



WOMEN : OCCUPY THE MEDIA

Empowering the women
to increase their political representation and
to combat gender-based violence in
Niger, Mali, Senegal and Côte d'Ivoire

ANNUAL REPORT 2018

Summary

INTRODUCTION.	3
CONTEXT OF INTERVENTION.	3
ANALYSIS OF PROGRESSES.	5
<u>OUTCOME 1: “INCLUSION OF GENDER AND WOMEN’S RIGHTS PERSPECTIVE IN MEDIA CONTENTS AND INSTITUTIONAL POLICIES”.</u>	7
<u>OUTCOME 1.1. “INCLUSION OF GENDER AND WOMEN’S RIGHTS PERSPECTIVE IN MEDIA CONTENTS AND INSTITUTIONAL POLICIES”</u>	8
<u>OUTCOMES 1.2. THEMATIC AND TECHNICAL RESOURCES AND TOOLS ABOUT WOMEN’S RIGHTS AND GENDER SENSITIVE JOURNALISM ARE AVAILABLE ONLINE</u>	10
<u>OUTCOME 1.3 MEDIA REGULATIONS AND POLICIES ARE REVIEWED TO INCORPORATE A GENDER EQUALITY PERSPECTIVE IN MEDIA INSTITUTIONS, POLICIES AND PRACTICES</u>	11
<u>OUTCOME 2: “WOMEN CIVIL SOCIETY ORGANIZATIONS AND TEENAGE WOMEN EFFECTIVELY USE CITIZEN MEDIAS, AND INTERACT WITH PROFESSIONAL MEDIA TO PROMOTE AND DEFEND WOMEN’S RIGHTS, IN PARTICULAR WITH REGARDS TO WOMEN’S POLITICAL PARTICIPATION, AND VIOLENCE AGAINST WOMEN”.</u>	12
<u>OUTCOME 2.1 “WOMEN RIGHTS CSOS CAPACITIES TO EFFECTIVELY USE TRADITIONAL AND/OR NEW MEDIA TO VOICE THEIR CONCERNS AND POTENTIATE THEIR ADVOCACY WORK...”</u>	13
<u>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 GENDERBASED VIOLENCE AND WOMEN’S POLITICAL REPRESENTATION”</u>	15
<u>OUTCOME 2.3 “WOMEN CSOS INTERACT WITH PROFESSIONAL MEDIA TO PROMOTE A BETTER COVERAGE OF ISSUES RELATED TO WOMEN’S RIGHTS”</u>	16
<u>OUTCOME 3: “WOMEN CIVIL SOCIETY ORGANIZATIONS AND MEDIA ARE JOINTLY ENGAGED WITH DECISION-MAKERS AND OTHER RELEVANT STAKEHOLDERS (RELIGIOUS AND COMMUNITY OPINION LEADERS) IN OPEN, TOLERANT AN INFORMED DIALOGUE ABOUT WOMEN’S RIGHTS, WITH A PARTICULAR EMPHASIS ON WOMEN’S POLITICAL PARTICIPATION AND GENDER-BASED VIOLENCE”.</u>	17
<u>OUTCOME 3.1 DIALOGUE WITH POLICYMAKERS</u>	17
<u>OUTCOME 3.2 DIALOGUE WITH THE RELIGIOUS LEADERS.</u>	18
LESSONS LEARNT.	18

INTRODUCTION.

After a delayed start (at the very end of 2016), and some steps made in 2017, the implementation of the “*Women: occupy the media!*” (WOM) Panos Institute West Africa (PIWA) project funded by the Dutch Ministry of Foreign Affairs in the framework of the 2016-2020 FLOW (Funding Leadership and Opportunities for Women) initiative, was strongly accelerated in 2018. Run in a particularly difficult regional context, featured in some countries of the project, by growing insecurity, religious extremism, and in all countries by a shrinking civil space.

This 2018 Annual Report shows the results obtained this year.

- The gender sensitivity of the media has increased. The steps made are related to the media contents, which have been much more diverse and numerous, but also more relevant to the women’s rights challenges, specific to each country, as well as more balanced, ethical and professional media contents produced by much more media practitioners. Steps have also been made related to the institutional media environment. Various initiatives to establish pro-women new institutional policies and practices within the media houses and networks have been taken.
- Thanks to more adapted models of training, the CSOs supported by WOM have proved that they have been using more strategically and effectively, the various categories of media. Significant results have been collective communication actions that were able to overcome some internal actions. The cooperation between the CSOs and the media has been developed both at national and local levels, CSOs participating more in the capacity building addressed to the media and in a wide range of media debates. The National Observatories set up by WOM have been recognized as a unique instance to respond to the need for mediawatch and media literacy on women’s issues media coverage.
- Dialogues between the CSOs and the policymakers, finally started in the 3 countries (Senegal, Côte d’Ivoire, and Mali): mostly in the media and on issues related to VAW and at a lesser extent to women’s political participation. Physical encounters also took place in 2 countries (Niger and Côte d’Ivoire), that have been conducting to refocus the dialogue with policymakers, but also with religious leaders.

WOM, however, did not reach all the results it was expecting in 2018. It faced several challenges. Some challenges were linked to the external context: growing risks linked to insecurity and violent extremism, directly experienced by some WOM beneficiaries; political and now ethnic tensions and pressures, not surprisingly reflected in the civil society; international aid concentration in the Sahel, sometimes eventually divisive for the local CSOs. Some challenges have been also internal: management challenges (in recruiting adequate human resources). WOM also faced organisational challenges, when establishing new implementing partnerships with local organisations. WOM will have to deal with these challenges in 2019; or when recruiting internal human resources.

But, all in all, in 2018, women have started to “occupy the media” as a central issue in building critical public opinions in their own rights in the media contents, and as a pivotal challenge for Freedom of Expression and Access to Information, criteria and pre-conditions to exert their rights.

CONTEXT OF INTERVENTION.

In 2018, besides the women’s rights traditional challenges (political participation; violence such as female genital mutilation; early forced marriage; access to reproductive health care, etc.). New regional trends prejudicial to women’s rights and equality, have exacerbated and diversified the various forms of violence against women, as well as their discriminations.

