

# WACC



*taking sides*

## 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)	Media and Gender Justice in Swaziland
<b>2. Project Reference Number:</b> (as appeared in the Agreement)	707
<b>3. Full Name of Project Holder:</b>	Swaziland Media Gender Watch (SMEGWA)
<b>4. Full Address:</b>	P.O. BOX 5454 Mbabane H100
<b>5. Name of Country:</b>	Swaziland
<b>6. Period the project was implemented:</b> (from month/year to month/year)	December 2008 to October 2009
<b>7. Project Grant received:</b> [You must include any bank charges deducted]	Amount in local currency: SZL 40,677.65 Amount in Euros 3,100
<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	22 January 2009

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President: Dennis Smith DD(hc) General Secretary: The Rev. Karin Achtselstetter

### 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

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.

<b>Media Reporting Course for Journalists on Gender Violence Reporting</b>	Training 20 journalists on Gender Violence Reporting and produce Newspaper Supplement	Journalists trained, Improved coverage free from stereotypes, stigma and discrimination, Country Reports, Supplement produced.	Improved coverage of gender based violence issues, editorial content incorporate gender violence issues and treated as hard news, gender violence survivors, women speak through media, supplement on gender violence reporting produced.	June-July 2009	Media, Association of Journalists Editors Forum, Non Governmental Organizations, Government ministries on gender
<b>Workshop to Engage Media Owners/ Managers, Editors and journalists on</b>	Conduct workshops to engage media practitioners on gender based violence, involvement	Workshops Reports Improved editorial content Increased women journalists	Improved coverage and reporting on gender violence, women sources and journalists speak	August 2009-October, 2009	Media owners/ Manager, Editors, Journalists, Association of Journalists and Editors Forum

findings of GMMIP 2005	of women sources in the news, increase female journalists in media	through media, Gender mainstreamed in all sections of media through policy, female journalists increased in media.		
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**10. Was the project successful? (If possible, please give measurable indicators.)**

The Media Reporting Course for Journalists on Gender Violence Reporting trained 22 journalists (13 women and 9 men) working in urban and rural contexts on the need for gender-sensitive reporting of social and cultural issues. Trainees went back to the Swaziland National Association of Journalists Code of Ethics to evaluate different positions and reviewed the content of media productions for bias, stereotyping and misrepresentation. This project addressed the patriarchal society and male domination in the media, which was seen to be both structural and an obstacle to greater gender equality. Participants discussed ways that more female could be given the same recognition and opportunities enjoyed by their male counterparts.

Participants drafted a code of conduct and good practices to present to decision-makers, media owners, managers, editors, and program managers on gender equality in the media. It is still true that only one media house has a woman Chief Executive Officer out of six media houses in Swaziland. The Swazi Observer appointed the first woman Chief Executive Officer, but among six other media houses there is only one female editor, while others serve as assistant editors and heads of editorial departments, particularly in soft news such as entertainment, community beats, beauty, and cookery. The Swazi Observer was the first media-house in Swaziland to adopt-a-policy-on-HIV/AIDS-and-gender after all media houses in the kingdom were given the opportunity to take part in a project called the Southern African Media Action Plan on HIV/AIDS and Gender (MAP). Participants at the workshop affirmed the need for more female journalists employed in the media and having them cover hard beats and hard news traditionally reserved for male journalists – a finding carried in the report of the Global Media Monitoring Project 2005.

The project produced a report to be used for engaging decision makers in the media with a view to influence change that will benefit both men and women working in the media and also the larger society. The aim is to advance towards greater gender equality so that the impact of health issues such as HIV and AIDS, poverty and gender-based violence will be mitigated as men, women and children make informed decisions on critical issues on the basis of greater understanding of gender issues. The report was presented to representatives of media houses at a workshop attended by fifteen media owners/ manager, editors, and members of the Association of Journalists and Editors Forum to debate gender-based violence in the media and how to tackle it.

### **11. Project Beneficiaries**

The project trained 22 journalists (9 women and 13 men) from urban and rural backgrounds. The workshop attendees numbered 15 (11 men and 3 women). Indirect beneficiaries were not measured, although they number the target audiences of the various media outlets.

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

The project tried to open a window for discussions with the National Editors Forum to ensure that all editors in the country's media pull together in the same direction with regards to equal representation of voices in articulating issues through the media and as well as ensuring that women are not degraded and marginalized through media reports. Participants agreed to try ensure that journalists make every effort to adhere to journalistic standards as articulated in their professional Codes of Conduct and Ethical guidelines in order to achieve equal representation of voices in stories reported in the media.

### **13. Evaluation**

The project was able to connect with the Swaziland National Editors Forum and Swaziland National Association of Journalists (media organizations), Swaziland National Youth Council, Save the Children, World Vision, SOS Children Village (children organizations), Gender and Media Southern Africa, Swaziland Action Group Against Abuse. These organizations proved critical in gaining traction for the training and subsequent discussions since they work directly with the people we sought to impact. All participants in both events evaluated the project highly and committed themselves to promoting the principles of gender-sensitive reporting in their workplaces. One of the most serious obstacles identified by participants was the patriarchal culture of Swaziland society, together with a professional work culture that sets profitability above ethical position-taking.

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

### **16. Name of the person submitting the report: Bheki Maseko**

**Position:** Chairperson, SMEGWA

**Date:** 11 November 2009

**Signature:**

