

**REPORT**  
**CENTRES OF EXCELLENCE STAGES SEVEN AND EIGHT REPORT**



**Country** : Lesotho  
**COE** : Tenesolo Community Council  
**District** : Thaba Tseka  
**Dates** : 6<sup>th</sup> – 7<sup>th</sup> November 2014  
**Venue** : Tenesolo Community Council



*Councillors at group presentations during the COE stages 7&8 Tenesolo Council: Photo by Manteboheleng Mabetha*

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## **Executive summary**

The report seeks to provide information about the workshop held at Tenesolo council in Thaba-Tseka district. Stages seven and eight workshop was held for the 6<sup>th</sup> – 7<sup>th</sup> November 2014. All the modules for stage were facilitated within a day and half and the following day all modules under stage 8 were dealt with. **(See annex A).**

## **Background**

The Tenesolo community council is about 80 kilometers north of Thaba-Tseka town. The council is the 4<sup>th</sup> council to be made a COE in the district of Thaba-Tseka. The council had successfully gone through stages one to five earlier in 2014.

There were 25 participants at this workshop of which 10 were male and 15 were females **(see annex B).**

Before the beginning of the programme activities, the councilors were asked to reflect on the council gender action plan and to state how far it has been implemented. All the councilors admitted to have held public gathering to create awareness to the public about the Gender issues.

There evaluation was done at the end of day two where participants gave their opinions about the workshop as shown in **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.

## **PROCESSES OR ACTIVITIES**

The workshop was conducted for 2 days, from the 18<sup>th</sup> – 19<sup>th</sup> November 2014. The new COE training manual on gender mainstreaming in local government was used as a guide throughout the entire 2 days. During the first day the councillors covered all the modules under stage seven and the last day covered the stage 8 modules.

## **Gender & 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



*Cllr Manthofeela Makibinyane, Malineo Nokoane & Moeli Moseli during the COE stages 7&8 Tenesolo Council: Photo by Manteboheleng Mabetha.*

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.

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 they 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 spouse.

### 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:

- 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 telephones 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.
- Notices on public places.
- Advertisements placed in newspapers and radios.

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 10 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 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.

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.



*Councillors during the COE stages 7&8 Tenesolo Council: Photo by Mantebheleng Mabetha*

### **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**  
**TENESOLO COUNCIL**  
**18<sup>TH</sup> -19<sup>TH</sup> NOVEMBER 2014**

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

**PARTICIPANTS' LIST**

<b>NAME</b>	<b>SEX F/M</b>	<b>ORGANISATION</b>	<b>DESIGNATION</b>	<b>PHONE</b>
1. Mathabang Mosala	F	Tenesolo Council	Councillor	59120984
2. Nthene Nkena	M	Tenesolo Council	Councillor	59008884
3. Mohapi Ntlele	M	Tenesolo Council	Councillor	56770974
4. Makenelo Setlaba	F	Tenesolo Council	Councillor	63661388
5. Mats'osane Sello	F	Tenesolo Council	Councillor	59675515
6. Mammuso Mothae	F	Tenesolo Council	Councillor	63061506
7. Malipuo 'Molotsi	F	Tenesolo Council	Councillor	59540513
8. Matankiso Lepeli	F	Tenesolo Council	Councillor	59481474
9. Mats'epo Mats'oele	F	Tenesolo Council	Councillor	59684690
10. Malineo Nokoane	F	Tenesolo Council	Councillor	59212638
11. Matsokolo 'Moso	F	Tenesolo Council	Councillor	63238209
12. Mamorena Phororo	F	Tenesolo Council	Councillor	58839983
13. Manthofela Makibinyane	F	Tenesolo Council	Councillor	57341018
14. Ntja Ramahlele	M	Tenesolo Council	Councillor	59628627
15. Mamotebang Mokoenehi	F	Tenesolo Council	Councillor	63833965
16. Molokong Lali	M	Tenesolo	Councillor	57339603
17. Mokena T'soeu	M	Tenesolo	Councillor	63155655
18. Phobolane Motselekatse	M	Tenesolo	Councillor	64301470
19. Noha Khoasi	M	Tenesolo	Councillor	58737442
20. Moeli Moseli	M	Tenesolo	Clerical Assistant	58826782
21. Peter Mphachane	M	Tenesolo	Accounts Clerk	63846078
22. Johanne Khoathela	M	Tenesolo	Council Secretary	59727871
23. Ntolo Lekau	F	Gender Links	Programme officer	63780628
24. Nthatisi Matobako	F	MGYSR	P DG O	58902350
25. Mabetha Mantebaleng	F	Gender Links	Country Manager	62932806

<b>GENDER DISAGGREGATION</b>		
<b>Participants</b>	<b>Male</b>	<b>Female</b>
<b>25</b>	<b>10</b>	<b>15</b>
<b>100%</b>	<b>40</b>	<b>60</b>



**Annex C**

**EVALUATION FORM**  
**Date: 6<sup>th</sup> -7<sup>th</sup> November 2014**  
**Venue: Tenesolo Council Offices**

	<b>SCORE OUT OF TEN</b>
1. PROGRAMME DESIGN	53%
2. PROGRAMME CONTENT	65%
3. DOCUMENTATION	62%
4. FACILITATION	67%
5. GROUP WORK	54%
6. OUTPUTS	62%
7. OUTCOMES AND FOLLOW UP PLANS	54%
8. LEARNING OPPORTUNITY	71%
9. NETWORKING OPPORTUNITY	42%
10. ADMINISTRATIVE ARRANGEMENTS	70%
11. OVERALL	60%

**GENERAL COMMENTS****Sessions found most useful and why**

- Use of media to advocate for gender issues.
- IT for advocacy including the use of cell phones.

**Sessions found least useful and why**

- None

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

- By inviting the media when conducting public gatherings and community work.

**Any other comments**

- The workshop was very informative.