



- Newsletter -

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WOMEN’S SPECIAL ISSUE

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[Guest editor of this Issue: Ms. Bianca Miglioretto, community radio and alternative media officer working for Isis International-Manila and AMARC-WIN Representative for Asia Pacific region.]

Women as Producers of Information

By Ade Tanesia

In 1998 Indonesia entered the reformation era and liberated itself from the repressive and authoritarian New Order Regime. Since then, gradual reformation has also been seen in the world of media as shown by the emergence of various forms of print, audio and audio-visual media. However, have these media given priority to the public's voice? In reality, most of them do not provide any space to the common person's voice. Hence, what is required is to let the society become the producer of information.

Medium like a community radio is the most appropriate vehicle to broadcast public's interest. Even though there are about 650 community radios in Indonesia, the question remains as to whether community radios have been fully accessed by marginalized groups of people, including women. The result of a questionnaire distributed to a number of community radios has shown that women's involvement in the management of community radios is still insufficient. The same condition is found in their program; only a small number of programs are dedicated purposely to women. In most cases, women's programs are about recipes, health and beauty than about women's rights.

In this background, a group of women has taken the initiative to use radio as a medium to disseminate information relating to women's rights. This is being done from the Damai Radio in Pariaman, West Sumatra and the Women Journal Radio Program. The former is a community radio; the latter is a producer of mini feature programs broadcasted through a network of radios in Indonesia.

In Pariaman, violence against women never comes to surface because the culture of shame is still very strong. Many cases of rape are settled through customary or traditional laws, under which a case is solved in peace or through a fine. A case will be covered up if the rapist happens to be a prominent figure in society. Many times the blame is deceptively placed on the victimized woman.

Under such circumstances the Damai Radio has made an effort to work with women's coalitions to encourage women to fight for justice. It broadcasts programs that speak against settling of violence against women through customary laws because these laws do not favour women. Instead, the station propagates the use of the modern criminal law to deal with such matters.

Damai Radio Station uses local language, namely Minang language. Its targeted listeners are not only women but also men. It is very important for men to learn about the law on violence against women so that they will not consider women unintelligent, or unprotected.

Every Sunday night the radio broadcasts a very interesting radio-drama called Carito Minang or the Minang story. The stories for the drama are taken from everyday lives of common women. For example there was an episode entitled "Maha Bana Baliajo" which was about the resistance against custom marriage in Pariaman. In this region, it is common for a bride's family to pay dowry money to the groom's family. The dowry amount is settled after a bargain. Generally, the level of education of the man is directly proportional to the amount he

will demand as dowry. This practice is encouraged by the traditional laws and customs. Unfortunately, women feel proud if they can buy men of high price.

Women Journal Radio Program

With support from USAID-OTI, Women Journal Radio began its operation in 1999, renting air time of radio stations in Jakarta like the Delta FM, MS 3 and Pesona FM. In the beginning, the radio stations received recordings of studio-based discussions from the Women Journal Radio. These discussions were very conventional in their format and mostly discussed topics and issues related to women.

Eventually, Women Journal Radio received support from Women Journal Foundation in the form of equipment and a studio. In 2000, Women Journal Radio succeeded in collaborating with 30 radio stations across Indonesia. In 2001, with support from the Netherlands Embassy, the number of radio stations broadcasting Women Journal Radio program increased to 50 and in 2002 it went up to 100 radio stations. Since 2003, with the support of Ford Foundation, Women Journal Radio has increased the number of its partner to 162 radio stations across Indonesia. Local radio stations greatly value the content coming from Women Journal Radio and the programs have become very popular. Women Journal Radio does not have to pay airtime in most of the partner radio stations as the radio stations are very keen to receive the program. Its programs are very popular among housewives of middle and lower class families. Topics dealt by the program vary from episode to episode. Violence against women, female reproductive health, and women’s representation in politics, profile of local women, labour issues, and women's rights are some of the issues dealt by the programs. The programs deal with issues that affect everyday lives of women. Most of these issues are often ignored by the mainstream media.

