

CaucAsia

international coalition of gender journalists

international
information-analytical
electronic magazine

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issue subject: conference

Role of Mass Media in Empowerment of Women The Third International Journalists' Conference



GenderMediaCaucasus Journalists' Association, Georgia

Support: ODIHR OSCE

DAY 1



We are here!

During the FIRST DAY of the conference issue of women representation in regional mass media was discussed as well as the monitoring results of national newspapers were analyzed. The main part of the conversation was dedicated to the discussion about the work of journalist networks and how they should become more active.

According to the existing tradition, each of the session was led by the national delegation: the morning session, for example, was facilitated by the Armenian delegation and the evening session - by Azeri delegation.

DAILY INFORMATION BULLETIN Day 1

HERE WE ARE!

Only one year passed and we are all back here, in the well-known Kopala hotel. It feels that we had not even been apart: as during the entire year practically all the delegates were constantly contacting each other and worked really hard. If we look back, there was plenty of work done: we launched monthly international electronic magazine *CaucAsia*. It is a special project, as represents the very professional product of purely volunteer work. The funny SOS notice on the backpage, saying that we are searching for funds has not brought any results thus far. This is quite understandable: the silence of potential sponsors hints that we shouldn't be waiting for a surprise, but should write a good project indeed. This is what we plan to do after the conference.

There was another important project we implemented during the one year passed since the previous conference. It was the monitoring of national newspapers in eight countries. All of us remember how did this idea appear at the Second Conference. We kept active debates and discussions with each other during last summer and autumn, we had plenty of arguing when choosing the monitoring method. According to the tradition of our Coalition, this action was also half-volunteer. The researches were conducted without any funding at all, but with huge hope on the good result. And here it is now - the book *Women's Opinion in Mass-Media*. We were planning to publish it for free as well, but ODIHR OSCE did not let us to do so and supported the publication. This is why the book is now so good good-looking. Special thanks to the sponsors, all researchers, authors, editors, designers, copy-editors and publishers!

We named the sponsor directly on the first page because ODIHR OSCE supported our conference for the third time already. We would like to thank them not only for financing this activity, but also for those long-term and strategically-considered efforts aimed at the development of gender journalism (besides other), which are being implemented by the gender department of ODIHR OSCE and in particular its head Tiina Ilsen and its representatives Aygun Kazimova and Nana Kalandadze.

PARTNERS, ADVISORS AND FRIENDS

We also really value the moral support and interest towards our activities by the international experts on gender issues Lena Blum and Reet Laya. They will be here with us at tonight's presentation. Reet and Lena have been working with ODIHR OSCE the Coalition of Women's NGOs of Georgia for years.

We want to say thanks and express our warm feelings to Marina Tabukashvili, the national coordinator of Women's Network Program at the Open Society Institute and to her colleague David Gabunia. Marina and David are well-informed about all our initiatives, they are the perfect support for us at the national level. Tonight at the presentation, we will meet Eva Foldvari of the OSI Budapest office; many of us know her through the contacts with the Soros Foundation. It is possible that Eva will be accompanied by some of her colleague, as in parallel to our conference there is another even taking place in Tbilisi within the frameworks of the OSI Women's Program, and there are a lot of participants from many countries arrived in Tbilisi; they are professionally interested in what we discuss at the conference.

WE

This year we have a lot of new delegates. The number of participating countries increased from 9 (at the Second Conference) to 13 (at the Third Conference). Despite some of the countries are represented by only one participants, it is clear that they feel responsibility of representing their country. We also have one journalist who manages to represent two countries at a time: Kazakhstan



Participants from:
Tajikistan (Rano), Georgia (Lali),
Kyrgyzstan (Natalia), Armenia
(Tamara), Azerbaijan (Lala),
Georgia (Galina), Uzbekistan
(Zarifa)



Aygun Kazimova,
Gender Unit, ODIHR OSCE

Role of Mass Media in Empowerment of Women

The Third International Journalists' Conference



Alma Bekturganova-Andersen,
Kazakhstan/Denmark

and Denmark. This is Alma Bekturganova-Andersen. Here is a very brief interview with her:

- Alma, isn't it hard? The countries are so different!

- I will do my best. Last year I really wanted to participate in the conference, but it was impossible for me to come. That's why I can now bear double load of work.

Good job, Alma! This is what we keep doing - working hard and tirelessly! Thus, the conference has begun. Congratulations!

