

WOMEN MEDIA AND CHANGE



2008 ANNUAL REPORT

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MISSION AND VISION STATEMENTS

Mission

The mission and goals of WOMEC are as follows:

- To conduct research on the media needs of women in Ghana.
- To undertake media skills and ICT training for women with leadership potentials, parliamentarians and mid-level career women.
- To build the capacity of media personnel to effectively report on gender and women's issues.
- To publish appropriate publications on women and gender.

Vision

WOMEC's vision is to bridge the big gap between rhetoric and action in addressing issues on gender and empowering women to gain public voice and visibility as well as having control of their lives.

FOREWORD

The Media is a very effective instrument of change and when it is used appropriately it yields tremendous results. Women, Media and Change (WOMECE) used the media to bring positive change in the lives of women.

This report is a summary of WOMECE's activities over the 2008 fiscal year. Though WOMECE faced some financial difficulties, as an organization we chalked a number of successes.

WOMECE organized a number of media training and capacity building workshops and field trips for journalists on HIV and AIDS, Enhancing Women's Leadership and Participation in Election 2008. These workshops were to enable Journalists report from a gender perspective and also advocate the inclusion of more women in the governance system of Ghana.

WOMECE wishes to express its sincere gratitude to The Global Fund for WOMEN, ABANTU for Development, African Women Development Fund (AWDF), NETRIGHT and all of its partners for their endless support to the organization.

Charity Binka
Executive Director
WOMECE

ABOUT WOMEC

Introduction

Women, Media and Change (WOMEC) is a national organization founded in 1994 and duly registered under the laws of the Republic of Ghana in 2000. Geographically, WOMEC exists in all the ten (10) regions of Ghana.

Four (4) professional women in response to the realization that, there is a need to promote more effective use of media by women for their personal and collective advancement started it.

Additionally, WOMEC was born out of a vision to bring about change in women's lack of awareness about the power of the media in shaping and pursuing their goals. WOMEC has a knowledgeable and an enthusiastic staff that is ever ready to work towards the achievement of its organizational goals.

Specific Objectives

Specifically, WOMEC aims at achieving its goals by:

- Providing media skills training for women both in leadership and at the grassroots level.
- Giving greater visibility to women through the media.
- Supporting journalists/media practitioners and editors to develop editorial policies to guide gender-sensitive coverage.
- Serving as a centre of excellence that focuses on the training, capacity building and creation of a platform for exchange of ideas and facilitating networking of media women in the sub-region for female journalists.
- Developing a database on women in media in Africa; this will have information on the human resource of female journalists in Africa.
- Establishing a resource centre for female journalists to learn new skills and access information.

- Developing a mentorship program between young female journalists and the older experienced journalists in the West African sub-region.
- Organizing ICT training for women NGO's and women in media to help them effectively use ICT in their work; and
- Establishing an exchange program for female journalists in Africa to enable them share experiences, ideas and learn from each other.

WOMECS Activities

WOMECS's key areas of work are:

- Training of journalists in media skills to equip them to use the media effectively.
- Media and Information and Communication Technology (ICT) Project.
- Health and Gender Project.
- HIV/ AIDS and Women's Project.

WOMECS's Plans for the Future

WOMECS is planning to:

- Publish a gender-based newspaper to act as a platform for women's issues and facilitate the exchange of ideas between women journalists.
- Develop a database on women in the media in Africa, which will have information on the human resource of female journalists in Africa.
- Establish an information resource centre for female journalists in Ghana.
- Develop a mentorship program between young female journalists and older, experienced journalists in the sub-region and Africa.
- Establish an exchange program for female journalists in Africa to enable them to share ideas and learn from other journalists' experiences.

- Engage in activities to prepare women to take a more central role in decision-making.
- Establish a radio station that focuses on issues of gender mainstreaming and women’s health and rights. The station will also act as a training facility for young female journalists to develop their skills so as to get hands-on experience.
- Produce an online version of the ‘The Female Parliamentarian’ newsletter.
- Complete WOMEC’s Web site, which is currently under construction.

Year 2008 in Review

Women, HIV and AIDS Projects – The HIV and AIDS menace is taking a feminine ‘figure’ now in Africa as the number of women living with HIV and AIDS is higher than men. To ascertain the truth in this and to know the cause and plights of women living with HIV so as to bring them to light, WOMEC organized two media training workshops on HIV and AIDS for forty female journalists in Accra and Dodowa.

- In January 2008 - WOMEC with support from The Global Fund for Women organized a three-day media training workshop on “Effective Reporting on Women, HIV and AIDS” for twenty female journalists from all the ten regions of Ghana in Accra.
- In September 2008- WOMEC with support from the African Women Development Fund (AWDF) organized a follow up three-day in house media training workshop and field trip for twenty female journalists from the ten regions of Ghana on “Effective Reporting on Women, HIV and AIDS” in Dodowa.