Women Journal Radio programs are informative as well as entertaining. More than 334 programs have been produced so far. Initially the length of the program was of 20 minutes but in October 2003 it was reduced to 10 minutes as a response to the listeners who preferred short, compact and informative programs.

[Ade Tanesia is a Program Manager (Media) at the Combine Resource Institution, Indonesia. She can be contacted at adetanesia@combine.or.id]

<p style="text-align: center;">ASIA-PACIFIC WOMEN DEMAND EQUAL ACCESS TO LEADERSHIP IN COMMUNITY RADIO</p>

By Bianca Miglioretto and Janice Lopez

In 2006, the World Association of Community Radio Broadcasters (AMARC) Women's International Network Asia Pacific conducted an email survey among women community radio broadcasters in the Asia Pacific region as regards to their situation and needs. Out of the 23 respondents from 12 different countries in the region, 18 were women.

These 23 radio stations or production groups employ between 2 to 41 staff, wherein gender balance is close to equal among the employees (see table). One community radio in Fiji is an all women's project and one station in Indonesia has only male staff but does not call itself an all men's station.

However, with a closer gender look at leadership and technical positions in these radio stations, a different picture can be gleaned. Women make up only 28% of leadership positions, which is comparatively better than in mainstream media where women occupy only 3 to 5% of leadership positions, as reported by the International Federation of Journalists in 2001. Still, women lack access to decision-making in the community radio sector.

POSITION	TOTAL	WOMEN	IN %	MEN	IN %
Overall staff	291	130	45%	161	55%
Leadership positions	75	21	28%	54	72%
Technical Staff	54	15	28%	39	72%
Administrative Staff	61	27	44%	34	56%
Program Producers	108	47	44%	61	56%
Volunteers	315	137	43%	177	57%

Almost all the radio stations (21) have between one to five hours of weekly programs by and for women. These programs cover issues such as women’s rights, health care, violence against women, literacy, and success stories of women in society.

Most of the respondents had very positive experiences on community radio work. For example, after listening to a program on the discrimination against widows, Nepali widows in one community changed their white sari to red sari, an outer garment worn primarily by Hindu women, which can be draped in various ways. Culturally, widows may never wear red clothes or sari because it is a symbolic representation of marriage. Housewives are no longer afraid to talk about issues that were taboo before. A woman got land and property from her ex-husband who left her, thanks to a radio program.

Among the most important changes the women community radio broadcasters want to bring to their radio stations are:

- Women’s access to leadership, decision-making and management;
- Access to all aspects of radio production, especially technical tasks; and
- More gender-sensitive and feminist programs and perspectives in the radio station.

The most important training needs that the women broadcasters mentioned are:

- Production and technical skills including ICT;
- Gender and feminist perspectives in community radio programming;
- Journalistic skills (e.g., interviewing, script writing, anchoring, reporting); and
- Management, administration, sharing of decision-making.

All the respondents want program exchange with other radio stations. The topics they are most interested in are gender and women's issues, the protection of women's rights and women's success stories. Furthermore, they all want to join the Women's International Network of AMARC Asia Pacific. Interestingly enough, five of the respondents are current members of AMARC but said that they did not know about the Women’s International Network.

AMARC are encouraging more women community radio broadcasters to participate in the survey that is ongoing at the moment. Please contact the WIN-Representative for Asia Pacific, Bianca Miglioretto (bianca@isiswomen.org), or the Regional Coordinator Suman Basnet (suman@wlink.com.np) for further details.

[Source: We! Issue 1, January 2007;

http://www.isiswomen.org/index.php?option=com_content&task=view&id=390&Itemid=204]

- JOIN AMARC WIN -

What is AMARC-WIN

The Women's International Network (WIN) is a large network of women communicators working to ensure Women's Right to communicate through and within the community radio movement.

What are WIN's main principles?

