


**CYBER DIALOGUES 9 MARCH 2005  
MEDIA AND COMMUNICATIONS  
TRANSCRIPT (tidied but not edited)**

 claudia :


In my country women are few in the media because perhaps all the girls don't have the opportunity to go to school and we have sexual discrimination and we are fighting about this . In Africa we have an association for women in the media and I'm the president of women journalist in Togo

 jacqui :


Here is Jacqui from Cameroon, hello everyone and hope you had a wonderful international women's day last night.

 claudia :

yes I was on the chat the first day I think it was on wednesday My name was Claudine from Togo

 jacqui :


Carolyn in my country you find many female journalists in tv, radio, written newspapers. But the profession is not well organized due to the fact that many high school graduates since they can't find jobs go into the profession with no journalistic background or communication notions. They learn from the ground.

 jacqui :

However female journalists who show enthusiasm and are hard working easily make it. The world bank help young journalists through course such as economic and business journalism, investigative journalism, etc... a series of 10 weeks of training.

 carolyn :

great we know that ESIJY is a very good university for person who want to be journalist. Now what are you doing in Togo Claudia

 dmes :

deepa from india hi everybody I am a young journalist from cameroon in my country we have many problems because of our human being I would like somebody deepa to explain me how female journalists are threatened in your country

 lydia12 :

Good morning everyone and welcome to the cyber dialogue on Media and Communications. I see lots of familiar people and maybe some news - welcome. I will be facilitating this morning. The way it works is that I will post a question and panelists will respond. Chatters will then also be able to input. The panelists today are:

Colleen Lowe Morna, Executive Director of Gender Links

Jenny Radloff, Co-ordinator of APC Africa Women


Lynn Muthoni Wanyeki, Executive Director of Femnet

Ruth Ojiambo Ochieng, Director of ISIS-WICCE, Uganda

Maria Suarez, Co-Director of FIRE, Costa Rica

 claudia :

carolyn I am journalist in national television


 jacqui :

**Claudia, I am glad to learn that you studied in Cameroon. Where are you from?  
Are working in a journal?**

adele joined the room.

one :

Greetings from Kenya, and great team on the panel!


lydia12 :

**Has there been any change in the way women are portrayed in the media since the Beijing Conference?**


julia joined the room.

ruth :


Hi everybody out there. Today we are dealing with the big thing - communication- your right to reason and be your self.

mariasuarez :

Hello everybody...buenos dias! It's great to be in a quiet, calmed, warm space after the almost two week frenzy at the United Nations and the snow storm all day on International Women's Day here...


jacqui :

**Kubi, we still can't find the summary of the past chats online. Where are we with this please?**

carolyn :

i am agree with you Jacqui,in our country we are a lot of women in communication,it is not easier to be a journalist but we do a lot of things to do the work well.

colleenlm joined the room.

lydia12 :


**Jacqui there are transcripts of the chats up on the site - [www.cyberdialogues.org](http://www.cyberdialogues.org) - look in the middle column at the bottom.**

dmes :


lydia 12 in my point of view I dont thing so because me in particular I dont have many information about it till now

jacqui :


**Lydia, thank you so much!**

mariasuarez :

In answer you your question, in Latin America, women have been able to stop some denigrating campaigns by learning to use consumer feminist power. One case was racist sexism in Costa Rica in selling a cleanning producto that portrayed a black woman as a "negrita" cleaner, that is a a slave. We stopped in by way of consumer choice and took the case to constitutional court afterwards.

colleenlm :

Hi all, Colleen here. What is interesting coming from Southern Africa and being in the US is to find they have the same problems we have; worse maybe because I don't think they have figured out how to approach the problem. So one study here found 14 % women sources in prime time news; in our region GMBS showed 17 % sources and recent monitoring is now more like 20-25 %

jacqui :

**maria and what was the outcome of this trial. Did you win your case?**


Muthoni :

Hi everyone. In response to Lydia's first question, I'd say that there has been a slight shift--while the traditional women's sections remain, many of the mainstream papers have


also added content addressing more feminist concerns--coverage of violence against women, for example has increased. Many of the new private (commercial) radio stations across Africa also have talk shows doing the same. And there are now community radio stations either set up and controlled by women's organisations or with a focus on women's (feminist) programming. There's been less change on the public and private (commercial) television stations however. And mainstream news coverage on all the traditional media has yet to shift as well in terms of voices covered and issues represented.

 ruth :

I think so. We see many women taking up the discussions in the media, as well as women's serious concerns taking up some front pages. Women have taken up positions of authority in the media. However, the stereotype is still going on. We still see women's images being used as objects to sell the products of the conglomerates.

 claudia :


lydia 12 In Togo, no change since Beijing conference women are still bad portrayed in the media

 mariasuares :

The main shift has come about in the presence of women in community media, radio, etc. In the last decade, we have developed women owned press agencies like CIMAC in Mexico, women owned internet radio stations like FIRE in Costa Rica, women owned community radios like Palabra de Mujer in Nicaragua, women owned electronic papers like Mujeres Hoy in Chile, etc.

 colleenlm :


The GMBS is the Gender and Media Baseline study that covered 13 Southern African countries in 2003, over one month, monitored 25 000 news items. Modelled on the Global Media Monitoring Project it is the largest study on Gender and the Media ever to have been conducted.

 jacqui :

**Lydia12: We are think of assembling all these summaries and send them to the media as the cyberdialogues contribution and show how women who did not go the Newyork contributed to the outcomes of the B+10 resolutions. What do to think about this idea, please?**

 marike :

Good morning everyone, I am happy to join in. I await the question to be posted by the panelists to orient discussions. I am from Lome. TOGO West Africa; have a background in media studies and work as the coordinator of the Information and Communication Unit of IFDC, an International Center for Soil Fertility and Agricultural Development.

 mariasuares :

Yes, we won the case, legally and culturally, because people in general stopped buying the product!


 colleenlm :