- Insecurity: In Mali, Al-Qaida in Islamic Maghreb and the Islamic State, have been rapidly expanding from North Mali (Menaka, Gao) to Central Mali (Sevare, Mopti): more than 500 deaths had been credited by the UN to the islamist attacks. At the borders with Nigeria and Tchad (Diffa and Tillabery regions), Niger also has continued to suffer attacks and kamikaze actions against civilians, from Bokko Haram. In total, in 2018, the

number of deaths caused by attacks against civilians was increased by 300% in Mali, and by 500% in Niger. Immediate consequences of this insecurity have primarily affected women: rapes, kidnaping, and extension of the Sharia in the vaster and vaster territories controlled by the Jihadist groups in Mali. Moreover, the “side effects” of the “countering violent extremism” governmental operations (Mali and Niger) have conducted to women’s rapes, massive displacements of population, drop in livelihoods, leading among others to girls earlier or forced marriage, decreased literacy, etc. In comparison, insecurity in Côte d’Ivoire still residual after the 2011 post-electoral conflicts may appear as modest, as well as in Senegal, where terrorist risks are recognized, but stated as “under control”.

- The “ordinary” religious extremism, besides the “violent religious extremism”, has continued to progress, becoming even more vocal. In Mali, the chair of the High Islamic Council, Mahmoud Dicko, has more openly opposed to some fundamental women’s rights, calling successfully for street demonstrations. In Mali, the “Personal and Family Code” (aimed at re-enforcing some women’s rights such as access to property and inheritance; sharing of parental authority, etc.) seems to have been buried. Similarly, in Niger, the government has not been yet in a position to pass to the Parliament the Law against early marriage of girls.
- Failing states: In many parts of Mali, as well as of Niger, the state appears now unable to exert its control and to deliver basic services, as education or health, which lack affects primarily women living in these localities. Beyond these localities, at country level, women have generally been affected, when the military and security priorities have led to financial and budget shortcuts in social services expenses. In Mali and Niger, “exceptional measures” to “counter violent extremism”, have resulted in decreased respect for the rule of the law, and in increased human – and women – rights violations: disappearance, expulsion and detention of journalists; temporary closing-down of newspapers in Côte d’Ivoire; adoption, in Senegal, of a “Code of the Press”, limiting some Freedom of Expression rights and with regards to the international norms.
- Civil society organisations at stake in a shrinking public space: In all of the 4 countries, at various extents, fundamental freedom rights, besides freedom of expression, have been restricted by the governments, such as limitation of circulation for NGOs and journalists; control and limitation of NGOs funding, etc. At the same time, the extremist religious leaders have been threatening directly the rights to freedom of expression. In Niger, the fatwas pronounced against some activists have had a long term mesmerizing impact. In a civil space shrunked from various sides, the civil society initiatives to promote the human rights universality and unicity, as well as a democratic and secular governance, have been confronted to severe constraints. A number of WR-CSOs have come to lower their public profile and even, sometimes, to become silent (a direct experience made by WOM in Niger, where trained WR-CSOs, finally refused to broadcast on the social media the videos they have produced to denounce VAW). These double fold and multifaceted pressures have also favoured internal divisions between and within various national CSOs.

However, in several WOM countries, notable and visible steps forwards have been made by the CSOs in 2018, especially with regards to the compliance of national laws and policies with the international agreements and standards related to women’s rights.

Civil rights: In Mali, a women’s rights association (“*Association pour le Progrès et la Défense des Droits des Femmes*» – APDF), engaged the first trial to the African Court for Human and People’s Rights (ACHPR) against a state, the Republic of Mali, for violating the Protocol of Maputo provisions. As a result, the Malian state was sentenced. In Senegal and Mali, women’s rights organisations plaid an active role in participating to the Universal Periodic Reports (2017, 2018) presented to the UN Human Rights Council in Geneva.

Political rights: For the first time in the Mali history, a woman was a candidate to the presidential elections, held in July 2018. In Côte d’Ivoire, the “*Comité de Coordination pour la Participation Politique des Femmes*”, a platform gathering the main WR-CSOs, stood mobilized so that a draft law, ensuring women representation of 30% in elections, was adopted by the government and passed to the Parliament for adoption in February 2019. In

Senegal: the “Comité pour la Parité”, a platform of women CSOs, contributed to monitor in a gender perspective, the presidential elections held in February 24, 2019.

The media sector: the trends underlined in 2016, have continued their way: audience drop of printing and readers of the newspapers; paradoxical raise of the social media - jeopardizing the online press and its already fragile business model on the one hand -, but also, on the other hand, jeopardized by state abusive regulations and by the dissemination and manipulation of “fake news” and hate speeches; lack of sustainability of legacy media (starting with the community radios), increasing the media dependency to wealthy religious lobbies, to the political parties and the governments. As a result: few room left for pro-rights citizen voices and concerns, starting with women’s.

At international level, in spite of some international NGOs efforts (GFMD, BBC-Mediactions, etc.), media development – and moreover gendered media development – funding remains a low priority. However, at policy level, ECOWAS in its recent Protocol on women’s equality dedicated two special chapters of its recommendations to women and media.

However, new gender sensitivity trends seem to emerge progressively in the media. Mainly thanks to WOM actions towards journalists and individual media, towards umbrella media associations, and towards WR-CSOs to develop in their communities critical citizen journalism and media literacy.

ANALYSIS OF PROGRESSES.

2018 has been the second effective year of WOM implementation, after the effective start had been delayed to 2017, due to late administrative arrangements between PIWA and the MFA, and after slow first steps in 2017.

In spite of the more and more difficult regional context, with growing insecurity, and political, religious and even now ethnic pressures and tensions, the implementation of WOM has been considerably accelerated, and significant results have been achieved in all the 3 WOM expected outcomes:

OC1: “Inclusion of gender and women’s right perspectives in media contents and institutional policies and practices has improved, through and increased capacity and awareness of journalist and key media practitioners, and the review of media legal regulations and policies”.

