CAPACITY BUILDING FOR COMMUNITY MEDIA PROFESSIONALS IN GENDER SENSITIVE TRAINING KYELA FM RADIO-MBEYA FROM 11-16 JUNE 2012

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Introduction

This is a report on the facilitation of the capacity building for community media professionals in gender sensitive training in Kyela FM, Mbeya Region and the first since its inception in 2011.

The event was graced by the District Administrative Secretary Mr. Donbosco Komba on behalf of the District Commissioner who was on a mission trip. In his opening he was very positive with the workshop and promised a continued support to Kyela FM as he termed it, 'the forum for the community to participate and access information for development'.
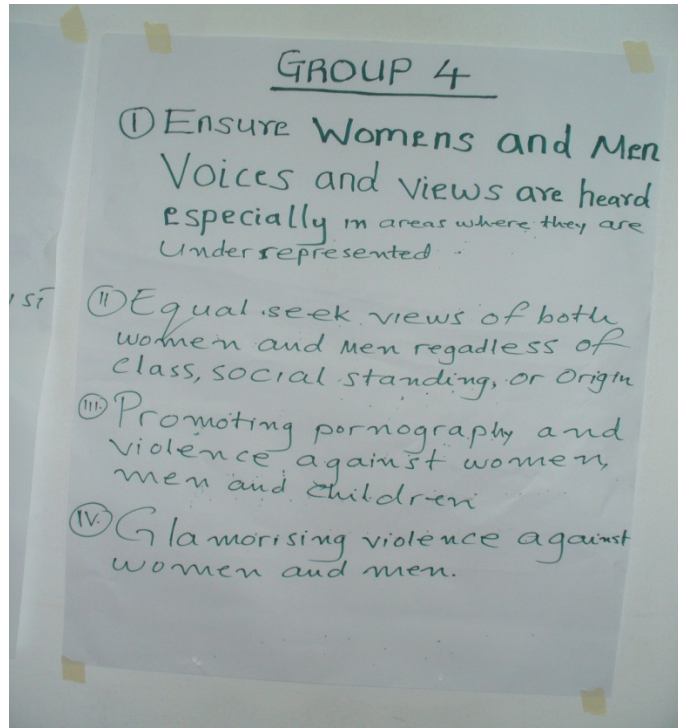
Objective of the workshop

The objective of the training was to build the capacity of managers from community media on ethics and gender sensitive reporting in the media as well as soliciting inputs/recommendations for Media Services Bill 2008.

Workshop proceedings

Participants were introduced to different national, regional and international gender framework, the concept of gender and its implications to development. Furthermore gender policy was introduced to them with a guide of a gender checklist. The process helped COMNETA to develop gender policy for community media. Furthermore, the introduction on gender helped participants to conceptualize and understand gender roles in development.

Four Gender issues were identified (language insensitivity, marginalized group (men and women), gender based violence and cultural norms and practices). The issues identified are used to develop issue/message matrix which shows issues to tackle, the negative behavior not to promote, consequences of negative behavior, positive behavior to promote and the benefits of promoting positive behaviour. The issues matrix is then used to develop programme matrix/guide for programming with gender lens. *(see annex iii)*

The Legal aspect was conducted by the Legal Expert. The draft Media Services Bill and Code of Ethics was introduced provision by provision followed by in-depth discussions. This session solicited recommendations to be submitted to the Media Council of Tanzania for consolidation in the draft Media Services Bill and adapted the code of ethics for community media. *(see annexes i) and ii))*

COMNETA Meeting

This was an opportunity for COMNETA members to meet and discuss issues of their concern. The agenda of the meeting was: 1) Status COMNETA Registration, 2) Current Leadership/communication strategy, 3) Strategic Plan and 4) Way Forward.

It was clearly stated that the interim leadership whose mandate was to push the COMNETA agenda through has not done much. Apart from the yahoo group network, there was no strategic communication from top down on issues regarding development of the network. The chair of the network was visible in most of interventions provide by for COMNETA. The situation frustrated the members as they could not understand exactly what was happening around them. The meeting was therefore important to revisit the process in order to move forward.

The deputy chair explained in brief the reason for an interim leadership. He said the aim was for the leadership to take charge on behalf of COMNETA in lobbying TCRA to waive restrictions to register community media. The question raised was how effective the leadership has been since it was nominated.

1) **Registration**:
    Participants were told that, signatures of founder members will be completed during the workshop for MISA-TAN to finalize the process. UNESCO was asked to play a role of putting more pressure on MISA-TAN to make sure it finalises the registration before end of August 2012.
2) **Leadership:**
    - Despite communication gap, it was agreed that the current interim leadership should continue pending elections to take place after registration is complete.
    - UNESCO was asked to support the first meeting and elections
    - Commitment and dedication was urged by COMNETA members to achieve its mission
3) **Strategic Plan**

    It was revealed that the Strategic Plan is still being finalized by the selected committee. The committee promised to share with other members soon after completion to solicit comments and more inputs. Members proposed to UNESCO to render support to COMNETA in establishment of a secretariat to coordinate its activities after official registration.

    Minutes of the meeting will be circulated by COMNETA Secretary General after compilation.

Results of the training

The evaluation done at end of the workshop showed the mission to be very successful and useful in terms of Topics, Group works and discussion sessions and Program Matrix development; Gender Quiz and presentations on Gender Concepts; Gender Code of Ethics; and Media Services Bill.

The participants said to apply what they have gained from the engagement by adopting in programme productions and Feature/News writing; Sharing and disseminate the knowledge with other staff.

The acquired skills will also improve weekly schedules of programme making by introducing documentary programmes in order to discourage gender discrimination issues in the community and focus on gender lens programmes/articles that will promote social changes.

The workshop yielded expected and unexpected results.

Expected results
- **Draft of Gender policy** to be used by the community media for gender mainstreaming in programmes, recruitment, advertorials and security. The draft was presented to the legal expert for review
- **Task force** for gender policy formed
- **Community media stakeholders inputs** solicited for consolidation in Media Services Bill 2008
- **Message/Issue and Programme Matrices** developed for gender sensitive programming
- **Gender mainstreaming** in programming understood and **accepted**
- **Publicity** in media (Nipashe and Tanzania Daima, ITV/Radio One, Kyela FM live broadcast, streams by Fadeco, Micheweni and Pambazuko)

Unexpected results

- Minutes of COMNETA meeting for UNESCO. They are being compiled ready for dispatch by the network secretary to UNESCO as well as to members.
- Registration forms duly signed by COMNETA members present pending stamp/seal

Challenges

- Lack of continuity in advocacy in community media
- Inadequate capacity of human resources/volunteers
- Exodus of manpower due to lack of incentives/motivations schemes
- Communication gap between the COMNETA interim chair with rest of the team (his absence in several forums was strongly felt)
- Delay of COMNETA registration has derailed the network advancement
- Preparation of the workshop was like fire brigade and time frame was too short

Recommendations

To benefit more from such interventions participants came up with the following:

- More time for field and practical work to yield better results in the programme making and to accommodate more practices
- Allowance for participants travelling from far with transit/overnighting to be considered
- Mentorship for a successor to cover the position of current coordinator
- Establishment of accountable secretariat by UNESCO to nurture COMNETA after registration
- In-house training for local radio practitioners to impart technical skills (production/equipment) as well as ICTs
- More short/refresher trainings, follow ups and evaluation on policy and management for better implementation; and on gender reporting especially after the adoption of the Community Media Gender Policy
- Request for good and improved recorders for efficiency (equipment)