Jacqui, I really like your idea of using the cyber dialogues as a case study of how women in communications contributed to B Plus Ten. If you read today's issue of GEM News on the GL website you will find that there is a lot of discontent among media women here about the extent to which media has been sidelined in the formal proceedings.


 jacqui :

ruth :


Muthoni you are right the radio talk shows have been very useful in helping women's issues to be discussed in the public sphere. For example, recently the case of the vagina monologues in Uganda was widely discussed on all Uganda FM radio stations as well as the print media. It exposed the chauvinistic thinking of some section of the community on the issue of Violence Against Women

mariasuarez :


The main challenge remains how to influence mainstream media with a democratizing process to include all the voices in our diverse societies. In that sense, with the increasing monopolization of media, there are less and less diverse voices in the mainstream media. We look to counteract that by creating our own media, but also trying to influence policy and journalists.

lydia12 :

**What are some of the ways of bringing about gender balance and sensitivity in the media?**

 Deepa from India :

Good evening all. Dmes, to answer your question -- harassment and marginalisation of Indian women in media is very much an issue. To answer the portrayal question -- it has got bad. Btw, I run a national e-group of Indian women in media ( print, radio, TV and online). There are lots of women in media but being sidelined continues, especially in the editorial pages.

jacqui :

**What do you do as female journalists to help rural women in combatting their state of spirit, i.e. they are left behind and have language barriers. What can the UN do to relieve these pitfalls?**

julia :


Hi everybody; just entering and I work at the national t.v in Cameroon. What I abhor in our national and private channels is the use of women by musicians using their bodies to entice men and render the music more interesting. Is it the same in your country/

ruth :

Jenny Radloff here: I think that there are certainly more women using Information and Communication Technologies as a tool for social action and in some ways I feel that Beijing+5 activities assisted in this. In terms of mainstream media we still have strong corporate control, mostly controlled by men with little concern for issues seriously affecting women such as poverty, HIV/AIDS, violence.

one :

In East and Southern Africa, the role of alternative media has been very positive in influencing mainstream media. Just this example of the cyberdialogues and the GEM has been a god space for women generating content and I can see some mainstream media houses picking stories from this source. The strong networks in some countries of media women's organisations have also been a catalyst

mariasuarez :

When rural women speak, which is mostly in community media and radio, we make sure to have two way translation so that they can communicate with the audience. We did a radio show from New York this week where Miskito Nicaraguan indigenous women spoke in their language and were translated into French, English and Spanish...they said it was


the first and only forum here where they could really speak. Yet there are tens of panels every day. Radio is great for bridging language barriers.

 claudia :


To bring gender balance in the media the first thing to do is to give opportunity to many women to become journalists by training

 ruth :


Jacqui -- the use of alternative media, community radio stations using local languages, training women to create their own media through the use of tape and video recorders, perhaps using drama.. radio listening clubs. It is about creating content which reflects the local realities of women.

 Muthoni :


In response to Lydia's second question, women need to be represented at all levels within the media--not just be reporters on 'soft' issues but as reporters, columnists, talk show hosts on 'hard' issues as well as editors, producers, managers. Women's voices also need to be brought into the media--as credible sources on all issues. And the gender dimensions of all issues covered need to be highlighted--for all issues impact on women as compared to men in different ways. Sometimes, having women only media (like the women-controlled community media initiatives Maria just talked about) can help spark change in the mainstream (public and private) media. And having strong women's media associations can help too--if they lobby consistently around in-house policies as well as around media, ICT and telecommunications regulation in general.

 Deepa from India :


Jacqui, please visit the website <http://www.nwmindia.org/>

 colleenlm :


At Gender Links we have found that there are a few critical strategies for waking up the media to its ways and effecting change 1) research, like the GMBS I mentioned earlier. Nothing like figures to wake up our dozy male media fraternity 2) Get gender activists cracking and thinking media. Work together with media on campaigns, like the Sixteen Days. Media is practical, no good trying to engage theoretically 3) Training. Work with media training institutions. Get to the young journalists, they are the future. With working journalists we find newsroom training is best; get them at their place of work with their decision makers 4) Link training to policy, otherwise "change" rests on a few individuals. Get media houses to build gender into editorial guidelines, codes of ethics, human resource policies, sexual harassment policies etc. 5) Monitoring is crucial. Have to keep showing if change is taking place or not 6) Awards. Affirm good practice. GL with the Media Institute of Southern Africa run the first gender and media awards last year and got great response.

 Deepa from India :

[http://www.nwmindia.org/About\\_us/Centres/index\\_centres.htm](http://www.nwmindia.org/About_us/Centres/index_centres.htm)


 adele :

Jacqui I think that functional alphabetisation in the official language (for instance French or English) should be increased to open rural women to the world, for language barriers remain barriers, as well as to have community radios in national languages


 kanga georgette :

Hi Lydia 12 . What I disapprove in our media specially TV is how women are used for pornography. Most of the time when there are shows, women are presented almost naked.


What do you think of this image of the woman? I wonder if it is the same in your country. Thank you.

 Deepa from India :

[http://www.nwmindia.org/About\\_us/Centres/Hyderabad/pastapur.htm](http://www.nwmindia.org/About_us/Centres/Hyderabad/pastapur.htm) and this

 mariasuarez :


In this conference we are also organized in a Women's Media Pool that has joined women from all regions, languages and cultures. One of the things we have done is translate each other's materials in order to make the voices of say, African women, heard in Latin America for example.

 mariasuarez :


The Pool has also contacted English speaking Latin American to come to the cyberdialogues so that you all hear the voices of the women of our region...

 colleenm :


The media pool has been just great. One thing about media women I find is that we are far more willing to share than our male colleagues. This runs contrary to all that is imagined about the news business. Collectively we can be a real force for change. Thanks Maria, for organising the media pool.

 marike :

Jacqui, I enjoy my work indeed. I am particularly happy to realize that, in the field, women farmers are taking the lead. Many are more venturesome than their husbands who tend to, comfortably, stank back waiting to see how things turn out. Our development approach is based on the crucial role of women in convincing their men to take the risk of change. In this, the media play, especially radio play an important role in disseminating success stories in women's fields.

