GENDER AND MEDIA: EXPERIENCES FROM THE FIELD
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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”

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

- Presenters 36%
- Journalists 32%
- Technicians 16%
- Managers 16%

% of Women Trained/Not Trained:

- Trained: 67%
- Not Trained: 33%

Time:

- 97%

Gender training:

- Trained: 2%
- Not Trained: 98%
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* »
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
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)
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