

A man wearing a red shuka (a traditional Maasai garment) is talking on a mobile phone. He is standing in a savanna landscape with scattered trees and dry grass. The background shows a clear blue sky and more trees in the distance.

Digital Broadcasting Switchover Forum Africa 2014

*Harnessing the power of radio for GE
and women's empowerment and
sustainable development*

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GE and Community Media

- * Tanzania stands as a testament to the power of radio- especially community radio—for expanding access to information to citizens living in the rural areas
- * Radio has and will continue to play a critical role for more inclusive, sustainable development in this country, and for advancing gender equality.
- * The History of this movement started in in 2002 when Tanzania’s first community radio (ORS FM in Simanjiro) went on air.
- * Support local radios because they represent 70% of population



Progress

- * In 2007, there were 2 registered Community Radios supported by UNESCO.
- * UNESCO now supporting over 25 self-identified community radios in the United Republic of Tanzania. 8 actively involved in setting up.
- * Supports the Community Media Network of Tanzania (COMNETA) and East African Community Media Network (EACOMNET).
- * Support policy dialogue and review e.g. collaborated with the Revolutionary Government in Zanzibar to review media laws to promote Community media.



Economic Impact

- * Contribution to the increase of coffee prices in Karagwe District
- * Contribution to fighting hunger by promoting cultivation of drought resistant crops in Micheweni District (Pemba North)
- * Contribution to the increase of enrolment of girls in Pemba North

GE Challenges

- * Fair and equal representation of women and men to advance gender equality in and through the airwaves.
- * UNESCO working with COMNETA in assisting its member stations develop best practices to deal with their shared challenges.
- * 2014 baseline data reveals that many community radios have made great strides towards improving gender balance
- * There are 284 members of staff, out of which 147 are male and 137 are female staff (23 radios surveyed in January 2014)



Gender parity and decision making responsibilities

- * These statistics conceal- that women are still grossly underrepresented at technical and managerial levels.
- * Only two radio managers are women; approximately 70% correspondents are female.
- * Don't have any knowledge of the availability of female technical staff



Policy and legal framework

- * Tanzania is a signatory of the SADC and Gender and Development Protocol and other relevant commitments.
- * Implementation of various media laws and regulations relevant for the promotion of gender equality needs further improvement



Promoting GE in Community Media

- * Operational Community Radio Gender Desks in Tanzania, crucially helping to curb the growing cases of GBV in the rural areas. E.g in Karagwe.
- * Promoting girls education in Micheweni Pemba
- * Advocating for community dialogue to challenge gender discrimination and harmful practices in pastoralists communities.
- * Capacity development in gender-responsive and conflict sensitive content production for community media practitioners (Agriculture, Health, Education) e.g working with Canada (SIDA) since 2012 in this area.



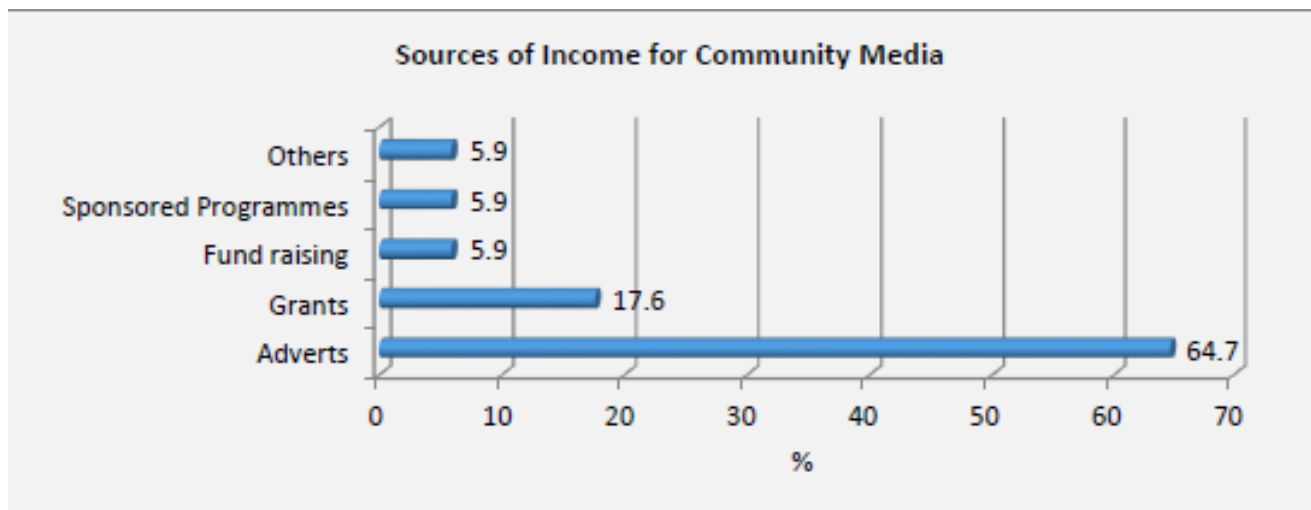
Standard setting for GE

- * UNESCO is promoting gender policies in CM. results; the number of radios adopting these policies has jumped from about 20% in 2012, to 62% today (January 2014 baseline data).
- * UNESCO and COMNETA advocating for the adoption of editorial policies to promote gender responsive, ethical, conflict sensitive journalism. (85.7%) of community radios have editorial policies (Baseline Jan 2014)
- * Capacity development for 250 community media practitioners to enhance gender responsive programming for more inclusive civic participation in collaboration with EMBS, UNDP, UN Women in preparation for referendum and 2015 elections.
- * Translating journalists safety indicators and safety guidelines for journalists into Kiswahili



