

Webinar: Violence Against Women in Media

WHEN	Tuesday 5 December 2023	WHERE	Virtual : TEAMS Click here to join the meeting
	9h30 – 11h30 CET (120')	WHO	Participants :SDC Head office and COOFs staff Moderation : Agnieszka Kroskowska, Helvetas, (with Caroline Vuillemin, Fondation Hirondelle)
WHY	<ol style="list-style-type: none"> 1. Assess the situation of women journalists, women in media and the violence they face (online, physical, economic, psychological); 2. Explore possible actions in the media and professional organizations to prevent such violence and give equal opportunities to women journalists; 3. Share ways of using the media to raise awareness of such violence in society as a whole; 4. Raise awareness of best practices and emerging innovations, so as to adapt and adopt them in one's own work. 5. Contribute to the development of practice-based evidence for media sector learning. 		

AGENDA

#	Timing +/-	Subject	Responsible
0	09h30	Introductions, , overview and objectives	SDC
1	09h35	Mentimeter game	www.menti.com
2	09h40	How to identify, name and categorize violence against women in the media (30') w/ Q&A	Emma Heywood, (University of Sheffield) and Jackie Dalton (Fondation Hirondelle)
3	10h10	What can the media do to prevent violence? (35') w/ Q&A	Examples from NDI Kosovo w/ Pranvera Lipovica, SDC Tanzania w/ Eric Kalunga, and Rwanda w/ Anki Wood
4	10h45	How can the media be used to raise awareness of violence against women journalists, in the media, in society as a whole? (35') w/Q&A	Examples from MEDFemiNiswiya w/ Cristiana Scoppa and Fondation Hirondelle w/ Caroline Vuillemin
5	11h20	Next steps and possible actions (10')	All participants w/ moderation
6	11h30	Conclusions and closing (5')	SDC

ORGANIZING TEAM/ HOSTS:

- **Corinne Huser**, Senio Gender Policy Advisor, [SDC PGE Section](#)
- **Hanspeter Wyss**, Governance Advisor, Media focal person, SDC PGE Section
- **Agnieszka Kroskowska**, Senior Advisor/Coordinator Gender and Social Equity, [HELVETAS](#) (PGE Backstopper)
- **Caroline Vuillemin**, Director [Fondation Hirondelle](#) (PGE Backstopper)

GUEST SPEAKERS:

- **Emma Heywood**, Professor and researcher at the [School of Journalism, Media and Communication, University of Sheffield](#)
- **Jackie Dalton**, Editorial Manager, Fondation Hirondelle

RESOURCES/ REFERENCES

#	Subject	Links
1	PGE	https://www.shareweb.ch/site/PGE/Pages/PGE.aspx
2	Gendernet	https://www.shareweb.ch/site/Gender
3	Share Web Media	https://www.shareweb.ch/site/DDLGn/guidelinesandpolicy/MediaSupport/SitePages/Home.aspx
4	International Women Media Foundation	https://www.iwmf.org
5	International Federation of Journalists	https://www.ifj.org/what/gender-equality
6	MEDFemiNiswiya	https://medfeminiswiya.net/home-medfeminiswiya/?lang=en
7	NDI Kosovo	https://www.ndi.org/central-and-eastern-europe/kosovo
8	Fojo Media Institute	https://fojo.se/en/
9	Reporters Sans Frontière	https://rsf.org/fr/journ%C3%A9e-internationale-des-droits-des-femmes-rsf-publie-son-enqu%C3%AAta-le-journalisme-face-au-sexisme
10	UNESCO	https://www.unesco.org/fr/safety-journalists/safety-women-journalists
11	African Women in Media	https://awim2023.africanwomeninmedia.com/
12	Guide pratique pour les journalistes	https://www.ajp.be/wp-content/uploads/2021/11/2021_AJP_Guide_PratiqueWeb-SD-2211-1.pdf
13	Revue des médias	https://larevuedesmedias.ina.fr/series/femmes-dans-les-medias-roles-de-dames

For more information : agnieszka.kroskowska@helvetas.org. or caroline.vuillemin@hirondelle.org



[@HELVETAS Sri Lanka 'InSPIRE' project](#)



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Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC



SHAREWEB
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Violence against Women in Media





Welcome!

