

Report of Workshop on Media Literacy and Leadership Training for Women in Politics in the Kinshasa from 27th to 28th June 2011

Synopsis/Background

Since 2009 to date the Mauritian Satellite Office of Gender Links has been facilitating workshops for women politicians/women political activists in Mauritius, Madagascar and the Democratic Republic of Congo. In Mauritius Gender Links trained women of the Executive Committee of the Labour Party and the Mouvement Militant Socialiste while in Madagascar Gender Links trained women who will stand as candidates for the next local elections.

The SADC Protocol on Gender and Development is one of the key guiding instruments used during these workshops. As the 28 articles of the Protocol are the gists of what these



women should know. The key provisions of the Protocol on the media and women in decision have been used extensively both in the training manuals and getting participants to interact with these provisions during these workshops.

Gender Links did these workshops prior to Presidential,

National and Local Elections to encourage women to stand as candidates and to become trainers so that other women are encouraged to stand as candidates.

A two day workshop in DRC was held at the Conference Room of Notre Dame de Fatima in Kinshasa. The workshop was held with the collaboration of UCOFEM. There were 32 participants including two males who were sent by their political party. In the afternoon of the second day of the workshop, 27 media practitioners (18 females and nine males) joined the group. There were 59 participants with on one side women political activists and on the other side media practitioners. The media has an important role to play in bringing gender issues to the forefront. Participants were able to critique the way the media presents them or send negative images on them.

Both groups had the opportunity of voicing their challenges/problems with either the media on one side or women politicians on the other side.

The radio being quite important for women politicians to get access to the media and as there were high profile media practitioners as well as high profile women politicians, GL quickly organised mock radio interviews.

Objectives

The Objectives of the workshop was to give skills to women political activists/women politicians to engage, understand, become familiar and develop their own skills to become good activists, good leaders and good Parliamentarians and Councillors. Participants mastered the following:

- Gendered dimensions of governance
- Gender concepts
- The provisions of the SADC Protocol on Gender and Development and how to apply them
- Access, participation and transformation in politics
- Media literacy and how to engage with the media
- Making voices of women count
- Building gender in campaigns
- Building relationship with the media
- Writing Profiles as well as Opinion and Commentary articles

Outputs

A French training manual was developed by the Mauritian Satellite Office of Gender Links using information from the one used in Mauritius as well statistics from the DRC GMPS and GIME. A fact sheet on women in politics in DRC is integrated in the manual. The Fact Sheet was distributed to participants.

The DRC SADC Leaflet in French

The Workshop

Participants were vocal on expressing their views how women are in subordinate position in DRC during the session of stereotypes and gender concepts.

On proverbs, languages, and advertisements, participants came up with a list of proverbs, songs, soap operas and advertisements that are downgrading to women. They also came up with a list of issues where women are more capable and do better than men.

Participants were unanimous in saying that in DRC strong messages are sent to please men and hence the downgrading and stereotyping of women. They found it unfortunate that women are not accessed to talk on hard news. It was important to do lots of sensitisation, awareness and educational campaigns for both women and men.

One group came up with a beautiful song that reinforced stereotype.

The following were raised during the session of Access, Participation and Transformation:

- Men are in decision making posts while women are given non important responsibilities
- Women are not encouraged to participate in discussion papers for the agendas but are asked to look after logistics that reinforce stereotypes and their roles in the family
- Women are very often not allowed to talk
- Women do not have the necessary experience
- Women very often cannot stay late at night
- There are more women who are illiterate than men
- Men control finance in political parties and it is difficult for women to get finance for campaigning
- Women sometimes oppresses other women



Participants staged a very good role play on women oppressing other women.

Report on transformative leadership, measuring change; feeling powerless and powerful yielded in good debates which saw the emergence of some women leaders

Exchanges between women politicians and media practitioners lead to concrete debates and a better relationship between women politicians and journalists. Journalists helped with mock radio interview so that participants could comment.

The High Authority of Media (HAM) gave guidelines on how to send complaints and how to write press release or letters to the editors

Outcomes/Conclusion

- Participants were given techniques on how to join politics
- Build relationships and networks to help women politicians
- Getting funding for campaigns.
- UCOFEM and women politicians will get their own funding to print GL training manual and do the training in other provinces of DRC

Since its collaboration with Gender Links in 2007, UCOFEM has done a lot regarding capacity building of media practitioners has continued the work of Gender Links in DRC.