- WIN works for Women's Right to communicate as a basic human right expressed through community radio.
- WIN supports women's empowerment, gender equity, and a general improvement of the condition and position of women worldwide.
- WIN promotes women's access to all levels of community radio, including decision making.
- WIN supports women's efforts to express themselves within and beyond their communities, by providing training programs and production exchanges at the international and local level.
- WIN aims to change negative images of both women and men in the media and to challenge stereotypes being reproduced by media all around the world.
- WIN subscribe to the principles of the Beijing Platform for Action.

How does WIN work?

WIN chooses a Vice President for the WIN who sits on AMARC's International Board, and WIN members are prominent in decision-making throughout AMARC.

To learn more about the activities of AMARC WIN in Asia Pacific, please write to Bianca Miglioretto, WIN Representative for Asia Pacific, AMARC; bianca@isiswomen.org or log on to: <http://win.amarc.org>

To apply for membership of WIN:

http://wiki.amarc.org/index2.php?topic=WIN_join_us&lang=EN&style=win&site=win

WOMEN OF ASIA PACIFIC:

Irmawati, Indonesia



[Irma, 31, is a program producer in the Raja Community Radio, Aceh, Indonesia. A married person, Irma is an active member of the station. Nura Batara of the Arrnet (Aceh Reconstruction Radio Network) interviewed Irma for the AMARC Asia Pacific e-newsletter.]

Why are you interested in community radio?

I like to work in a community radio because it is one of the most important tools that can be used to give information about many problems in my community that are never addressed by the in mainstream media.

Do you think community radio can be used to strengthen the roles of women in your place?

Yes, I’m sure it can but it takes time. As you may know, in Aceh’s we have lived through conflict for a very long time and recently we faced the tsunami. I think that Acehnese women can gain self confidence through the community radio because it can give space for women to speak about what they want to speak. Our studio and the air waves are always dedicated to them.

What are the main problems of the women in your area?

One of the biggest problems is that women do not have a ‘voice.’ Their opinion is neglected. Therefore they have no role in making important decisions. It is unfortunate that women are not involved in the decision making by men as well as people from the elite of communities.

How has the peace memorandum of understanding (MOU) between Indonesia and GAM (Aceh Movement for Independent) helped the women of the area?

There are so many sad stories about the conflict and women. Women have been sexually harassed. The peace that the MOU brought has helped to improve the situation for women. Now women have started to speak in the various forums, though it is not enough. Women need more and more opportunities to speak out and to be heard by everyone.

What has been the traditional way for women to speak about their problems?

In my place, women can talk about their problems with the village head who is called Pak Keucik. After that, if he thinks it is important, he will try to solve the problem.

Traditionally, women talk to each other when they meet for praying, which is called Pengajian. Now they also can communicate through the radio.

Do you have any special program for women?

Yes, we have a special program in the in Raja Community Radio station in Aceh. Every Sunday, we have program called ‘Harmony Family.’ In this program we invite a woman to talk about her family in relation to education, health, and handicraft. We also encourage them to talk about domestic violence, if they are interested. Women listening to the talk show can ask questions or give opinion through short message (SMS) or phone. Generally, we receive

good response for this program. There has been a continuous demand to increase the time of the program.

[You can contact Irma at: 081 360 758 839; Nura Batara can be reached at: ARRNET (Aceh Reconstruction Radio Network), Jl. Pocut Baren, Lorong Saudara, Ruko 1-2, Kampung Laksana, Kuta Alam Banda Aceh, NAD 23122; phone: (0651) 7418945; email: kantor@arrnet.or.id and nr_2006@yahoo.com]

Annie Lubis, Indonesia

[Annie works for the Lima Cemara Radio in Jl. AM Sangaji. Ade Tanesia of the Combine Resource Institute, Yogyakarta interviewed Irma for the AMARC Asia Pacific e-newsletter.]

How long have you been involved in community radio?

I have been involved in community radio since 2001. I wanted to study communications in the university after finishing high school but my family didn’t have enough money. Later, I became very interested when someone from the community radio invited me to participate in a training program. I’ve learnt a lot in that training and after I made a commitment to myself to remain involved in community radio. I started with Panagati FM and now I am working for in Lima Cemara Radio, which is a community radio station.