Webinar Event #3







Tuesday, December 5, 2023 / 9:30 am - 11:30 am

We'll be getting started shortly

INTRODUCTIONS

	#	QUI	NOM	ROLE
SDC	1		Corinne Huser	Senior advisor on gender equality policy, PGE Section SDC Host
	2		Hanspeter Wyss	Advisor Governance Focal Person Media, PGE section SDC Co-host
SPECIAL GUESTS	3		Emma Heywood	Senior Lecturer in Journalism, Radio, and Communication School of Journalism, Media & Communication University of Sheffield (UK)
	4		Jackie Dalton	Editorial Manager, Fondation Hironnelle

INTRODUCTIONS

	#	WHO	NAME	ROLE
SPECIAL GUESTS	3		Pranvera Lipovica	Program Director National Democratic Institute (NDI Kosovo)
			Eric Kalunga	Programme officer, governance, Swiss Embassy Tanzania, Empowering Media program
	4		Anki Wood	Regional Manager Africa at Fojo Media Institute , of the Swedish Linnaeus University.
			Cristiana Scoppa	Journalist and project manager of MEDFemiNiswiya a network of feminist journalists from the Mediterranean region
BACKSTOPPER	5		Caroline Vuillemin	General Director, Fondation Hirondelle Moderator
	6		Agnieszka Kroskowska	Senior Advisor and Coordinator Gender and Social Equity Team Leader Voice, Inclusion and Cohesion, HELVETAS Moderator

TECHNICAL ADVICE



Please keep **your microphone** muted to avoid interference from background noise; open it if/when it's your turn to speak.



Feel free to turn on **your camera** if connectivity allows, and if/while you're talking. Otherwise, you can disable it.



If you encounter **connectivity problems**, leave the meeting and rejoin again. You can also close all unnecessary web-based applications.



For **question-and-answer sessions**

- You can use the chat
- or
- Raise your hand, and when you are given the floor, open your microphone to speak.



Agnieszka Kroskowska

Welcome and Objectives

- A better understanding of how to identify and name violence against women in the media, particularly journalists
- Learn from experiences and initiatives in the media and professional organizations to prevent such violence
- Reflect on how to use the media to raise society's awareness of these problems of violence against women journalists and women in the media

For this webinar, we will be joined by ***Emma Heywood from the University of Sheffield*** in the UK, who will share her knowledge and experience of violence against women journalists, as well as ***Jackie Dalton, Editorial Manager*** of the Fondation Hirondele, and other guests and experts.



Hanspeter Wyss Corinne Huser

AGENDA

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0	09h30	Introductions, overview and objectives (5')	Corinne Huser, Hanspeter Wyss, SDC
1	09h35	Mentimeter game (5')	www.menti.com
2	09h40	How to identify, name and categorize violence against women in the media (30') w/Q&A	Emma Heywood and Jackie Dalton
3	10h10	What can the media do to prevent violence? (35') w/Q&A	Examples from Kosovo, Tanzania and Rwanda
4	10h45	How can the media be used to raise society's awareness about this violence? (35') w/ Q&A	Examples from the Medfeminiswiya and Fondation Hirondelle
5	11h20	Possible actions and next steps (10')	Agnieszka Kroskowska
6	11h30	Conclusions and closing (5')	SDC



Agnieszka Kroskowska

We are in!
Are you?



#HearMeToo
END VIOLENCE
AGAINST WOMEN
AND GIRLS

www.menti.com



Mentimeter

<https://www.menti.com/alpmc24to9mb>

Code : 2952 1638



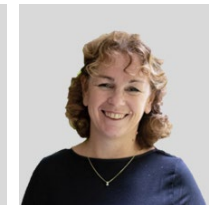
Caroline Vuillemin

How can we identify, name and categorize violence against women in the media, particularly journalists?



<https://rsf.org/en/rsf-publishes-report-sexisms-toll-journalism>

A journalist and a journalism teacher take a look at the "double burden" of being a woman and a journalist, both in the newsroom and in society.



With special guests

Jackie Dalton, Hirondelle
et Emma Heywood, Sheffield

Why does this topic matter?

It's not just about the rights of women journalists - media has a huge impact on society and people's perceptions, attitudes and behaviour. People need to see women occupying their place in the media, having a voice, being treated with respect and on equal terms.

Specificities of the journalistic world that may exacerbate the risks of violence against woman