Other challenges

- * Low income
- * Advertising is the biggest source of income (64.7%), followed by grants is 17.6% (Jan 2014 baseline data) .
- * Other sources include fund raising and sponsorship programmes.





Challenges

- * Low education among the practitioners, taking note that most CM organisations cannot recruit high qualified staff
- * Harmful traditional cultural beliefs and practices,
- * Lack of knowledge of harnessing (for content production) the rich cultural heritage, indigenous knowledge and the management of cross cultural sensitivities so that they don't spill over into conflict fault lines.
 - * Generally speaking, media's involvement in promoting Culture of peace, culture of maintenance, culture of tolerance still needs improvement
- * Low accessibility and knowledge on harnessing ICTs. In this area research shows that women are less likely to access, use and benefit from ICTs.

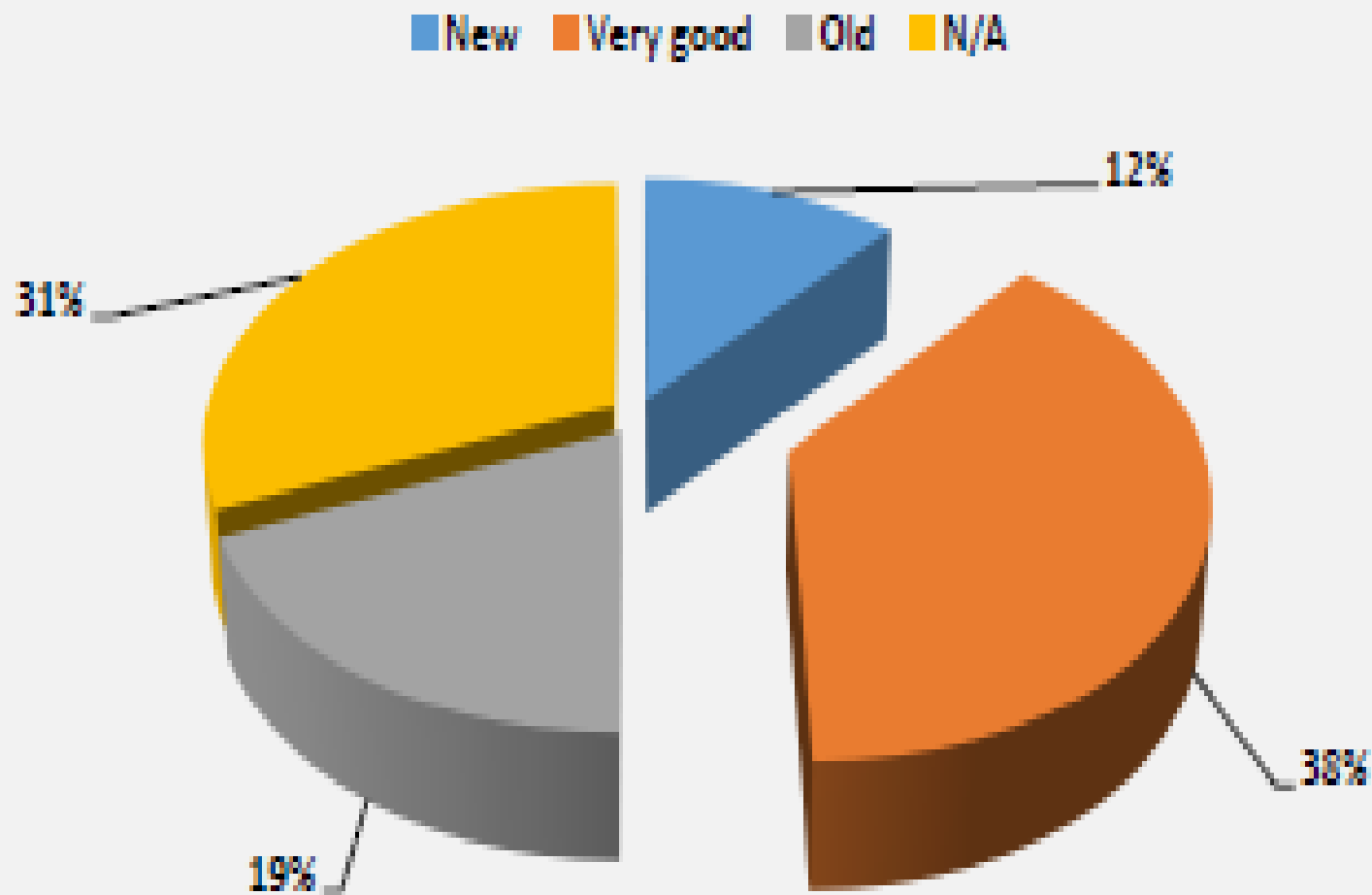


Equipment quality

- * In terms of quality of broadcasting and production equipment (hardware) such as computers, mixers, recorders, transmitters, microphones, amplifiers, printers and others, only 11.5% rated as new , 37.9% rated as very good while 18.4% rated as old and needs replacement (Jan 2014 baseline data).



Figure 2-5: Quality of production and broadcasting equipment (hardware)



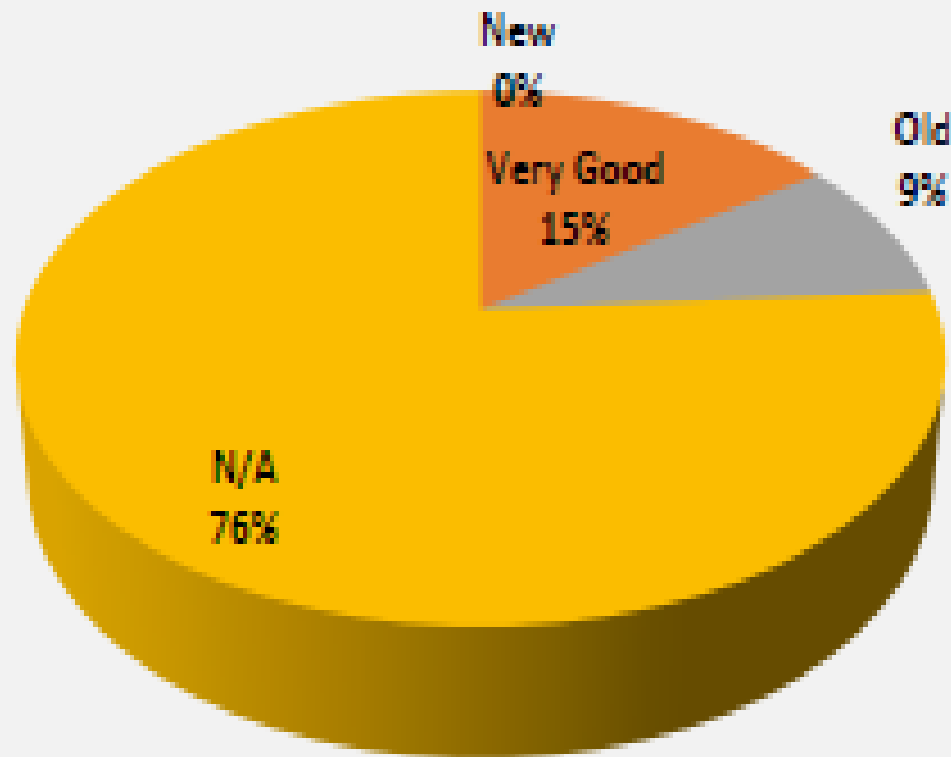
Source: Radio owners/managers' survey



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Low knowledge of use of software

Figure 2-6: Quality of Production and Broadcasting Equipment (software)



Source: Radio owners/managers' survey



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Way forward

- * Recognizing the need to work with local radio practitioners who represent 70% of citizens living in the rural areas.