What is it that attracts you to work for CR?

Communications is my main interest. What I like very much in a community radio is the opportunity to be in touch with people of very diverse interests and backgrounds. It has also helped me to better understand the problems of my community.

How do you see the CR scene developing in the coming years in Indonesia?

I worry a lot about the future of community radio in Indonesia because of the lack of opening from the side if the government. At the moment only two frequencies have been allowed for community radio in my area – 107.8 and 107.9 only. I am also worried about the commitment of the people involved in the community radio sector. I sometimes see them being very active but sometimes they are very passive. There has to be consistency of work. Having said this, I must not forget that the community radio sector does not pay as much.

What are your main job functions in your organisation?

At the moment, I am a host of a talk programme in my radio. It is about health and I deal a lot with doctors to find answers to the health problem of community members.

[Annie can be reached at: ayang_lubis@yahoo.com;

Ade Tanesia, Program Manager Media, Combine Resource Institution, Jl Ngadisuryan no. 26 Jogjakarta, can be contacted at Phone: 0274-418929, email: adetanesia@combine.or.id.]

Rahel, Indonesia

[Rahel is a broadcaster working in the Community Radio Swara Tamborolangi in Indonesia. The following is a brief introduction of her’s that she has sent to be shared with readers of AMARC Asia Pacific Newsletter:]

My community radio operates in the geographical area of Madandan-Rantetayo, Tana Toraja in South Sulawesi, Indonesia

I have been involved with the Community Radio for last three years, since February 2004. I like to work in community radio because it helps me to develop my skills and experience as a community journalist. I feel that community broadcasting is the most effective way of delivering information that matches the needs of a community. One of my main goals is to help my community by providing them information that can help in solving their problems. I think that community radio has to become a campaign media that can raise the public awareness in the society about women’s rights and their position in politics, economics, health and education.

My main job in the organization is Administration and Finance staff, but I also function as an announcer, reporter and news writer.

You can contact me at rhandeex@yahoo.co.uk or write to me at: PO BOX 68 Rantepao-Toraja, South Sulawesi – Indonesia, 91831

Bianca Miglioretto, the Philippines

[Bianca is a community radio and alternative media officer working for Isis International-Manila.]

What is the geographical area of activities of your organisation?

Asia Pacific

How long have you been involved with CR?

Since 1986, when I did my first programme about the situation of women in the Philippines.

What attracts you to CR?

The empowering opportunities that it offers to women in the communities if they get access to the radio airwaves and the challenge that community radio programs by women pose to "malestream" media in terms of a more relevant portrayal of women.

What are your main goals regarding CR?

My main goals are to engender community radio broadcasting and to strengthen women's participation in community radio.

How do you see the CR scene developing in the coming years in Asia Pacific?

As in several countries in Asia Pacific the airwaves are opening up for community radio. For example India is opening right now after many years of lobbying work. It is important that women, right from the beginning, are at the forefront of establishing the sector and take leading roles and be role models to other women in the communities. In this regard providing training



opportunities for women is very important so that women become multiplier in their communities. On the other hand we also need to fight against repression against community radio. It is a hard struggle in which we need every women and men to contribute.

What are your main job functions in your organisation?

I am organizing and conducting community capacity building with a strong gender focus mainly for women but also for mixed groups if desired. I am responsible for the networking with women in community radio stations in Asia Pacific. As such I was elected into the AMARC Asia Pacific Board as the Vice-President for the Women's International Network. In co-operation with our partner Mindanao Women Writers I am developing a training module on Community Radio and Engendered Peace Journalism. We have already conducted two very successful pilot trainings for women.

[Bianca can be contacted at: bianca@isiswomen.org. Please visit www.isiswomen.org for information on ISIS International Manila.]