WHO IS WHO

We should add about ALMA that she is originally from Kazakhstan, where she is well known as an activist of women's movement and the head of *Taraz Woman Center* NGO. After moving to her husband to Denmark, Alma remained to be very active and at the same time actively participates in the European social life. She studies Danish, works a lot as a journalist (besides other she works for our electronic magazine). Alma's travel expenses were covered by serious organization based in Denmark, which is a good indicator that Alma is valued and respected for being a great resource.

UMIDA Akhmedova from Uzbekistan. Is there anyone in Tbilisi who doesn't know Umida? She is he veteran member of our conferences, an extremely active participant of photo exhibitions that we display. As for the travel grants, last year Umida failed to find sponsor and flew to Tbilisi using her own finances. This time Umida brought not only her works to the photo exposition, but photos of her young colleague Bobur Umarov, taken in May 2005 during bloody political developments in Andizhan. Photo exhibition will also include the works of photojournalists from Bukhara.

Here is what Umida said: "Sometimes I photograph when crying. I just get astonished with our women - their ability to forget themselves. They work so hard and care about just everything. And the government never said "thank you" to them..."



Umida Akhmedova,
Uzbekistan

BOBUR Umarov could not come to the conference, he gave his works to Umida in Tashkent, his photos can be seen in the first hall of the conference. And here is what Bobur wrote in his letter to the conference organizers: "Our government did its best to make people forget about Andizhan. Sometimes I'm likely to think about wither was it in reality, or I just saw it in the bad dream? This is when I take a look at the pictures that I took... They will never lie. In our country, photography seems to be the only real opposition power."

This time the photo exposition is really INTERNATIONAL. Photojournalist from Kyrgyzstan IGOR Sapozhnikov brought the works of his colleagues from Bishkek: Nina Gorshkova, Vyacheslav Oseledko, Vladimir Pirogov, Talant Shabiev (unfortunately all photos are on CD, but we will see them as slide-show at the presentation).

VLADIMIR Khanas, journalist from Ternopol (Ukraine), brought the photo works of his colleague Vitaly Turovsky. This year, there are more photojournalists than previously; they have a chance to conduct their own mini-conference to discuss their own professional issues... Volodya himself is not only a journalist, but also is the activist of international men's movement. We kept discussing the problems of men as the component of gender problems in general at the previous conferences and invited Volodya to discuss these issues with us now. We are likely to unite efforts with Vladimir - radical feminists and radical masculinists can be a great power!

ANNE Jalakas arrived from the country where feminism won - from Sweden. She is not only a journalist, but is also a trainer and the activist of women's movement. Georgian and Kyrgyz journalists already know her after the seminars conducted by Anne previously. This time we invited Anne so that she shares her journalistic experience.



Igor Sapozhnikov,
Kyrgyzstan

HARDA Roosna from Estonia is occupied at NGOs union Round Table with approximately the same function as our media group at the Coalition of Women's NGOs of Georgia. She is responsible for issues dealing with media and PR.

RANO Bobojanova - TV journalist from Tajikistan. But presently she is more busy with teaching gender class at the provincial university. Rano also prepares new journalistic staff.

OLGA Lipovskaya from Sankt-Peterburg: a journalist, editor, activist, translator, feminist, a very creative and special person. Olga will talk about a very interesting campaign in her report (see the program).

The company we have this year is again great! Delegations of Azerbaijan and Armenia (we will tell about it), Natasha Domagalskaya from Bishkek with documentaries and photos of Kyrgyz journalists and poems of Alla Pyatibratova from Osh (Kyrgyzstan), Zarifa Tajieva, young researcher, the teacher of gender course for journalists and a journalist herself also from Tashkent, Stela Licheva from Bulgaria...

Role of Mass Media in Empowerment of Women

The Third International Journalists' Conference

DAY 2



The Conference Hall, Day 1

The work of the conference went on according to the agenda. The **SECOND DAY** of the conference featured the following topic: supporting women leadership and ideology of gender equality through mass media on national levels; the evening session was dedicated to the discussion on how to change the situation in national mass media. Several concrete examples were introduced on overcoming the problem of sexism - project "Stop Sexism", which was carried out in Saint Petersburg (Russia) and the Georgia project "Journalists against sexism in mass culture."

DAILY INFORMATION BULLETIN Day 2

THE MAIN YESTERDAY

It was a very intensive and important day yesterday! But there are two events that our information group believes were major: 1) the discussion of our new publication Women's Opinion in Mass-Media. Monitoring Materials of 8 countries' National Newspapers; 2) evening presentation.