- * Recognize the need to address the diverse preferences and issues of both men and women, while at the same time training and mentoring women to excel in media leadership and technical positions.



Way forward

- * Recognizing that a majority of local radio listeners are youth, we must also continue to harness the power of radio to link generations - building radio skills for youth radio production, with a focus on young women as producers, hosts, reporters.
- * Promote youth participation in democratic dialogue, with a focus on cultural preservation, cross cultural sensitivities and conflict prevention



Way forward

- * Urge the regulators, policy makers and all media stakeholders to take lessons learnt during the migration to digital television broadcasting, and ensure that radio digital switchover will be smooth.
- * We should never allow digital switchover to overshadow, or halt the momentum that is already built by the community radios in promoting GE and sustainable development in general.



Way forward

- * Request the regulators and governments in Africa to invest in educating and preparing rural radio broadcasters on the digital switchover for radio.



Conclusion

- * Each one of us here today shares a mutual responsibility. While the media and radio can both reflect and reinforce gender inequality, it can also help challenge it. Radios can help stop domestic violence. They can help adolescent girls stay and be supported in school. They can encourage men to be great fathers and role models. They can embolden women to break boundaries, to run for and win political office, and to serve communities that support them. Lets celebrate World Radio Day 2014 by understanding that radios can, and with our support, radios will.





Thank you
Asanteni sana