 Deepa from India :


Language is a big problem in India as each state has its own language. I agree with Ruth about forming own training centers and even magazines. We have a few. Navodayam -- first rural magazine run, edited and published by village women.

 lydia12 :

**Maria can you tell us a bit more about the Media Pool and its aims**

 Deepa from India :

[GURLZ -- English magazine -- owned, edited and written by women in India.](#)

 mariasuarez :

Yes, it is very important to place media in the hands of women themselves, because it is not only about having the voices heard, but women being able to frame their own stories!


 ruth :

Jacqui in addition to what Jenny has said I think female journalists have been very good at picking what the rural women communicate through their alternative medium of communication and uploading it to the new information technology. This has brought the voices of the rural women to the public space. As Colleen mentioned what is going on in this chat room is exactly that.


 colleenm :

One strategy we have found quite effective is called the "I Stories". We have worked with women to write about their personal experiences of violence, and then placed these articles in the mainstream media. We worried about whether we would get the "quality"

we needed, but speaking as an editor I have never had an easier time than editing these stories. They just wrote themselves; they were from the heart.

dmes :


jacqui once again good afternoon to every body around I really like this initiative to say something to jacqui I would just say that I'm coming from east cameroon a region where women are not too much educated as a female journalist we need help to sensitize all those women who does not every time know their right and by this fact are so martyrize many things can be done but this region is a bit neglected by the government of my country

mariasuarez :


The Media Pool in an initiative that has joined so far 60 women's media and info/com organizations and networks in order to share information about this conference, to help younger journalists to be able to cover this very complex meeting, to share strategies and to organize a lobby to governments about women in Media which is in the Beijing Platform for Action, but has been sidelined in the evaluation of what has been done by governments to implement what they adopted 10 years ago.


Ann Njogu :

Hi , good Morning everyone . this is Ann njogu from the centre for rights Education and Awareness, based in Nairobi , Kenya. Its really great that we are discussing this most important issue of the media and its role in advancing women's concerns. It is a fact that we have a more responsive media particularly that owned and or controlled by women. But it is also a fact that this is only a very small section and the mainstream media is still largely controlled by men. This therefore means that even when our women journalists or gender sensitive male journalists file great stories with their media houses, the same is either obliterated or given very small spaces or mentions. I think we need to strategise in a large way, means of getting our stories on headlines or in significant pages.


Deepa from India :

[Community media Trust is a rural village programme run by illiterate women who have been able to get enough money to train themselves in video journalism and also use these tapes to spread awareness. Look up the links for all these stories.](#)

colleenm : There has recently been much talk about communication as a right. Ofcourse people turn around and say that there are other issues that are much more urgent rights. But communication must surely be at the heart of them all. I think as communicators we need to push this right.

jacqui :

**My nam is Irene Mbazon I am from cameroon and journal in community radio wit rural women and I am using jacqui account.**

lydia12 :

**What new challenges and opportunities have been posed by ICTs - Information and Communication Technologies?**


julia :

I want to believe that interpersonal communication is the better medium for effective communication for behaviour change in developing countries because of high level of illiteracy but limitations are related to movement.


Muthoni :



Hi Ann...you're up bright and early! 😊 You're right...more needs to be done to ensure women are in the mainstream (public and private) media. But there's no alternative to the ideas that have been suggested already...organising as women in the media (together with women from the women's movement), getting the facts and figures to lobby around and then doing that lobbying...

 Deepa from India :


Challenges is access and not everyone in the media is tech savvy. The opportunities have been better reach and ofcourse the opportunity to network within the media and also outside on a global level.

 mariasuarez :

We focus on communications as a HUMAN RIGHT according to United Nations conventions, because this focus allows women to recognize their sense of entitlement to speak, be heard, produce news and access them...and that is a monumental revolution in the case of women because we have been led to believe that our experiences and what we have to say is not important and no one cares to listen to us anyway. That has been shown not to be true at all...when women speak, it is all "news" because their perspective is hardly hear, therefore people get interested because it is different.

 one :

Ann Njogu, greetings from Nairobi. The last time I saw you you were on TV pushing for protection of women's dignity after the horrible statement by the Minister of Justice. That was great way to use the media by the women's organisations

 dmes :

lydia 12 because of the fact of non education of the majority of women we need courses of translation to explain many thing to those women

 adele :


I heard about the Women March which started yesterday from Brazil and will arrive in Burkina in a few months, but on Cameroon Media we do not hear much about its purposes,etc

 ruth :

I think there are many new challenges and opportunities and underpinned by Colleen's point of the right to communication as a funamental human right. Challenges for women include the concern that they can widen the existing disparities i.e. between rich and poor, rural and urban, etc That the dominant lanuage of English excludes many. BUT if we understand these challenges and use ICTs as tools for transformation and empowerment and use these creatively -- there is lots that can be achieved.

 colleenlm :

I think ICTs pose a huge dilemma. Great opportunity, or greater divide? As communicators, I feel we need to stress the latter. ICTs have in many wys been used to denigrate women. But they can equally be used to promote women's rights as we are doing now. We need to "appropriate" things like Miscosofts cute chat software to our causes. Imagine the possibilities of this chat technology if we can really get it to take off, and get more people involved


 claudia :

In Africa , also Comunication is a real power and I think if women have this power their life will change

 marike :




Georgette, You say women are "used" for pornography . As for me, I am dismayed at seeing the facility with which women especially young girls "lend" their naked bodies for commercial use. Here education is crucial starting from the family and the school to bring our train our young girls to value their bodies which contain their souls

 mathee :

In my country, there is a problem of information, many women don't like to read and it is not easy for them to be informed by news papers

 Ann Njogu :


