



**FINAL REPORT FORM  
for  
WACC-SUPPORTED PROJECT**

This document is for end-of-project reporting. It has two parts: a) Narrative Report; b) Financial Report.

You will need to refer to your Project Application Form, the Agreement with WACC, and your bank statement when completing this form. Please return it with supporting documents and materials to WACC. Please answer the questions as fully as possible.

**THE NARRATIVE REPORT**

<b>1. Project Title:</b> (as appeared in the Agreement)	<b>Project To Improve On Gender Justice In Media Houses In The South West Province</b>
<b>2. Project Reference Number:</b> (as appeared in the Agreement)	<b>XAO7-22</b>
<b>3. Full Name of Project Holder:</b>	<b>Nkong Hill Top, Common Initiative Group, Buea</b>
<b>4. Full Address:</b>	<b>P.O. Box 340, Buea Tel: (237) 33 07 74 60 / 74 93 56 57 Email: info@nkonghilltop.org <u>nkong22@yahoo.com</u> Website: www.nkonghilltop.org</b>
<b>5. Name of Country:</b>	<b>Cameroon</b>
<b>6. Period the project was implemented:</b> (from month/year to month/year)	<b>January 2008– December 2008</b>
<b>7. Project Grant received:</b>	<b>5.822.813 FCFA:  €8.910</b>
<b>8. Date(s) Project Grant(s) were received:</b> (as in your bank statement) 1 <sup>st</sup> remittance 2 <sup>nd</sup> remittance	<b>10 January 2008</b>

## 9. Activities

Give a summary of the major activities carried out during the reporting period in comparison with those planned. In case of changes from the original objectives, please explain the reasons.

Please describe in detail the activities of the project that were implemented such as content of production, programmes, workshops or training

### Activities Carried Out

Nkong Hill Top Buea with support from the World Association of Christian Communication (WACC) Toronto, Canada has been carrying out a **Project to Improve on Gender Justice in the Media houses in the South West Province**. So far the following achievements have been made:

- A baseline survey carried out with some 19 media houses to determine the gender situation at different levels in the media houses.
- Sensitization was done to create awareness in the different media houses in the South West Province about the objectives and activities of the project. A flyer was produced and distributed to targeted media houses, other prospective beneficiaries and partners such as the Departments of Women and Gender Studies, and Journalism and Mass Communication of the University of Buea. The aim was to acquaint them with the project objectives to facilitate their eventual involvement in the project activities.
- Nkong Hill Top organised the first round table conference at Fako Ship Plaza on the 18<sup>th</sup> April 2008 on the theme “Enhancing Opportunities for Female Media Practitioners”, presided over by the Provincial Delegate of Communication and moderated by Mrs Anne Munjong a journalist at the government owned Cameroon Radio Television. Three keynote presentations were done by Ms. Susan Mbua “Communicating Gender-a Challenge for Cameroon’s Media”; Rev. Achowah Umenei of the PCC on “The image of the Woman as Portrayed by the Media”; and Ms. Anne Munjong on “The Difficulties/challenges of Female Journalists in Cameroon”.

*(See video, pictures and attendance sheet already forwarded in April 2008)*

- A workshop was organised on the 25 and 26<sup>th</sup> of May in the Cameron Cultural Centre, Buea. The main objective of this workshop was to develop a pro forma

gender policy to be adopted in the different media houses in the South West Province. In attendance were 25 participants including gender experts and media practitioners (see pictures)

- Another workshop was organised at the Cameroon Cultural Centre on the theme “Gender Issues in the Media and Setting up of Gender Policy Guidelines”. This workshop was a response to the need expressed to sensitise male media practitioners on gender during the first round table conference and the gender policy workshop. The gender policy drafted during the previous workshop was reviewed by the participants. Although it was not previewed in the project document it was very useful in raising the awareness of male media practitioners on gender and getting their input in the draft gender policy.

One difficulty encountered at this level was that of bringing the predominantly male media house owners and publishers to the workshop as few of the attended even though they were invited and reminded several times.