MONITORING

We talked about the monitoring during the first part of the day, under the facilitation of the Armenian delegation. The participants of the Second Conference recalled how the idea of monitoring spontaneously appeared during the discussion then, a year ago. Actually, the idea belongs to the participant from Belarus Natalya Kulinka, who said that it would be useful to create an objective opinion regarding gender issues in mass-media. The questions asked then were: who does the media interview? To whom does it refer when needs an expert opinion or a comment? What do women and men comment?

The formation of methodic took us a while, it was difficult to choose the type of working tables and result tables right away, we debated a lot over the principles of analysis, after all we decided to include the comments on visual data...

During the work we even lost some of our partners, such as the author of the idea Natasha Kulinka, who refused categorically to follow the formulations chosen by other participants. But some new colleagues expressed their wish and willingness to work at the monitoring: Alma Bekturganova-Andersen (Denmark), Zarifa Tajieva (Uzbekistan), Rano Bobojanova (Tajikistan), Sveta Shakirova (Kazakhstan).

We should mention again that the majority of us are just journalists and not the researchers, and for many of us it seemed impossible hard to pick in all those numbers and figures. We did not have any funding for the project, we had not even applied for the finances - just went back home from the conference and began working! It even seems quite strange sometimes, as all of us have plenty of other duties... As one of the monitoring participants and the author of final comment Tamara Hovnatanyan said yesterday, we can now do any of publication! Nothing scares us after this action, especially if there is funding.

The discussion of the monitoring was principally important and caused many questions, and plans for the development, as a good idea can always develop itself. We talked on how important it was to share the results of the monitoring with the audience of editors, the heads of media-sources, state structures, working with media. During the discussion, we decided to work at whole range of new projects: participants said that at the national levels, it is now necessary to hold social campaigns aimed at bringing the attention on how women's role and women's image is being represented by the mass-media and - which is the most important - how to change the existing situation. It was also stated by the participants that it would be great to translate the monitoring publication to national languages of participating countries. (We will publish the materials of monitoring at our web-site as soon as it is reconstructed, also we will be able to send it in PDF format to any of interested individuals)



Harda Roosna,
Estonia



Tamara Hovnatanyan,
Armenia



Nurjan Tulegabilova,
Kyrgyzstan

Role of Mass Media in Empowerment of Women

The Third International Journalists' Conference



Rano Bobojanova,
Tajikistan

NETWORKS

The second part of the day, facilitated by the delegation of Azerbaijan, was dedicated to the national journalists' networks and the way of their work with gender issues. Luckily, in our countries, there are such progressive journalists' unions as *GenderMediaCaucasus* (in Georgia), *Promedia-Yerevan* and its gender program (in Armenia) *Raznie i Ravnie* (Different and Equal) newspaper of Women's Federation *Status* (in Kazakhstan). But in the majority of the countries, gender journalism is presently at the very beginning of its development. It is very important to determine the ways for making this development more sustainable. It seems sometimes, that the greatest hopes are pinned on the International Coalition of journalists *CaucAsia*.

At the end of the day we watched the documentary about the Second Conference, made a year ago; it was very nice for the veterans to recall last year's even, for the new participants it was interesting to see what have become the history of our work.

PRESENTATION

There was enormous number of people who came to the presentation: Tbilisi-based journalists, activists of Georgia women's movement, representatives of the Coalition of Women's NGOs of Georgia, representatives of international organizations.

But prior the presentation, we had one hour for unpacking suitcases and putting on our great, colorful, unbelievably beautiful national dresses: Azerbaijani, Armenian, Georgian; there was a great Tajik dress of Rano, Umida wore bright Uzbek dress, Harda was in white Estonian, Stela from Bulgaria put on the skirt which belongs to her grandmother, while Volodya Khanas from Ukraine was wearing national shirt sewn by his grandmother. We believe that our dresses represented the dialogue between the global and the national, between the universal and unique... In the women's movement, there are a lot of national colors and features, sometimes they are unique, and sometimes they join together and repeat each other's variations.



WHAT DID WE PRESENT?
Not only dresses!

WHAT DID WE PRESENT?

Not only dresses, of course. We had a lot to say at the presentation. First of all, we wanted to describe in the most comprehensive way - what are they, our conferences; how do we make them; how do we work together; why do we need all this?

We wanted to show our PHOTO EXHIBITION including the works from Ukraine (Orange Revolution), Kyrgyzstan

(Tulip Revolution), Uzbekistan (tragic events of Andizhan and works dedicated to 'just' women of this country).

We entitled the exposition *Women and Social challenge*. There was only a very small part of the works displayed at the walls; other shots were presented via slide-show, demonstrated to the guests.

