

“Women: occupy the media!” (WOM) project

*

PIWA 3rd Quarterly Report

Period: July-September 2018

Countries: Senegal, Mali, Niger, Côte d’Ivoire



November 20th, 2018

Table of Contents

INTRODUCTION	3
CONTEXT	4
PROGRESS IN THE PROJECT IMPLEMENTATION	5
1.1 OUTCOME 1. JOURNALISTS AND MEDIA PRACTITIONERS CAPACITY BUILDING	5
1.1.1 OUTCOME 1.1. THE CAPACITIES AND AWARENESS OF JOURNALISTS AND KEY MEDIA PRACTITIONERS ON GENDER-SENSITIVE JOURNALISM AND WOMEN'S RIGHTS HAVE IMPROVED	5
1.1.2 OUTCOMES 1.2. THEMATIC AND TECHNICAL RESOURCES AND TOOLS ABOUT WOMEN'S RIGHT AND GENDER JOURNALISM ARE AVAILABLE ON LINE, BROADLY ACCESSIBLE, AND USED BY JOURNALISTS ON THE 4 COUNTRIES.	11
1.1.3 OUTCOME 1.3. MEDIA REGULATIONS AND POLICIES ARE REVIEWED TO INCORPORATE A GENDER EQUALITY PERSPECTIVE IN MEDIA INSTITUTIONS, POLICIES AND PRACTICES	11
1.2 OUTCOME 2. CAPACITY-BUILDING OF WRCSOs TO USE TRADITIONAL AND SOCIAL MEDIA	13
1.2.1 OUTCOME 2.1. WOMEN CIVIL SOCIETY'S CAPACITIES TO EFFECTIVELY USE TRADITIONAL AND/OR NEW MEDIA TO VOICE THEIR CONCERNS, MONITOR VIOLENCE, AND POTENTIATE THEIR ADVOCACY WORK REGARDING WOMEN'S RIGHTS IS STRENGTHENED	13
1.2.2 OUTCOME 2.2. IN SENEGAL AND ONE OF THE OTHER COUNTRIES OF THE INTERVENTION, HIGH SCHOOL TEENAGERS ARE MEDIA AND E-LITERATE, AND USE THE MEDIA TO VOICE THEIR CONCERNS IN THE PUBLIC AND MEDIA SPACE, ESPECIALLY REGARDING GENDER-BASED VIOLENCE AND WOMEN'S POLITICAL REPRESENTATION	28
1.2.3 OUTCOME 2.3. WOMEN CIVIL SOCIETY ORGANIZATIONS INTERACT WITH PROFESSIONAL MEDIA TO PROMOTE A BETTER COVERAGE OF ISSUES RELATED TO WOMEN'S RIGHTS, ESPECIALLY TO WOMEN'S PARTICIPATION VIOLENCE WOMEN	29
1.3 OUTCOME 3. CONVERSATION BETWEEN WOMEN CSOs AND THE MEDIA ON THE VIOLENCE AGAINST WOMEN	33
1.3.1 OUTCOME 3.1. OPEN, TOLERANT AND INFORMED DIALOGUES BETWEEN WOMEN CIVIL SOCIETY AND MODERATE RELIGIOUS LEADERS TAKE PLACE IN THE MEDIA AND THE PUBLIC SPHERE ON WOMEN'S RIGHTS, IN PARTICULAR ON WOMEN'S POLITICAL PARTICIPATION AND VIOLENCE AGAINST WOMEN	33
CONCLUSIONS	34

Introduction

The third quarter laid emphasis on the momentum gained during the previous period, particularly in Senegal, Mali and Côte d'Ivoire, to further and extend the project activities, mainly its first two outcomes, in the four countries of implementation. One of the most notable achievements of the quarter is the successful implementation of many activities relating to the first outcome in Niger, thus overcoming the obstacles that prevented the project to be satisfactorily carried out beforehand.

As regards **the activities carried out in the framework of the first outcome of the project (OC 1)**, the training of the mainstream and local media have been completed in all countries of the project, except for local media in Niger (set for the fourth quarter). Alongside the training of journalists, the project work closely with editors-in-chief and publication managers in order to foster their ownership regarding gender-sensitive journalism and lift their resistance to gender-sensitive contents. The immediate results of the activities are stimulating: 16 journalists were trained on gender-sensitive journalism, on gender issues and on specific production techniques; 15 editors-in-chief were sensitized in Niger and Mali on gender-sensitive journalism. As a result, 10 articles were published (in Senegal and Niger). Furthermore, 24 radio journalists received a training have benefitted from the issue-related training modules, radio production formats and gender-sensitive journalism in Côte d'Ivoire.

Regarding the OC 2, 42 Women Civil Society Organizations (WSCO) members were trained either on the use of social media (Côte d'Ivoire and Mali) or of traditional media to amplify their voices, and produce contents that could be relayed by the media. In Senegal, the training coincided with a large mobilization against domestic violence organized by WSCOs (in reaction to the insensitive media coverage of the case of a young woman beaten up by her husband). As a result, the beneficiaries could immediately apply the techniques learned to a real situation. Beyond the numbers, the evaluation of workshops showed tangible impact on beneficiaries. During the third quarter, Senegal WOM Observatory was active analyzing the trained journalists' productions, and engaging in dialogues with the media institutions on gender-sensitive journalism.

As far as the OC 3 is concerned, the themes and the modalities of a political dialogue between the media and WSCOs on the one hand, and the decisions makers and/or the opinions leaders on the other hand, have been clarified in the light of discussions within the Observatories, and with local WOM coordinators and key partners. In Mali and Niger, the stakeholders will tackle the effects of violent extremism on women's rights, particularly the direct physical violence exerted on women in affected areas and the indirect effects brought about by government's moves to address such a violence. In Senegal, the dialogue will aim at gender-sensitive media policy and regulatory mechanisms. In Côte d'Ivoire, the debate will focus on parity between men and women in political participation.

Context

The global context in the four countries attested to the relevance and importance of the project.

In Côte d'Ivoire, activities focus on women participation in the local elections held October. Women stood for tiny portion of the candidates whilst they represent a big share of the electoral roll. This situation attests of the relevance of WOM thematic priorities.

In Mali, violent extremism continue to wreak havoc in the northern part of the country, and women continue to pay a heavy price to the unrest. The situation is more dramatic as the media shy from raising the violations of women's rights, either by the extremists and the military.

In Niger, the violent extremism affects Diffa and Tilabery, two regions specifically targeted by WOM Project. During the period under review, girls were abducted by the extremists or organized criminal organizations.

In Senegal, the Project promptly reacted to a resonated case of domestic violence that occurred in Touba (second most populated city in Senegal) that was widely covered by traditional and social media. Along with other civil society actors, PIWA representatives took part in a march to express their disapproval of domestic violence and overall gender-based violence, and to call out the subsequent coverage of the case by some media outlets. WOM's network of WCSOs also mobilized and covered the event via the social media with interesting results: more than 79,000 people were reached on Twitter, and Facebook posts gathered almost 12,000 views. Furthermore, PIWA initiated a dialogue with the media institutions (including the representative of the self-regulatory body - Committee for the Observance of Professional Code of Ethics) and the WCSO within the national "Femomedia" Observatory to discuss and analyze the insensitive manner in which some media covered this case.

During the third quarter, the implementation of the planned activities suffered from some hindrances, both external (the economic climate that slowed down the production of media contents), and internal (human resources constraints). Strategies are being developed to address these challenges in the upcoming quarter.