*(See copy of project flyer attached)*

- A three day advocacy workshop was organised on the 3<sup>rd</sup> and 4<sup>th</sup> and 5<sup>th</sup> of October for female media practitioners. This was an assertiveness building workshop to enable women media practitioners to take up challenges. At the end of the workshop, participants came up with action plans to be implemented in their different media houses.

*(See copy of video and pictures)*

- On 23 December 2009 a working lunch was organised for publishers to fine tune the draft gender policy for final adoption. In attendance were representatives of 12 media houses, 03 associations for media professionals (Cameroon Association of English Speaking Journalists (CAMASEJ), the Cameroon Union of journalists (CUJ), and the National Association of Professional Media Women (NAPMEW). The Regional Delegates for Communication presided at the occasion in the presence of the Regional Delegate for Women Empowerment and Family Promotion. (see pictures)
- The last round table conference which also served as the occasion for the signing and adoption of the gender policy was organised on the 30<sup>th</sup> January 2009. In

attendance were 17 publishers and representatives of civil Society organisations who were witnesses to the special occasion.

*(See copy of video, newspaper clip)*

**9.1 If the project is a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or book published.**

9.2 If the project is primarily purchase of equipment, please describe what kind of impact / change the equipment is bringing to the beneficiaries.

**10. Was the project successful? (If possible, please give measurable indicators.)**

- All planned activities of the project were carried out with the planned target.
- Out of 19 media houses identified in the province 16 signed and adopted the gender policy for media houses to be implemented subsequently.
- 25 female journalists took part in the advocacy training workshop and adopted a slogan: “Media Women Can...”
- 20 male media practitioners sensitised on the concept of gender
- The Herald Newspaper has established a steady column for gender issues.
- Members of the regional branch of National Association of Professional Media Women are now determined and developing columns/programmes for the promotion of gender equality in the media and otherwise, some are also taking up challenging jobs which they had not been doing before like going up the Mountain to report on the recent Mt. Cameroon Race of Hope. Took active part in and also prepare a flyer/brochure and distributed to further disseminate information on the theme of the Celebration of the 2009 Women’s Day.

**11. Project Beneficiaries**

Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.

The direct beneficiaries of the project include 19 media houses (06 editors, 13 managers) and 33 staff of media houses in the province. The general public, over 100,000 persons, benefited indirectly from some of the project activities broadcast

over the national and private radio/television channels. In all 52 persons (19 men and 33 women) benefited directly from the project activities.

**12. How have the beneficiaries reacted to the programme activities? What were the impacts of the project and different effects on women and men in the project?**

The direct beneficiaries have been very receptive and taking active part in the project activities. For instance, during the first round table conference which took place in April 2008, it was realised that the male media practitioners was not yet convinced of the rationale for gender equality and why it should be a focus issue for media professionals. This gave rise to the organisation of an unplanned workshop on gender issues in the media for practitioners to enable them see the need to be part of the workshop to draw up a gender policy for media houses in the region. The project also brought together some prominent media people in the region who were able to express their appreciation and referred to its eventual outcome as something they had been looking forward to but not knowing exactly how to go about it. Such included media practitioners like Rev Umenei - Manager of the Christian Broadcasting Service (CBS) in his paper at the round table conference on the “Image of the Woman as Portrayed by the Media” was optimistic and lauded the efforts of the STV a private television channel for producing a programme that shows that fat women have a place and should be appreciated for what they are otherwise the projection of slim women as models leaves some uncomfortable and less confident with their figures, to Rev. Moses Tazoh of Cameroon Panorama while appreciating the initiative of Nkong Hill Top in giving the media the opportunity to develop a gender lens also hopes to that this will go a long way to bring peace in the world if the media can assume the prime place to talk about gender issues/equality, Charlie Ndi Chia who doubles as the National President of the Cameroon Union of Journalists (CUJ) and Editor in Chief for The Post Newspaper hopes to influence the agenda of the Association at national level for the adoption and implementation of the gender policy. (Mention news organs). How about the follow up of the action plans? It is worth mentioning that names of

some prominent media women both in Cameroon and out of Cameroon such as Anne Nkwain Nsang and Christian Anampour respectively were mentioned very often through out the project implementation period to encourage the women professionals.

