

CENTRES OF EXCELLENCE STAGE SEVEN AND EIGHT REPORT



Country: Lesotho

COE: Bokong Council

District: Thaba Tseka

Dates: 5th – 6th November 2014

Venue: IEMS-Thaba Tseka



Councillors during the COE stages 7&8 Bokong Community Council: photo by Manteboheleng Mabetha.

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Executive summary

The report seeks to provide information on the workshop held at Bokong council in Thaba Tseka district. The workshop was conducted using the new manual for COE and both the strategic communications and IT for advocacy workshop were done in one workshop. Under stage seven the councillors were trained on Gender and media literacy for local leaders, campaigns and communication.

Background

Bokong council is situated in the district of Thaba Tseka. It is one of the councils that have been made COE in 2013. The council had gone through stage 1, 2, 3, 4 and 5 of the training manual. There are 26 councilors in this council of which 12 are women and 14 are men. **See Annex B**

The stage 7 training was done in 1 day on the 5th November 2014. The training was conducted using the COE training manual on gender mainstreaming in local government as a guide. During the first day the councillors covered all the modules under stage seven. **See Annex A.**

The councillors did an evaluation of the workshop at the end of day two. **See Annex c.**

Objectives

The workshop objectives were to:

- To gain an understanding of how the media works and can be used in leveraging the work on gender and governance.
- To gain an understanding and skills on how to advocate for key gender issues in the action plan.
- To apply the skills gained in developing campaigns such as 16 Days of Activism on gender violence and 50/50 campaign.
- To monitor and evaluate the effectiveness of the campaigns.
- To empower participants in the use of the internet in extending the reach of campaigns.
- To assist participants in setting up email accounts and sending emails.
- To introduce participants to social media and the additional possibilities that this offers.
- To assist councils in designing mobile advocacy campaigns through use of cell phones.

Process/Activities

The main objectives of stage 7 is for the councils to have a deeper understanding on how the media works and how the media can help to advance the work on gender and development. The councils were encouraged to build a strong relationship with the media so that media can be used to market and raise awareness about their work. The campaigns which councils carry out, without the support from the media, cannot be successful. Campaigns need coverage in order for them to spread the intended messages so that necessary action can be taken.

Gender and Media literacy

Participants went through the provisions of the SADC Protocol in regards to the media. They highlighted that the media should be seen reporting events factually without a bias. Participants reiterated that this module was meant to analyse how the media reports on men and women alike. Participants were able to differentiate between blatant and subtle stereotypes. They defined subtle stereotypes as terms or sayings that belittle people in a manner that looks as if they are being praised. On the other hand they described blatant stereotypes as direct statements that belittle people without making any effort to hide the fact.

Finding Women and Men in the news

Participants analysed different articles in the various newspapers. Their analysis showed that in articles to do with politics more men are interviewed than women. Images depict women as marketing agencies and some of this adverts are blatantly stereotypical. Participants also highlighted that the placing of women's stories in the media was inconsistent. There was need for men to give women enough encouragement so that they talked to the media. Participants highlighted the following as the reasons why women sources were minimal in the media:

- Fear.
- Culture.

- Lack of education.
- Religion.
- Attitudes. Women have low self-esteem thus they cannot speak to the media.
- Misconception that the media construes men to be very powerful and public figures participating in politics while women are more confined to the home, church and private life.
- And the fact that interviews are done with people who hold higher positions in most fields and women do not occupy those positions. E.g CEOs, Leaders of Political parties, Chairpersons and so on.

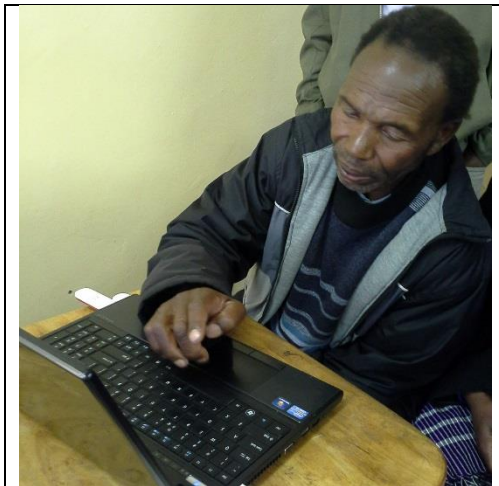
Observations were that women in the media field shun the profession to go into public relations fields as it is cited that there is a lot of sexual abuse and other inhibiting factors especially the fact that the domain is mostly for men. The very few women that are left as journalists have to adapt to the male environment.