Women show the way in Solu FM, Nepal

On July 2005, Community Radio Solu FM 102.2 MHz. announced a training program on Radio production and technology in its station in Salleri Solukhumbu. Salleri Solukhumbu is a rural township in Eastern Nepal with a population of around 119,000. Solukhumbu district is the home of the famous Sherpa people and it takes the pride in being the home of Mount Everest, the highest mountain the world.

More than 60 people submitted applications out of which 50 to 60 percent were women. "I am here because I want to be a good radio worker. I am interested in collecting the diverse voices of the community, particularly the voices of women in my locality", said Bishnu Kumari Rai. She said that she wanted to produce radio programs in Rai Language (local ethnic language) with focus on women issues. She had walked for 6 hours from her village to come to Salleri, the district headquarter of Solukhumbu district where the Solu FM is stationed after hearing about the training announcement over Solu FM. She further said, "I have always wondered how women are able to speak so well when I hear them on radio. Are they different than me? How much experience or education do they have that they speak from radio? I decided to visit the station to find answer to my questions. When I came to know that they are all from local community and they have similar level of education as I have, I came to conclude that I could also become a radio worker."

Solu FM went on Air in August 2004. It is community Radio operated by local community for the dissemination of information to the local people who generally do not have access to any other media. Now there are more than a dozen radio workers involved in radio production and broadcast and around half of them are women. Broadcasters Manjula Rajbhandari, Jamuna Tamang, Santu Nepali, Dambar Kumari Rajbhandari, Sujata Tamang, and Juli Gurung are women who are very well known in the local community.

"Nowadays everyone comes to the station and wants to meet us so I feel that I have more responsibility for the community. Earlier, I just stayed at home and no body knew me who I was" says Manjula Rajbhandari. She is one of the programmer technician at the station. She feels that the station has played a dramatic role in changing her style of thinking and working.

Solu FM also has several local women working in the station as volunteers. Some of them are teachers, government workers, NGO activists, and housewives. Chitra Rajbhandari, a teacher at a local school visits frequently the station and gives her voice for recording Public Service Announcement. According to Chitra, when her students and their parents heard her voice on radio they were very impressed and her popularity soared. “My voice over Solu FM encouraged other women to get involved in community radio.”

How can I protect my children from diseases? Why do I have to send my daughters to school? How can I have my own income as my husband doesn’t give me any money? How can I form groups to run micro credit activities? Where can I get loans to start a small scale business? These are some of the questions by local women that the station receives and tries to answer through its programs. Sujata Tamang, one of the broadcasters says that by getting involved in the radio she has got numerous opportunities to meet new people. "Every time when I meet new people from a new locality, it helps me to upgrade my level of thinking because in order to empower local people by giving them right information through radio we have to be informed and updated on a regular basis. That is why radio is an effective tool to be informed, updated and educated not only for the community but also for those who work at the station."



Solukhumbu is the mountainous district where Radio Nepal and city-centred FM broadcast are not heard clearly due to weak signals. Therefore community radio Solu FM is one and the only means of getting information. It is the only way the local people can have interaction with people in authority and question them on various topics.

Title of picture: Programmer of Solu FM is doing radio interview with women in Mukli VDC.

PS: Bishnu Kumari Rai was selected for the training program. She currently works in the station as a volunteer and runs a radio program in Rai language.

[Binaya Guragain, Ex-station manager, Community Radio Solu FM; Binay is currently working as Project Manager in Equal Access Nepal www.equalaccess.org. He can be contacted at: binayaguragain@gmail.com.]

COMMUNITY RADIO AND WOMEN (INDIA)



As part of a national campaign for community radio in India¹, four non-governmental organizations (NGOs) have been experimenting with community-based participatory communications among the rural poor, and particularly among women. All four operate in marginalized communities with limited access to electricity, broadcast channels and digital information and communications technologies (ICTs). Two of the projects, Namma Dhvani (Our Voice) in Budikote, in the southern state of Karnataka, and the Deccan Development Society (DDS) project, in the Medak district

of the adjoining state of Andhra Pradesh, began without access to FM radio broadcasting, and have experimented with other kinds of narrowcasting. Two projects in northern India, Kutch Mahila Vikas Sanghatan (KMVS) in the north-western state of Gujarat, and Alternative for India Development (AID) in the Palamau District of Jharkand, rent services on local All India Radio (AIR) stations. Three of these four community radio projects are developing community-based programming in cooperation with local women and their voluntary associations, using local dialects and indigenous cultural forms, to provide relevant local information and discussion about issues of governance, agriculture, natural resources, and gender inequities. The community radio programmes of AID are produced by both men and women and mainly include youth groups and other community representatives identified by the NGO itself.