Progress in the project implementation

1.1 Outcome 1. Journalists and media practitioners capacity building

Outcome 1. In Senegal, Mali, Niger and Côte d'Ivoire, the inclusion of gender and women's rights perspective in media contents and institutional policies and practices has improved, through an increased capacity and awareness of journalists and key media practitioners, and the review of medial legal regulations and policies

1.1.1 Outcome 1.1. The capacities and awareness of journalists and key media practitioners on gender-sensitive journalism and women's rights have improved

Outcome	Indicators	2018 target	Results July-September 2018	Accumulative results Jan-September 2018
Outcome 1.1.	1.1.1. By 2020, number of (urban and local) journalists and other media professionals successfully trained on gender-sensitive journalism (knowledgeable of international and national norms on women's rights, able to identify bias and stereotypes in the media, aware of their own prejudice and bias) by PANOS and its partners in each country of the intervention	(1.1.1.1) 4 mentors (one in each country) are trained in gender sensitive journalism, women's rights and coaching	Niger. 2 mentors were appointed	6 mentors were appointed and trained to coach the journalists
		(1.1.1.2) 32 journalists from mainstream media (8 per country) are trained on gender sensitive journalism through a mentoring system	Niger: 9 journalists trained	28 journalists for mainstream media (out of which 71,43% are women) have been successfully trained on gender sensitive journalism
		80 media practitioners (20 per country) have a better understanding of gender-sensitive journalism	Niger: 7 editors in chief have a better understanding of gender-sensitive journalism	21 editors in chief have a better understanding of gender-sensitive journalism
		(1.1.1.3) 64 media productions on gender issues are produced and published	Senegal: 2 articles written and published Mali: 1 article written and published	14 media productions have been produced and diffused.
		(1.1.1.4) 12 best journalists (1 in each country) are awarded with a National Prize for covering women's rights issues		The prize will be organized and awarded during the fourth quarter
		(1.1.2.1) 24 pole radios journalists (6 per country) are trained on gender sensitive journalism	CI: 6 pole radios journalists were trained on gender sensitive journalism	24 community radio journalists (from pole radios) were trained on gender-sensitive journalism

		20 radio magazines produced	CI : 2 magazines were produced by the trained journalists on women political participation	8 magazines were produced by the pole radio on women's concerns and rights.
		20 radio debates		
		(1.1.2.2) 72 (18/country) journalists of sister radio stations are trained on VAW and PoPa issues.	CI: 18 radio sisters journalists were trained on gender-sensitive journalism	54 journalists of sister radio stations trained on VAW and PoPa issues
		72 debates were organized		
		50 CBO radio-club feedbacks		
	1.1.2. By 2020, number of journalists and other media practitioners active members of a regional network of gender-sensitive journalism		Before organizing a regional network, the trainers have organized Whatsapp groups in order for the journalists to exchange contacts, tips, or advices.	

1.1.1.1 Capacity-building of mainstream media journalists

The journalist school EJICOM (*Ecole Supérieure de Journalisme, des Métiers de l'Internet de la Communication*) conducted the training activities in Senegal, Mali and Niger.

- **Activity 1: Senegal: Evaluation of articles produced by trained journalists under the supervision of mentors**

During this third quarter, two journalists of the trained cohort were able to produce and published their report: Radio Futurs Medias (RFM) broadcasted a report on "*Women's political participation in Touba*"¹ from Ana Rocha. The newspaper Le Quotidien published an article on "*Ministerial positions never occupied by women*" from Khady Sonko. These productions were realized under the supervision of a mentor. The other journalists could not produce for personal reasons. However, the production process is underway, and will be finalized and published during the next quarter.

The Senegal Observatory reviewed the quality of the two articles, and noted a clear improvement in term of relevance and source.

¹ This 20 minute-long report was broadcasted again by RFM in October, right just before the religious pilgrimage to Touba. RFM is the first private radio in Senegal (with a penetration of 17,7% in the public in general, 68% among the 15 years-old and + listeners).

- **Activity 2: Mali: production of media articles by trained journalists supervised by mentors**

For this quarter in Mali, two productions expected from the trained journalists were realized. However, only one from Aly Ousmane Sarre on the "*Early marriage: girls married too early, girls deprived of schooling*" was published on the www.lemalien.com and is available on the link: <https://lemalien.com/2018/09/12/mariage-precoce-filles-mariees-trop-tot-filles-privees-de-scolarite/> The second one, a TV report directed by Farima Grace from Africable, is being edited to be soon broadcasted.

- **Activity 3. Niger: Training of mainstream media journalists on gender-sensitive journalism, violence against women and the production of gender-sensitive content**

PANOS contracted the school E-JICOM to train the mainstream media journalists in Niger. The training workshop was held in Niamey from September 17 to 21 2018, and was aimed at strengthening the capacities of the selected journalists. The thematic training focused on the effects of violent extremism on women rights in Niger. Nine journalists (from TV, radio and written press), from Niamey region (5 women and 4 men) took part in this training:

- Television : Bonferey Radio TV, Niger 24, ORTN
- Radio : Studio-Kalangou
- Written Press : Ecllosion, Griffes, Voix du Peuple

The main trainer clarified key concepts, the treatment of the gender issue by the Nigerian media, violent extremism in the socio-political context of Niger. The experts spoke about legal aspects: legislative and regulatory provisions relating to the repression of violence against women and initiatives currently under way for victims of violence.

Sessions on journalistic techniques focused mainly recalling different formats of journalism, and insisting on key principles of gender-sensitive reporting, sources, and so on. The workshop was also an opportunity to introduce participants to fact checking.

A roundtable was organized with 16 members of CSO (Civil Society Organizations) partners of PIWA. It allowed CSOs and journalists to exchange views on media coverage of women's rights.

Results:

The "pre-workshop" questionnaire showed that 70% of the participant journalists had never received gender training. Following the workshop, 90% of them were able to give a correct definition of gender. Their knowledge of law and policies regarding women's rights also improved during the workshop.

Difficulties:

The socio-political context and the media environment posed some difficulties to conduct the activity:

- The call for applications was launched through several relays in Niger (03 September 2018) and relaunched (11 September 2018), due to the lack of sufficient applications.

Despite all this, it was impossible to reach the desired number of participants (only 8 participated for 12 targeted).

- E-JICOM had to expressly ask the Editor-in-Chief of Studio Kalangou to recommend two female journalists to reach the desired number of women journalists, and have a relative gender balance.
- The instability of the media and the journalists themselves is also a challenge in Niger. Journalists who applied on behalf of a newspaper organization decided, during the workshop, to publish in another media. For example, Le Matinal reporter will publish in the Claw. Since the Voice of the People is not regular, the journalist who applied for the newspaper promised to publish in another body with the help of the mentor.
- One journalist asked for extra time after the workshop. The request was refused and two journalists were asked to volunteer for the subjects she had chosen in order to reach the production quota required for Niger.

1.1.1.2 Awareness-raising for editors-in-chief

- **Activity 1. Niger: Awareness-raising workshop for editors-in-chief**

The objective of this activity was to discuss and exchange with the media executives whose journalists were selected for the training on gender sensitive journalism, and raise their awareness on media coverage of women's rights. It was also aimed at facilitating their participation in the project. The presentations of the experts allowed the media managers to understand the socio-political context and to acquire knowledge about the legal aspects of women's rights: legislative and regulatory provisions relating to the repression of the violence against women but also on the existing initiatives to attend victims.

The workshop was organized from September 24 to 25 2018, and counted with the participation of 9 editors in chief, 7 editors and 2 speakers. The participants were all male.

Results

Pre-workshop questionnaire filled by the participants show that 50% of the editors-in-chief had never received gender training. Regarding gender mainstreaming in Nigerian newsrooms, unanimous answer by participants indicated that media in Niger are not gendered.