Portrayal of Women In Politics and the Media

Participants alluded that female politicians were seldom listened to or even interviewed on some issues. Participants felt that women were deprived of running for political office because the media takes advantage of the vulnerability of women. Female politicians are often viewed as prostitutes, thus when a woman gets into politics men tend to believe that should make sexual advances to these women and they shall not deny their advances. The media also attributes the success of female politicians to their spouses

Communication

Participants defined communication as the transmission of a message through a medium from a convener to a recipient. It is usually dialogue between two or more individuals. They stated that the ability to encode and decode a message made it effective. Communication was important because of the following reasons:



Cllr Phallang Rangoaka during IT for advocacy: Photo by Mantebheleng Mabetha

- It makes the world a global village.
- So that production is enhanced.
- So that people can share ideas.
- It enhances understanding of issues.

Participants undertook the broken communications exercise. They noted that communication often broke down because of lack of understanding of the message, language barriers, length of the message as well as the fact that it was not written down. There tends to be a

bias when a message is transmitted from one source to another by word of mouth.

Approaches to communication

Participants highlighted the different techniques they used to communicate with people in their jurisdictions. These were:

- Public gatherings.
- Advertisements placed on the radios.
- Advertisements placed in newspapers.

Participants went through the approaches to communication i.e advocacy, campaigning, lobbying and networking. They also went through which mediums to use for communicating like newspapers, pamphlets, social networking and face-to-face communication.

Campaigns

Campaigns are often the main way that people interact with the public and get their messages out to the people. They can be used to pressurize decision-makers to educate the public and to change behavior. Campaigning is closely related to lobbying and are mostly popular in political settings although they can be used by different interest and pressure groups. Many civil society groups rely on campaigns to bring certain issues for discussion in public forum. Examples of campaigns include persuading people to support an action, to build a positive image for an organization or a brand and informing and educating the public.

What is the Sixteen Days of Activism on Gender Violence?

Participants were introduced to the 16 Days of Activism campaign module. Participants read the fact sheet on the 16 Days of Activism campaign before defining it as an International campaign that runs from 25 November to 16 December meant to advocate for the reduction in all forms of violence. Participants answered the exercise on the 16 Days of Activism Campaign, with most being able to identify the special days during the 16 Days period.

IT for Advocacy including the use of Cell phones

Information Communication Technology

Participants were introduced to the module on Information Technology (IT). Participants defined Information Communication Technology as tools or ways that are used to move media and information through the use of technology like email.

Participants identified the following IT and internet tools that can be used for advocacy.

- Internet.
- Email.
- Facebook.
- Whatsapp.
- Cellphone.

Discussions were centred on how to create an email (gmail) and facebook account. In addition participants were shown how to use the genderlinks cyber dialogue chat portal as well as how to access the COE pages. It was encouraging how some councillors had already mastered the use of the internet by creating email addresses. This portal was going to be used for advocacy during the 16 Days period. Participants identified that they could use some of these technologies like facebook for advocacy. They stated that in the case of facebook, one could create a group account and invite friends to participate in the group activities. They alluded that this could be done during this time of the 16 Days of Activism to advance the cause for a GBV free town. They also identified that communities and people could use other social media like twitter as a means for advocacy.



Councillors during the COE Stages 7&8 Bokong Council: Photo by Manteboheleng Mabetha

Participants stated that the cellphone was one of the most important tools to use for advocacy for a transformation and change in attitudes. The group reiterated that they could use the cellphone for advocacy through sending bulk text messages. They highlighted that, unlike the internet which was not readily available in the villages, the cellphone was accessible and easy to use. The ability to send SMSs was the major advantage of the cellphone. Others reiterated that, with the advances in technology the cellphone has also evolved as it can now be used to access the internet. They also stated that whatsapp had become so popular and could be used for advocacy.

Outcomes

The following are the outcomes of the workshop:

- The Councillors fully comprehended how the media can be used to leverage the work on gender and governance.
- They gained an understanding and skills on how to advocate for key gender issues in the action plan.
- The participants understood how apply the skills gained in developing campaigns such as 16 Days of Activism on gender violence and 50/50 campaign.
- All participants were able to open an email account and to send messages.

Conclusion

Participants highlighted that their expectations had been met beyond what they had hoped for. They expressed their gratitude to Gender Links for providing them with the opportunity to become a Centre Of Excellence. The workshop had given them platforms not only share their experiences but also to learn new things like the use of IT.