Thanks muthoni. You are absolutely right. on the challenges posed by ICTs in developing countries it is the fact that we are still grappling with issues of extreme poverty and the urgent need to provide basic necessities . this therefore means that access and use of ICTs is still a dream for many. we must thus address this alongside all the other needs as stated in the Beijing platform for action i.e eradication of poverty, human rights abuses, education etc.

 mariasuares :

Tech savvy is developed by doing it...there is very little "science" to it when we harness it to do what we need to get done. Most new technologies are self taught, what we need to do for women to get into it is demystify technologies...we have to let the "girl" in us surface....she is curious, daring, valiente and accepts mistakes as part of process

 marike :

Mathee, women don't like to read or they don't

 Deepa from India :


Marike, to take up your point a little further, while we have so much discussion about the portrayal of a woman's body, have you noticed the trend to portray women as without brains or just as beginners who need to be helped.?

 julia :


muthoni, that's true , there is need for intensified lobbying for women to be in the mainstream and more because of their talents than of their bottoms.

 marike :


Mathee, women don't like to read or they don't have time to read as busy are they often are taking care of their families?

 Muthoni :

There are many challenges around ICTs. The first is access. And here we need to not only focus on access from the point of view of women's 'deficiencies' regarding technology, but also from the point of view of regulation...what can/should be done by our governments to ensure rollout of ICTs in areas without electricity, without telecommunications infrastructure in a way that reaches women. We also need to think long-term...where do we want African women to be in 10/20 years with respect to technology? Do we want us to continue focusing on how best to consume content and technologies generated elsewhere? Or do we want to focus on how we can produce not only content but also technologies. The real economic benefits of the so-called Information Society come not from use but from ownership...of software, hardware. How do we position ourselves, our lobbying strategies so as to ensure that the next generation of African women both accesses and controls ICTs?

 claudia :

yes marike they dont have time to read because thy have many things to do at the same time

 mariasuarez :

Because women are so busy, radio is the best media...it is one where women can listen to it while doing other things.

 Bea :

hi, every one , am from cameroon working with a private radio station, we all know that the media is a very powerful tool in this fight,but the issue this time around is how the women from not only the rural areas but those who are at the same time illiterate, get to know what is happening around, to this i suggest ,rural radio stations are created , which will use the local vaneculars to pass on latest development.

 colleenlm :


Mathee, intersseting point about newspapers. Gender Links has just started doing audience research and we have found that in general nwspapers are not that popular, especially among women. But in one country, Namibia, we found that more women than men read newspapers... so there must be a market opportunity there. I think newspapers need to ask themselves what they are doing to be relevant to women and not the other way around. Ofcourse there are also biger policy issues around literacy, education etc that need to be addressed.

 mathee :

they don't like to read even it is true that many of them are illetrate,and many of them are taking care of their families

 ruth :

In addition, other the opportunities include the fact that ICTs enable our issues to beome visible, women have been able to use the tachnology to access job opportunities; women have been able to use ICts to stop a theft or a violation of another woman; ICTs have also helped women to acess information about theid health and thier bodies. the are many opportunities. However, the challenges are also many e.g, access as muthoni has mentioned; language, affordability, locations of where the spaces are and magfinalisation of women in training in the use of ICTs.

 kamba georgette :


Thank you marike for your reply. I totally agree with you. Let's consacrate a bit of our time to educate our children to value their bodies, and even to pray for them when they don't obey us.

 Ann Njogu :

Thanks one. indeed, that was great. My biggest lesson from that was that we must come up with new and more aggressive means of pushing for our issues. we must be more daring, more courageous to do the unthinkable and indeed, have fresh ideas of grasping the media attention and have also rapid response mechanisms in place to respond when issues are still hot.

 dmes :

marike the illetracy is a big factor which make women not to be interest by icts but there are many challenges

 mariasuarez :

bea, I totally agree...we have to aim at the combination of all media we can have access to,not only one or the other.

 mariasuarez :


We get the voices of illiterate women into the internet by documenting their experiences through radio and combining radio with internet, for example. And we do the other way around when we use the internet as a source of information for our radio programs.

 ruth :

Jenny here - Claudia APC is the Association for Progressive Communications. I work for the Women's Networking Support Programme which has regional networks and I coordinate the African network - APC-Africa-Women our websites are [www.apcafricawomen.org](http://www.apcafricawomen.org) [www.apcwomen.org](http://www.apcwomen.org)

 marike :

Deepa, Yes indeed. I think they will continue to portray women like that, as long as "they" will find the silly ones who accept to exhibit their bodies for peanuts.

 APC WNSP Erika : Muthoni, what you are saying regarding a broader vision of access and women's roles in looking at ICT policy, also with a longer viewpoint, is an awareness and involvement - from a woman's point of view, that i've not seen expressed so clearly in Latin America. Maria, do you think women are getting more interested in ICT policy in Latin America? What is your take for the Latin American region on what Muthoni was saying, as women. And I see Jenny just explained what the APC WNSP is.

 adele :

In Cameroon, the IAI, African Institute of Informatique, has a good program: 100000 women will be trained in computer practice till 2015, they take about 100 women in each batch which last I think six weeks and cover various provinces

 claudia :

Bea hi you are doing a good job In your radio station are you only work in local language?

 colleenlm :


Maria I think the FIRE initiative of combining radio with Internet is just great. How can the rest of us learn about this technology??

 mathee :

thanks colleenlm you are truth

 ruth :


Jenny here - I think that evaluation is critical for our work as gender activists using ICTs for women's empowerment. We need to see if our use of ICTs is REALLY changing the lives of women. We also need to gather "evidence" and case studies to use as tools for our lobbying and advocacy efforts.

 mariasuarez :

Go to [www.fire.or.cr](http://www.fire.or.cr) or come to Costa Rica to share skills! We are our own engineers at the radio station, thus, we make technologies do what we need to get done, not the other way around. And by the way, we have never been to one single training workshop...we learned by doing and by watching other women do it.

 colleenlm :

I think another important issue around ICT is going from access to relevance. Sure we can find ways of getting women to access the Internet. But how relevant is the content they are going to find there??? How much content is there by and for women? Don't we also need to think about the content side?

 mathee :

Adele, IAI is not for everyone because it cost more than 50000f cfa but it is a good program

Admes :

mathee I agree with you mathee the first job of a women is to take care of the family but today many things have change

Ruth :

Jenny here -- APC WNSP has developed a tool called the Gender Evaluation Methodology or GEM [www.apcwomen.org/gem](http://www.apcwomen.org/gem) - the tool is freely available online.