OC2: “Women civil society organizations and teenage women effectively use citizen medias, and interact with professional media to promote and defend women’s rights, in particular with regards to women’s political participation, and violence against women”.

OC3: “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”.

Outcomes indicators	2018 results	2017 results
OC1: “Inclusion of gender and women’s right perspectives in media contents and institutional policies and practices has improved, through and increased capacity and awareness of journalist and key media practitioners, and the review of media legal regulations and policies”.		
OC1.1: Number of media contents produced.	<ul style="list-style-type: none"> • 79 contents in Mainstream media • 163 contents in Community radio <p>In total: 242 diverse pluri-media contents produced.</p>	32 -
OC1.2: Number of media organisations having adopted substantive gender contents.	7 initiatives.	-
OC2: “Women civil society organizations and teenage women effectively use citizen medias, and interact with professional media to promote and defend women’s rights, in particular with regards to women’s political participation, and violence against women”.		

OC2.1: Number of initiatives (press conferences; participation in radio debates) undertaken by WR-CSOs.	24 media initiatives in Niger and Senegal undertaken by trained CSOs	-
OC2.2: Number of initiatives taken by teenaged students.	3 initiatives taken by the students and teachers to export the experience to 3 other high schools.	-
OC2.3: Number of debates organized in radio citizen clubs.	87 debates organized	-
OC3: <i>“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”.</i>		
OC3.1: Number of high level dialogues between WR-CSOs and relevant decisionmakers.	<ul style="list-style-type: none"> • 2 physical high level dialogues in Côte d’Ivoire and Niger. • 24 media debates (<i>See also 2.1</i>). 	1 meeting in Senegal -
OC3.2: Number of encounters between WR-CSOs and influential opinion leaders.	Participation of religious leaders in broader media debates	Involvement of 12 religious in a dialogue with CSOs on their implication in women political participation’s promotion in Senegal.

I- 2018 RESULTS.

a) In 2018, results have been obtained under each of the 3 main domains of change and outcomes, including domains of change and outcomes that had not been addressed in 2017, such as:

- The opened and informed dialogues with the policymakers (OC3).
 - In 2017, while only 1 encounter was organized in a single dialogue with policymakers, in 2018: 2 physical and 24 media debates were organized in 3 countries (OC3). Policy dialogues were opened in the TV and radio which benefited the largest audiences in the countries by 20 CSOs with representatives of various state institutions’ representatives (parliamentarians, regulators, ministries) or high level civil servants on national policies related to combating VAW and promoting women’s political representation were shared with several hundred thousands of viewers and auditors.
 - Two physical encounters took place in Côte d’Ivoire and Niger. Commitments by communication policymakers were taken in one country (Niger) to set up new practices and policies related to women’s Freedom of Expression and Access to Information.
- The institutional changes in media organizations policies and practices (OC1.3), have been undertaken in, and by, key umbrella media organisations.

b) Much more quantitative results were also obtained related to the outcomes that WOM had focussed on in 2017.

The capacity building in 2018, addressed both to the media and the CSOs, benefited to a total of 416 actors, among which 180 media practitioners from mainstream and community radio, and 236 CSOs leaders, young activists, cyber-activists, and women CBOs. In 2017, these beneficiaries were 84 in 2017. An increase of 395.3%.

As a result, the number of contents produced went to 513 realized both by the mainstream and community media (242 contents) and by the CSOs (national, teenaged students and women CBOs) [271 contents], compared to 2017: 93 contents produced in total. An increase of 451.7%.

c) In terms of effects: the dynamics created by WOM generated a number of initiatives by the various stakeholders to increase the impact of their actions:

i) 7 initiatives were taken to promote gender sensitive journalism in the media organisations policies and practices in Mali and Niger that could be applied to more than 200 individual media houses;

ii) an assessment and awareness tool for gender sensitive has been created by an Observatory set up by WOM, shared and used by 3 other Observatories and by 2 media national umbrella organisations and a school of journalism;

iii) 4 initiatives were taken by the students (and teachers) to expand their experience to 3 other high schools and with their scholar community (for example, the videos produced by the students involved were shared more than 290 times by other students); d) more than 100 local CBOs joined the citizen radio clubs: 20% more than the CBOs directly trained in the project.

The following chapters describe how these results were obtained, how the expected outputs were delivered, and the underlining challenges faced to maintain dynamics that empower women's to exert their civil and political rights through their communication rights.

Outcome 1: “Inclusion of gender and women’s rights perspective in media contents and institutional policies”.

The WOM strategy related to OC1, is implemented through 3 components: a) capacity building of media practitioners on gender sensitive and balanced journalism (OC1.1); b) availability of documentary resources (OC1.2); c) promoting new pro-gender policies and practices within the media institutions (OC1.3).

In 2018, the WOM strategy related to OC1 was more broadly fledged than in 2017 through each of the 3 expected outcomes, resulting in:

Outcomes indicators	2018 results	2017 results
OC1: “Inclusion of gender and women’s right perspectives in media contents and institutional policies and practices has improved, through and increased capacity and awareness of journalist and key media practitioners, and the review of media legal regulations and policies”.		
OC1.1: Number of media contents produced.	<ul style="list-style-type: none"> • 79 contents in Mainstream media • 163 contents in Community radio stations In Total: 242 contents produced	<ul style="list-style-type: none"> • 32 contents in Mainstream media <p style="text-align: center;">-</p>
OC1.2: Number of media organisations having adopted substantive gender contents.	7 initiatives.	Na

- Capacity building of media practitioners

A much wider number of the overall media practitioners coming from more diverse categories of media were trained or sensitized. In 2018: 200. An increase of 525% (32 in 2017).

- A larger number of mainstream media were involved in the content production process (2017: 32; 2018: 44). An increase of 37.5%.

- A wide range of community radio stations were fully involved in the media capacity-building actions, besides the mainstream media (2017: 0; 2018: 90).

- A significant number and proportion of female journalists were trained. In total: 54 female on a total of 131 journalists: ie 41.22%. In the mainstream media, this proportion is even higher (19/42 = 45.24%).

- Media contents produced by the journalists (increased by 551%) and the diversity of journalistic formats resulted from the trainings.