In the second hall there was the exhibition of Georgian women artists, in the second hall the works of Maka Ldokonen, an artists and a very active member of *GenderMediaCaucasus* Association, were displayed.

We presented the book with monitoring materials, it was for the first time that we told about the book not only to ourselves, but to the wide audience.

Unfortunately, we forgot to present the electronic magazine *CaucAsia*, despite we published its hard copies both in Russian and English specially for the conference. There was too much information that we wanted to share with the guests... It would be great for the *CaucAsia* if we'd make certain PR action to this publication, which urgently needs financing. However, Marina Tabukashvili, said while presenting the new issue of the *Women's Dialogue* magazine (published in Tbilisi with efforts of the *GenderMediaCaucasus* and under the support of the WNP OSI) that *CaucAsia* is the great publication which definitely will become even more successful and eventually obtains the sponsor. Thanks, Marina!

In the conclusion it is necessary to say that the meeting was accompanied by Georgian vocal folk band *Dioskuria* (headed by the Georgian artists Shota Gugushvili, Lado Khvichia). This is the collective of mature age, nice and strong men with sad eyes and beautiful voices. Someday, they lived in Sukhumi, and sang the same ancient songs as now...



National dressing, which is not only the dialogue between the global and the national, but successful provocation for local media...



Dioskuria
Georgian vocal folk band

DAY 3



Documentary shooting

The topic of the THIRD DAY was the following: International Coalition of Journalists CaucAsia: New initiatives for achieving gender equality through mass media. This session was facilitated by the delegation from Uzbekistan and it was fully dedicated to future prospects. The agenda of the conference was slightly changed in order to give time to Nurjan Tulegabilova from Kyrgyzstan to make her presentation because she joined the conference later than expected due to the flight delay. Her presentation was called: "Tulip revolution from the eyes of women and mass media in Kyrgyzstan" and contained collected narratives from citizens gathered during the revolution.

After the discussion participants were divided into 4 working groups and were asked to work on practical recommendations.



Zarifa Tajieva, Uzbekistan, is reading the Conference Dayly information bulletin

DAILY INFORMATION BULLETIN Day 3

CaucAsia and EUROPE

Yesterday in the morning we heard several reports about Europe and its experience of efforts aimed at obtaining gender equality. Special emphasis was given to the questions on how can the *CaucAsia* countries learn from the European experience. The report of Alma Bekturganova-Andersen, who talked about her experience of moving from Kazakhstan to a more gender-promoted country of Denmark was met with huge interest. The report was entitled Charmed by Feminism. Danish Experience as Seen by Central Asian woman.

The most impression for Alma was one daddy who walked along with three kids - one of them was in the baby carriage, the other one was held by his father, while the third child kept daddy's hand. "I followed them for a while; it felt like there is supposed to be a mother, who just left her family for a minute and will be right back," Alma said.

Another pleasant surprise for her was that there is an equal number of fathers and mothers at parents' meetings at Danish schools, which is hard to believe for the majority of post-Soviet countries. Alma also said that in Denmark, women have absolutely different standards of beauty for women.

"Women dress and act themselves in the way they feel the most comfortable," she said, "they don't look in the mirror every other minute, they don't suffer from wearing high heels, they don't use makeup. For many of us that might seem strange, but only because of the stereotypes that we have."

The audience reacted to Alma's report with definite skepticism - the majority of our delegates do use makeup and for some reason restrain from admitting that they are feminists. However, all of them indeed e feminists. Strange, but the issue of makeup has being discussed since the First conference, however the issue loses its popularity steadily.



Anne Jalakas, Sweden

Anne Yalakas spoke after Alma and presented the report entitled Feminism as the State Policy. Promoting Women by Media: Swedish Experience. Anne said that some hundred years ago, her country was very poor and very gender traditional. State feminism was formed only some 40 years ago, while the results are great: 50 x 50 parity in the government, not far from this percentage in the parliament as well. It is the most important that the policy brought comfort to all the citizens: families,

Role of Mass Media in Empowerment of Women

The Third International Journalists' Conference



Anait Arutiunyan, Armenia, is answering the questions of Georgian journalist

schools, daycares, olds, disabled persons... The policy developed internal politics and social protectionno lumuka. In other words, the state began taking care of its citizens. Anne's report was followed by one presented by Harda Roosna: Problems of Gender Equality in the Estonian Media. Union of Women's NGOs Round Table and its Work with the Media. She said that alike countries of our region, Estonia still has way to go before obtaining the same victories as Sweden; but the country has large and powerful groups of activists, who promote gender issues at the governmental levels. The ways how media can help the process were listed in the report of Roza Kukhalashvili: Coalition of Women's NGOs of Georgia and its Media Support. Analysis of Success and Failures. There are not that much success yet, but we don't get discouraged by failures.

