



WOMEN IN NEWS SOMALIA

Women in News Somalia aims to increase women's leadership and voices in the media. It does so by equipping women journalists and editors with the skills, strategies, and support networks to take on greater leadership positions within their media.

Through a two-year programme (2015-2017) 12 women media professionals from across Somalia and Somaliland participated in a combination of training, mentoring, coaching and networking to learn practical skills and gain more confidence in their ability to play a key role in the Somali media sector.

The WIN Somalia programme consisted of three gatherings where media management and career management training were delivered together with one-on-one coaching to identify and create a tailored career roadmap for each participant.

The programme covered a total of 10 main subjects that were further broken down into 35 modules, focusing on Change Management, Leadership, ICTs for Media, Life & Career Planning and Managing Teams to name a few. By the conclusion of the programme, 83% of the participants felt 'very high motivation' to stay in the media sector when only 8% felt 'high motivation' to remain in the sector at the launch of the programme.

The end of programme evaluation had a set of questions covering development of skill sets, understanding of various concepts and the application of those skill sets and concepts.

Indicators such as 'an increase in understanding of gender equality' were also noted, with 75 % of respondents reporting a 'poor' or 'fair' understanding of gender equality prior to the programme, and 100% reporting a 'good' or 'very good' understanding post programme. A similar leap pertaining to an understanding of gender bias in the news was also reported. This is an important foundation for creating change at the organisational and sector level, as this cohort will most likely become advocates and educators in their own right.

AFTER JOINING THE WIN PROGRAMME

90%

of the participants have moved to more senior positions.

83%

of the participants now feel highly motivated to continue to work in the media sector, compared to 8% at the beginning of the programme.

70%

of the participants have used their acquired skills train others in their media houses.

ADVOCACY AMONG SENIOR SOMALI MEDIA WOMEN

Participant Naima Muse reported that at her own initiative and her own cost she had visited nine Somali media houses to talk to women employees, highlighting the need for them to find ways to include women's voices in news. She also gave them tips on how to manage their superiors based on what she had learnt from the WIN programme. These visits have resulted in more inclusion of women stories in the news in some of the media houses visited.

INFLUENCING MANAGEMENT DECISIONS

Participant Hodan Mohamed reported that she used her newly learnt management skills to influence the hiring of two new female staff at her media house. The two had lost their jobs following the closure of a media house in the Galkayo region. In addition, she developed a proposal for in-house training for women in her media house to build their skills and lobbied her managers to have it added to an existing proposal which seeks to train journalists but without specific emphasis on women journalists. Her proposal was approved and incorporated into the main media house training programme.