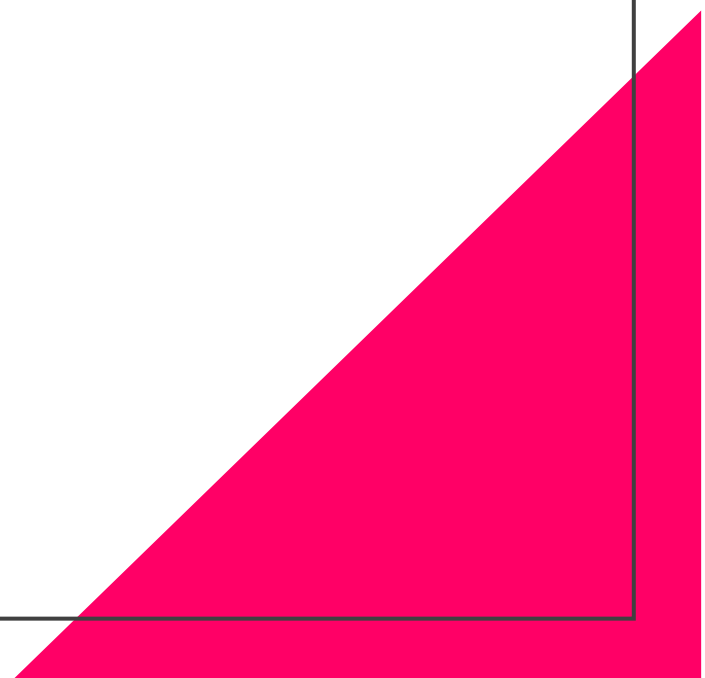
Being a women journalist is a **double whammy** - as it is many journalists are faced with intimidation, physical and online attacks, even torture, murder just for doing their jobs. Being female adds another layer of challenge - they can suffer highly gendered attacks, in the form of trolling, sexualised insults, rape. They are also subject to gender bias and discrimination

Gender Bias leads to Gender-Based Violence...

**Examine gender bias across full spectrum of a journalist's working life
including for example:**

- Daily experiences of journalists
- Manager-led decisions and their effects on journalists

Consider

- Gendered task allocations
 - Gendered recruitment practices
 - Gendered training programmes
 - Gendered development opportunities
- 

Recommendations

- Concerted, urgent action is needed, **to improve the knowledge base** and strengthen responses to gender-based violence against women and girls (not just online journalism and GBV)
- Better understanding of cause and effect through training at multiple levels
- Support systems
- Supportive environment from colleagues and employers
- Awareness of trauma suffered, re-traumatisation

**Participation in plenary
sessions**



Exchange with our
special guests

QUESTIONS & ANSWERS



Jackie Dalton, Hirondelle



Emma Heywood, Sheffield

Chat participation



10'min

Moderator



Agnieszka Kroskowska

Learn from experiences and initiatives in the media and professional organizations to prevent violence against women in the media, particularly women journalists.



Sharing of experiences with three case studies:

- Empowering women journalists, cultivating safe and supportive environments, and collaborating with political parties and media organizations **in Kosovo.**

Pranvera Lipovica

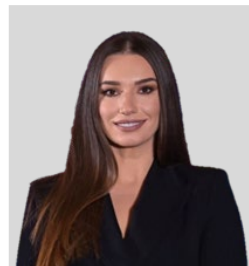


- Media practitioners in Tanzania have access to a safety and protection mechanism as they practice their profession, thus upholding press freedom, safeguarding human rights and strengthening democracy **in Tanzania**

Eric Kalunga

- Work with 3 female journalist networks **in Rwanda** to develop and implement gender and anti-sexual harassment policies

Anki Wood



Pranvera Lipovica, Kosovo



Eric Kalunga, Tanzania



Anki Wood, Rwanda

Key speakers

Webinar Series on Violence Against Women in the Public and Political Spheres

Case Study: Violence Against Women in Media

Title of the case:	Amplifying women voices through networks in Kosovo		
Submitted by:	NDI Kosovo https://www.ndi.org/central-and-eastern-europe/kosovo	Contact :	Pranvera Lipovica plipovica@ndi.org

Key objectives of the intervention/ case being shared

Country

<ul style="list-style-type: none"> Empowering women journalists by providing capacity-building modules focused on online and digital safety, acknowledging the alarming trend of women journalists being targeted by online violence. Cultivating safe and supportive environments for women journalists through the establishment and support of women's networks in the media. This initiative aims to foster a conducive atmosphere for women journalists and pave the way for increased representation in editorial and leadership roles. Collaborating with political parties and media organizations to acknowledge and address targeted harassment of women journalists and women in the media at large, framing it as a critical workplace safety issue. 	<ul style="list-style-type: none"> Kosovo
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The core problem, issue being addressed