Anait Arutunyan spoke on *Women's Problems Covered by Armenian and Georgian Media in late 19-th and early 20-th Century*. Together with her colleague from Georgia, Anait researched media archives of both countries and discovered that hundred years ago media used to write a lot on women. It is hard to tell, what kind of coverage will be found by researchers after hundred years. The name of Stela Licheva of Bulgaria was called Publications of Bulgaria's Non-governmental Sector. The report could use not only interest, but also shock, if we'd be less used to hat is going on in media advertising sector. Stela spoke on the advertisements in Bulgarian magazines and demonstrated its samples.



Volodimir Khanas, Ukraine, interview for Georgian TV

Information group of conference participants was impatiently waiting for the report of Vladimir Khanas from Ukraine: *Men's Interest in Gender Equality. Men's Movement in Ukraine: the First Experience*. A man's 'obligation' not to cry results in different negative impulses, such as violent behavior, aggression (including sexual aggression), criminality etc. A traditional man is likely to experience confusion, pain, fear - the feelings he never admits. These emotions accompany him during all his life and often-times result in alcoholism, drug-addiction, heart diseases and suicides.

Vladimir is not only a journalist, but also heads one of Men's adaptation centers in Ukraine; he said there is an entire network of analogous centers in his country. According to him, men working in these centers are mostly volunteers. When listening to the report, we automatically considered the necessity of alike adaptation centers for the Caucasus men. After the dinner, we spoke about sexism in the mass-media.

The report entitled *Stop Sexism, Multimedia Action in Sankt Peterburg: Experience and Results* was presented by Olga Lipovskaya. She showed that definite dose of a scandal can attract the attention of media and the society to the problem, which they don't want to see. Giorgi Chkonia (GenderMediaCaucasus), script writer for Georgian video against sexism, demonstrated the video and talked about it. The video was highly evaluated by the majority of participants, however Harda Roosna expressed an opinion that the video itself was based on the stereotype attitude towards women. The group working at the video said it would consider Harda's opinion.



Olga Lipovskaya, Russia

The day was finished by two reports presented by Georgian delegates: Lali Nikolava (Woman in Yellow Press) and Nino Sukhiashvili (Sexism in Provincial Press). Both reports were very interested, despite the program was too busy and did not encourage debates over the reports.

At the very end we watched the documentary on brides kidnapping in Kyrgyzstan, brought by Natasha Domagalskaya from Bishkek. The film is very talented and scary, it postponed the final of the working day. After we were done, photographers entered the hall in order to hold their own seminar. Thus, our work lasts almost 24 hours a day.

We had a break at the dinner, but even there, to tell the truth, we continued working. But the work was not as intense as during the day: from one hand it was surrounded by ethnic songs, from other hand there were no those terrible facilitators holding microphones, but was, indeed, a great Tamada - Vladimir Khanas, who turned out to be successful at that.



Gogita Chkhonia, Georgia

Role of Mass Media in Empowerment of Women

The Third International Journalists' Conference



Revolution in Bishkek.
Presentation of Nurjan
Tulegabilova,
Kyrgyzstan

CONFERENCE RECOMMENDATIONS

A Basic "recommendation" is very simple and short: *KEEP ON WORKING* together. This is a common desire and determination. It is interesting that in one of the new agencies declared a following headline: "Participants agreed to organize the forth international conference on gender journalism next year in Tbilisi". However, the conference is not a goal, but it is a remedy to evaluate relations and works among them. In view of participants, there were outlined some plans to four directions. Consequently, there were formed four operational groups on the last session.

Group One

was given a task to bring the bank of ideas to order and to give a systematic character to the ideas represented there. As mentioned above, all the ideas were written down on a flip chart during all the three days of the conference. This is what was presented in the end:

1. It is essential to include cultural components in the projects of "CaucAsia", use multi-media, such as diverse actions, visual aids, social publicity, etc.
2. It is essential to develop educational programs for Journalists within the framework of "CaucAsia".

- Propagate favorable experience, including international one,
- Establish Gender Summer School for journalists,
- Launch seminars according to the existing methodology in "CaucAisa" Mass media +NGOs,
- Prepare trainers, who have special methods of teaching for the students of Department of Journalism.

