistan.



MARK EDWARDS / STILL PICTURES / INTERNEWS



IMELDA ABANO, THE PHILIPPINES

“I know I can do more to help others understand this very complex issue ... and effectively communicate climate change to the public,” says Imelda Abano, a freelance journalist from the Philippines.

As Climate Change Media Fellow, Abano attended the Bali Climate Change Summit and received training and mentoring through the Climate Change Media Partnership (CCMP), a joint project of Internews, Panos, and the International Institute for Environment and Development (IIED).

She was the only Filipina journalist covering the Bali Climate Change Summit, and felt a responsibility to report on issues of critical importance to her country. “Prior to writing about climate change issues, I wrote on women’s issues – health especially, HIV/AIDS, water and other development topics. Essentially, I realized that all these issues are intertwined in climate change. As a journalist, I wanted to do my part so people – especially the decision-makers – can make a global response.”

Abano worked to cover issues of sea-level rise that are critical to Filipinos, and passed on the education and mentoring she received as a CCMP Fellow, organizing a successful climate change workshop for journalists throughout Asia the following year.

Journalists Sathiya Subramaniam, right, and Jean P. Arthy conduct interviews at a school for displaced children in Vavuniya, Sri Lanka. These interviews were part of the journalists' first story for the *Lifeline* program in Sri Lanka, a humanitarian information service for internally displaced and conflict-affected people that broadcast news and information to communities in the north and east of the formerly war-torn country.

www.internews.org



JACOBO QUINTANILLA/INTERNEWS

ABOUT INTERNEWS

Internews is an international media development organization whose mission is to empower local media worldwide to give people the news and information they need, the ability to connect, and the means to make their voices heard.

Through our programs, we improve the reach, quality, and sustainability of local media, enabling them to better serve the information needs of their communities.

Internews has worked in more than 70 countries and trained more than 80,000 people in media skills. Together with local partners, our activities include establishing and supporting media outlets, journalist associations, and broadcast networks. We also have special programs to improve reporting on the environment, humanitarian crises, public health and women's issues.

Formed in 1982, Internews Network is a 501(c)(3) organization headquartered in California. Internews has worked in more than 70 countries, and currently has offices in Africa, Asia, Europe, the Middle East, and North America.

INTERNEWS NETWORK
ADMINISTRATIVE HEADQUARTERS
PO Box 4448
Arcata, CA 95518 USA
+1 707 826-2030

INTERNEWS NETWORK
WASHINGTON, DC OFFICE
1640 Rhode Island Ave. NW Suite 700
Washington, DC 20036 USA
+ 1 202 833-5740

www.internews.org
info@internews.org
www.facebook.com/internews
www.twitter.com/internews

“The beginning of safety is the safety to speak out. It is up to all of us to make space and listen more closely to the voices not often heard.”

Mary Robinson, former President of Ireland and former United Nations High Commissioner for Human Rights

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