Ann Njogu :

I want to disagree with comment that women dont like reading. I think the truth of the matter is that women are too over burdened with responsibilities and other challenges. let us not forget that we have dipproportionate access to education as women, we have to bear more burdens not only of childbirth and upbrining but also providing for family. i have never come across a more willing class of human beings than the women if only they were given equal access to and control of resources and opportunities

Deepa from India :

Maria, The women from Pastapur village told me they have trained women in Peru in video journalism. Are you aware of that?

Mariasuarez :

For there to be good women's content WE ALL have to get our stories there, and frame them ourselves...form users to producers..that is the way.

APC WNSP Erika : Yes, FIRE's initiative has been great - in addition to the media pool hearing you all live from B10 from far away is wonderful. Mexico is a great case of how policy is crittical, because of it's posture on community radio. I think colleen's point on relevance is vital

One :

HELP! Channel Radio Africa is asking for an interview on B+10 for tomorrow, progress and issues for African women. I am in nairobi and would appreciate a quick list of critical messages. please send me a note on [nyaradzai.gumbonzvanda@undp.org](mailto:nyaradzai.gumbonzvanda@undp.org). Thanks a million

Bea :

It,s true Mathee, many women don,t only like to read, they most often than not don,t have the time to read. It is for that reason that am suggesting local radio stations which will broadcast using local varneculars, with this they can atleast listen to these informations.

Ruth :

Excellent maria, we need to learn from women from costa rica. Immediately we take the hands on, we shall break though.


Dorothee :

bonjour i just want to know how a woman as far as media are conserved can be powerfull

Muthoni :

Re: linking ICTs with older technologies. In line with what Maria's doing with FIRE, the World Association of Community Broadcasters (AMARC)-Africa has recently started an Africa--wide news exchange by and for community radio stations across the continent-- including a stream dealing with women's rights issues. The exchange, called Simbani, is both digital and not so that all community radio stations, regardless of their technological

status can contribute to and access it. It's innovative in that it provides the means for women at the community level to exchange their stories across Africa for the first time ever...

lydia12 :

**one - you can call the Cyber Dialogues offer in New York - 212-906-6454**

mathee :

I agree with you dmes but i said that women are not reading news papers because they have to take care of their families

jacqui :

**In my radio we are making programs in women issues in thier mother though because most of them didn't speak french nor english.Our main issues concern health, agriculture economy, women rights,hiv/aids, violence to women.**

mariasuarez :

Well, we have also learned a lot throughout the years, from the women in Africa, Asia, USA, etc...we all have amazing skills to share, and that is where our strength lies...

marike :


Mathee, the content issue is fundamental. Many ICT programs tend to lend their voices to the women they claim to serve, instead of letting these women voice their own voices. And when they have the opportunity these women know better than anyone else how to word their problems and how to touch the responsive chord of other women.

mariasuarez :

Jacki, I want to interview you for FIRE about your radio program in languages!

Ann Njogu :


ONE, I will send you a list of issues as requested .

dmes :


one i thing discimination begin in our room when we have boy child and girl chid we preserve boys girls are the one at kitchen sweeping the floor and doing many others jobs in the house while the boy has only to learn his lesson prepare himself to school and such things like this

colleenlm :

Ahh Maria, fired up again!! You really help us keep the fires burning amigo!

Deepa from India :

**Good point Dmes.**

dorothee :


in my country today women are not interested on ntic if i can have experiences from another country i will be happy

claudia :


hi dorothee


ruth :

Ann, I can not agree with you more. My experience working with women shows that they are always ready to take up new challenges, they are creative and with a very high sense of imaginations. I have seen rural pick up a technology and within one hour they are ready to operate it. Actually as you say if they had the time they would use the ICTs more appropriately (for development) than their counterparts the men.

 Deepa from India :

Parenting trend is a big problem as we still tend to instill stereotypes and gender insensitive education is another problem and the people in the media are products of this and continue to perpetuate the stereotypes

 APC WNSP Erika : Marika, your comment reminds me of yesterday in the Mexican television press, where all around people were celebrating women's day and women. One channel has two women reporters covering sports "just because it is women's day" Of course they cover men in sports. There was very little about recognizing rights and nothing about the commitments of the government made towards women, what the government has done to fulfill. By the end of the day at least radio press was able to get coverage of what March 8 was really about. But it's so clear that supposedly this was content "for women" - celebrating women, what good moms and pillars of the community they are - and not women-produced content

 Deepa from India :


Charity, where are you from?

 dorothee :


hi claudia do you have experiences to share with me as far as multimedia is concerned

 colleenm :

At Gender Links we have been working with women councilors on IT and this has been an interesting experience. We found for a start that while the City of Johannesburg claims to be the e city of Africa none of the councilors had an E Mail address! Documents are delivered to them by courier. One councilor had a laptop and ISP and a phone at home but could not figure out how to get on the Internet. I find it often about the little things than the big things; helping women to make the connections literally and figuratively in safe spaces where they don't feel embarrassed. IT is so much about tinkering- something boys are socialised to do and we are not. So we have to make those spaces to help women catch up.


 Charity Fain :

I'm from the International Women's Media Foundation in Washington DC


 Deepa from India :


Were you the same person I emailed my application? It is a small world

 APC WNSP Erika : Gender Links' experience with councilors is fascinating!


 Charity Fain :

Yes, Deepa, I am the person you sent the application to.