1.1.1.3 Training of community radios

- **Activity 1: Côte d'Ivoire: Training of representatives of 6 radio poles and 18 radios sisters on gender-sensitive journalism**

The workshop follows the training of radio stations, whose aim was to strengthen the capacity of community radios to produce gender-sensitive radio content. The workshop was held from July 17 to 19, 2018 in Yamoussoukro, Côte d'Ivoire, and mobilized 24 representatives (of whom 37.5% were women and 62.5% men) from 24 community radio stations of 6 major regions of Côte d'Ivoire.

The following table shows the radios that were represented at the training:

RADIOS POLES	RADIOS sisters
SUD 1. Radio Fraternité, Yopougon, Abidjan	7. Paix Sanwi (Aboisso) 8. Radio Sikensi 9. Radio ATM Port-Bouet (Abidjan)
CENTRE 2. La Voix des Lacs, Yamoussoukro	10. Radio Saphir, (Bouaké) 11. Radio Iffou (Daoukro) 12. Radio Pulsar, (Katiola)
CENTRE –OUEST, SUD-OUEST 3. Radio Tchtrato (Daloa)	13. Radio Prestige (Gagnoa) 14. Sud Bandama FM (Divo) 15. Boya FM, (San Pedro)
EST / NORD-EST 4. Radio Zanzan (Bondoukou)	16. Radio Bradrè (Koun-Fao) 17. Radio Bouna (Bouna) 18. Radio Agnia (Abengourou)
OUEST 5. Man FM (Man)	19. Radio Etoile (Danané) 20. Radio La Voix du Guémon (Duekoué) 21. Radio Régionale du Cavally (Guiglo)
NORD / NORD-OUEST 6. Radio Satellite (Korhogo)	22. Radio Kabadougou (Odienné) 23. Radio la Voix du Béré (Mankono) 24. La Voix de la Bagoué (Boundiali)

These radios were chosen according to the following criteria: the radios must

- Cover most cities in their home region
- Have an estimated potential audience.
- Have experience in running a listening club (Citizen Radio Club)
- Have experience on the theme of women's rights,
- Have experience of working with grass-root organizations (ODB)
- Have networking capabilities
- Have experience in organizing debates

The thematic sessions of this training were led by a female gender expert. These sessions focused on: (1) the different forms of violence against women, and gender-based violence; and (2) women political participation. The technical sessions were led by a media expert in gender-sensitive journalism. The

modules of these sessions focused on (1) gender-sensitive journalism, and (2) radio debates production techniques.

Results:

In the aftermath of this training, it was noted that the participants did not only gain a better understanding of the project, and developed their interest in the project activities; it was also noted an improvement of their knowledge on the issue of women's rights in Côte d'Ivoire, and their capacity to animate the radio debates. In fact, the analysis of participants' thematic knowledge assessment results before and after the training revealed that, before the training, 54% of participants had average knowledge on the theme of women's rights; but with training, this score raised to 92%.

"Thanks to the training, I master the definition and the different stages of the radio debate. "

"The training gave me a better idea of the gender aspect and the low representation of women in public institutions"

On the technical level, the practical exercises organized in working groups were the opportunity for the participants to train with other learners, to practice the preparation and the animation of a radio debate on "the citizen participation of women in Côte d'Ivoire" and/or "violence against women in Côte d'Ivoire." It emerged from this exercise that all the participants understood the techniques of producing radio debates, even if there was some confusion with the "round tables" among some journalists.

In addition, this workshop helped to create and strengthen a collaborative links between the community radios stations represented, which should go towards the establishment of a "network of radios in the north of Côte d'Ivoire sensitive to gender."

Lessons:

- The theme "gender-sensitive journalism" was new to the participants, who recommended that this training be extended to all local radio stations in Côte d'Ivoire.
- **Activity 2: Côte d'Ivoire: Production of 2 magazines by trained local radio pole representatives**

Following the training workshop for local radio officials and journalists/facilitators, and a coordination meeting with the radio poles and radio sisters involved in WOM project in Côte d'Ivoire (on July 19th, 2018), the magazine production phase was launched on July 20th, 2018.

The production of radio programs was based on a calendar defined during the training workshop of the radios poles, in the presence of the radios managers.

Results:

02 magazines were produced on the following topics:

MAN FM « *Women and entrepreneurship* »

MAN FM « *Women and the right to vote* »

1.1.2 Outcomes 1.2. Thematic and technical resources and tools about women's right and gender journalism are available on line, broadly accessible, and used by journalists on the 4 countries.

Outcome	Indicators	2018 target	Results July-September 2018	Accumulative results Jan-September 2018
Outcome 1.2.	1.2.1. By 2020, an operational platform on resources regarding gender-sensitive journalism is available to and used by media practitioners in the four countries of the intervention	Thematic resources are available online for journalists in order for them to better document their investigations (contextualization; increased balance of WCSO sources of information)	In Senegal National directory of WCSOs has been launched	
		Technical tools for journalists are available for the media supported by WOM and also for the wide media community and especially the media houses candidating for the Femomedia National Prize.		
	1.2.2. Manuals on gender-sensitive journalism produced	1 country baseline study (4 countries) on "Media institutions policies" about media contents related to gender issues (In total 4 studies)	Baseline study launched	

1.1.2.1 Country Baseline Study on "Media institution" about media contents related to gender issues

During this quarter, the investigation on gender in media institutions was launched. A senior consultant and national investigator were appointed to conduct surveys in media institutions following the methodology previously defined in the terms of reference. The first results of this survey are expected for the fourth quarter.

1.1.3 Outcome 1.3. Media regulations and policies are reviewed to incorporate a gender equality perspective in media institutions, policies and practices

Outcome	Indicators	2018 target	Results July-September 2018	Accumulative results Jan-September 2018
Outcome 1.3.	1.3.1. By 2020, number and profile of media practitioners in each country of the intervention that were sensitized on gender-sensitive journalism (including participation of women in the media, and coverage of	In each of the 4 countries, 4-6 key medias institutions (Ministry, regulatory and self-regulatory bodies, umbrella media professional organizations) are engaged in regular concertation to	Senegal - 1 sectorial meeting 1 key media institution : APPEL	1 sectorial meeting 1 key media institution

	women's rights by the media)	propose and experiment new standards (e.g.: Charters) and mechanisms (e.g.: co-regulation) to regulate the media contents related to gender issues and women's rights.		
--	------------------------------	--	--	--

- **Activity 1: Senegal: Sectorial meeting between National WOM Observatory and media institutions: Meeting with Association des Professionnels de la Presse en Ligne (APPEL)**

The meeting was part of the awareness raising activities directed at media institutions and carried out by the Senegal Observatory “Femmes et Médias.” The objective of this line of activities is to encourage the inclusion gender sensitive journalism in media institutions policies and practices.

The meeting was held on September 6, 2018 at the headquarters of APPEL, the association of media professionals of on-line press. It gathered 10 members of APPEL and 2 representatives of the Observatory.

Results:

Some concrete results were obtained during the encounter:

- A better understanding of WOM and the strategy of awareness of the media institutions by the members of APPEL;
- The inclusion of women's rights in the monitoring of elections was selected as a flagship action between the Observatory and APPEL;
- Areas of intervention to achieve the objective were identified, namely:
 - Track female candidates and produce content around their program and campaign
 - Analyse the place of women in the different programs of candidates
 - Question the determinants of the choice of candidates by women
 - Engage more women journalists in monitoring coverage
 - Use the analysis grid for correction of content by members of the central editorial staff before publication in the platform.
 - Train the central editorial staff (composed of the heads of the APPEL members' editorial boards) and the journalists (correspondents) on the consideration of women's rights in the production of content and the use of the analysis grid of the productions.