¹ Non-profit development organizations and media-activist groups in India campaigned for more than 10 years for the right to set up low-cost local radio broadcasting facilities to support their community development work. In November 2006, the Union Cabinet finally cleared the community radio policy marking a much-delayed, but well-deserved victory to communities and civil society groups that have been waiting patiently for the right to broadcast to be extended to them.

Photo title: Focus groups and research in Budhikote (Namma Dhwani)

[This information has been provided by [Dr. Kanchan K. Malik is a Lecturer in Communication at the Sarojini Naidu School of Performing Arts, Fine Arts and Communication, University of Hyderabad \(UoH\), India.](#) Her forthcoming book (with Vinod Pavarala) is titled **Other Voices: the Struggle for Community Radio in India.**]

FOR A POWERFUL AND RADIO-ACTIVE INTERNATIONAL WOMEN'S DAY 2007

On March 8, 2007, the International Women's Day AMARC Women's International Network organised a coordinated radio marathon and an international radio campaign. Community radio activists from different parts of the world participated to produce more than ___ radio programs to be shared and broadcasted by each other.

The Radio Campaign of AMARC WIN International for this year’s International Women's Day was on the UN Resolution 1325 on Women, Security and Peace.

Women and men broadcasters produced radio reports, features, interviews, plug, jingles etc. in their own languages, which played during the March 8 Radio Marathon. On the other hand, community and other radio stations across the globe used the programs by downloading audio material from the website and using it in their radio programme.

Please visit the March 8 Website of the Women International Network of AMARC (<http://march8.amarc.org/index.php?l=ENJ>) and download and rebroadcast some of the many interesting stories and radio plugs in different languages from women around the world that you can find there.

Rural Women to Rule the Community Airwaves in March

02 March 2007. Suva. This month, women in Ba, Nadi, Nausori and Labasa will feature in a series of rural community radio broadcasts which will be launched at the Ba Senior Citizens Centre on March 8, International Women's Day, as the Pacific's only mobile women's community radio station – femTALK 89.2FM, takes radio to women in these communities:



"Through our Community Empowerment Programme, funded by NZAID, we have been able to meet with women, and young women, in our target communities and they are now finalising the pre broadcast field documentation and staging details with our rural correspondents," says femLINKPACIFIC Coordinator, Sharon Bhagwan Rolls, "We are especially excited about the first women's community radio broadcast planned for the Northern Division, on March 31st.

Initiated in 2004, the "suitcase radio" project focuses on community empowerment on the basis that unless women in rural communities are given a voice, their views will never be taken seriously by those in power.

A mobile radio station, broadcast locally using a low-power transmitter, offers a space for women to articulate and exchange their viewpoints on issues. According to Bhagwan Rolls, the pre broadcast consultations have also assisted femLINKPACIFIC identify the critical areas of concern across the four communities: "The common issues right now include access to health, transport and water; the status of young women and their vulnerability to HIV/AIDS because of unemployment; Women have also shared their concerns about the rising level of poverty in their communities – but at the same time they also have solutions!"

Through these community radio broadcasts, femLINKPACIFIC is on the look out for women in local and community leadership: "As advocates for gender equality in decision making, we believe that it is essential to also document the stories of women who are already contributing their knowledge and expertise at community level, but have not been including in formal decision making or governance structures – such as provincial councils, district advisory councils or municipal councils; These are the women who can be ensuring equity in decision making especially at the local level."