- In 2009 UCOFEM got funding to do a four day training with community radios in the province of Bas Congo using the training manual Business Unusual.
- In 2010 UCOFEM got funding to help media belonging to the church to develop gender policies with the collaboration of "Agence de Presse Congolaise" and the organisation "If the Young knew". After the successful training in the media enterprises, UCOFEM trained students of three Universities using research done by Gender Links : Glass Ceiling and GMPS.

- During this year, 2011, UCOFEM got funding to start a project on gender, media and elections for journalists. This will be done with the collaboration of the National Electoral Commission (CENI)
- UCOFEM got funding from SIDA and DFID through International French Expertise to start a project on monitoring the media to compare the results of monitoring done by GL in DRC in 2007 and 2009.
- For all the training UCOFEM has used the techniques and skills gained by Gender Links and mentioned Gender Links in their project proposals.



Report of Workshop on Gender, Media and Elections from 28th to 29th June 2011

Synopsis/Background



Since 2010 to date the Mauritian Satellite Office of Gender Links has been facilitating workshops for civil society and media practitioners in Mauritius, Madagascar and the Democratic Republic of Congo. In Mauritius Gender Links trained more members of NGOs than media practitioners of the media workshop while in Madagascar and DRC the workshop was organised solely for media practitioners and High Authority of Media (HAM).

The SADC Protocol on Gender and Development is one of the key guiding instruments used during these workshops and especially the provision on the media.

Women's voices are at 19% in the DRC GMPS

The DRC could not organise local elections in 2006 but the National Electoral Commission (CENI) foresee that local elections will be held in March 2012. On the 9709 candidates for the general elections of 2006 only 1374 were women and there are 458 (92.6%) Male Parliamentarians compared to 42 (8.4%) Female Parliamentarians. On a total of 43 members of cabinet only 5 are women.

The media has, therefore, a role to play to sensitise the population on the SADC Protocol to reach the target of 50% women by 2015. Moreover the DRC has signed and ratified the Protocol.

A two day workshop in DRC was held at the Conference Room of Notre Dame de Fatima in Kinshasa. The workshop was held with the collaboration of UCOFEM. There were 28 participants including 18 females and two males. In the afternoon of the first day of the workshop there were 59 participants with on one side women political activists and on the other side media practitioners. The media has an important role to play in bringing gender issues to the forefront. Participants were able to critique the way the media presents women politicians or send negative images on them.

Both groups had the opportunity of voicing their challenges/problems with either the media on one side or women politicians on the other side.

The radio being quite important for women politicians to get access to the media and as there were high profile media practitioners as well as high profile women politicians, GL quickly organised mock radio interviews.



Objectives

The Objectives of the workshop were to:

- Identify key gender, elections and media gaps
- Empower media practitioners with skills to critically analyse the gendered dimension of stories
- Build relationships with women politicians
- Improve coverage from a gender perspective
- Story ideas for the elections – how to write differently and come up with good and innovative stories

Outputs

- A French training manual was developed by the Mauritian Satellite Office of Gender Links.
- The DRC SADC Leaflet in French
- Fact Sheet on politics in DRC
- GMPS and GIME Reports
- Opinion and Commentary leaflets

The Workshop

On the first day the exchanges of women politicians and media practitioners were very useful. Both groups exchanged addresses and telephone numbers.

It was pointed out that very often journalists ask personal and private questions to women while this is not the case for men.

Journalists on the other hand told women politicians that they must have a good marketing strategy and know how to market themselves.

The exercise of mock radio interviews has helped both women politicians and journalists to improve themselves

UCOFEM presented the findings of GMPS and IFASIC presented the GIME Reports.

It was highlighted that there were some confusion in the DRC report as compared to the regional report as the topics are not the same in graphs 2.1 and 2.2. There is Sports in the Regional Findings while Sports does not appear in the DRC report.

The concept of primary and secondary sources as well as single versus multiple sources had to be explained in details.

Concerns were raised that although girls comprise 80% of the student force of IFASIC there are not so many female journalists.

Participants did media monitoring and explained how the articles could have been written differently.

They were then divided in group to discuss on story ideas and to come up with new and creative story ideas from a gender perspective.