1.2 Outcome 2. Capacity-building of WRCSOs to use traditional and social media

Outcome 2. In Senegal, Niger and Côte d'Ivoire, women civil society organizations and teenage women effectively use citizen media, and interact with professional media to promote and defend women's rights, in particular with regards to women political participation and violence against women

1.2.1 Outcome 2.1. Women civil society's capacities to effectively use traditional and/or new media to voice their concerns, monitor violence, and potentiate their advocacy work regarding women's rights is strengthened

Outcome	Indicators	2018 target	Results July-September 2018	Accumulative results Jan-September 2018
Outcome 2.1.	2.1.1. By 2020, in each country, number of women's rights organizations that had one or several of their staff successfully trained to use traditional and/or new media to voice their recommendations, concerns, and opinions regarding women's rights	(2.1.1.1) 40 to 60 (10 to 15 in each country) main national WCSOs are trained to use social media for their respective and corporative work Videos produced and disseminated 1 live tweet in each country produced 10 press book in each country	Côte d'Ivoire: 14 WCSOs trained on the use of social media Niger: 14 WCSOs trained on the use of social media Côte d'Ivoire: 14 videos produced on women's right Niger: 4 Video produced on violent extremism Mali: 3 video produced on violent extremism Senegal: 31 video produced on violence against women Niger: 4 tweets alerts produced on twitter Senegal: 9 tweets alerts produced on twitter Côte d'Ivoire: 9 tweets alerts produced on twitter Senegal - 1 press book with 10 media articles	57 WRCSOs trained on the use of social media 67 videos produced for social media on women's rights 23 tweets alerts produced on twitter 1 pressbook with 10 media articles

	(2.1.1.2) 96 WCBOs are able to participate in radio debates organized by local radios	Senegal: 18 WCBOs were trained on traditional media use and participation in radio debates	42 WCBOs trained to participate in radio debates organized by local radios
	96 radio-clubs are animated by the WCBOs	Senegal: 4 CSOs took part in TV debates on female domestic violence in Senegal	4 CSOs took part in media mainstream debates
2.1.2. By 2020, number women's rights organizations in each country that have established and implemented an effective communication strategy			

1.2.1.1 Training of WCSOs on social media

- **Activity 1: Côte d'Ivoire: Training workshop for 14 WCSOs on the use of social media and production of videos**

The training workshop took place from August 1st to 4th, 2018 in Abidjan, Côte d'Ivoire. It mobilized 14 representatives (64% women and 36% men) from 14 CSOs, all from Abidjan. The participants were communication officers (57%) or program officers (43%) from their respective organizations, with an average age of 35 years. The following organizations were represented:

ATTENDED ORGANIZATIONS
Réseau Ivoirien des Jeunes Leaders pour l'Intégrité (RIJLI)
Convention de la Société Civile Ivoirienne (CSCI)
Réseau Acteurs Ivoiriens des Droits de l'Homme (RAIDH)
Observatoire Ivoirien des Droits de l'Homme (OIDH)
Organisation Femme en Action de Côte d'Ivoire (OFACI)
Réseau paix et Sécurité des Femmes de l'Espace CEDEAO- Côte d'Ivoire (REPSFECO-CI)
Association des Femmes Juristes de Côte D'Ivoire (AFJCI)
Citoyen Participation (CIVIS-CI) *CIVIS=Citoyen en Latin
Africa Global International (AGI)
West African Network for Peacebuilding Côte d'Ivoire (WANEP CI)
Organisation Nationale pour l'enfant la femme et la famille (ONEF)
Women in Law and Development in Africa – Côte d'Ivoire (WILDAF-CI)
Centre Féminin pour la Démocratie et les Droits Humains en Côte d'Ivoire (CEFCEI)
Plateforme des Femmes pour Gagner (PFG)

As in previous trainings in other countries, the aim of the training was to strengthen WCSOs capacity to use social media (mainly Facebook, Twitter and WhatsApp) to communicate, and equip them with quality video production techniques using a Smartphone.

On Facebook, trainees understood how to create pages for their organizations, to secure them, to Facelive, structure content (text, photos and video) using slogans writing techniques. Tweeter's potential as a toll for advocacy purposes, targeting politicians and journalists, was highlighted to participants, who learned how to create an account, make LiveVideo (Periscope) and use hash labels.

On WhatsApp, the creation of a thematic group served as a basis for the distribution of content (photos, videos). Most of the time was devoted to video production through video messaging training (structure, length, framing, effective sound recording techniques, etc.)

These communication technics will allow WCSOs to better address the issues related to women's rights in Côte d'Ivoire, in particular the political and institutional framework for the protection of women's rights and women's political participation; the issue of "young girls and political participation", particularly in the governing bodies of political parties; and the political participation of women in elected assemblies (law on parity)

Results:

In order to measure the level of knowledge of learners on both social media and the issue of women's rights in Côte d'Ivoire, an evaluation questionnaire was administered before and after the training. The results show a marked improvement in their knowledge and skills.

Specifically, at the thematic level, there was an improvement in participants' knowledge: final score of 6.8/10 at the end of the training, against 4.1/10 at the beginning of the training.

On the technical side, there was a considerable increase in participants' skills: a 74% knowledge at the end of the training, compared to the baseline situation, which was 47%.

A technical analysis of the productions made during the training based on a scoring grid, and combining both thematic and technical knowledge of the WCOs, revealed an overall average score of 2.7/5, considered satisfactory for a cohort of people who were exercising for the first time.

In addition to these performance indicators, the following results were obtained:

- Creation and animation of 13 Facebook and twitter pages;
- Creation of one Facebook group : "Femmes, Occupez les Médias CI";
- Creation for advocacy on social networks of a hashtag specific to Côte d'Ivoire #ouestlaloisurlaparite;
- Setting up a tackforce to refine the advocacy strategy;
- Production of videos by groups of participants, and then publication on Twitter;
- Creation of one WhatsApp group, bringing together the 14 CSOs, the trainer and the consultant to maintain a framework for exchanges;
- Production of Alerts on women's political participation on Twitter.

Lessons:

Thematic training proved necessary and indispensable before technical and practical training on the strategic use of social media for women, since some participants were discovering or participating for the first time in a training on gender and on the theme related to women's political participation in Côte d'Ivoire.

The work and productions in groups enabled the civil society organizations to develop a team spirit in an effective synergistic approach

The time allocated in the agenda for personalized support to beneficiaries was beneficial for them to solve the problems they encountered using social media.

- **Activity 2: Niger: Training workshop for 14 WRCSOs on the use of social media and video production**

Held from September 11th to 14th 2018 in Niamey, Niger, the training mobilized 14 participants from Niamey (57.14% women and 42.86% men). The organizations were represented according to the following distribution: communication officers (36%), administrative assistants (29%), NGO officers (21%) and program officers (14%). The average age was 35 years. The following table presents the attended organizations:

ATTENDED ORGANIZATIONS	REGION
Femmes Actions Développement (FAD)	Niamey
Paroles de femmes	Niamey
Alternative Espaces Citoyens (AEC)	Niamey
Cercle de réflexion et d'action pour un développement local innovant (Cercle DEV)	Niamey
Femmes Dividende Démographique et Développement Durable (F4D)	Niamey
Society for Women and AIDS in Africa (SWAA)	Niamey
Alliance pour la Paix et la Sécurité (APAISE)	Niamey
Femmes et Enfants Victimes des Violences Familiales (FEVVF)	Niamey
Association des Professionnelles Africaines de la Communication (APAC)	Niamey
Comité Nigérien sur les Pratiques Traditionnelles néfastes (CONIPRAT)	Niamey
Association des Femmes Juristes du Niger (AFJN)	Niamey
CO GNA	Niamey
Comité des jeunes filles Leaders (COGEFIL)	Niamey
Association des Blogueurs pour une Citoyenneté Active (ABCA)	Niamey

The training was aimed at:

- Getting CSOs to identify social media and adapted production formats to better address the problem of violence against women, especially the phenomenon violent extremism and its consequences for women's rights in Niger;

- (ii) Bringing the OCS to produce alerts on social media, to denounce all forms of violation of women's rights, particularly related to violent extremism.