- As a response to the national contexts, while political participation issues were covered in Côte d'Ivoire and Senegal, the majority of issues, in all countries, covered VAW related issues: violence linked to violent extremism and countering violent extremism in Mali and Niger, “private” violence (domestic, at school) in all countries.

- The WOM support allowed the journalists to cover uncovered issues, and to speak out and debate on sensitive (if not “taboo”) societal issues, such as Religion and Women’s rights. It is to notice that the “WOM Grand Prix” in Senegal awarded a (female) journalist, that has been a WOM trainee, for her reportage on Women in Touba, the capital city (and second city in Senegal) of the Mourides, the most numerous and influent religious brotherhood of the country. Produced also at very local level by the community radio, these contents allowed to inform and expand the public debates about women’s rights, strengthening the camp of the women’s rights defenders.

- Though the media audiences is uneasy to assess in the absence of reliable statistics, the choice of the media trained and encouraged by WOM permitted to cover broad as well as very diverse audiences. The selected mainstream media (7 TV and 8 radios), are the media credited of the largest audiences. The community radios, producing 163 radio programmes, allowed to reach specific and marginalized audiences in selected localities, where the forms or degrees of violence are particularly severe (North Mali; Southern Niger). The creation of 81 “citizen radio clubs” allowed to include and amplify the voices of the audiences (especially female) on women’s situation and rights, and, in some cases, to engage a local dialogue with local statal representatives, as well as a few of religious leaders.

- The organisation, in 3 countries, of a National Prize awarding the best articles produced contributed both to incite a higher number of journalists to produce on women’s, but also to increase within the national media community at large and among the audiences recognition of the good articles produced.

- Initiatives to incorporate in their policies or their practices a gender dimension (OC1.3), were taken by 5 umbrella media associations (2 editors associations; 2 radio associations; 1 school of journalism), and by 2 individual media houses in 3 countries. The reach of these umbrella organisations is quite significant: 266 media houses belong to these networks (GEPCI: 25 newspapers; Tamani: 70; radio stations; APPEL: 53 online press; URPCI: 120 radio stations), opening perspectives to expand among their constituencies new practices in gender fair and balanced coverage.

Outcome 1.1. “Inclusion of gender and women’s rights perspective in media contents and institutional policies”

Outcome	Indicators	2018 results	2017 results
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	<ul style="list-style-type: none"> • 42 media mainstream journalists trained (Press: 14; Online: 2; TV: 4; Radio: 5) ; Senegal: 11; Côte d’Ivoire: 16; Mali: 9; Niger: 9. • 20 additional mainstream media journalists from the national media, sensitized and competing for a Prize in addition to the WOM trainees. • 8 mentors trained. 	32 journalists (8 in each country), 4 mentors and 25 editors in chiefs successfully trained from newspaper, radio station and media web-sites

	the intervention	<ul style="list-style-type: none"> • 41 editors trained. • 89 community radios journalists trained: Senegal: 30; Côte d'Ivoire: 24; Mali: 23; Niger: 12. <p>In total: 200 individual media practitioners trained or sensitized</p> <ul style="list-style-type: none"> • 3 organisations' staff and/or trainers (1 school of journalists and 2 national networks of community radios) sensitized 	
	1.1.2. By 2020, number of journalists and other media practitioners active members of a regional network of gender-sensitive journalism	National networks of journalists formed.	The regional network will begin to operate in 2018 with journalists and media professionals trained in 2017

• **Capacity building of the mainstream media (OC1.1.1)**

To ensure the media practitioners' capacity building, an operational partnership was established in 2018 with a Dakar based school of journalism, EJICOM (*École supérieure de Journalisme, des métiers de l'Internet et de la Communication*). The mentoring approach experienced in 2017 was consolidated and completed with EJICOM. The total number of trained mentors was increased (2018: 8; 2017: 4); each "mentor" (except Côte d'Ivoire) assisted a smaller number of trainees. Mentors, through EJICOM, were provided by WOM a tool facilitating the assessment of the contents on gender sensitivity. Editors were involved on a more continuous in the mentoring process. A National Prize was organised in 3 of the 4 countries, to encourage the broad media community to produce more gender oriented, and balanced contents.

This amended methodology resulted first in an increased number of journalists keen to produce such contents, but also in a better quality coverage. Indeed, evaluations, done before and at the end of the workshops on the trainees' thematic knowledges proving that significant progresses have been made. The quality of the contents produced during and at the end of the mentoring process, assessed by EJICOM, but also and finally by the "Observatories", demonstrated better knowledge about women's rights norms, and less prejudices in the way journalists were reflecting the women's image.

Challenges will be to strengthen, within the EJICOM project, its management capacities (especially on evaluation and reporting); and to consolidate the gender sensitivity of the mentors.

A regional journalist's network was not constituted in 2018. However, national mainstream and community media journalists' networks have been formed, operating but not in a formal way. In 2019, a meeting of these regional networks will be organized.

• **Capacity building of community and local radios (OC1.1.2)**

The community radios capacity building is aimed at decentralizing the debates about women's rights in key localities or regions of each country, at increasing their thematic knowledge and at better including the local CSOs participating in these debates. The capacity building was addressed to community radio stations based in selected areas, through 4-5 day workshops: including thematic, technical and organisational capacity building. The capacities to be built were a) the gender sensitivity of the community radios practitioners; b) their technical capacities to diversify their radio usual contents with more informative formats; and c) to better interact with their audiences, especially by including (often neglected) female audiences.

The training workshops, as well as the content production monitoring, were implemented by national consultants in Niger and Senegal, and by local organisations in the 2 other countries: URPCI (*Union des Radios de Proximité de Côte d'Ivoire*), an umbrella community radios organisation; and Studio Tamani, a radio network in Mali. The partnerships with these local radio organisations, though started lately (2018, second semester), proved to be more efficient and sustainable. The results of these training workshops and monitoring processes are: i) a significant amount of radio contents produced (163); ii) the inclusion of more demanding formats (magazines: 58), allowing more in-depth public information and to feed the radio debates; iii) increased participation of the audiences, by incorporating for the first time the “citizen radio club” mode into a wide range of radio stations in Senegal, Côte d'Ivoire and Mali (more than 300 people participated in debates dedicated to women’s rights).