Outcomes/Conclusion

Participants came up with the following story ideas:

- A profile of a woman standing for presidential election
- An in-depth analysis of the economic aspect of the electoral campaign
- A feature on the campaigns of women's league during the elections
- Comparative analysis of statistics of women in elections for 2006 and 2011 to encourage women to stand as candidates
- Profile of a woman candidate focussing on the support of the family
- Vox pop on social issues/problems
- Interview of one male and one female candidates on their future plans for the society
- A feature of a female candidate on the difficulties for a women to campaign
- Interview of a female Director of campaign for a female candidate standing for Presidential election
- Interview of the female communication manager for a political party
- A feature of a voter after the speech of a candidate focussing on her expectations
- Electoral Law and women

Annex A
PROGRAMME – Atelier sur les femmes en politique et les médias
Kinshasa – 27 et 28 Juin 2011

JOUR/HEURE	ACTIVITE	QUI
Jour 1:		
8:30 – 9:00	Enregistrement	Anna\e Dorothee
9:00 – 9:30	Accueil et objectifs – Quiz de connaissance et d’attitude	Loga
9:15 – 10:15	Section 1: Concepts clés du genre - Sexe, genre, égalité du genre, stéréotypes - Exercice sur le genre	Loga
10:15 - 10:45	THE	
10.45 - 11:45	- Les stéréotypes - proverbes, chansons, soap opéras, publicités et monitoring des medias - Exercices sur les messages émis	Tous
11.45 – 12.00	Cas d’étude	Tous
12.00- 12.30	Section 2: Protocole de la SADC sur le genre et le développement - Protocole quiz - SADC DVD	Tous
12.30 – 13.00	Exercice sur le protocole de la SADC – Travail de groupe	Tous
13:15 - 14:00	DEJEUNER	
14.00 – 14.15	Section 3: Ou en sont les femmes en politique en RDC? Pourquoi est-ce important ? - Fiche d’information	Dorothee
14.15 – 15.15	Section 4: Accès, participation et transformation – Pourquoi les femmes sont en dehors de la politique et pourquoi ? <i>Travail de groupe</i>	Tous
15.15 – 16.15	Compte rendu	
Jour 2 :		
8.30 – 9.00	Récapitulatif	
9.00 - 10.30	Intégration du genre dans les campagnes	Tous
10.30 – 11.00	THE	
11.00 – 13.00	Mesurer le changement – Remplir les cartes de pointages sur la sensibilité du genre au niveau des conseils locaux Compte rendu des campagnes – Simulation des campagnes	Tous
13.00 – 14.00	Déjeuner	
APRES MIDI		
Arrivée des participants de l’atelier Genre, médias et élections		
14.00 - 15.00	Section 5: Compétences en communication et stratégies Ou sont les femmes en politique dans les articles – Monitoring	Tous

JOUR/HEURE	ACTIVITE	QUI
	<ul style="list-style-type: none"> - Voix manquantes - Stéréotypes subtiles - Stéréotypes flagrants 	
15.00 16.00	Relation avec les medias; Les politiciennes parlent de leurs expériences avec la presse Rédiger des communiqués de presse, des lettres de plaintes et des lettres aux éditeurs	Tous
16:00 – 16.30	Ecrivez votre propre profile	Tous
16.30 – 16.45	Lancement du GL @ Ten – Giant Footprint	Loga
16.45 - 18.30	Le grand débat – Quotas pour les femmes	Politiciens Chair - Dorothée

Annex C

WORKSHOP EVALUATION FORM

WORKSHOP WOMEN IN POLITICS Kinshasa – DRC, 27th to 28th June 2011

WORKSHOP EVALUATION	EXCELLENT	GOOD	FAIR	POOR	VERY POOR
1. PROGRAMME DESIGN	11	6	2	0	0
2. PROGRAMME CONTENT	8	6	3	0	0
3. DOCUMENTATION	6	7	4	1	0
4. FACILITATION	12	4	1	0	0
5. GROUP WORK	8	9	1	0	0
6. OUTPUTS	2	10	4	0	0
7. OUTCOMES AND FOLLOW UP PLANS	0	10	2	0	0
8. LEARNING OPPORTUNITY	6	8	2	1	0
9. NETWORKING OPPORTUNITY	3	7	2	4	0
10. ADMINISTRATIVE ARRANGEMENTS	7	9	1	0	0

Comments

1. Which session did you find most useful? Why?

- First session this included the awakening of women, their capacity to come out of their stagnation.
- SADC Protocol- information about how the SADC countries and how they support and value women in politics.
- Oppression and transformation, power and helplessness; I felt concerned by this particular session as it applied to me.
- Communication and Strategy session
- Group Work

2. Which session did you find least useful? Why?

- Session 1 on the concepts of gender because I have already attended various workshops on the subject.