The rural broadcasts will also merge with femLINKPACIFIC's young women's community radio project, "Generation Next" which has brought together a team of 10 young women to manage and operate the suitcase radio broadcasts in Suva:

"femLINKPACIFIC's women's mobile community radio project works at various levels – from documentation within communities – to strengthening local networking and

partnerships – and to serve as a channel of communication to policy makers as well as the mainstream media. So the radio programmes which we will produce in each rural community will also feature during the capital city broadcasts and this will also contribute to enhancing the awareness of policy makers, based in the capital, of the realities of women in these rural communities," says Bhagwan-Rolls.

This weekend, femTALK 89.2FM will be broadcasting from the Catholic Women's League office and a primary focus of a number of the programmes this weekend will also address the status of the girl child:

"This weekend our community news vox pops will feature local opinions on the right to education for the girl child and during our Youth Speak'OUT session which focuses on the implementation of the UN Convention on the Rights of the Child, we will feature interviews with CRC advocates Lynette Petueli and Margaret Logavatu of Save the Children Fiji and an interview with Justice Nazhat Shameem will feature on the HERSTORIES programme," says Eta Rabuatoka, the Acting Team leader of Generation Next.

The femTALK 89.2FM weekend broadcasts are staged in the capital city from 7:30 am to 6 pm.

For more information, please write to Sharon Bhagwan Rolls at: femlinkpac@connect.com.fj

GET YOUR COPY OF AMARC9 DVD

Combine Resource Institute, Indonesia has produced a DVD on the AMARC9 World Conference. Please contact Ms. Ade Tanesia, adetanesia@combine.or.id for your copy.

Title of the Video: AMARC 9 International Conference - Voices of The World - Free the Airwaves, Amman, Jordania, 11-17 November 2006

Language of the video: English

Length: 25 minutes

Price of DVD: USD 8 (Mailing charge not included; please ask about the mail price)

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Women in the News: A Guide for Media

A Gender Equality Toolkit

Edited by Pennie Azarcon de la Cruz

The silencing of women's voices is among the most insidious outcomes of the “manstream” media (pun intended) evolution. Male controlled and dominated, the media in most Asian and Pacific societies has influenced the gathering and distribution of information from a perspective that is, naturally, predominantly male. Even the increasing number of women practitioners in journalism has not reversed the trend. Indeed, while the “all boys network” has grudgingly made space for them, women in the media are still subjected to second-class citizenry in the workplace – just as at home and in most spheres of public life. I believe a few (albeit too few to notice) improvements have been made in terms of content of media productions. It is the same with women's status in some spheres of public life. The use of less definitive terms is an acknowledgement of those improvements.

Key players in the field, together with media activists and civil-society campaigners, have long searched for a concerted way of redressing the inequality in treatment – both of women practitioners as well as women's concerns in news delivery. The global women's movement has been particularly concerned about the implications of failure to challenge long-held gender-unfair practices in the newsroom. Since the Third World Conference on women in Nairobi in 1985, the issue of women and media has been in the agenda of international governmental and non-governmental conferences. Alongside this, women's groups have continuously questioned the patriarchal hierarchy of the mass media and sought to build more democratic and participatory forms of communication. They have lobbied for media, information and communication vehicles that are more reflective of women's needs and which empower women.

Nowhere has this demand for a gender-fair media been better articulated than at the “Women Empowering Communications Conference” that Isis International-Manila co-organized in Bangkok in 1994. More than 400 women communicators and media practitioners from around the world pushed for a media that:

- encourages dialogue and debate;
- advances women's and people's creativity;
- reaffirms women's wisdom and knowledge;
- sees people as subjects rather than objects or targets of communication; and
- is responsive to people's needs.

A toolkit published by Isis International-Manila 2004, 135 pages, 7 US\$ plus mailing costs.