<ul style="list-style-type: none"> Violence against women in the media persists as a grave and widespread issue, often overlooked or denied by society, media organizations, and political entities. The threats encompass a range of alarming incidents, from sexual assault and physical violence to abusive language, harassing private messages, threats to damage professional or personal reputations, digital security attacks, misrepresentation via manipulated images, and financial threats (UNESCO, 2020). Aligning with global findings, local research underscores that women journalists in Kosovo encounter multifaceted challenges beyond physical attacks. They contend with sexual harassment, age-based discrimination, and discrimination against women journalists who are mothers—a pervasive issue for women in Kosovo across sectors, particularly in private enterprises. A 2022 survey undertaken by Peaceful Initiative, assessing the media environment through women journalists' perspectives in Kosovo, revealed that one in four women in Kosovo's media sector has experienced some form of sexual harassment, with 57.4 percent of those who suffered sexual harassment in the workplace being women journalists (page 11). Disturbingly, research, along with anecdotal evidence from NDI's fieldwork, indicates that perpetrators of violence against women journalists encompass a spectrum—from male journalists and editor-in-chiefs to businessmen, and include <i>"men holding public positions in institutions and political parties, such as politicians and officials"</i>. The scarcity of women in leadership positions within media outlets, including editors, editors-in-chief, and producers dominated by men, fosters an unfriendly environment for women. Statistics reveal that women journalists in Kosovo constitute the majority of reporters in the field. Recent developments in Northern Kosovo, where multiple incidents of violence against journalists have occurred in the past year, contribute to an increasingly vulnerable working environment, compounding the challenges faced by women journalists in the workplace. Political party leaders and activists often perpetuate harmful threats towards journalists. According to the Association of Journalists of Kosovo Journalist Safety Index, in comparison to 2021, there were four more cases of attacks, threats, harassments, and assaults on journalists during 2022. Notably, these attacks were more severe, emanating primarily from high-ranking officials and influential figures.
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What was concretely done ?

How, what, by whom, with what resources, etc. ?

In response to the recent events in the northern municipalities of Kosovo, where journalists, including several women reporters, were attacked and injured during coverage of violent protests in Serb-majority municipalities, NDI joined forces with local media organizations (BIRN Kosovo) to conduct training focused on journalists' safety and the integrity of information in crisis reporting. This initiative aimed to equip journalists with essential skills for reporting in crisis situations and conflict zones, underscore the importance of information integrity in such contexts, and provide best practices for safeguarding themselves during outbreaks of violence and tense situations. This effort aligns with NDI's broader strategy to support women in public spaces, mirroring training initiatives for women in politics, such as Digital Security Training for women MPs and local councilors, who are often targets of gender-based violence or Violence Against Women in Politics (VAW-P).

NDI, through the establishment of the "Information Integrity Forum," facilitates dialogue among key stakeholders to address issues within the media sector. By fostering constructive discussions and dialogues within this forum, NDI aims to spark conversations on potential solutions to challenges in the media environment in Kosovo. Among various topics, forum members have discussed and acknowledged the importance of having more women in decision-making positions within media outlets. This strategic move is envisioned to contribute to a more inclusive, just, and equitable portrayal of women in the media, as well as fostering a safer online environment for journalists. The forum has effectively engaged governing institutions, providing clear recommendations to the Presidential Council for Democracy and Human Rights on enhancing the media landscape for a safer environment for journalists.

One of the fundamental challenges outlined above is the significant barrier to women's progress in the media and public life at large, stemming from their limited access to networks within media outlets, predominantly dominated by men. In response to this issue, NDI's program endeavors to enhance cross-sector networks and integrate networking across various activities. The overarching mission behind this initiative is to assist women politicians and women in the media in expanding their networks, honing coalition-building skills, and fostering advocacy initiatives focused on advancing women's roles in politics and the media.

An illustrative example of this effort is the recent establishment of an informal network dedicated specifically to women journalists and women in the media at large. This network aims to facilitate access, mutual support, and collaborative efforts to overcome barriers and ascend the leadership ladder, effectively breaking the glass ceiling.

Moreover, the Gender Policy Strategic Network (GPSN), convened by NDI in 2021, brings together representatives from the government, political parties, civil society, and the media to advocate for issues related to women, peace, and security. Recognizing the urgency of the underrepresentation and poor portrayal of women in the media, the forthcoming GPSN meeting will focus on devising measures that must be undertaken by political parties, media, and other sectors. Emphasizing NDI's commitment to involving local actors for sustainability, this facet of the GPSN is coordinated and facilitated by Xhemail Rexha, Chair of the Board of the Association of Journalists of Kosovo.

As part of the program's initiative to provide tailored support to political parties, NDI aims to collaborate with party leaders in the creation and implementation of political party codes of conduct. This focus is particularly directed towards addressing Gender-Based Violence, including Violence Against Women in Politics and the media. While such reforms are anticipated in later program years as the topic is further addressed, potential changes may encompass processes for reviewing and publishing information, communication codes of conduct, internal guidelines defining hate speech and misogynistic speech, as well as internal sanctions for violations of these codes.

Furthermore, NDI's comprehensive approach not only empowers women as capable actors in their own empowerment but also places a significant emphasis on engaging men as allies in the pursuit of gender equality. The program actively involves men in the media and journalists, recognizing their potential role as allies in progressing towards gender equality. This approach is rooted in the recognition of alarming facts highlighting the widespread violence against women in public life, particularly in the media and politics. This violence not only creates hostile working environments for women but is also closely linked to the underrepresentation of women in these fields.