In addition, this capacity building process had institutional results. It generated new gender sensitivity in 2 federations of radios (URPCI, Côte d'Ivoire; Tamani: Mali). However, challenges will be: i) to strengthen even more the gender sensitivity as well as the evaluation and reporting capacities of the operational partners; ii) to increase the number of female radio trainees and producers.

Outcomes 1.2. Thematic and technical resources and tools about women’s rights and gender sensitive journalism are available online

Outcome	Indicators	2018 results	2017 results
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	The online Platform fed with: - A selection among 513 media contents produced by the media and CSO, uploaded as examples of good practices on gender issues coverage. - 1 directory of WR-CSOs (Senegal). - 1 study on the use of social media by teenaged students (Senegal). - Collection of 8 international agreements and standards on women’s rights and of national laws. - 1 study on 4 countries on gender dimension in media associations, self and statal regulatory bodies (still in progress).	The platform http://panosmedia.org/en/program/women was created.
	1.2.2. Manuals for gender-sensitive journalism produced	- A gender sensitive media contents assessment tool (grid). - A Manual on Radio Citizen Clubs (in progress).	Manuals have not yet been produced

- The best media contents produced by WOM have been selected in order to be uploaded as examples of better practices of gender sensitive contents production.
- A content analysis tool was collectively produced by the members of the Senegal Observatory. The grid is based on various documents produced by UNESCO to monitor the women’s representation and media coverage of women’s issues. It was adapted to the West African media context, where experience in media contents analysis is still limited. This tool was used by the mentors, observatories and operational partners in the 3 other countries. It might be used as a tool for awareness raising and for media literacy, by any media or CSO, individually or collectively.
- In 2018, documentary material (directory, cartography, compendium of international and national laws) and an awareness document (baseline study on gender policies - in progress) were produced, however, to a lesser extent than planned. Indeed, finding local human resources specialized in the analysis of media policies and laws remains a challenge.

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

A gender sensitive journalism cannot be sustainable if only relying on better journalistic capacities. Building a conducive and sustainable institutional pro-gender media environment is a condition of sustainability. Though, diverse actions to raise awareness within the media institutions had been undertaken in 2017, the first concrete steps have been made in 2018.

Outcome	Indicators	2018 results
Outcome 1.3	1.3.1. 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 women's rights by the media)	<ul style="list-style-type: none"> • 7 initiatives have been undertaken, thanks to WOM. • 4 umbrella/networks of media have taken initiatives to promote best practices on women's issues and rights coverage: GEPCI (Groupement des Editeurs de Presse en Côte d'Ivoire) and URPCI (Union des Radios de Proximité de Côte d'Ivoire); APPEL (Press online association) in Senegal; Studio Tamani in Mali. • 1 School of Journalism. • 2 individual media houses have set up a new women desk (RFM and AfrikPress) in Senegal. • 268 media houses political final beneficiaries of these initiatives.

By the end of 2018, GEPCI (*Groupement des Editeurs de Presse en Côte d'Ivoire*), gathering press owners and editors, has agreed to set up gender focal points in each of their press houses members. URPCI (*Union des Radios de Proximité de Côte d'Ivoire*) has decided to specialize and dedicate some of their permanent staff and/or governing members to gender contents monitoring. EJICOM (*Ecole Supérieure de Journalisme des Métiers de l'Internet et de la Communication*) has been promoting the gender sensitive journalism from its home country (Senegal) to the 3 other countries through WOM. APPEL (*Association de la Presse en Ligne, Senegal*) decided to ensure a gender sensitive coverage of the elections. What it did effectively in January 2019 during the presidential elections. RFM (*Radio Futurs Médias*), from the biggest media group hold by Youssou Ndour, the famous Senegalese singer, set up in the course of 2018 a new desk dedicated to women's issues. The fact that the winner of the National Grand Prize in December 2018 (a female journalist) belonged from this media, illustrates the impact that an enabling institutional environment can have.

The initiatives taken in 2018 by the media collectives are promising, and might be quite impactful in the future. Indeed, the 4 organisations together represent 268 media houses (URPCI: 120 stations members; Tamani: 70 radio partners; GEPCI: 25 newspapers; APPEL: 53 online media). Each of these organizations is, at the regional level, a leading media organization in its respective sector

For the future, the challenges will be to strengthen the "gender focal points" capacities within these organisations in order to sustain these starting dynamics.

Outcome 2: “Women civil society organizations and teenage women effectively use citizen medias, and interact with professional media to promote and defend women’s rights, in particular with regards to women’s political participation, and violence against women”.

Indicators	2018 results	2017 results
2.1 Between 2017 and 2020, increased number of initiatives (press releases, Facebook pages, press conference, op-ed, participation in radio and TV programs, interviews given, twitter accounts, etc.) undertaken by trained women’s rights organizations using traditional and citizen media (social and community media) to voice their concerns, opinions and recommendations	<ul style="list-style-type: none"> • 24 CSOs (Senegal: 14; Niger: 7) interventions in the national biggest audiences mainstream media (TV, radio): • 107 videos produced by CSOs, shared in the social media <p>In total:139 media interventions undertaken by trained CSOs to voice-up their concerns throughout traditional an new media</p>	43 blog articles written by trained CSOs, and circulated in social media
2.2 During the duration of the training, number of the media initiatives (including the creation of their own media) and products developed by trained teenage girls for school, local (including the club radio citoyen) and social and traditional media on women’s rights, in particular on the political participation of women and gender-based violence	3 initiatives taken by the students and teachers to export the experience to 3 other high schools.	-
2.3 Between 2017 and 2020, number of media contents produced by school, local, national or citizen media echoing teenage girls’ opinions, concerns and recommendations, or reproducing their initiatives on women’s rights, in particular women political participation and gender-based violence.	45 video produced on VAW and disseminated.	-
2.5 Number and frequency of the debates organized by local radio and media the “club radio citoyen” that take into account women’s rights issues	87 “radio feedback” produced by 81 radio citizen clubs broadcasted in local radio stations (Senegal, Niger, Côte d’Ivoire).	NA

In 2018, besides the national WR-CSOs, additional CSOs components, were targeted, that have been left in 2017: organisations representing teenagers and local CBOs. As a result, much more contents were produced, in the community and the social media, by representative groups of communities that tend to be marginalized and poorly heard. These gender concerns and voices have been occupying larger room in the mediascape and the public sphere, voicing specific concerns as violence at school or in insecure localities.