Results:

An assessment of technical and thematic knowledge was done before and after the training to gauge the level of participants.

Thematically, at the beginning of the training, only 23.66% of participants had satisfactory knowledge on the theme of violent extremism and its impact on women's rights in Niger; at the end, 86% reached that knowledge. For example, participants were invited to formulate a subtopic related to violent extremism that could be used for social media productions. At the beginning of the training, trainees were not able to formulate appropriate sub-topics. At the end of the session, 13 of the 14 proposed themes were retained as reference of the production in Niger.

On the technical side, the capacity of the trainees increased in a satisfactory manner. The trainees answered to two types of evaluations: one on theoretical knowledge regarding social media; one on video production skills, based on an evaluation grid.

Regarding theoretical knowledge, 57% of beneficiaries increased their knowledge. Trainees' video skills increased by 9.12% (score from 20.5/32 to 23.42/32).

Beside those underwhelming scores, trainees were able to:

- Create Facebook pages;
- Create Twitter accounts;
- Update 10 inactive Facebook pages;
- Update 2 inactive Twitter accounts;
- Set up 1 WhatsApp group between participants;
- Create 1 Facebook group: "Femmes, Occupez les Médias NE ";
- Produce 13 videos (unpublished);
- Produce alerts on Twitter;
- Adopt a post-training production plan.

Lessons:

Thematic training proved to be necessary and indispensable before tackling technical and practical issues. Without it, organizations would certainly acquire technical knowledge, but would not be able to adequately tailor their message to the specificity of women's rights in Niger.

Particular emphasis should be placed on the selection of CSOs to participate in such activities, especially on the use of social media. The selection criteria must be very demanding in order to obtain all the expected results.

- **Activity 3: Niger: Video production and social media interaction and Twitter alert**

The case of Niger is particular because it is closely linked to WOM thematic priority: violent extremism. CSOs are quick to produce but do not want the content to be disseminated. Indeed, for them, the sensitivity of the subject can harm their physical integrity. Disseminating testimonies to the general public about the effects of violent extremism on women's rights would expose them to repression by the local community or the Boko Haram community. Out of 12 videos received, only 4 beneficiaries published their videos. These broadcasts generated 4 reactions, 1 sharing and 14 views. The training was held in September, a few days before the drafting of this report. This could justify the low attendance of partners' productions.

Topics covered	Reactions	Number of shares	Number of Views of the video	Links
What legal assistance for women victims of violent extremism?	2	0	8	https://www.facebook.com/Panos.Afrique.Ouest/videos/1901149129964242/
Intimacy of women in a refugee camp.	2	1	6	https://www.facebook.com/fatima.sahabi.31/videos/268532507202543/
Testimony of the widow of a soldier who died at the front in Bosso (Diffa)	4	6	7	https://www.facebook.com/yaye.rabi.a/videos/2050501134968166/
Story of a testimony of a young girl (good) victim of violence by her boss who accused her of having a romantic relationship with her husband	4	0	6	https://www.facebook.com/mamoud.oudjibo.hamani/videos/1896529810440486/
4 videos	12	7	27	

As part of those productions, 4 alerts were produced on twitter. They denounced actions that reinforce violence against women (drug use) or congratulated some police operations that succeeded in diverting criminals determined to abuse young girls.

Twitter Alert Productions

Topics covered	Reactions	# share	Links
Stop child abduction	1	1	https://twitter.com/AmadouMoumoun11/status/1040631716224950277
Conflict prevention must be done with women	3	12	https://twitter.com/AlliancePaix/status/1040915249342365696
Call for action to secure girls at risk of rape	5	12	https://twitter.com/AlliancePaix/status/1040631276556963841
Congratulations to the police for their efforts to protect young girls exposed to drug-related abuse	1	1	https://twitter.com/CONIPRATNIGER/status/1041704865670615041
4 alerts	10	26	

- **Activity 4: Senegal: Video productions and social media interaction**

CSOs' productions were made on the basis of a production plan developed last quarter. Out of a forecast of 30 expected productions, only 19 were produced by CSOs (i.e. a realization rate of 63.33%), against 11 in the last quarter, representing a 25% increase. This shows that the organizations are getting more interested in the project and gradually take ownership of its methodology.

These productions stimulated 4,838 interaction on Facebook, against 4,323 during the last quarter.

Topics covered	Reactions	Number of shares	Number of views of the video	Links
Call on the State to take measures to ensure the effectiveness of the protection of women's rights.	19	7	88	https://www.facebook.com/groups/2060756047583810/permalink/2081466772179404/
Call on civil society to monitor political actions on violence against women, women's engagement	32	2	49	https://www.facebook.com/groups/2060756047583810/permalink/2081739038818844/
Female genital mutilation, it is possible to mobilize an entire generation in the fight	22	11	51	https://www.facebook.com/100025675717111/videos/161895178009672/
Economic empowerment of women	23	7	12	https://www.facebook.com/groups/2060756047583810/permalink/2115202585472489/
Women's Place: At the top of the state.	30	10	158	https://www.facebook.com/groups/2060756047583810/permalink/2081324315526983/
No to child marriage, a victim's heartfelt cry...	28	7	221	https://www.facebook.com/groups/2060756047583810/permalink/211520855471892/
Leadership of young women and generational succession in CBOs and CSOs.	38	9	379	https://www.facebook.com/groups/2060756047583810/permalink/2082940295365385/
Raising awareness of the use of social media to defend women's rights (reaction to current events).	44	7	401	https://www.facebook.com/groups/2060756047583810/permalink/2114777122181702/
Effective implementation of laws in favor of women	32	2	309	https://www.facebook.com/marina.kabou/videos/1965610966782835/
Stop all forms of violence against girls and women.	18	4	363	https://www.facebook.com/groups/2060756047583810/permalink/2117433698582711/
Tribute to rural women.	38	1	380	https://www.facebook.com/groups/2060756047583810/permalink/2173671272958953/
A deputy assesses the	11	4	357	https://www.facebook.com/groups/2060756047583810/permalink/211520855471892/

Topics covered	Reactions	Number of shares	Number of views of the video	Links
situation regarding women's political participation in the National Assembly.				047583810/permalink/2150952651897482/
Barriers to female entrepreneurship	15	3	317	https://www.facebook.com/groups/2060756047583810/permalink/2162668487392565/
Child marriages and female genital mutilation	13	1	393	https://www.facebook.com/groups/2060756047583810/permalink/2162453617414052/
Musical entertainment.	12	0	81	https://www.facebook.com/Bineti/videos/1783978794984428/
Birth registration (young girl) from birth.	2	1	146	https://www.facebook.com/groups/2060756047583810/permalink/2156015118057902/
Rural women's access to land (3 video testimonies).	12	6	502	https://www.facebook.com/groups/2060756047583810/permalink/2153808334945247/
Female political candidate	5	1	154	https://www.facebook.com/elhadjelias.ndoye/videos/2073148712705709/
19 videos	394	83	4361	

To protest against conjugal violence in Senegal during which they mobilized citizens from CSOs to contribute to social media productions of the CSOs involved in the project. A total of 11,743 views on Facebook.

The table below shows some details of the productions published on Facebook.