*(See evaluation interview on CD)*

**13. Outcome and Outputs of the project: What has your project achieved and what has changed?**

- 25 female journalists trained on advocacy skills using the media.
- Gender awareness building for 23 media practitioners who are now more confident and active in promoting gender equality?
- A column treating gender issues created in The Herald Newspaper
- Programmes focusing on women's rights started on The Lebialem Rural Radio
- The project produced a gender policy for media houses which was finally adopted for implementation during the 3<sup>rd</sup> round table conference by some 11 Publishers in the region in their respective media houses.
- The regional executive of the National Association of Professional Media Women which was almost dormant is now more active and eager to engage new initiatives. For example NAPMEW produced a brochure on the theme for the commemoration of the 2009 International Day of the Woman which was distributed to the public on the D-Day.

If your project produced media, please send a sample copy of audio/video cassettes, CD, VCD, or DVD and label it with title, duration, language used, and date of production. If you can, please send photos with informative captions (digital photos, if possible), newspaper/radio clips, homepage links, etc.

**14. Evaluation**

**14.1 What were the results of evaluating the project?**

At the end of the project NCIG employed the service of the Christian Broadcasting Service (CBS) to carry out an interview with media practitioners who had participated at one time or more in the project activities. Interviewees were happy to share their experiences and benefits from the workshops and conferences. Especially the male media practitioners while emphasising that the female journalists should be more

assertive in executing their duties, they made promises to encourage and give their female colleagues to take up more challenging and motivating tasks.

As a result of the training on advocacy for female media practitioners the Revival Gospel Radio saw the need to employ a female journalist where there was none before. The Manager was happy to report the output of the female employee as being very positive and promising. The Manager of The Post Newspaper was sure that inclusion of all parties at decision making and execution of duties would go a long way to boost the image and improve on the output of their media house.

*(See CD on the interview)*

14.2 What were the challenges, difficulties, and/or failures in carrying out the project? Please explain how you addressed these issues.

<b>Challenges/difficulties/failures</b>	<b>Mitigation strategies</b>
The cost of carrying out a baseline survey to establish the gender situation in media houses in the region. Although it had been carried out before submitting the project proposal to WACC there was still a need to establish the most current so as to be able to measure changes in due course	Funds were sort from other Nkong Hill Top accounts to meet this need.
Increase in the price of fuel which had as a consequence an increase in transportation cost. This discouraged the participation of some distant media houses.	Reduced the number of participants from such distant places to get more from less distant places.
Busy schedule of publishers which meant that their participation most often could only be gotten through representatives or members of the staff	Persistent follow up by Nkong Hill Top to ensure that representatives gave a report of the workshops to their bosses and a feedback and suggestions reached Nkong Hill Top before planning the next activity.
The idea of mainstreaming gender in media activities was not very easy to put through to the media professionals.	One round table conference was converted into a workshop on awareness building on gender issues for media professionals. We deferred the adoption of the gender policy to allow more time for lobbying of the target group.
Having to measure project impact in the short run more especially as some of the media houses have a national spread.	Proposing that WACC considers supporting another phase of the project for expansion and follow up of 1 <sup>st</sup> phase at national level through the national associations of media persons.

**15. Other comments, if any.**

**16. Name of the person submitting the report: Nti Mabotiji Gospel**

**Position: Gender and Community Action Officer (GCO)**

**Date: 28<sup>th</sup> March 2009**

**Signature:**

**Accompanying documents include (hard copies by post):**

- Videos were done to cover various activities of the project.
  - An audio/video was done on the event of signing of the gender policy by publishers at the last round table conference.
  - An audio/video of the first round table conference
  - An audio/video of the advocacy training for female media practitioners.
  - audio/visual CD on evaluation interview.
- Digital photos and some newspaper clips of different activities in the project.
- Attendance at workshops and conferences