

**WOMEN MEDIA AND CHANGE 2013 ANNUAL REPORT  
(WOMECC)**



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## **ACKNOWLEDGEMENTS**

Women Media and Change (WOMECE) expresses its profound gratitude to all the female journalists and the resource persons who ensured a successful organization and participation in an advanced ICT training programme for a section of Ghanaian female journalists in 2013.

We are deeply indebted to the Executive Director of WOMECE who personally lent her support to the organization of the programme.

We also wish to acknowledge the efforts put in by Elizabeth Eshun who helped to put the event together.

**CONTENTS**

ACKNOWLEDGMENT.....2  
OUR MISSION.....4  
OUR VISION.....4  
EXECUTIVE SUMMARY.....5  
PROJECT/ACTIVITY.....6  
APPENDICES.....13

## **MISSION AND VISION STATEMENT**

### **VISION**

To bridge the gap between rhetoric and action in addressing issues on gender, and empowering women to gain public voice and visibility as well as to have control over their lives.

### **MISSION**

- To conduct research on media needs of women in Ghana.
- To carry out 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.
- To advocate for the rights of women.

## **EXECUTIVE SUMMARY**

This year WOMEC was unable to carry out a number of projects due to financial constraints despite the fact that the organization has over the years helped in bringing women into the limelight.

As a result, the year saw only one project being carried out by the organization. With very little resources, WOMEC in 2013, built on its past achievements to empower female media practitioners by training them and equipping them with ICT skills.

The media occupies a significant place in the economic, social, cultural and political development of every country. Additionally, the media together with the Information Communication Technology (ICT) platform have become powerful tools for development in every field of endeavour.

Similarly, the Social Media platform and technology have also lately assumed a strategic position in the world today and it is therefore crucial that everyone who wants to impact on their world have some level of exposure to these platforms and the opportunities they offer.

In the light of these, WOMEC sees the empowerment of women, especially female journalists, as a necessity to make them relevant to the world.

It is clear that anyone or group of people who fail to take advantage of acquiring ICT skills will be left behind. That is why it is important that women in the media must acquire ICT skills to be abreast of issues for effective work. Social media, defined as the interactive forms of communication that use the internet, including podcasts, social network, text messaging and blogs, are increasingly becoming important in linking all sectors of life and the people who matter together. This is because it allows for content and information to be created and shared or distributed to a target audience or everybody through the use of inexpensive tools. The most significant feature of the new media is that, it requires the use of a computer among other gadgets.

The internet for instance, has become an indispensable tool for networking, lobbying and advocacy. The world has lately discovered that online social media can be powerful tools for social change as Twitter, Face book and blogs are now increasingly powerful tools to share ideas and information among others.

It is for this reason that all women including female journalists cannot be left out in the use of these tools, hence during the beginning of this year, an advanced ICT course was organized for female journalists to help them in their work. WOMEC is looking forward to more collaboration next year. We also hope to receive more funding to improve our work and achieve more for women.

**Charity Binka (Mrs)**

**Executive Director**

## **PROJECT/ACTIVITY**

### **1.0 INTRODUCTION**

WOMECE has over the years sought various ways to empower women to acquire ICT skill.

WOMECE therefore with some little funding organized an advanced ICT training programme on May 3, 2013 at its offices as a follow up to an earlier one. The first was organized with support from GIMPA at the premises of that institution.

The journalists at this year's training programme were from the private and state owned media houses.

### **1.1 OBJECTIVES**

- To empower female journalists to gain public voice and visibility through the use of ICT and social media platforms
- To build the capacity of the journalists to effectively report on gender and women's issues
- To create a forum for networking between the journalists in the field of gender and social media networking

### **2.0 OPENING**

The programme was opened by the Executive Director of WOMECE, Mrs Charity Binka, who spoke about WOMECE and said it was a registered organization committed to using the media to empower women.

She said the media should be used to give public voice and visibility to women. According to her although the ICT revolution had created a global village, women had been left behind and out of this development because they were not creators of content.

Mrs Binka noted that the journey of women to leadership positions will be a long one to travel, if they were left out of the ICT revolution. She therefore called for the bridging of the digital gap between men and women, saying women must also be creators of content in the world of ICT and the media as a whole.

Mrs Binka said ICT had made the world a smaller place and there was the need for female journalists to upgrade their skills to enable them join in the creation of media content.

According to her, this is the only way women can be given visibility and a public voice so they could contribute to development.



**Mrs Binka addressing the gathering**

## **2.1 PRESENTATION**

The training covered the following areas:

- ❖ Google Doc/Drop Box
- ❖ Feature Writing
- ❖ Blogging/Blogging Platforms
- ❖ Twitter/Building a Following

Ms Ritu Ghiya and Deria Matthews of the New York University, who served as resource persons, took the journalists through the training.

Ms Ghiya said using ICT and the social media will help journalists publish their work and also follow what others were doing.

According to her, the use of social media opened up avenues for learning as well as sharing with others.



**Ms Ghiya, on the left and Deria on the right**

Ms Ghiya said in order to write interesting on-line articles, journalists must learn to write with the reader in mind and make it worthwhile for people who go on-line to read.

### **Google Doc**

Giving practical orientation to the journalist on Google Doc, Ms Ghiya said it could be used to as Word Document for information sharing, presentation, storing and editing of information among others.

### **Blogging**

On blogging, she said it was an important space for journalists to expose their work and share it with others.



She said it was time based, personal and could also be used for the publication of one's work so others could get to know about one's work.



Participants at work

She explained that blogging was means of expressing oneself and sharing or commenting on social events with others.

### **Social Media Platforms**

On the use of the Internet and other Social Media platforms such as Twitter and Tumblr among others, she said they could be termed as micro-blogging platforms.



**Two of the journalists sharing a moment**

Ms Ghiya said Twitter was micro-blogging and not for posting long pieces of information but for quick updates about issues with others.

### **Feature Writing/Social Media Platforms**

On how to write feature articles, using social media platforms such as blogging, Ms Ghiya explained that to write a good blog, one should write with the reader in mind.

She said it should be valuable and worth while reading any piece of information posted on the blog, because social media articles feed readers who have a short attention span.



**A section of the journalists interacting with each other**



**Group picture of participants**

### **3.0 OUTCOME**

- The journalists acquired new knowledge about social media platforms and networking
- Skills were upgraded
- Participants were introduced to how to log onto and open social media accounts

### **3.1 CONCLUSION**

The training programme ended with the participants well exposed to the new social media platforms such as tumblr among others.

**APPENDIX****ATTENDANCE SHEET FOR ADVANCE ICT WORKSHOP  
HELD MAY 3, AT PARAKUO ESTATE, DOME - ACCRA**

<b>S/N</b>	<b>NAME</b>	<b>ORGANIZATION</b>	<b>TELEPHONE NO.</b>	<b>EMAIL</b>
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