Main challenges, barriers experienced ?

- The journey to garner substantial support from media outlets for addressing Gender-Based Violence, especially considering the unique challenges faced by women journalists in their daily environments, remains an ongoing and challenging task.
- The persistence of misogynistic and/or male-led leadership structures in the realms of media, political life, and public life at large further complicates the implementation of robust and meaningful reforms, contributing to a slow and challenging process.
- Moreover, women encounter significant stigmas when reporting workplace discrimination, particularly issues like sexual harassment. While there could be "de facto" mechanisms in place to facilitate the reporting of harassment, persistent issues such as poor management, fear of retaliation, and a lack of family and financial support to combat these challenges continue to impede progress.

Violence against women in media	
Opportunities	Challenges
<ul style="list-style-type: none"> • Opportunities abound for further collaboration with local partners to ensure a secure environment for journalists, leveraging NDI's well-established reputation in Kosovo. • Emphasizing the significance of engaging with media outlets is not just an undertaking in support of journalism but a vital contribution to the democratic fabric of the region. 	<ul style="list-style-type: none"> • Maintaining the status quo by male leaders in media outlets is a persistent challenge. • While collaborating with political parties offers a solid foundation for sustainability, the implementation process is notably gradual.
Conclusions	
Key good practices	Key lessons learnt
<ul style="list-style-type: none"> • Providing training and capacity-building initiatives for individuals in the media emphasizes the critical importance of journalists' safety. • Establishing networks of support not only imparts a sense of being heard but also enables women journalists to collectively address issues, fostering a sense of sisterhood. 	<ul style="list-style-type: none"> • Achieving meaningful and lasting change requires a sustained, long-term commitment. The challenges in media, political life, and public life are interconnected. Hence, overcoming the significant stigmas associated with reporting workplace discrimination, especially sexual harassment, demands a cultural shift. While progress may be gradual, continued dedication and advocacy to the cause is crucial for driving systemic transformations and ensuring a safer and more equitable environment for women in the media. • Addressing structural barriers is crucial. The persistence of misogynistic and male-led leadership structures presents a significant barrier to progress. Efforts should not only focus on changing attitudes but also on dismantling these structural barriers to enable meaningful and sustainable reforms.

Recommendations

Improving the implementation of the legal infrastructure for journalists' safety is crucial. Providing clear guidelines for media outlets to promote, recognize, and address journalists' safety is essential. Developing and implementing transparent protocols are necessary to ensure women's equal presence in the media and representation in campaign materials. Implementing innovative media programming for international organizations can further enhance these efforts. Additionally, actively promoting the pivotal role of journalists in democracy and defending their safety remains a paramount objective.



Webinar Series on Violence Against Women in the Public and Political Spheres

Case Study: Violence Against Women in Media

Title of the case:	<i>Safety and security of journalists in Tanzania</i>		
Submitted by:	Swiss Embassy Tanzania	Contact:	eric.kalunga@eda.admin.ch

Key objectives of the intervention/ case being shared

Country

<ul style="list-style-type: none"> Media practitioners in Tanzania have access to a safety and protection mechanism as they practice their profession, thus upholding press freedom, safeguarding human rights and strengthening democracy in Tanzania 	<ul style="list-style-type: none"> Tanzania
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The core problem, issue being addressed

<ul style="list-style-type: none"> Safety and security of journalists is prioritised in national and regional discourse though solidarity and networking informed by consistent monitoring and reporting of violations. Specifically through an INGO International Media Support (IMS) who have subcontracted a national partner Tanzania Media Women Association (TAMWA) SDC supports efforts to advocate for improved safety of women and youth in media sector, enabling them to carry out their professions better and in alignment with the democratic values and practices. This includes GBV where according to a survey by TAMWA 77% of the respondents reported experiencing sexual harassment in their respective media houses. 27% of the respondents reported experiencing sexual harassment from their news sources or in the field. 74% of executives also are also victims of sexual harassment, corruption and discrimination (women 45%=11 and men 29%=7)
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What was concretely done ?

How, what, by whom, with what resources, etc. ?

<p>TAMWA did the following 2022-2023</p> <ul style="list-style-type: none"> • Survey of state of GBV in newsrooms • Use survey to engage with media houses and government • Awareness raising through media and other fora • Supported two national media companies (Dodoma Media Group and Zanzibar Broadcasting Corporation) to operationalise gender policies • Help set up gender desk at the two media houses and facilitated establishment of gender desk at ministry of information and ICT <p>IMS facilitated</p> <ul style="list-style-type: none"> • Establishment of rapid response safety and security mechanism and psycho-social support mechanism including a fund and related mitigation actions- to support journalists in general including victims of GBV in the newsroom.