Contents produced by the WOM CSOs, during the march against GBV

Topics covered	Reactions	Number of shares	Number of views of the video	Links
Live at the big march against violence against women	36	2	207	https://www.facebook.com/atine2/videos/1962635940449407/
#kebetu live!!!!	15	0	98	https://www.facebook.com/elhadjelias.ndoye/videos/2021419584545289/
Live Video	57	7	1200	https://www.facebook.com/atine2/videos/1962656910447310/
Live Video Walking	9	3	219	https://www.facebook.com/atine2/videos/1962672963779038/
Live Video Walking	14	2	46	https://www.facebook.com/maimoun

				amakoar/videos/1629074510553767/
Live at the big march against violence against women	128	21	8300	https://www.facebook.com/amakoar/videos/1629110873883464/
Live Video Walking	20	3	102	https://www.facebook.com/atine2/videos/1962711413775193/
Live Video Walking	14	0	74	https://www.facebook.com/atine2/videos/1962717023774632/
Live at the big march against violence against women	25	7	1000	https://www.facebook.com/amakoar/videos/1629158463878705/
Live Video Walking	12	3	231	https://www.facebook.com/atine2/videos/1962736660439335/
Altogether, let's stop violence against women and girls DAFA DOY	24	1	122	https://www.facebook.com/groups/2060756047583810/permalink/2127542654238482/
Stop the artists were at the rendezvous	13	3	144	https://www.facebook.com/groups/2060756047583810/permalink/2127621004230647/
12 live videos	367	52	11743	

The protest has also benefited from extensive media coverage.

1. **Protesting violence against women: "Yaramou Djiguene dou for ay door"**
<http://teranganews.sn/2018/08/marche-contre-les-violences-faites-aux-femmes-yaramou-djiguene-dou-pour-ay-door/>
2. **Protesting violence against women: All solicited!**
<http://www.senxibaar.com/actualite/marche-contre-violences-aux-femmes-interpelles/>
3. **Ending violence against women: the "he for she" on the move**
<http://theydakar.net/2018/08/pour-mettre-fin-aux-violences-faites-aux-femmes-le-he-for-she-en-marche/>
4. **"That's enough, more battered women!": When the ladies show their anger (video)**
https://www.seneneews.com/actualites/ca-suffit-plus-de-femmes-battues-quand-les-femmes-manifestent-leur-colere-video_244095.html
5. **Case of Ndèye Coumba Diop (the battered woman in Touba): Groups decry violence against women**
https://www.dakaractu.com/Affaire-Ndeye-Coumba-Diop-la-femme-battue-a-Touba-Des-groupements-decrient-les-violences-faites-aux-femme_a156126.html
6. **Women's outrage against violence**
<https://azactu.net/2018/08/11/video-marche-dindignation-des-femmes-contre-les-violences/>
7. **Women protesting the violence against them**
<http://reussirbusiness.com/actualites/les-femmes-marchent-pour-lutter-contre-la-violence-faite-contre-elles/>

Some illustrations of the protestation:


 Daba Ndione Beye ▸ Femmes, Osez les Médias!
 11 août · 🌐

Toutes mobilisées contre les violences

[#Femomedia](#)
[#VFFStopSilence](#)
[#FlowNL](#)
[#kebetu](#)




 Ndeye Djidé, Panos Ipao et 73 autres personnes · 12 commentaires · 11 partages


 Bineta Diallo ▸ Femmes, Osez les Médias!
 31 août · 🌐

[#femomedia](#)
[#ywa/sn](#)
[#kebetu](#)
[#les filles de kédougou](#)
 Marche pour combattre le mgf






 Daba Ndione Beye et 35 autres personnes · 7 commentaires · 5 partages



Top Posts

Engagement

Recent

 Daba Ndione @NdioneDaba Aug 10 11 
Femmes, Occupez les médias vous donne rendez-vous à la marche contre les violences faites aux femmes demain à 10h au rond point liberté 6. #femomedia #VFFStopSilence <https://t.co/dul8UnP5jl>

 Femmes en Action @actionfemmes Aug 17 3 
#Genre_et_Pouvoir @IradGbazale ,présidente de @actionfemmes à la cérémonie d'hommage de la société civile à Mme Aimée Zebeyou. Elle a représenté Maître Diallo Geneviève. #femomedia #Tostan #NDI #ONUF...

 Maimouna Diouf @MaimounaDiouf13 Aug 11 2 
En direct de la marche pacifique contre les violences basées sur le genre @PanosAO #femomedia #FlowNL #VFFStopSilence #kebetu <https://t.co/UqBdbuwZ82>

Related Topics

Hashtags

Keywords



Alongside this march protesting violence against women, CSOs engaged in the production of alerts on women's rights, and their coverage by the media. Nine alerts were made on social networks, including Facebook and Twitter.

Alerts produced by CSOs on Twitter and Facebook			
Topics covered	Reactions	Share	
March No to violence against women	1	7	https://twitter.com/ajs_senegal/status/1028022178376310784
Rape and incest	3	3	https://twitter.com/ajs_senegal/status/1045652932199370757
No to barbaric acts against women	9	9	https://twitter.com/ajs_senegal/status/1023955505662844928
In addition, an initiative to boost women's entrepreneurship and empower women	21	6	https://www.facebook.com/groups/2060756047583810/permalink/2153888528270561/
Thank you to Mrs. Mimi Touré for her democratic elegance	10	2	https://www.facebook.com/groups/2060756047583810/permalink/2154477551544992/
Arranged marriages, forced marriages: how to end it all?	3	0	https://www.facebook.com/groups/2060756047583810/permalink/2154288031563944/
Obstacle to gender equality in Africa	19	1	https://www.facebook.com/groups/2060756047583810/permalink/2151494778509936/
Birkelane: a very enterprising rural woman	11	0	https://www.facebook.com/groups/2060756047583810/permalink/2148033958856018/
At 12 years old, I created an application - Nigeria	33	4	https://www.facebook.com/groups/2060756047583810/permalink/2146921682300579/
TOTAL: 9 alerts	110	32	

In conclusion, during this quarter, Senegalese CSOs **produced 40 media contents, around which 95,990 interactions were stimulated.**

- **Activity 5: Mali: Video production and social media interaction**

The table below summarizes the productions made by the Malian CSOs. We take note that some of them committed to production mainly motivated by financial assistance. CSOs did not produce in accordance with the planned production plan. The situation has not improved significantly despite our attempts to re-mobilize beneficiaries. These three productions, which record 14 reactions, 3 sharing and 108 views, are the result of a targeting of a few partners who have shown a minimum of commitment.

Topics covered	Reactions	Number of shares	Number of Views of the video	Links
Women's participation in the 2018 electoral processes	2	0	23	https://www.facebook.com/atouchka.sanogo.1/videos/319167808859911/
Testimony of inspiring women's	3	1	31	https://www.facebook.com/salif.diarra1/videos/2681994135160033/

political commitment.				
Active participation of women in elections	9	2	54	https://www.facebook.com/loda.coulibaly/videos/1376045889197585/
3 videos	14	3	108	

- **Activity 6: Côte d'Ivoire: Video production and social media interaction and Twitter alert**

In Côte d'Ivoire, CSOs have shown great interest in producing videos. Some of them produced more videos than expected. As shown in the table below, the 14 productions recorded 7,145 interactions (244 reactions, 106 shares and 6804 views). Most of the productions dealt with local news on the 2018 municipal and regional elections.