Get your copy at bianca@isiswomen.org, www.isiswomen.org

USEFUL LINKS FOR WOMEN IN THE COMMUNITY RADIOS

1. **Cyberspace Music Resources:** Contains lots of on line resources about women in music especially under-represented genres.
http://thunder1.cudenver.edu/cam/cmr/pop_music.htm
2. **Women’s International News Gathering Service:** <http://www.wings.org/>
3. **Feminist International Radio Endeavour (FIRE):** <http://www.fire.or.cr/>
4. **ISIS Manila International:** A feminist NGO dedicated to women’s information and communication needs. Focuses on advancing women’s rights, leadership and empowerment in Asia and the Pacific. <http://www.isiswomen.org/>
5. **International Women’s Tribune Centre (IWTC):** This website is designed as a women and development information and resources centre for women, activists and advocates worldwide. The site focuses on the Beijing Platform for Action (PFA) and Beijing +5 follow-up plans and policies. <http://www.iwtc.org/>
6. **Prometheus Radio Project:** A U.S.-based organization that aims to serve as a micro-radio resource centre offering legal, technical, and organizational support for non-commercial community broadcasters. <http://www.prometheusradio.org/>
7. **Studio XX:** Women’s digital resource centre based in Montreal. Trains women in digital technology and exhibits women’s digital art, including experimental audio art. <http://www.studioxx.org/e/studioxx/organisation.php/>
8. **The Worldwide Organisation of Women’s Studies (WOWS):** The site includes updates on different women’s organisations worldwide. <http://www.fss.uu.nl/wows/>
9. **N. Paradoxa:** International online feminist art journal.
<http://web.ukonline.co.uk/n.paradoxa/>
10. **Association for Progressive Communication:** www.apc.org; An international network of civil society organizations (registered address is in California; exec direct is based in S. Africa). APC aims to empower and support groups and individuals working for peace, human rights, development and protection of the environment. Its approach is to make strategic use of information and communication technologies (ICTs), including the Internet.
11. **The Communication Initiative:** www.comminit.com/index.html. The Communication Initiative is a partnership of development organisations seeking to support advances in the effectiveness and scale of communication interventions for positive international development. The C.I. strategy includes provision of real-time information on communication and development experiences and thinking, facilitating horizontal linkages between people engaged in communication action, peer commentary on programmes and strategies and taking opportunities to promote strategic thinking on communication and development issues and problems.

TRAINING HANDBOOK: COMMUNITY RADIO



In Thailand the media and communication technology is increasingly occupying a central role in the daily life as well as in the political, economic and cultural life of the community. FNF supports a program to improve the peoples’ media competence and encourage discussions on the role and responsibility of the media in a democratic society.

This training handbook is an outcome of the “*National Seminar and Workshop: Training of Trainers for Community Radio*” organized by Civicnet Institute, a prominent partner organisation of the Foundation. The objective of this seminar and workshop was to train relevant people in the sphere of community radio development in Thailand. The handbook illustrates the significance of community radio as a civic education mechanism. It provides the ideas and practical experience of managing a community radio station such as station management, producing, programming, fund raising strategies, community participation as well as legislation. The handbook is divided into three sections.

The first section demonstrates **Community Radio Development in Germany** as detailed below:

- Media and Community Radio Development in Germany
- Lessons learned from the German experiences

The second section involves **Community Radio Development in Thailand**, which includes:

- History and Development of Community Radio
- Legislative Mechanism and the Act 40
- Community Radio into Practice: Station Management, Programming, Producing and Fund Raising
- Community Participation: Movement and Encouragement
- Example of Community Radio Stations

The last section includes **Community Radio: Training of Trainers**, which covers:

- Training Modules
- Evaluation

The main trainers of this seminar workshop are Dr. Uajit Virojtrairat, a Thai media expert and Ms. Traudel Gunnel, a German community radio expert.

This handbook is available only in Thai.

Source: Friedrich Naumann Stiftung.

<http://www.fnfasia.org/publications/Thailand/traininghandbook.htm>

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- Individual supporting community radio
- Community develop association
- Groups or organisations supporting community radios

For application form, please visit: <http://amdb.amarc.org/membershipform.php>