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

- By sharing it with other women in my surrounding, by encouraging them towards workshops based on the issue.
- By sharing it with my political party.
- By sharing it with the organisations I am responsible for.
- Broaden my knowledge on the issue concerning motivating women into entering politics.
- Trying to obtain a partnership with the media to make people aware of the issue.

Any other comments

- The duration of the workshop was not enough. There must have been a larger mobilization of women so that they are able to wake up and banish this complex of inferiority among them.
- This kind of workshop should be organised more often. The method used, that is inciting people to participate rather than just listening like in exposition, was excellent as we could follow the whole workshop without being tired.
- It is interesting that Gender Links has taken the initiative in doing such a program as it encourages women to move forward.
- The workshop is of prime importance for the promotion of Women's Rights. Women will appreciate that they have their say in decision making.
- Control the voicing of opinions as there are other people waiting to express their own opinions.

Annex D**GENDER, POLITICS AND THE MEDIA WORKSHOP**Date: **Wednesday 29th June**

Venue:

Time: **08.30-18.30**

TIME	ACTIVITY	SPEAKER / FACILITATOR
08.30-09.00	Registration	Dorothee
09.00-09.05	Introduction	Loga Virahsawmy
9.05 – 9.30	GMPS Findings	Loga Virahsawmy
9.30 – 9.45	GIME Findings	Obul O’Kwess
9.45 – 10.00	Gender, Media, Diversity and Change DVD	Film
10.00 – 10.30	Discussions	All
10.30-11.00	Tea	
11.00-12.30	Women and men through the eyes of the media – monitoring exercise	All
12.30-13.00	Report back	All
13.00-14.00	Lunch	
14.00-15.00	Group work on ideas for stories – finding gender angles	All
15.00-15.30	Report Back	
15.30 - 16.00	Service de Commentaires et d’Opinions de Gender Links	
16.00 – 17.00	Great Debate – Gender and Press Freedom	Loga Virahsawmy

Annex E

WORKSHOP EVALUATION FORM **Workshop Gender, Politics and the Media** **Kinshasa – DRC – 28th to 29th June 2011**

WORKSHOP EVALUATION	EXCELLENT	GOOD	FAIR	POOR	VERY POOR
1. PROGRAMME DESIGN	7	10	0	0	0
2. PROGRAMME CONTENT	3	10	2	1	0
3. DOCUMENTATION	2	13	3	1	0
4. FACILITATION	5	12	2	0	0
5. GROUP WORK	6	10	1	0	0
6. OUTPUTS	1	15	0	0	0
7. OUTCOMES AND FOLLOW UP PLANS	4	5	4	0	0
8. LEARNING OPPORTUNITY	7	5	2	0	0
9. NETWORKING OPPORTUNITY	5	5	2	1	0
10. ADMINISTRATIVE ARRANGEMENTS	1	9	7	0	0

Comments

4. Which session did you find most useful? Why?

- All the sessions because through them my knowledge has broaden.
- The session whereby the film « L'évolution du genre dans les pays de la SADC » and the exercises given to us.
- All sessions because they will be useful to me while approaching youngsters as a journaliste.
- The session on women and men in media and especially the monitoring exercise.
- The one on story ideas since it was very useful for the journalist during the electoral period.
- The comments concerning the results for the monitoring of the GMPS.
- The group work we did on article analysis and report subject during the campaign.

5. Which session did you find least useful? Why?

- a. None of them.
- b. The one on story ideas.
- c. The presentation of study results because the aims were not clearly explained to me.

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

- a.** By implementing my newly acquired knowledge in my daily working life.
- b.** Write and subsequently publish an article on the workshop.
- c.** Share the knowledge I have acquired with my husband and kids.
- d.** Try to apply what I have learned in most of the tasks that I do.
- e.** Share it with my other female journalist colleagues.
- f.** In my everyday work, in my articles and reports in order to create an equilibrium in my writings.
- g.** By writing more articles on women during the electoral campaign.
- h.** By trying to reproduce what I have learned in my articles.

Any other comments

- Very satisfied.
- Do more workshops and have the participation of more journalists and set up a projet on Gender to be implemented in Congolese universities.
- Thanks for the training which helped me to widen my knowledge.
- UCOFEM should continue such types of training so as to prevent journalists from forgetting the concept of gender.
- A nice experience which should be repeated.
- Such type of workshops should continue even during non electoral periods for the formation of women in all domains.
- I wish that UCOFEM pursues its actions in the educational field.
- The activities proposed by Gender Links will always be welcomed.