Topics covered	Reactions	Number of shares	Number of Views of the video	Links
Women's participation in politics	1	1	24	https://www.facebook.com/mariam.coulibaly.54584/videos/2237840096245180/
Safety for the woman, protection	90	12	670	https://www.facebook.com/mafelima.dosso/videos/10212204165759480/
Respect for parity	12	2	78	https://www.facebook.com/osseyalex/videos/10217281234211060/?hc_ref=ARQzQmDwlPK93guZaV2i4biOxjggat18auJvT0jNIjLIImootKgN3bwzIY3NYpSfjkcw&fref=gs&dti=225470248132413&hc_location=group
Rape and sexual harassment of girls during school holidays in the towns of Koumassi and Yopougon	10	9	181	https://www.facebook.com/1638678679745314/videos/1606681219630422/
Women's political participation situation (National Assembly, Senate, Regional Councils, Municipalities)	14	12	284	https://www.facebook.com/1638678679745314/videos/697543240644446/
The rate of women's participation in elections should be of interest to the State.	16	15	4220	https://www.facebook.com/739332819759856/videos/726277264384657/
The obstacles and challenges related to the participation and political involvement of Ivorian women.	18	9	197	https://www.facebook.com/mariam.coulibaly.54584/videos/2284994388196417/
Raising the rate of girls in political parties is an inclusive approach.	8	4	84	https://www.facebook.com/wildaf.ci/videos/153866488881705/
The role of political parties in the political advancement of women	12	3	32	https://www.facebook.com/wildaf.ci/videos/155110142090673/
Political participation of women in Côte d'Ivoire, a	7	6	96	https://www.facebook.com/106581432714702/videos/240403213482836/

Topics covered	Reactions	Number of shares	Number of Views of the video	Links
law on parity is needed.				
We need a better political representation of women in Côte d'Ivoire.	18	8	354	https://www.facebook.com/106581432714702/videos/239271806930778/
The positioning of young women and their participation in the democratic process.	10	7	144	https://www.facebook.com/106581432714702/videos/334205183791328/
Active citizenship and political participation of young women.	26	17	430	https://www.facebook.com/106581432714702/videos/2254363221259873/
Municipal and regional elections, review of women's participation	2	1	10	https://www.facebook.com/elodie.diaognini/videos/1879589995453879/
14 videos	244	106	6804	

Twitter Alert Productions

Topics covered	# of Retweets	# of reactions	Link
2018 local elections, place de la femme	5	4	https://twitter.com/OngOnef/status/1025044889682300929
Respect and application of the law on parity	1	7	https://twitter.com/DMafelina/status/1025649473609969664
Implementation of the Parity Act	4	9	https://twitter.com/FatimataDiabate/status/1025709825949409281
Public inquiry on the current parity situation	4	5	https://twitter.com/sinaly_k/status/1025712055045812224
Comment on women's low level of political commitment	1	5	https://twitter.com/DMafelina/status/1025715199796490240
Two years later, where are we on the parity law?	1	1	https://twitter.com/FatimataDiabate/status/1025728485157949441
Interpellation of policies, relaying them only one thing, parity	1	7	https://twitter.com/BegouWazi/status/1027293300129259522
Encouragement to the head of state for having taken the decision to release the political prisoners... it is necessary to continue by applying parity	2	4	https://twitter.com/FatimataDiabate/status/1026607709364387842
Call for a vote on parity at the National Assembly by indexing its President	2	2	https://twitter.com/AbderamaneCisse/status/1025679745143500800
9 tweets	21	44	

1.2.1.2 Training of WCBOs on traditional media use and radio debate

- **Activity 1: Senegal: Training workshop for 18 local WCBOs on traditional media use and radio debate**

Held in Dakar, from August 7 to 9, 2018, in a context marked by an affair of domestic violence that had aroused the turmoil in the country and mobilized women's rights organizations, this workshop aimed at strengthening capacities of WCOs in radio and TV debate and producing alerts on women's rights content. The training gathered 18 participants (88.89% were women and 11.11% men) from 16 organizations; 66.67% of the participants were over 50 years old. All present participants had the profile of communication manager of their organization.

The sessions were led by three journalists, communications experts, including a woman. The training took place in two phases: a participatory theoretical phase, and a practical phase. The theoretical stage focused on "the challenges of communication in traditional media". Two presentations on "How to communicate in traditional media, radio and TV in particular?", and on "How to prepare for an interview and radio / TV debate" allowed participants to understand the issues. The importance of communication, and the need to prepare interventions in the media, including interviews or debates. During the technical stage of the training, the participants had to do practical exercises, with a scenario of intervention in the media, following by comments. In addition, participants were invited to analyze media contents based on the gender-sensitive evaluation grid developed in WOM framework.

Results

- Based upon the evaluation questionnaires filled before and after the training, it is possible to say that the participants understood the importance and usefulness of a good knowledge in the media; and that they were equipped to interact with them.
- In terms of oral skills in the media, the analysis of the pre- and post-workshop evaluations indicated that the workshop helped strengthening the construction of arguments and the development of clear and concise key messages.
- As for the production of alerts on media coverage of women's rights, the training allowed the participants to analyze media content, and denounce a drift.

Lessons

- The participatory method proved to be effective, insofar as it allowed a strong involvement of the participants during all the sessions. The alternation between the theoretical and practical method proved to be very effective in achieving the expected results.
- The fact that some of the speakers were active journalists, accustomed to leading radio / TV debates, stimulated the participants and strengthened their commitment.

1.2.2 *Outcome 2.2. In Senegal and one of the other countries of the intervention, high school teenagers are media and e-literate, and use the media to voice their concerns in the public and media space, especially regarding gender-based violence and women's political representation*

Outcome	Indicators	2018 target	Results July-September 2018	Accumulative results Jan-September 2018
Outcome 2.2.	2.2.1. By 2020, number of (rural and urban) teenage girls' successfully trained to use traditional and/or new media to voice their recommendations, concerns, and opinions regarding women's rights	(2.2.1.1) 150 high schools students are able to produce their own contents on WR in appropriate social media 36 videos produced and diffused on social media 9 debates facilitated in schools	9 videos produced and shared in Facebook	150 teenaged girls were successfully trained on WR and use of social media to promote communication and mobilization materials 54 videos produced by the beneficiary school clubs and posted on social media 9 public debates organized in the schools
	2.2.2. During the duration of the training, number and types of the media initiatives and products developed by trained teenage girls for school, social, local and traditional media on women's rights, in particular on the political participation of women and gender-based violence			

- **Activity 1: Senegal: Production and dissemination of students' video**

Despite school holidays and the fact that the video production and distribution period was set from January to July, the students from the 3 high schools involved in the project continued to produce and share content on the theme of human rights women during this quarter. The produced videos under the supervision of the coordinators are shared in the Facebook group, which is growing in terms of member.

Results

- 9 videos were produced including 3 by Lycée Thiès, 2 by Lycée Limamoulaye, 2 by Mariama Ba and 2 by Lycée Thiaroye
- Among the 9 videos, 7 were posted in the Facebook group and registered positive reactions
- The political participation of women and the violence against them are the main topics of the productions.

- An evaluation of the quality of the published videos shows that technically, all the basic rules have been respected, just the narration is sometimes fast and the images of some videos are not fixed. But the content is well structured and the theme is well chosen.
- Tiaroye high school not involved in the project produced 2 well-structured and relevant videos
- In the debates, there is a great deal of enthusiasm for topics dealing with violence against women (incest, rape, etc.); practices against which girls are more and more insurgents and they are ready to denounce eventually in case of meeting.
- The Facebook group has registered more than 200 new members during this quarter.