Main challenges, barriers experienced ?

<ul style="list-style-type: none"> • Limited understanding and appreciation of GBV/VAW/SEAH amongst key stakeholders including ministry
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Violence against women in media	
Opportunities	Challenges
<ul style="list-style-type: none"> • Government willingness to engage with media and act on matters of concern. • Strategic alliances with other CSOs addressing gender issues including Tanzania Legal Women Association (TAWLA) Tanzania Gender Network Programme (TGNP) for additional resources 	<ul style="list-style-type: none"> • Sustainability of the initiative after Swiss support is not assured in context where there is limited donor funding for media projects • At the societal level, sexual harassment at work not taken very seriously.
Conclusions	
Key good practices	Key lessons learnt
<ul style="list-style-type: none"> • Work with champions within media houses • Get buy in from management of media house who can allocate resources to the intervention • Engage the government that can make regulations and coerce management to act but do so carefully to avoid introducing another layer of restrictive regulation • Involve male journalists in gender desk set up 	<ul style="list-style-type: none"> • Record success stories and best practices or challenges faced by women journalists. By sharing these tales, you can encourage and direct others to make similar efforts. • Support mechanism especially those which touch on VAW need to be widely and constantly advertised and not only turn up when there is a case as issues of trust can emerge.

Recommendations

<ul style="list-style-type: none"> • For SDC invest in increasing in country capacity to deal with cases of VAW in newsrooms including investigation and psycho-social support for victims.
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Links to additional information, resources, knowledge products of the case study

- <https://tamwa.org/a/>
- <https://www.mediasupport.org/>
- <https://www.eda.admin.ch/deza/en/home/countries/tanzania.html/content/dezaprospects/SDC/en/2014/7F09153/phase2?oldPagePath=/content/deza/en/home/laender/tansania.html>

Webinar Series on Violence Against Women in the Public and Political Spheres

Case Study: Violence Against Women in Media

Title of the case:	Strengthening Female Journalist Networks in Rwanda		
Submitted by:	Fojo Media Institute https://fojo.se/en/	Contact:	Anki.wood@LNU.se

Key objectives of the intervention/ case being shared

Country

<ul style="list-style-type: none"> Strengthen female journalist networks in Rwanda Support the cooperation between these networks, rather than competition Strengthen awareness about barriers for female journalists in the media sector Fight sexual harassment and other abuse in the media sector Strengthen awareness about gender equity among journalism students 	<ul style="list-style-type: none"> Rwanda The Rwanda Media Programme 2021-2026 (RMP) is a sector wide programme, partnering with a total of 37 media houses, four universities and three female journalist associations, that are receiving – and giving – capacity building. RMP is funded by SDC and Sida (Sweden)
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The core problem, issue being addressed

<ul style="list-style-type: none"> Three female journalist networks exist in the media sector in Rwanda. They are quite weak and have previously not been able to cooperate - on the contrary, they have been competing for the support from donors and for recognition by the media sector. Dire situation for Female journalists in Rwanda: A study "Barriers to Women Journalists in Rwanda (commissioned by RMP) in 2021 showed that 45% of the respondents explicitly stating that they were sexually harassed. At entry and progression levels 54% of respondents reported being negatively impacted by sexual harassment, while 38% reported that sexual harassment influenced their decision to leave the news media organisation or they contemplated leaving the organisation. The study also showed that female journalists are also confronted by gendered roles, and poor salaries. Low awareness in the media sector: Female journalists face cultural norms and ingrained gender attitudes which makes it hard for them to raise their voices. A lack of understanding of gender issues and resources to improve the conditions for women in the media make the situation for female journalists difficult. Media do not reflect the whole society. This is partly due to the fact that only approximately 24 percent of the journalists in Rwanda are female. Despite well documented diversity protocols in Rwanda, media is almost entirely dominated by men. Women journalists are often underestimated at the workplace, and they often describe the implications and difficulties of having an all-male editorial leadership.
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What was concretely done ?

- How, what, by whom, with what resources, etc. ?