ADVOCATING FOR BETTER WORKING CONDITIONS IN MEDIA

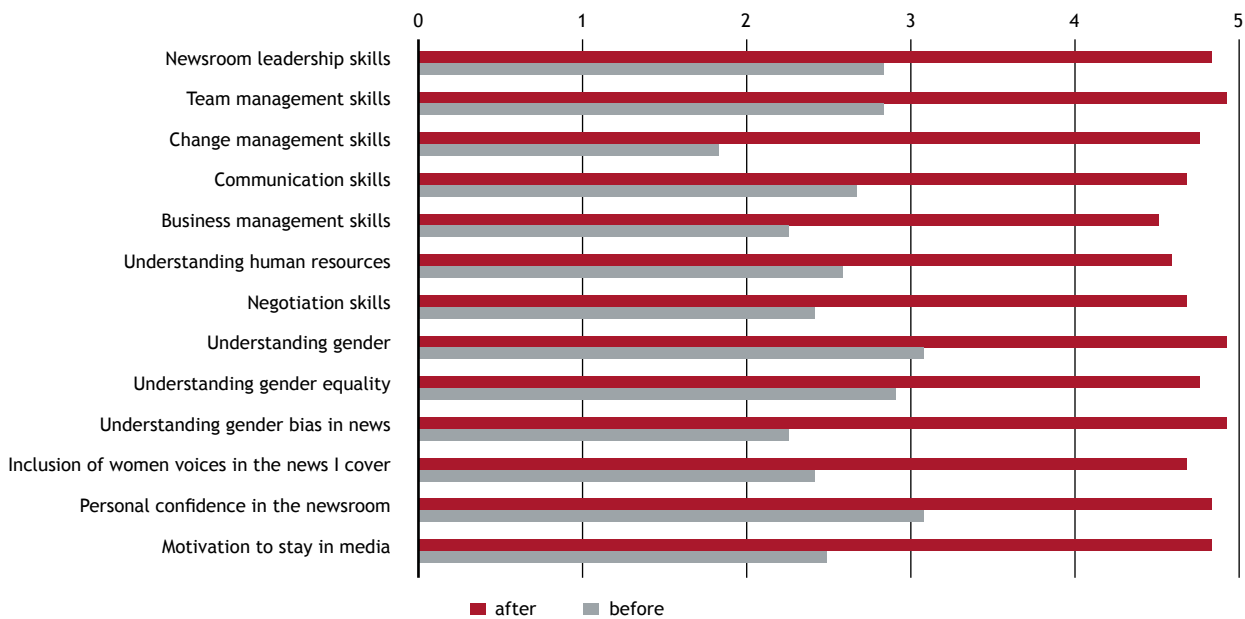
Amina Ahmed Ali reported that she took the initiative to approach managers in her media house about working space and washroom facilities for women in her organisation, which was met with positive response. She said she used her improved communication skills and negotiation strategies learnt in the WIN programme to first create awareness among the managers about the special needs of women, sharing her suggestion of possible solutions and then getting them to agree to carry out improvements. She said she got the idea after learning about gender discrimination in the workplace during the first WIN gathering and set her mind to work on it. She also met with officials from media practitioners association to sensitise them about the need for better working conditions for women in the media.

MENTORING MEDIA WOMEN

Hamdi Hassan Yusuf reported that she has started regular mentoring sessions with women in her media house, and especially young women journalists, on how to include gender angles to their stories. She said they meet every two weeks to discuss story ideas that focus on women, and through this she is able to bring women's voices into radio programmes and news stories. Hamdi is also planning to introduce two of her senior women colleagues to the concept of developing career roadmaps using the lessons she has learnt from the WIN programme.



WIN Somalia Self-Assessment Results



WOMEN IN MEDIA SOMALIA

WIN Somalia is operated through a partnership between the World Association of Newspapers and News Publishers (WAN-IFRA), Fojo Media Institute and International Media Support (IMS), and is part of a larger multi-year media development programme currently implemented by IMS and Fojo in Somalia. Somali WIN is built on the Women in News programme operated by WAN-IFRA since 2010, which applies a combination of skills development, mentoring, coaching and networking to equip women media professionals with the capacity to increase their influence and voices in the media.

EFFECTS OF WIN SOMALIA

CHANGE MANAGEMENT

Participants said they had used the seven steps of change management in the operations of their media houses. They gave the example of building confidence of fellow women journalists to overcome their shyness and subdued nature.



ADDING WOMEN'S VOICES TO MEDIA CONTENT

Participants said they had made adjustments to their journalistic programming to address gender issues, for example by making a deliberate effort to seek women sources for news stories and encouraging women to speak.



CONDUCTING EFFECTIVE MEETINGS

Four participants narrated their experience with colleagues when they applied effective meeting techniques. They had now started preparing and distributing written agendas for their meetings and giving every person present a chance to be heard. They received positive feedback from colleagues who said the new approach of holding meetings encouraged sharing of ideas and the written agenda kept meetings focused and short.



HIGHLIGHTING THE PLIGHT OF WOMEN WORKING IN MEDIA

Participants said the WIN programme had raised their awareness about gender discrimination issues, and especially in the work place. Some participants said they had already started dialogue on matters of mistreatment of some women staff members as well as the issue of poor remuneration of women.