 APC WNSP Erika : You should connect with Dina from Women's Mayors Link, who worked on getting women mayors connected throughout CEE. Got their thinking around ICT in the forefront, and took advantage to push them on addressing specific women's issues, too.

 lydia12 :

How can we get women involved in the formulation of ICT policies? How do international policies affect policies at national level?

 mathee :

Do you think that education can help women involve in media?


 APC WNSP Erika : Dina evaluated her initiative using the GEM tool Jenny mentioned, from the APC WNSP, and this is how I learned about her work.

 Ann Njogu :


Thanks all of you great women who are tirelessly working to advance the cause of women and girls the world over. Our challenge over the coming years is to not only keep the fire burning but to hold our governments accountable for translating into reality the Platform for action. For example, how many of our governments have budgetary allocations to promote the use of ICTs for women? To what extent do their policies and procedures reflect the need and use of ICT's for women? to what extent have our governments committed any resources and or education for ICT's? cheers everyone and have an awesome day wherever you are.

 colleenlm :


Okay I will follow up with Jenny. Tx

 APC WNSP Erika : she was to go to B10 I believe (jenny, can you confirm) but you can also read her evaluation report and analysis around her results in the GEM Practitioner's Network, [www.apcwomen.org/gem](http://www.apcwomen.org/gem)

Ann Njogu left the room.

 marike :


Mathee, I strongly agree with you regarding women and newspapers. Imagine a husband coming back home, tired, hungry, finding her dear woman in the living room reading .. a newspaper... The whole cultural scheme is wrong here.

 julia :

Erica, celebrating women-produced content is the best way to celebrate the day but I believe the the policy makers are ignorant on how to go about it. CAN you propose some suggestions

 dorothee :

hi mathee i think education is the key if women want to be involved in media because without a background and knowledge women can not be considered they will continue doing small reports


 APC WNSP Erika : It's too bad Ann Njogu has left. I would love to know if women have had good results in pressuring national governments using B10 section J at all?

 mariasuares :

In many rural areas in my region, women read the paper in the bathroom, left there by the men...you know what for! and that is the space where they have a good excuse to use the newspaper....

 colleenlm :

Regarding ICT policies I think there is a broader issue here around women and policies. Often we are torn between the practical and the strategic, and err more on the side of the practical because our lives are so day to day driven. We as advocates and activists need to start putting/getting involved in policy (that very male of spaces) more at the forefront; to recognise that we won't win on the practical front if we don't start by creating the so called "enabling" policy environments.

 Muthoni :

Re: involving women in ICT policy making. The Women's Media Pool had a meeting last night on exactly that! We talked about why women's media/ICT issues have had such a low profile in the Beijing+10 review process. And concluded that it wasn't just about disinterest on the part of UN agencies like UNESCO (which should have taken the lead in preparing for the process) or DAW and the regional commissions (which should



have included questions on Section J issues in the questionnaires governments filled out). It was also about the fact that many women's development communications, media and ICT organisations didn't jump into the review process at the national and regional levels. And even here in New York, many are busy covering the process, but not participating in it. Again, it comes back to the question of organisation...its only when we organise that we a) deepen our analysis of why women are where we are with respect to access to and control of ICTs and b) strategise on how to move that analysis into lobbying around relevant laws and policies. And Jenny's going to talk about the WSIS just now... 😊

adele :

TV programs lack good family education programs showing real problems of educating young children or teenagers on traditional lines as well as modern ones. Some are too much oriented towards American or Western ways of life, or too caricatural just to make people laugh about rural or urban poor conditions. Parents need help to improve their ways of talking to youth. We need good sketches, good actors, good scenarios valuable to be discussed in our families

lydia12 :

**What strategies and action points can you suggest for advancing gender equality through the media? What would you like to see in Section J?**

mathee :

**In my area, many young girls are reading romans like Harlequin to the toilet because they afraid of their parents**

dorothee :

i think that a woman who want to be involved in media has a choice to do; if she want to be very good in the job and may be she will loose a lot as far as family life in concerned. in is the great problem i face; i spend all my time in my job my children are not happy. if i decide to give more time to my family i will regress in my job

APC WNSP Erika : one point about women busying covering the process vs. being in it on ICT policy - again, ICTs and media are underfunded or not prioritized b/c they're just seen as a tool so many times, and perhaps as advocates we haven't been able to paint the future in 20 years eloquently enough without women's control over these medium.

jacqui :

**Ok but i want you to explain me what do you mean by FIRE**

Muthoni :

Good point Erika.

marike :


Mathe, YES YES YES. Education is the pillar. A women should know that she should have a say in whatever concerns her life and future; that her word counts, that her experience matters. That will help her build confidence in her self and be prepared to meet challenges on her own. This combined with technical training will help women access and use media for their own causes.

lydia12 :


**Jacqui - perhaps you could scroll up a bit as Maria wrote about FIRE nearer the beginning**

ruth :


The World Summit on the Information Society (WSIS) is a multi-stakeholder process initiated by the UN. I'm not sure how many in this chat room are familiar with it? Gender and ICT activists have tried in many ways to intervene in the process and have made some headway but not much. It has however catalysed much activity around trying to insert gender responsive language into national and regional and international ict policies. It has also encouraged training and capacity building around HOW to engage around ICT policies. So although there is not much optimism around inserting strong gender language in the final WSIS outcome, it has built networks, activities and awareness around lobbying for gender in ICT policies.

 mariasuares :


There is a Media Pool meeting on friday, where we will strategize about how to move the issue of @J@ forward, and also the future of the Women's Media Pool...because we have many challenges ahead, as we have all expressed here. Staying together and organizing and sharing is a way to strengthen our capacities to face the challenges. Please go to [www.womenmediapool.org](http://www.womenmediapool.org) to connect for future coverages, and come into the chat at 10>00 am NY time next Friday if you want to take part in the evaluation of the women's Media Pool!

 Deepa from India :


Coleen expressed her concern earlier as ICT being a greater divide. So you see this as essentially an agenda promoted by corporates or does yor concern stem from something else?

 Muthoni :

We should clarify that Ruth and Jenny are sharing the computer and Jenny just posted the bit on the WSIS...