- With much support and through many meetings/retreats/workshops the female media associations started working together.
- An MoU was signed by the three networks whereby they divided up their respective areas of responsibility, sometimes working one by one, sometimes together:

Activities conducted with media sector (sample activities):

- Support to the development and implementation of sexual harassment code and gender policies in 40 media houses
- Develop awareness materials for media workers on sexual harassment
- Create safe spaces for women to report and receive support on sexual harassment. A gender desk is supported with office and staff, including one psychologist

Activities conducted with journalism students and teaching institutions (sample activities):

- Include women working in the industry with potential to become role models as guest speakers
- Encourage girls to identify and connect with female mentors
- Organise students' boot camps tailored to enhance girls' confidence in political reporting and news editing, and boys' confidence in reporting social issues and in multimedia production.
- At the four universities in Rwanda that offer journalism education Gender Clubs have started (with both male and female students). The awareness among students concerning gender and equity has increased immensely through the gender clubs. The gender club trainings and activities provided entail both knowledge and practical journalistic experiences. It can be noted that the majority of members are male, which is promising for the understanding of gender issues within the next generation of journalists.

Four representatives from three associations, and two from the RMP team conducted a 4-day study trip to Kenya to visit media houses and female media associations. This was a network building and idea exchange endeavour. After the trip participants expressed "a year ago we could not have travelled together like this without suspicion and quarrel".

This method of working has created synergies and collaboration in implementing activities to strengthening gender awareness and activities concerning gender equity in media houses.

Main challenges, barriers experienced ?

- Limited resources create competition
- Trust issues between the three networks
- Keeping the interest, engagement and momentum up in the media sector



Violence against women in media

Opportunities	Challenges
<ul style="list-style-type: none"> • Important reports providing strong facts and inspiration to the work • A comprehensive gender strategy of the programme • A launch of a report that resounded within the whole media sector • The attention given to the report made created an interest for the media houses to work with the female journalist networks. It was impossible for them to deny that there are some very important problems that need to be addressed. • A visit by the author of the report during which she held several workshops. Her workshop with the female networks strengthened their commitment. Another workshop led to the commitment of 18 Media Managers to initiate the “Rwanda Media Anti Sexual Harassment Committee”. 	<ul style="list-style-type: none"> • Much effort needed to keep the commitment up • Much verbal commitment in the media sector, harder to make sure actions are implemented • Finding the right people that have the trust of all parties

Conclusions

Key good practices	Key lessons learnt
<ul style="list-style-type: none"> • Retreats and in-depth discussions with all parties to make sure all problems are addressed • A local partner who understands the context is a prerequisite • Sector wide activities to create synergies • Working with journalism students giving them insights about gender equity will change the media sector in the long run 	<ul style="list-style-type: none"> • Never give up! • Never stop discussing • Know the context •

Recommendations

A sector-wide programme: The gender awareness focus is enhanced by addressing large parts of the media sector simultaneously – this can have a very strong impact.

It is advantageous to mainstream gender awareness in all capacity building activities, for example with regards to journalistic methods (selecting and reviewing sources, experts, angles and language), within topic specialisation with regards to covering gender inequality or topics that relate to women and women’s rights. Internal measures, related to internal to improve gender balance in the newsroom, media content and media consumption/participation will

Links to additional information, resources, knowledge products of the case study

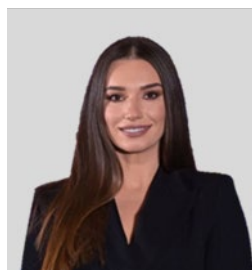
- <https://fojo.se/new-study-reveals-barriers-on-entry-for-women-journalists-in-sub-saharan-africa/>;
- <https://fojo.se/en/wp-content/uploads/sites/2/2022/05/Barriers-to-Women-Journalists-in-Rwanda- FoJo AWiM 2021.pdf>