3. It is important to encourage women's leadership and advance women in elections.
4. It is necessary to establish trainings of women leaders related with Mass media.
5. It is necessary to organize interpretations of "CaucAsia" on national languages.
6. It is important to cooperate openly with men's gender centers and activate conversation on men's problems.
7. Encourage and stimulate the initiative of members of the coalition "CaucAsia" regarding publications, seminars conferences, which are organized with the networks of "CaucAsia".
8. Encourage the best projects executed by the members of "CaucAsia"
9. Besides the magazine "CaucAsia", make a united TV program regarding the gender issues- at least on three countries of the Caucasus.
10. Organize a photo-exhibition from the countries of Europe on the Fourth Conference- concerning the gender roles today in those countries.

Group Two

worked on elaborating steps in order to propagate the results of the monitoring program. Their recommendations:

1. It is necessary to conduct an international campaign in order to propagate the results of the monitoring program (with the help of diverse actions, working with editors, bulletin "CaucAsia", seminars and presentations).
2. It is crucial to continue the monitoring: It is important to familiarize with advertising, radio, TV, the press. The process should be habitual and reviewed on the regular bases by identifying diverse nominations of journalists, editors and publications.
3. Organize the presentations of the results of monitoring programs in the participant countries. Presentations can take place in the offices of women's programs of Soros Foundation or in other organizations working in the same direction.
4. Prorogate the text of the appeal of participants of the Conference to organizers and employees of Mass media.
5. Write the press releases about the monitoring programs on the national languages and distribute them in the national mass media.
6. Make an annotation in the national press concerning the book "Opinion of women in Mass Media".



Saba Amirejibi, member of
Documentary team, Georgia.



Sheyda Nasibli, Azerbaijan
and Maya Metskhvarishvili,
Georgia, planing new project.

Role of Mass Media in Empowerment of Women

The Third International Journalists' Conference



Long flip-charts...

7. Take an advantage of the publication of the book as an opportunity of distribution in national Mass media articles, related to the representation of women in mass media.
8. Devote a special edition of the magazine "CaucAsia" to the monitoring program.
9. The book "Opinion of women in Mass media" should be distributed to those newspapers, which were exposed to the monitoring programs.
10. Results of the monitoring should be available for the activists of the NGOs as manuals for seminars and conferences.
11. Publication of the thematic magazines should be continued as a collection of: "Woman and her right", "Woman and Authority", "Woman and Business", "Women and Civil Society".
12. Carry out regular works with editors and magazines (formulate forms and methods).

Group Three

was working with plans of development of the magazine "CaucAsia". Their recommendations:

1. Register the magazine as an edition of issuing association of journalists "GenderMediaCaucasus"
2. Continue to publish the magazine on the voluntary bases before getting the finances.
3. Continue the magazine as the thematic edition.
4. Translate the materials of the magazine on the national languages and establish supplements, pages and columns of "КакАзия" in the national newspapers.
5. Search the finances for the magazine, including on the national levels.
6. Approve the permanent operating editorial board of the magazine.
7. Identify the responsibilities of the members of the editorial board.



Lali Nikolava, Georgia;
Natalia Domagalskaya,
Kyrgyzstan

Group Four

drafted an educational program for journalists (It was considered as one of the most important directions):

1. It is essential to conduct training session for journalists and editors on regular basis according to the needs of the audience.
2. Prepare an international group of trainers within the framework of the Coalition "CaucAsia" who will have special skills of working with journalists;
3. Prepare a studying module in journalism for universities;
4. Prepare methodological manual for journalists under the following conditional title: "How Should we write" (i.e. to achieve gender tolerance and balance in journalistic works).
5. Organize competitions among different sources of mass media on the best coverage of gender issues;
6. Try to organize conduction of master-classes in editorial offices;
7. Conduct seminars by using the new methodology Mass media + NGOs;
8. Actively attract state structures that are responsible for the work with mass media;
9. Use the European resources of "CaucAsia" for introduction of international experience (the trainers group of "CaucAsia" could be prepared in Europe in order that they could work in the countries of our region).

BASIC RESULTS AND CONCLUSIONS

Analysis of the conference and its results show that potential of NGO - organizer of GenderMediaCaucasus Journalists' Association and international coalition "CaucAsia"- has grown significantly. This is a unique network, which showed itself in the particular circumstances and has valid and interesting plans for the future. Number of participants and countries has increased, issues, discussed on the conference, have become more specific and defined.