 APC WNSP Erika : it is also linked to what is practical and strategic as colleen said, and certainly women's advocates setting priorities - policy, especially ICT policy, is far down the line from providing - I don't know safe clinics for women to exercise their reproductive rights.... I wish there had been a live broadcast of the media pools debates last night. It is good to have all your synergy in one f2f place to talk about how we get beyond pushing for access - a minimum requirement, into a fuller understanding of access (language, women-produced content, trained in ICTs, etc.) and onto women's use and CONTROL of ICTS for their transformation personally and for societal transformation.

marike joined the room.

 Deepa from India :

I sent Lydia an article on this Ruth & Jenny

 colleenlm :

Hi Deepa, re greater divide. What I was referring to is the fact that because the South, and women in the south in particular as so relatively disadvantaged when it comes to IT, the digital/gender divide becomes yet another way in which women are marginalised; north and south divided etc. My own view is that we can't take a defeatist approach. The superhighway is here to stay, and as women we need to get on board, harness it for our own ends, like we are doing now. Hope that makes sense!


su joined the room.

 mariasuares :


Well, Erika, if you tune in [www.fire.or.cr](http://www.fire.or.cr) at 12:30 noon today, we will share the results!

 Muthoni :


OK, more seriously...I think we need to try to link women in development communications, media and ICT organisations perhaps using the organising opportunities provided by the WSIS to develop a more common platform on where we want to move with Section J. And then take that collaboration home to the national level to jump into the regulatory reform initiatives still underway in many African states around media, ICT and telecommunications.

 Deepa from India :

Yes it does Colleen.

 Muthoni :


And link with the women doing serious research work on women in relation to the ICT industry...how its rolling out in the south, for example. The work of IT for Change in India on this is excellent...

 colleenlm :

Deepa thanks so much for your article on the cyber dialogues. Thats great! If anyone else would like to give feed back on their experience of the cyberdialogues, suggestions etc they would be most welcome, especially as tomorrow is the last day. Please sent to [clmorna@mweb.co.za](mailto:clmorna@mweb.co.za) so we can use in the paper. Great to get these comments today. Need not be long.


 ruth :

Yes, the issue of research is critical -- gathering case studies and making sure that we get gender disaggregated statistics of women's access to and use of (or lack of!) in order to use this for lobbying and advocacy purposes.

 APC WNSP Erika : Thanks, Maria - just ask and you shall receive, from FIRE! That would be NY Time. Maria - what is your take for Latin America on what muthoni is saying. I think Latin American civil society has really embraced some aspects of ict policy - for example pushing for FOSS use by the government and no proprietary software, to broaden ICT budgets in other ways, but what is your take on women's involvement in policy in LA?

mathee :

dorothe i agree with you, the problem is that many parents think that romans like Harlequin, SAS, are not good for their children because it put them in dreams

 Deepa from India :


I think Ruth, we could approach this like the GMMP (Global Media Monitoring Project) I believe it is do able as far as ICT and case studies go

 one :

Colleen, I think we need to conntinue the cyberdialogues for the post event review of this Beijing + 10 and possibly incoporate as a strategy for continued involvement of women in some of the major events like the MDG + 5 review in September. This is a great way of using ICT for efective participation of women who are otherwise unable to travel to these conferences.


 latia :

as alluded to before the main hinderance to the industry in developing countries is lack of fair legistlation,the problem with criminal libels,sub judice,defamation n othe hurdles

 APC WNSP Erika : very interesting point, Latia - do you have a specific experience in mind? This aspect of policy is not one I immediately think of - defamation...

 mariasuarz :


FIRE is convening a n AMLAT women's seminar next October, precisely because we need to strengthen our involvement in policy making..women are challenging privatization of /telecommunications in our region, which is a good part of the whole issue, but we need to do more. Costa Rica women are challenging the law on spectrum allocation for radio, and we might win a constitutional court case these coming months, but involvement in ICT policies is still to come...

 Deepa from India :


I would also suggest continuing this as an email seminar which would help more women stay involved as time won't be a problem in that case. Something similar to the INSTRAW virtual seminar

 dorothee :

sometimes it is through dreams that we realise our aims. a book is a road of knowledge we can learn even how to improve our language reading as in Harlequin

 ruth :

Yes Deepa, perhaps we need to gather the research, case studies etc so we are all aware of the information. APC WNSP has recently launched a gender and ICT policy portal [www.genderIT.org](http://www.genderIT.org) where we have created a portal for research, information, who is who etc and want this to be a useful tool for women's organisations to engage with ICT policy and for policy people to learn about gender.

 lydia12 :

**In terms of further conversations, just note that there are bulletin boards on the Cyber Dialogues web site [www.cyberdialogues.org](http://www.cyberdialogues.org) for further postings**

 colleenlm :


Hi one Nyaradzai! Great idea about the MDGs. You will see in today's newspaper that there is reference to concern about Beijing being marginalised in the Millennium process. But as Joanne is quoted as saying, like everything else we have to make the best of that process: it is really the only show in town as far as the UN is concerned! So let's think about how we can continue the dialogues through to September; we will also take this up with UNIFEM who have been GREAT in opening their space to us here. We are literally squatting in their offices!

 dorothee :


books are means of communication we have to consider that first

 su :

hi there ,am su joining the group again to chat on the media and communication, am a journalist in cameroon.my worry is that many women's movements are using ICTs to share their visions and demands in the public sphere. But poor women are still marginalised,because of access barriers to the new technologies, how can we dear friends help remedy this dilemma.

 APC WNSP Erika : Yes, the gender and ICT policy monitor, that Jenny/Ruth mentions, has just started but the goal is to be a place for people to find case studies, or examples of good (or bad!) national policy, and why... but one thing that the genderIT.org tries to do is go at policy from the perspective of women's concerns, rather than from the perspective

of ICT policy-speak... Now with latia's post I am anxious to check what comes up with points on libel and criminal defamation.

