

Gender in media training

By Trevor Davies
GL Associate Trainer

Since its inception, GL has conducted workshops on the following themes: covering gender violence; gender, HIV and AIDS and the media, as well as gender elections and the media. These workshops have involved building links with media training institutions; developing training material; producing a supplement as part of the training as well as training of trainer courses.

Business Unusual

Following the success of the first phase of its Business Unusual training in 2006, GL extended the training to four more Southern African countries, using the Business Unusual manual, with the support of NIZA. Table six shows that GL trained 113 journalists; 39% of whom were men.

Table Six: BU workshops June 2007 to February 2008

Country	Date of workshop	Male	Female	Total	% Men	% Women
SA- IAJ	16-20 July 2007	6	9	15	40%	60%
Namibia	23-27 July	10	5	15	67%	33%
Swaziland	12-17 August 2007	7	16	23	30%	70%
SA-Rhodes	22-26 October	6	6	12	50%	50%
SA-Stellenbosch	2007	6	15	21	29%	71%
Botswana	5 October	9	18	27	33%	67%
Total	4-8 February 2008	44	69	113	39%	61%

The five day programmes consisted of:

- Exposure to key topics and issues during the first two days of the workshop. Local experts were invited and shared their experiences while exercises from the training manual were also used to further elaborate on the key concepts.
- Field work on the third day where participants went out into the field to search for stories and take the relevant photographs.
- Writing of stories and producing of supplement on the fourth day. Some participants were also actively involved in designing and layout of supplement.
- Review of the supplement, summarising key learning points on the final day.

The Stellenbosch University workshop differed slightly from the other workshops in that it was held over one day. However the students wrote stories under the supervision of their tutors after the training and produced a supplement carried by the student newspaper.

Participants were required to write or produce at least one story after the course. These like the other stories written up during the trainings stood a chance of being published as part of GL's Opinion and Commentary Service for which a fee is paid.

The participants to the IAJ workshop in South Africa had the opportunity to attend the launch and debate around Gender Links ground breaking report on Gender and Advertising in Southern Africa which was launched on 17th July 2007 at the Institute for the advancement of Journalism in Johannesburg.



Outputs

- Six supplements were produced during the course of the workshops.
- Case study materials for the VRC.
- Video of the training produced in Botswana.
- New partnerships forged with training institutions and media houses. For example Grocotts Mail of Grahamstown which carried the Rhodes University supplement has agreed to work with Gender Links in the MAP programme.

Outcomes

- Increased gender awareness and sensitivity among economic reporters and journalism students.
- New partners for the Gender and Media Diversity Centre (GMDC).
- Opportunities for personal growth e.g. journalism students.
- Strengthening GL partnerships with training institutions.
- On the job gender and media training for media trainers through co-facilitation arrangements.

Next steps

- BU manual to be translated into French and training to be extended to Madagascar and DRC in 2008/2009.
- Two case studies from each supplement to be written up as case studies for the GL Virtual Resource Centre (VRC).
- Best participant from each course to participate in the Gender and Media (GEM) summit.
- Compilation of best pieces into a book to be launched at the GEM summit later this year.

*Women claiming new spaces in Swaziland.
Photo: Trevor Davies*