Outcome 2.1 “Women Rights CSOs capacities to effectively use traditional and/or new media to voice their concerns and potentiate their advocacy work...”

Outcome	Indicators	2018 results	2017 results
OC2	2.1.1 Number of WR-CSOs having one or several staff successfully trained.	<ul style="list-style-type: none"> • 76 national WR-CSOs (Senegal: 24; Côte d'Ivoire: 15; Mali: 16; Niger: 23) benefited from the various forms of training. • 104 individual CSOs members trained. • 81 local CBOs (Senegal: 24; Côte d'Ivoire: 24; Mali: 24; Niger: 9) benefited from a training on Citizen Radio Clubs. • In total: 185 individual representatives CSOs' and CBOs' staff trained (Senegal: 56; Côte d'Ivoire: 39; Mali: 50; Niger: 40), through 14 workshops; And 157 CSOs and CBOs benefited from the various forms of training as organisations. 	• 58 national WR-CSOs (Senegal: 14; Mali: 15; Cote d'Ivoire: 15; Niger: 14)
	2.1.2. Number of WR-CSOs having implementing a communication strategy.	20 CSOs through 24 representatives having participated in TV and radio debates.	13 CSOs participated in radio debates
	2.2.2 Number of teenaged students trained.	150 students in 3 high schools	-
	2.2.2 Number and type of media initiatives developed by teenaged students.	45 videos.	-
	2.3.1 Reports produced by Observatories	8 MediaWatch reports produced by the Observatories in the 4 countries.	1 MediaWatch report produced by the Senegalese Observatory
	2.4 Number and participation of WR-CSOs participating in RCC.	At least 81 radio-clubs (gathering at least 100 CBOs) participating in the RCC.	-

Based on the lessons learnt in 2017, some modifications were introduced in the implementation of WR-CSOs capacity building strategy. Indeed, real awareness-raising and advocacy (coherent, long-term, collaborative) strategies for CSOs, that already had “communication strategies” could re-inforce; WOM rather decided to give a priority: i) to mastering the communication “tools”; ii) expand the capacity building strategy to other civil society stakeholders, who may be stronger or more influential, so that, committed in women's rights issues, they can strengthen the WR-CSOs themselves and the camp of women's rights defenders: they are cyberactivists and "generalist" organizations for the defense of human rights.

a) Aware of a real – though often overshadowed – “generation divide” affecting most of the national women’s CSOS, WOM gave a special focus to youngest members and activists, addressing different trainings to WR-CSOs oldest and leaders members and to their youngest members.

- National CSOs' leaders: Training workshops to use traditional mainstream media were addressed to 46 leaders of these organisations (Senegal: 18; Niger: 17; Mali: 11), through 3-4 day workshops in the 3 countries. Trainees learnt to participate more effectively in TV and radio debates (how to prepare, document and argue in a media debate with policymakers, etc. The training exercises were run using "roleplaying" and live "rehearsals". These trainings resulted in the effective participation of the WR-CSOs, to real TV and radio debates with policymakers and high level civil servants. In total: 24 debates and contents were produced in the mainstream media. (*See also OC3.1*).

- Young activists training: A 3-4 day training workshops on using the social media were organized for 58 young representatives and staff (as far as possible communication officers: Senegal: 14; Côte d'Ivoire: 24; Mali: 24; Niger: 9) to strengthen the online visibility of their organisations.

As a result, these WR-CSOs representatives implemented and disseminated 107 videos, mostly on violence against women, and at a lesser extent on women political participation. An estimated number of immediate viewers for these videos was 27,741 most of them from Senegal, and at a lesser extent Côte d'Ivoire. In Mali and Niger, the video viewers were very limited.

Challenges? Increasing the audiences and diversifying the social media besides the sole Facebook (e.g: Twitter; You Tube); and organizing tighter convergences, and sharing on the social media, but also with the legacy media producers encouraged by WOM.

b) CBOs capacity building: In order to respond to the "social divide" between national WR-CSOs active at country level and the local WR-CBOs, WOM addressed specific communication training at local level, through "Radio Citizen Clubs" training. A 2-3 day workshops were addressed to CBOs in the selected localities where WOM was, at the same time, supporting the capacity building of the radio stations. The training was about how to form a "radio citizen club" with their constituencies; how to give their says on the radio programmes they have heard, these says being in turn broadcasted, so that they could provoke more accountable answers to their questions and demands to the local policymakers about some women rights. 81 CBOs representatives benefited from these workshops. As a result, they were able to send 87 feedbacks micro-radio programmes. For many of these CBOs, it was the first experience in radio-clubs greeted them. Some other CBOs (Niger), already familiar with other models of radio-clubs, considered that the other WOM model added value: CBOs being not only listeners but also participants and producers (participating in debates, on women's rights and not only on social needs).

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 genderbased violence and women’s political representation”

Outcome	Indicators	2018 results	2017 results
	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.	150 teenage girls trained (3 high 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.	<ul style="list-style-type: none"> • Share of 45 videos (reached: 28,451 persons; 1,955 interactions :) • 4 inter-high schools Live Facebook 	-

In order to get the teenaged girls’ and boys’ voices heard on women’s equality, WOM set up a pilot strategy in Senegal. In 2018, the project targeted 3 high schools located in the capital city (Dakar), in suburban area (Pikine), and in a secondary city (Thies). A partnership was established with the “*Association des Professeurs de Français du Sénégal*”, through one of its branches, RESACLAP (“*Réseau des Professeurs d’Arts, de Littérature et de Philosophie du Sénégal*”). WOM partnered with this network a) to focus the usual debate on women's rights and equality; b) extend physical discussions to online discussions to open the conversation to new participants from other high schools and also to a wider community of students and “online friends”. 150 teenage student (125 girls and 25 boys) benefited from training workshops, regular meetings and coaching by RESACLAP, as well as social media experts and women's experts.