Major outcome of the conference is the fact that there were outlined particular plans for the future. These plans are several and diverse. It is possible to choose two basic issues among them, to which participants are going to address in gender program of ODIHR OSCE:

- Publish international collected articles of journalists -"Women and Civil Society". The idea holds that nongovernmental sector, in its ability to develop the democracy, represents the largest opportunity for the women. Therefore, women's experience in NGO provides a diverse resource for analysis.

- Organize the forth international conference "Mass Media and support of women's initiatives" where will be analyzed the experience of cooperation of women NGOs and Mass Media, including projects implemented by gender programs of ODIHR OSCE in the region.



We had a lot to think about during the conference

THE CONFERENCE PARTICIPANTS'

A P P E A L

to journalists, editors and media publishers

DEAR COLLEAGUES:

We, the participants of the Third International Conference *Role of Mass-Media in Empowerment of Women*, held in Tbilisi on July 7-9, 2005 by the *GenderMediaCaucasus* Journalists' Association with the support of ODIHR OSCE, consider it necessary to bring your attention to the results of monitoring of 15 national newspapers, which was held in the countries of South Caucasus and Central Asia by the *CaucAsia* International Coalition of Journalists. The monitoring was conducted in 8 countries of the region during October-December, 2004. Its goal was to research both quantity and quality of women's and men's expert opinion representation in the national newspapers. The results of the monitoring were published on Russian and English languages in the *Women's Opinion in Mass-Media* publication (also available at www.gmc.ge, the website of the *GenderMediaCaucasus*).

The monitoring results show that practically women's opinion is not reflected in the periodicals; both official and representing opposition/independent media sources, based in the 8 countries. This situation can not be considered as an adequate coverage of the real life. In reality, we see active women, who are well-prepared professionally and are civilly responsible. A woman's role today is full of dynamism and dramatics; women have a lot to say in the society; they become more and more active participating in the civil institutions. However, newspapers continue constructing the image of a woman as that dependent and unable to have her own point of view. This happens not only because of the stereotypes of journalists, but also because of the absence of media's gender policy. It is impossible to solve this problem with the efforts of single journalists only. Gender policy should be formed as the component of internal policy of our states.

WE APPEAL to our colleagues urging them to watch the life more carefully; to show the diversity of women's experience, and not to use a woman's opinion as that of a housewife or a victim only.

WE APPEAL to editors and national media publishers urging them to support the gender-balanced media policy in order to reflect reality and not to re-demonstrate outdated norms and stereotypes in the media.

WE STATE that we plan to continue our joint work on professional supporting the formation of gender-balanced image of a woman and promoting gender approaches in the mass-media.

WE INVITE for cooperation any colleague, who shares the principles of gender equality and plans to support these principles as a professional journalist.

Tbilisi, July 9, 2005

APPEAL IS SIGNED BY:

Georgia: Galina PETRIASHVILI, Lali NIKOLAVA, Maka LDOKONEN, Maya GOSHADZE, Cicino JULUKHIDZE, Diana PETRIASHVILI, Roza KUKHALASHVILI, Tamriko BALAVADZE, Darejan ODILAVADZE, Khatuna SHONIA, Nino VAKHANIA, Goga DAVTYAN, Lela MARGIANI, Tiniko MOSIASHVILI, Saba AMIREJIBI, Nino SUKHISAHVILI, Maya MECKHVARISHVILI, Lasha KIUTI, Lia KILADZE, Maya TORADZE
Azerbaijan: Lala MUSAYEVA, Ilakha ADILKIZI, Sheyda NASIBLY, Gulshan ALIYEVA
Armenia: Tamara HOVNATANYAN, Susanna HOVANESYAN, Anait HARUTUNYAN, Nana PETROSYAN
Bulgaria: Stela LICHEVA
Estonia: Harda ROOSNA
Kyrgyzstan: Nurjan TULEGABILOVA, Natalya DOMAGALSKAYA, Igor SAPOZHNIKOV
Kazakhstan: Alma BEKTURGANOVA-ANDERSEN
Sweden: Anne JALAKAS
Ukraine: Vladimir KHANAS
Uzbekistan: Umida AKHMEDOVA, Zarifa TAJIEVA
Tajikistan: Rano BOBOJANOVA
Russia: Olga LIPOVSKAYA

YOU CAN ADD YOUR NAME TOO!

galapet@ip.osgf.ge



Role of Mass Media in Empowerment of Women

The Third International Journalists' Conference



F E E D B A C K

Stela LICHEVA, Bulgaria: **Anne JALAKAS, Sweden:**



- I would like to express my deep respect and to thank to the organizers of the Conference. The importance of it could be found in different aspects but in general it provoked the attention and even the curiosity of people and from the other side there was a meeting of different experiences in the term of making gender equality, a meeting between Asia and Europe. The knowledge that every one of us took back in his own country is rich and useful.