Deepa from India :

Would you be interested in starting an e-group for further discussions and networking to sustain this?


ruth :

Jenny here -- Dorothee I agree that books are vital! ICTs do not need to replace any other means of communication or information retrieval.


mariasuarez :

It has been our experience that when you combine all technologies, you can tackle the limitations of one media by using it with the other...

su left the room.

APC WNSP Erika : maria - very exciting to hear about fire's plans in october. I've read with interest the radio spectrum issue in CR!

christelle joined the room.

Deepa from India :

Colleen & others --Would you be interested in an international e-group for further discussions and networking to sustain this? I could start one if you are interested.

claudia :

Deepa Im intersted by an e-group

adele left the room.


latia :

its a good idea to share best practices as well especially between women in the media. Networking is important for sharing information

ruth :

Jenny here -- Deepa there are many mailing lists that you can access which deal with issues of women and ICTs. You can your email address to femmediapool@yahoo.com


dorothee left the room.

Deepa from India :


Good Claudia, I'll start one and maybe all those who wish to join can do so??

ruth :


Jenny here again -- please send your email to me as well [jenny@apcwomen.org](mailto:jenny@apcwomen.org) and I can let you know about APC Women's Networking Support Programme

one :

Colleen, B+10 final recommendation/text must have a strong language on using BPFA commitments and CEDAW as the gender equality benchmarks for MDGs. We could then utilise the communications tools including ICTs for a sustained advocacy and accountability to gender in the MDGs. This is the time more than before that the power of communications in influencing policy directions is critical. We need clear consistent messages that the world will not be able to achieve MDGs unless substantive actions and resources are provided towards gender equality and women's empowerment. The cyberdialogues could then be a public open space for monitoring performance and seeking accountability to women.

APC WNSP Erika : maria, excellent point about tactics for addressing limitations by combining technologies...


latia left the room.

 Deepa from India :


Yes Jenny, I don't want to replace other groups but to get better focus don't you think we could have an international e-group instead of several mailing lists.

 colleenlm :


Hi Deepa, I think your idea is a really interesting one. I agree with Jenny that there are many lists; but let us think about this process and Nyaradzai's point about going forward to the MDGs. Deepa I suggest we do a bit of further caucusing after the Friday meeting of the media pool? And thanks for being willing to drive this; that is so welcome. You can't imagine how stretched we are!!!

 Deepa from India :


I'll mail you Jenny/Ruth regarding this and it is pretty easy to set up and moderate which is why I was offering

 colleenlm :

Nyaradzai can't agree with you more on power of communications and importance. More strength to all communicators. Dear friends must run to a meeting. But will certainly be taking up all these suggestions on way forward. Great chat, great ideas! you have us all fired up. Good night India, good day to those still awake!

 jacqui :


**Maria you know in our radio women are working on the microphone and are also technicians**

 lydia12 :


Thank you everyone for the chat session. Thanks to the panelists for their input and to everyone else for all that you put into these chats. Some really good information, ideas and networking is coming up. From the facilitation side, I'm off now, but please carry on chatting.

 one :

In taking this forward, it will be great if we could have a commitment of the governments especially Ministries of Gender, Finance and Planning to be actively participating in the cyber dialogues. For Africa region, we could build this within the NEPAD programme and for UNIFEM in East Africa, I will be keen to mobilise IGAD, EAC and COMESA.

 mathee :

that is good jacqui, but we need more women in the media

 Deepa from India :

No problem Colleen, I'm ready to pitch in and also I feel I could get more people to be involved as many from here couldn't make it to this chat because of the time. But with an e-group, they can


 claudia :

For all It is with a great pleasure for me to read all the good things you write thanks bye


 mariasuarz :

In wrapping up, I'd like to thank all of you for sharing so many good strategies and ideas, for bringing your excitement and joy in doing what we all do to advance women's and people's rights, and for listening so keenly to each other and for staying connected to face the challenges ahead... La lucha continua...

colleenlm left the room.

 APC WNSP Erika : I like "one's" proposal to use ICTs in a visible monitoring capacity of MDG's, great! - but again there we are USING them to monitor and not monitoring

THEM in relation to MDG's, women's empowerment - the intersections of all ... I think for many of us this is implicit and we don't make it explicit, so media is still seen as a tool. But the way ICT is transforming seeing it as a tool isn't enough.

Deepa from India :

Claudia, I would need your email id.


one left the room.

ruth :


Ruth/Jenny one, the issues you are raising are very critical. Indeed the MDGs will only be achieved when the individuals and groups are able to communicate and learn from each other. I wish to thank you all of you for the great ideas. Have a wonderful day!

claudia :


claudineakakpo@yahoo.fr

Deepa from India :

Thanks Claudia, will mail you once I set it up.


mathee :

communication must be selected they cannot talk about things which are not interesting for example we have in Cameroon many programs on TV are not interesting


Deepa from India :

Like what Mathee??


Julie joined the room.

Deepa from India :

Hi Julie

mathee :

like moving groove and music program all the days

Deepa from India :

Is this a music channel Mathee or a regular one?

lindsayweir :

Mathee, I guess it depends on the degree of interactivity. We have lots of women's glossies as well as glossies for teens and tweens, and not much of a visible feminist press. It's easy to say that Filipina women can get influenced by what they read, and there are so many shampoo and skin whitening ads on TV, and the marketing of these products gets more absurd by the month. But there are women who are really dissatisfied with what they see and what they read, but there's not just one forum for it. Their dissent can be scattered all over the internet - in blogs or online journals. Feminist publications like, say, Women In Action seem more accessible to women involved in NGOs rather than to young women looking for something smart and substantial to read coz you can't pick it up in the bookstore - you have to order it from Isis. In order to create a feminist press, a person is better off publishing independently. Some young women have resorted to do-it-yourself cut-and-paste methods like zine-making. It's a practice that caught on in the US in line with a subculture/movement called riot grrrl. They write about issues that are important to them, some of them as personal as rape or harassment.