Teams of young video-makers, formed in each high school, succeeded to produce 45 videos that they shared with their “online-friends”. A Prize honouring the high school and team producing the best video was awarded, in presence of the Ministry of Women, UN-Women and UNFPA representatives, who greeted the WOM initiative.

Worthy also to notice that students took unexpected initiatives. Another high school in a Dakar suburban (Thiaroye) decided spontaneously to experience the same model, without any WOM support. Its students produced, and disseminated, 4 collective videos. The other initiatives were undertaken by the Thies and Pikine high schools. They decided to organize 4 “Facelive debates” at the occasion of debates they had organized in 2 other high schools situated in other localities.

Challenges will be about increasing the reach of the contents, and create tighter linkages with other communities of online “influencers”.

Outcome 2.3 “Women CSOs interact with professional media to promote a better coverage of issues related to women’s rights”

Outcome	Indicators	2018 results	2017 results
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	<ul style="list-style-type: none"> • 6 MediaWatch reports produced by the 4 Observatories (Senegal: 3; Côte d’Ivoire: 1; Mali: 1; Niger: 1). • 3 public meetings / conferences organized by 2 Observatories (Senegal: 2; Niger: 1). • 3 activity reports produced (Senegal; Niger). • 81 CBOs animating radio-clubs and participating in 87 debates. • 1 sensitisation workshop organized by a representative of the Senegal Observatory for 22 editors and owners members (GEPCI in Côte d’Ivoire). • 1 evaluation tool of content analysis produced by the Senegal Observatory (<i>See also 1.3</i>). 	1 MediaWatch report (Senegal) 3 public conferences

The National WOM Observatories were launched in 2017, each of them composed of a permanent group of 8-12 individuals, representing the main WR-CSOs and media umbrella/self-regulation. Firstly aimed at analysing the media coverage of women related issues, in 2018, they tried to extend their role at contributing to promote gendered media literacy and to advocate for an enabling pro-gender media environment (OC1.3).

In 2018, all the 4 Observatories succeeded to scrutinize at least once (three times in Senegal) the gender sensitivity of a sample of media. 2 Observatories on 4 organized public conferences or meetings in order to “literate” journalists and WR-CSOs communities on gender issues coverage, mobilizing in total 124 key participants. The model of WOM Observatory worked well in Senegal: the Observatory was even able to produce a grid for media content analysis, then shared and used by various partners in other countries. One of the Senegal Observatory’s members was delegated to Côte d’Ivoire, in order to ensure the sensitization and mobilisation of GEPCI 22 members.

However, these Observatories, in the countries apart from Senegal, suffered from a certain lack of dynamism and ownership, due to insufficient monitoring. The main challenge for the National Observatories will be to ensure a closer mentoring in countries, through country coordinators and operational partners.

Outcome 3: “women civil society organizations and media are jointly engaged with decision-makers and other relevant stakeholders (religious and community opinion leaders) in open, tolerant an informed dialogue about women’s rights, with a particular emphasis on women’s political participation and gender-based violence”.

Outcome	Indicators	2018 results	2017 results
Outcome 3	3.1. Meetings and interactions between CSOs and decision makers.	<ul style="list-style-type: none"> • 24 informed media debates organized (Senegal: 17; Niger: 7). • 2 physical meetings / colloquia organized with policymakers (Côte d’Ivoire: 1; Niger: 1). • High level policymakers involved (Niger: 7; Senegal: 17; Côte d’Ivoire: 7). 	1 physical conference organized in Senegal
	3.2. Between 2017 and 2020, number of encounters that were successfully carried out between women civil society organizations and influential (religious, political, and/or community) opinion leaders on women’s rights and freedom of expression	3 religious leaders involved in a dialogue on the mainstream media (Senegal)	12 religious leaders took part in a dialogue with CSOs on their implication in women political participation ‘s promotion (Senegal)

Outcome 3.1 Dialogue with policymakers

All the 4 countries have ratified international (CEDAW, Beijing Plan of Action, etc.) and regional conventions (AU Maputo Additional Protocol on Women; ECOWAS additional Act on Women’s Equality, etc.), and stated their commitments to SDG-5. However, in none of these countries, national legislations seriously comply with these international obligations. WOM intends to support the dialogue of WR-CSOs with the relevant policymakers to increase their accountability.

Most of the encounters and debates dedicated to open a dialogue with policymakers have been on VAW. In Senegal: domestic violence, sexual violence at schools. In Niger: female genital mutilations, impunity for the authors of rape, impact on women of insecurity and C.V.E policies, etc. A lesser number of debates took place about the women political participation, in Senegal and Côte d’Ivoire. Most of these dialogues were run in the media. Policymakers addressed in these dialogues were: parliamentarians, representatives of the Ministry of Justice, the Republic Mediator, government and opposition political parties’ female leaders. In Mali, no dialogue could be organised.

Organizing these dialogues face various constraints (*See in Context*): difficult cooperation and counter-productive competition between the WR-CSOs to form a “front” in certain countries (Mali, Niger), especially on certain issues (VAW and civic rights) often linked to the threatening pressure of religious leaders (mostly in Mali, Niger).

Most of the encounters took place on the audio-visual media. These debates, carefully prepared by the trained WR-CSOs (*See OC2.1*) got two results at least. One is to open these debates to wider audiences, since the audiovisual mainstream media selected for these debates were those with the biggest audiences in the country. In Senegal, CSOs supported by WOM to speak out both in the traditional media and the social media strongly contributed to the birth of a social movement against rape and related laws. Another result was to succeed to

overcome some divisions and to unite WR-CSOs in shared communication actions. WOM did succeed such an alliance in Mali, reasons why encounters and debates were organized in this country.