Participation in plenary sessions



Exchange with our
special guests

QUESTIONS & ANSWERS



Pranvera Lipovica,
Kosovo



Eric Kalunga,
Tanzania



Anki Wood, Rwanda

Chat participation



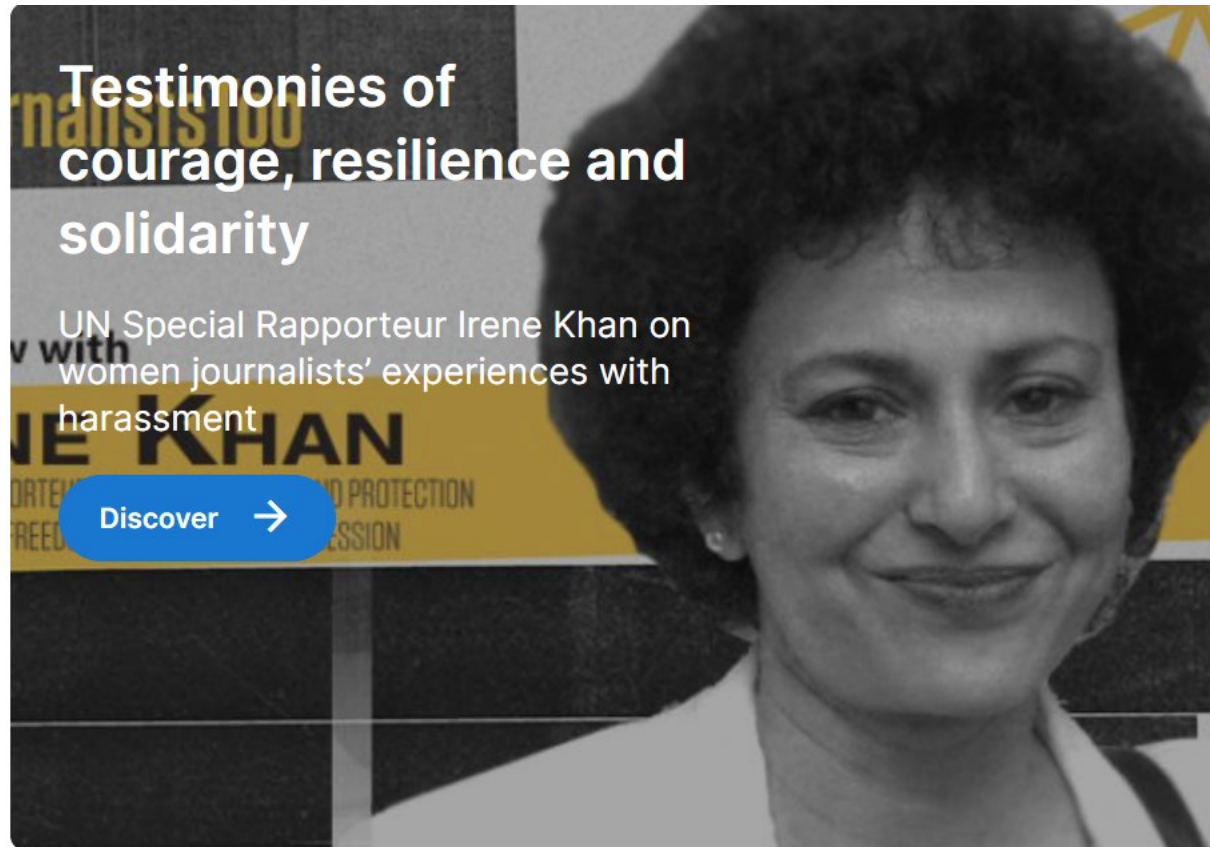
10'min

Moderator



Agnieszka Kroskowska

How can the media be used to raise society's awareness about this violence?



Experiences from [MedFemiNiswiya](#) and women journalists in the mediterranean world

Cristiana Scoppa



Experiences from Fondation Hironnelle

Caroline Vuillemin



Moderator



Agnieszka Kroskowska

Participation in plenary sessions



Talk with our
special guests

QUESTIONS & ANSWERS



Cristiana Scoppa



Caroline Vuillemin

Chat participation



10 'min

Moderator



Agnieszka Kroskowska

Summing up and closing

- What **actions** do you plan to take after this webinar? (share them in the chat)
- In the coming days, we invite you to **reflect on what you could do for integrating these issues in your programs and complete the Survey Monkey** we'll be sending out shortly, to help us determine the impact of the webinar.



Hanspeter Wyss Corinne Huser



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC



SHAREWEB
GENDER

To know more and think further...

#	Subject	Links
1	PGE	https://www.shareweb.ch/site/PGE/Pages/PGE.aspx
2	Gendernet	https://www.shareweb.ch/site/Gender
3	Share Web Media	https://www.shareweb.ch/site/DDLGN/guidelinesandpolicy/MediaSupport/SitePages/Home.aspx
4	International Women Media Foundation	https://www.iwmf.org
5	International Federation of Journalists	https://www.ifj.org/what/gender-equality
6	MEDFemiNiswiya	https://medfeminiswiya.net/accueil-medfeminiswiya/
7	NDI Kosovo	https://www.ndi.org/central-and-eastern-europe/kosovo
8	Fojo Media Institute	https://fojo.se/en/
9	Reporters Sans Frontière	https://rsf.org/fr/journ%C3%A9e-internationale-des-droits-des-femmes-rsf-publie-son-enqu%C3%AAta-le-journalisme-face-au-sexisme
10	UNESCO	https://www.unesco.org/fr/safety-journalists/safety-women-journalists
11	African Women in Media	https://awim2023.africanwomeninmedia.com/
12	Guide pratique pour les journalistes	https://www.ajp.be/wp-content/uploads/2021/11/2021_AJP_Guide_PratiqueWeb-SD-2211-1.pdf
13	Revue des médias	https://larevuedesmedias.ina.fr/series/femmes-dans-les-medias-roles-de-dames

Thank you!