Annex A

PROGRAMME

STAGE SEVEN AND EIGHT: STRATEGIC COMMUNICATIONS AND IT FOR ADVOCACY

DAY/TIME	ACTIVITY	TIME	WHO
DAY ONE:			
8:00-8:30	Registration	30 min	Participants
8:45 – 9:00	Introductions and objectives <ul style="list-style-type: none"> - To provide background and agree on objectives for the workshop - Expectations from participants - To develop guidelines of participation - Eyes and Ears 	15 min	GL
Gender and media literacy			
9:00 – 10:15	Media monitoring, findings of the GMBS, taking up cases	1 hr. 15 min	GL
10:15 – 10.30	TEA		
10.30 – 13.00	Profiles and mock interviews	2 hrs 30 min	GL and Participants
13:00-14:00	LUNCH		
Gender and communications			
14:00 – 15:30	Broken telephones; what is meant by communications; different forms of communication	1 hr 30 min	GL
15:30 – 16:30	Campaigns and different elements of campaigns	1 hr	GL
16:30	Closure		
DAY TWO			
IT for advocacy, including the use of cell phones			
8:00-8:30	Reflections, eyes and ears	30 min	Participants
8:30 – 10:15	<ul style="list-style-type: none"> - Understanding the internet - Creating an email account - Online petitions - Cyber dialogues and online chats - Social media – Facebook 	1 hr 45 min	GL

DAY/TIME	ACTIVITY	TIME	WHO
10:15 – 10:30	TEA		
10:30 -13:00	-Cyber dialogues and online chats -Social media-Facebook	2hrs 30 min	GL
13:00– 14:00	LUNCH	1 hr	ALL
14:00 – 15:00	Using cell phones for advocacy	1 hr	GL
15:00-16:00	Designing mobile campaigns	1 hr	GL
16:00-16:30	Closure and way forward	30 min	ALL

Annex B

NAME	SEX	DESIGNATION	COUNCIL	PHONE
Mamualle Shemane	F	Councillor	Bokong council	59979437
Seutla Lineo	M	A A O	Bokong council	63343432
Mafooane Maanela	F	Councilor	Bokong council	59934797
Taunyane Khalala	M	Councilor	Bokong council	59478037
'Mareatile Motsomi	F	Clerical Assistant	Bokong council	57292894
Mamotebang Suthisi	F	Councilor	Bokong council	59115850
Ts'oanelo Lechamochamo	M	Councilor	Bokong council	63513085
Qoso Pule	M	Councilor	Bokong council	63239227
Mapaballo Sankoela	F	Councilor	Bokong council	59926382
Makeketso Legela	F	Councilor	Bokong council	59546127
Matsee Sekonyela	F	Councilor	Bokong council	57204671
Mats'ele Ramokoatsi	F	Councilor	Bokong council	63219385
Pitiri Motanyane	M	Councillor	Bokong council	59618429
Thusang Sehloho	M	Councillor	Bokong council	62025503
Mantina Matjama	F	Councillor	Bokong council	
Mating Tekane	M	Councillor	Bokong council	56253953
Matlotlo Letima	M	Councillor	Bokong council	63246401
Maitumeleng Lehana	F	Councillor	Bokong council	64062545
Daemane Boutu	M	Councillor	Bokong council	63236499
Mamasoabi Makhele	F	Councillor	Bokong council	59890934
Neoang Tumahole	F	Councillor	Bokong council	57058148
Maboiketlo Lebala	F	Councillor	Bokong council	59632559
Lemohang Mohalinyane	M	Councillor	Bokong council	57990921
Phallang Rangoaka	M	Councillor	Bokong council	57990921
Semakaleng Soai	M	Councillor	Bokong council	58186788
Molatoli Lethunya	M	Councillor	Bokong council	56271256
Nthatisi Matobako	F	PDGO	MGYSR	63489215
Ntolo Lekau	F	Program Officer	GL	63780628
Manteboheleng Mabetha	F	Country Manager	GL	62932306

GENDER DISAGGREGATION

Participants	Male	Female
29	13	16
100%	45%	55%

Annex C

EVALUATION FORM
Date: 04-05 November 2014
Venue: IEMS-Thaba Tseka

	Score out of ten
1. Program Design	44%
2. Program Content	64%
3. Documentation	62%
4. Facilitation	58%
5. Group Work	57%
6. Outputs	61%
7. Outcomes and Follow up plans	58%
8. Learning Opportunity	54%
9. Networking Opportunities	66%
10. Administrative Arrangements	58%
11. Overall	58%

GENERAL COMMENTS

Sessions found most useful and why

- Using the media to make the council work known to the public.
- It for advocacy including the use of cellphones.

Sessions found least useful and why

- None

How will you apply what you have gained from this engagement?

- By involving the media houses during different activities undertaken by the council.
- Use of cellphones to pass the messages such as the sixteen days of activism campaign messages.

Any other comments

- The workshop was very informative.