In Niger, the subject of the policy dialogue on women's rights enforcement was about rights to communicate, and was under the form of a physical dialogue. The policymakers addressed in this dialogue organized in a physical colloquium were the communication policymakers. This encounter was successful in the sense that it could unite together various CSOs, but also the media organisations with the WR-CSOs. This first step of the dialogue resulted there in new commitments taken by the state regulatory body to undertake new regulatory measures. The WOM experience in Niger has conducted to revise the strategy related to the dialogue, focussing the dialogue on women's rights to communicate.

Outcome 3.2 Dialogue with the religious leaders.

In 2018, no encounter as such with the religious leaders was organized in any of the 4 countries. But in Senegal, some religious leaders were involved in some mainstream media debates. Some local religious leaders were also included in local debates run by the community radio in other countries.

Constraints faced for organizing a political dialogue with religious leaders are linked to the weight and influence of extremists' religious leaders, compared to tolerant and more open leaders that may also hesitate to speak out. In a context where moderate leaders are still speaking out in the media, the dialogue could be re-focussed on the religious women related discourses in the media, and the religious communication practices, involving the media as well. The WOM strategy should be re-tailored in order to take into account the diverse national religious and media contexts. This approach could be experienced first in Senegal, and then shared with the other 3 countries.

LESSONS LEARNT.

- Though the context especially in two countries is becoming more and more hostile to women's rights, and where insecurity may limit the operations, the WOM general Theory of Change remains valid. However,
- The strategy aimed at engaging a dialogue with the policymakers and the religious leaders will have to be (OC3) revised to address a right which is a precondition for other rights, especially in contexts where women's rights to communicate and freedom of expression are frontally threatened.
- Given the growing disparities of situation and diverging evolutions between the 4 national contexts, methodologies need to be adapted more closely to the national specificities. In particular, regarding the WR-CSOs capacity building [OC2], and the dialogue [OC3]. Though thematic priorities may differ from country to country, clear emphasis has been given, in all the 4 countries, to VAW, but mostly in Mali and Niger, where VAW are strongly related to the violent extremism and insecurity context. Civil rights have supplanted political right' concerns. However, women's political participation may be more focussed and exerted on combating VAW.
- The operational partnerships experienced with local organisations proved to be more effective: facilitating transfer of experience between organisations and countries (for example: in Côte d'Ivoire, between the Observatories and the umbrella associations), increasing local ownership and facilitating closer monitoring. However, such a delegation of responsibilities needs to provide these partners with much more basic tools of monitoring and evaluation.
- New methodologies and tools have proved to be successful and appealing. They deserve to be pursued or strengthened as a genuine added value of the project (OC2.1: radio listening clubs; OC1.1: Prizes; and OC2.2).
- **OC1: Gender and women's rights perspectives in media contents and institutional policies.**
 - Organisational lessons: Transferring more operational responsibilities to local/national partners have demonstrated two advantages. First, the implementing partners are in the process of modifying their own

practices (gender sensitive journalism) for the media; joint actions for the CSOs; but, second, they are also generating new intra (CSOs and media), or inter-country media dynamics.

- Methodological lessons: The “cascade” system based on two different categories of community radio actors (magazine producers vs debate organizers) to be unhelpful (too complicated and creating frustrations). The radio stations will benefit the same content training, including magazines format, and will be expected to produce more demanding radio formats. That will mean tighter selection of the stations, and a lightly smaller number of beneficiaries. The “Radio Citizen Clubs” have been very attractive for the community radios: effective in developing the interactivity with their audiences.

- Organizing Prizes has been an effective mean to stimulate broader interest in the community media at large for gender sensitive journalism, and to give more visibility to the gender balanced media contents in the audiences.

- **OC2: Women civil society organizations and teenage women effectively use citizen medias, and interact with professional media to promote and defend women’s rights.**

- Mobilizing WR-CSOs on communication issues may help to form a platform, and to strengthen their cooperation that proved to be uneasy to reach otherwise.

- Addressing different training formats to WR-CSOs to respond to their various diverse constituencies appears as a way to raise young members’ voices and roles and to broaden the reach of the whole organisation. Including young cyberactivists, both as thematic trainees and technical coaches of young CSOs members, allows both to attract young “influencers” in women’s rights defence, and to boost the technical e-media competences within the WR-CSO. However, given the national technological constraints, developing the WR-CSOs use of some social media may be less relevant in countries like Niger or Mali.

- The Observatories created by WOM are considered as potential key platforms by all stakeholders. Though the Observatory has played a key role in Senegal in media monitoring, they have been much less active in the other countries. The composition of these observatories will have to be revised, and mobilisation actions be invented (“Mediawatch Day”).

- **OC3: Dialogue with policymakers.**

- Opening the dialogue with the policymakers, and moreover with the religious leaders. Based on the policy dialogue experience in Niger, the strategy related to the dialogue with the policymakers should be refocused. Considering that these rights to communicate are a precondition to exert other women’s rights, the policy dialogue should be primarily focussed on these rights, including Access to Information for women and women’s issues, and Freedom of Expression on women’s rights. Policymakers targeted then, are those in charge of communication and media policy. Such an approach will allow to include more directly and closely the media stakeholders in the dialogue. That will also contribute to reach another Sustainable Development Goal (SDG 16.10), besides SDG5. Finally, this approach will also strengthen even more the internal coherence of WOM and its T.o.C.

- Where extremist religious leaders had become more and more influent (Mali, Niger), WR-CSOs in the best cases succeeded to organize “private” dialogues with tolerant opinion leaders. But, it appears much more difficult to organize a “public” dialogue. At the same time, in Senegal, religious tolerant leaders have been modestly, but effectively, involved in “public” debates, on the mainstream and local media. WOM should build on that experience, by focussing the dialogue with religious leaders on the “religious discourse and communication about women in the media”. Such an approach also directly focussed on communication issues will give a true added value among the WOM WR-CSOs organisations addressed to the religious leaders; reinforce the coherence of the entire WOM project; and will contribute directly to comply with the obligation of “modifying socio-cultural behavioural schemas and models”, as stated in the CEDAW (Convention on the Elimination of all Forms of Discrimination Against Women). This approach could be run in the context of Senegal. Other countries could be included at a lesser extent and later before the end of the project, through sharing of best practices.