1.2.3 Outcome 2.3. Women civil society organizations interact with professional media to promote a better coverage of issues related to women's rights, especially to women's participation violence women

Outcome	Indicators	2018 target	Results July-September 2018	Accumulative results Jan-September 2018
Outcome 2.3.	2.3.1. Regular reports produced by operational national media observatories in each country of the intervention on women's rights, in particular political participation of women and gender-based violence	(2.3.1.1) 16 meetings of the "Femomedia Observatories" (4 in each country) to regularly scrutinize the media content produced with WOM support	Senegal: 2 meetings took place	4 meetings of the national Femomedia observatories carried out
		16 reports produced by the national Observatories	2 assessment report produced	4 assessment reports on the quality of the media contents produced by the Observatories in Senegal and in Mali
		The Observatories take actions to lobby with the regulatory and self-regulatory media bodies		
		(2.3.1.2) The CSO members of the national Observatories have regularly participated in the training workshops and the mentoring of the trained journalists	(see OC 1.1.)	
		The CSO members of the national observatories participate in the Jury of the national prize		
		4 media watchers (1 in each country) ensures the monitoring of media production related to WR		

		(2.3.1.3) 12 to 16 public conferences (3 to 4 in each country) on coverage of WR by the media are organized by the national Observatories Media provide coverage of the conferences		1 public conference organized by the national observatory on the coverage of WR by the media
	2.3.2. Number of and participation to the “Club Radio Citoyens” debates organized on women’s rights issues			

- **Activity 1: Senegal: National WOM Observatory meeting**

The meeting brought together the 6 members of the Observatory composed by four (4) women and two (2) men representing two (2) CSOs, two (2) youth organizations, and (2) media organizations, as well as two (2) PIWA staff (radio coordinator and CP / FOM). The meeting was held in Dakar on July 20, 2018. The meeting focused on the analysis of the first series of mainstream media productions, and the elaboration of a strategy to raise media institutions' awareness on gender sensitive journalism.

For efficient results, the media contents to be analysed and the grids were shared in advance with the Observatory members. CSOs were asked to provide thematic analysis and journalists to do the technical examination. The 4 productions were evaluated on the basis of the thematic and the technical grids.

For the media institution’ session, members of the Observatory had been asked to document in advance the list of the most influential media institutions and their policies and practices concerning women's rights. These exchanges made it possible to target institutions and identify concrete actions.

Results:

- The 4 productions of the 1st series were analysed from a thematic and technical points of view.

Media	Type of media	Journalist's name	Gender	Subject
RFM	Radio	Anna Rocha	W	Badienu Gox Political participation
Observateur	Newspaper	Aicha Fall	W	Fatherly power, in the name of the law and the father of the almighty
Quotidien	Newspaper	Khady Sonko	W	Youth political participation
Enquête	Newspaper	Cheikh Thiam	M	The place of women in politics: the resilience of stereotypes

Thematic analysis

The analysis of the 4 productions according to the thematic grid gave an average score of 35/60: the article on paternal power was in first place with 46/60; the one on the political participation of young people in last position with 21/60. Overall, the situations and roles in which journalists described

women were positive. Areas for improvement related to the profile of the women interviewed; in all of the articles women who spoke were mostly leaders, educated and urban.

Technical analysis

Two journalistic genres are used in this production: Investigation and radio magazine

- Investigation

Following the analysis, the average score of the 3 investigation were 26/40. Generally, two criteria were well respected: the relevance of the subject, and the quality and impartiality of the sources. But the quality of the writing needed to be improved in two of the productions. Regarding the quality and relevance of the iconography, it was to improve in all productions. Indeed, no image was captioned and very often the iconography did not value the woman. The highest score is given to the paternal power survey (26/40) followed by that on the place of women in politics (26/40) and the last returns to the article on youth political participation (25,5/40).

- Radio Magazine

There was only one magazine that was well appreciated by the Observatory. Indeed, it scored 28/40. The criteria were generally respected, including the relevance of the subject, the quality of the magazine (with a good rendering, a voice, a flow and a fair intonation). The sources were also diverse and in favour of women's rights. The points to improve revolved around the respect of the format. Indeed, it was noted a lack of common thread despite the relevance of the elements. The coherence of the different elements were also to be reviewed even if the transitions were of a good quality.

- Recommendations were made for an improvement of the next series
 - Reinforce the deconstruction of stereotypes (through lexique and used words) in the treatment of information
 - Give more voice to low-profile, little-known women
 - Take into account the rural environment in the investigations
 - Focus on documentation (use statistical, legal, etc.) and verify information received
 - Take into account the relevance of the source in relation to the problematic
 - Give more importance to iconography and legend

On the strategy to impact media institutions, three institutions have been targeted: CORED, APPEL and URAC for specific actions of awareness.

Lessons:

The use of the grid was very much appreciated by the Observatory members. Indeed, it is a more precise, more objective and more practical tool than last year. It makes it possible to note the journalism and to be able to follow its evolution during all the period of production. Its use will allow journalists to see exactly what needs to be improved in their productions.

- **Activity 2: Senegal: Emergency meeting of Observatory members as part of the OC 1.3 strategy**

In order to react to the current news on violence against women and the media's treatment of it, as it was the case of "*Ndeye Coumba Diop*", members of the observatory met on 10 August 2018, in order to carry out a strategic reflection on the concrete actions of awareness-raising towards the media institutions on the media coverage of the violence against women, and to identify institutions member of the observatory to bring these actions of sensitization. Five members of the observatory took part in this meeting.

Results

At the end of this meeting, two priority actions were selected:

- The organization of an awareness-raising meeting with CORED members on media coverage of violence against women. This meeting would bring together CORED members, including editorial managers and press organizations;
- The organization of a national consultation workshop on the role of media institutions in the production of gender-sensitive content. This meeting would aim at empowering all institutions in the production of content on women, and would have as main targets: the Ministry of Communication, CNRA, CORED, professional associations, schools of journalism, etc.

1.3 Outcome 3. Conversation between women CSOs and the media on the violence against women

Outcome 3 In Senegal, Mali, Niger and Cote d'Ivoire, women CSO and media are jointly engaged with decision-makers and other relevant stakeholders (religious and community opinion leaders) in open, tolerant and informed dialogue about women's rights, with a particular emphasis on women's political participation and gender-based violence.

1.3.1 *Outcome 3.2. Open, tolerant and informed dialogues between women civil society and moderate religious leaders take place in the media and the public sphere on women's rights, in particular on women's political participation and violence against women*

- **Activity 1: Senegal: Participation of WCBOs in TV debates organized in media mainstream on women right's**

Reacting to news about women's rights violations in Senegal, trained CSOs were involved in a number of media debates in Senegal. These CSOs was representative: SOS Equilibre, AJS, COSEF, and Men's Association for the Defense of Women and Girls' Rights.

The access links to these programs are as follows:

1. Fem ci keur on Sen TV: *Violence against women*, on August 16, 2018, guest: Ms. Ndiaya Ndoye, Head of SOS Equilibre
<https://www.youtube.com/watch?v=7CBVjbzKDeg&t=1308s>
2. 15 Million Senegalese: *Violence against women* on 7 TV with Mrs Binetou Diallo of COSEF and Khady Ba of AJS
<https://www.youtube.com/watch?v=kIEVBWnMgyA&feature=youtu.be>
3. Society and development on RDV: *Violence against women and girls*, August 29, 2018, Invited Mr Daouda Diop, Men's Association for the Defense of the Rights of Women and Girls
<https://m.youtube.com/watch?v=N2QH8UD2W0g>

Conclusions

The activities carried out during the third quarterly of 2018 showed the pertinence and the beginning of an impact of WOM project. The trained journalists (from mainstream media as well as from local radios) continue to demonstrate real commitment to women's concerns, and editors-in-chief an increase interest in gender-sensitive journalism. WCSO have been particularly interested in the use of social media. In Senegal, they were able to apply it directly during the campaign against domestic violence. The activities of the Senegal Observatory have demonstrated the relevance of having a gender-specialized mechanism in the media panorama.

The partnership with E-JICOM for the training of journalists has been very positive. The training has been positively received by the journalists, the mentors as well as the editors-in-chief.

During the period under review, PIWA was able to strengthen its activities in Niger. However, for Côte d'Ivoire and Mali, it has decided to strengthen its partnerships with key stakeholders to carry out the project, rather than on PIWA country representatives.