Women Empowerment Projects - For women to be truly empowered, they must be at the helm of affairs, spear heading the needs of women. To push forward this agenda WOMEC organized two capacity-building workshops on ‘Enhancing Women’s Leadership and Participation in Election 2008’, for sixty journalists in Accra and Kumasi.

- In October 2008 – WOMEC with support from ABANTU for Development organized a two-day capacity building workshop on “Enhancing Women’s Leadership and Participation in Election 2008” for thirty journalists from five regions (Southern Zone) at Accra, Ghana.
- In October 2008 – WOMEC with support from ABANTU for Development organized a two-day capacity building workshop on “Enhancing Women’s Leadership and Participation in Election 2008” for thirty journalists from five regions (Northern Zone) at Kumasi in Ghana.

ACTIVITIES FOR THE YEAR

Three-day media training workshop on “Effective Reporting on Women, HIV and AIDS” - Accra

WOMEC sourced funding from The Global Fund under its media programme to organize a three-day workshop for female journalists on HIV reporting.

The workshop was on the theme “**Effective Reporting on Women, HIV and AIDS**” for twenty female journalists. The journalists were drawn from both private and public electronic and print media houses in the Western, Eastern, Ashanti and Greater Accra regions to attend the three-day workshop. Seven resource persons well vexed in the issues under discussion took participants through selected topics assigned to them as a means of

equipping the female journalists with accurate information on HIV and AIDS for effective reporting.

A principal recommendation by the participants at the close of the workshop was the need to set up a media task force; **MEDIA WOMEN HIV RESPONSE NETWORK**, to network with women living with HIV/AIDS. They also called for the production of a documentary by media women to give a positive and human face to HIV infection, emphasizing the assurance that there is hope for HIV infected persons.

The workshop in pictures

Presentations at the workshop



A section of the participants going through a quiz on HIV and AIDS.



The winner of the quiz receiving her prize.

Group work at the workshop



Group presentations at the workshop



Three-day media training workshop on “Effective Reporting on Women HIV and AIDS” - Dodowa

WOMECA with support from the African Women Development Fund organized a three-day media training workshop on **“Effective Reporting on Women and HIV and AIDS”** for twenty female journalists from the ten regions of Ghana and also from both private and public electronic and print media houses.

The workshop which was in-house, was a mixture of field trips, lectures and presentations by experts, a film show, testimonies, group work and discussions as well interactions with persons living with HIV and AIDS.

Trainers on gender, HIV/AIDS, some other health related issues and journalism took the participants through various topics in their fields, giving them information and building on their knowledge for future work in the fight against HIV/AIDS.

The workshop gave the journalists the opportunity to meet persons living with HIV and AIDS to learn from them at firsthand their experiences with regards to their condition. It also created the opportunity for health personnel of the Counseling and Testing Unit of the Atua Hospital Fevers Unit (Eastern Region of Ghana) to share their stories with the media on the work being done by them both at the hospital as well as in the community.

Journalists who were part of the training programme published reports and articles on the HIV and AIDS situation in the country. They also brought to public attention the need for education to be evenly spread between care and prevention of the disease by making it clear that focus has shifted from prevention to care thus increasing the infection rate. Those from the broadcast media also produced and broadcast programmes on the disease nationwide.

The workshop in pictures

Presentations at the workshop



The field trip to the Atua Government Hospital



Group work at the workshop



A Group photograph of participants and resource persons at the workshop



Two-day Media Training workshop on “Enhancing Women’s Leadership and Participation in Election 2008” - Accra and Kumasi

In October WOMEC with support from Abantu organized a two-phased two-day media-training workshop for sixty (60) journalists. The first was for thirty (30) selected journalists from the Southern sector representing Greater Accra, Eastern, Central, Western and Volta regions on 23-24 October at the GNAT Hall, Accra.

The second part was also for thirty (30) journalists from the Northern sector of the country representing Upper West, Upper East, Northern, Brong Ahafo and Ashanti regions from the 30 to 31 of October, at the McKweon Hotel, Kumasi.

The workshop, which was under the theme **“Enhancing Women’s Leadership and Participation in Election 2008”**, was aimed at building the capacity of the journalists to

be gender sensitive in their reportage before, during and after the 2008 election year and also give adequate media coverage to all female candidates vying for parliamentary seats in the 2008 elections. Eight resource persons well versed in gender issues took the participants through the selected topics assigned to them.

The workshop in pictures

Pictures of the Accra Workshop



Pictures of the Kumasi Workshop





MESSAGE TO PARTNERS

One hand cannot wash itself; it needs the support of another hand to be able to wash itself. In the same way WOMEC could not have come this far without the support of its Partners.

WOMEC is most grateful for your unflinching support and contributions.

We believe that with your continuous support WOMEC will be able to attain its vision. We are honored to have you as our partners.

WOMEC says **thank you.**

THANK YOU

Charity Binka
Executive Director

Contact Details



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