I would like to say that the program was very well constructed, with the possibilities to take part in different discussions, to present the experience and the situation in the concrete country and to propose some ideas and questions as an aspects of our mutual dialogue.

The conference continue 3 days - form 7th to 9th of July. Every day there were different panels, devoted to different topics. This multicolor situation was very fruitful because with talking and making parallels every participant should develop it in the context of his own country.

My presentation was during the second panel of the morning session of the second day. In was about Publications of NGO' sector in Bulgaria devoted to the main topic. I proposed to the attention of the participants some examples from Bulgarian reality about the exploitation of women in advertisements. I also explained how Bulgarian media use this topic and how they interpret it; is it fashionable and do we have some kind of lobbies among the politicians.

It was obvious, that the problems in post soviet countries is different than Bulgarian but also similar in the terms of the way that people take decisions how to change the situation. The several photo exhibitions and presentations, the films during the conference illustrated and defined some specific regional problems - in Asia woman is not accepted as a person but only as a human that will continue the gender; Women control the support of masculine status their self; Women are restricted form all the spheres where people take decisions.

According to the organization of the conference I also have to add that the accommodation was excellent. There were many possibilities to see the town in different perspectives and to learn its history. There was a welcome dinner in a very nice restaurant, which is typical with the kitchen and the Georgia's atmosphere.

There was also an international evening where everyone of us presented the folklore costume from his country. It was visible that the beauty is popular in the countries of all participants.

Last, but not least I would like to thank organizers for the flexible organization, hospitality and to share that to the end of the conference we didn't feel that we are guests but just people who work together and at home!

*Yours sincerely,
Stela*

- This was my second visit to Georgia. My first took place in 2004 when UNDP asked me to help conduct a gender and media seminar for journalists together with Galina Petriashvili.

Since then I have followed the development of CaucAsia, the international coalition of gender journalists through the bulletins, and also in the Genderstan Conference, arranged by the Swedish company Sprangbradan and UNDP in Kyrgyzstan in November 2004.

However this conference was my first opportunity to meet the rest of the members in real life. It was both interesting and encouraging. The conference was well organized with many presentations, reflecting the conditions women are living under, as well as the problems with getting a fair representation in media. I was extremely impressed by the ambitious media monitoring that the network has conducted in 8 of the member countries. Even if the picture is gloomy, monitoring is a crucial step in order to change things and I do hope that the results will be well spread.

As I understood it some of the members, like Georgia, also managed to take part of the global media monitoring arranged by WAAC earlier this year. But some had problems because of language barriers. It would be of great help if the monitoring charts could be translated into Russian. Media was pointed out as one of the 12 critical areas of concern in the UN Conference in Beijing 1995. It still is, but if a huge part of the world is excluded we will not have the full picture. During the conference in Tbilisi, we saw shocking photographs from the events in Andizhan but also moving pictures from women's every day life in both Uzbekistan and Kyrgyzstan, shown by skilled photographers. I think that all participants were as horrified as I by a documentary from Kyrgyzstan about kidnapping of brides, a cruel tradition that still lives in poor areas. This was a heart breaking illustration to the monitoring project. Media reports little about this type of harmful gender traditions but could play a major role in eradicating customs that are harmful to both men and women. In my own work as gender trainer I have always stressed how important it is to involve male journalists in the project. Therefore it was nice to see two men participating in this conference. Hopefully we will see more of this in the future. On the last day of the conference we were divided into working groups, discussing future strategies. I was happy to take part in the group discussing education. There is still an enormous need for training. There are many journalists who do not understand what gender is, what gender journalism is or how media can profit by understanding that women are half of their potential market. In my own speech I tried to point out how media has helped promote women in Sweden, both in business and in politics and how this is not only good for democracy but profitable for media owners. Even though there is a huge difference between Sweden and other participating countries, there are similarites. In all countries women are half (or more) of the population. In no country they have half of the space in media.

I am very grateful that I was invited to beautiful Georgia and a very important conference.

*Best regards to all!
Anne*

BEST REGARDS FROM TBILISI!



*Text and design:
Galina Petriashvili*

Photos by:



Umida Akhmedova



Harda Roosna



Diana Petriashvili

Translated from Russian by: GMC translators group