

Center for Media
and Peace Initiatives

Women's Voice; Women's Choice

A report on the workshop on Women and the Media

Mar 24-25, 2015

Center for Media and Peace Initiatives

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Foreword

I am very proud to present to you the outcome and results of the CMPI Workshop on Women and the Media held in New York at CMPI auditorium from Tuesday, March 24 to Thursday March 26, 2015. The workshop attracted 20 participants from United States, Chad, Cameroon, Nigeria, Sierra Leone, Ukraine, Cuba and South Korea and hundreds of viewers of the live stream footage online. It was yet another CMPI workshop for women which we were able to actively engage women and men alike around the world on vexed issues about empowerment of women in different societies.

The main objective of the workshop on Women and the Media was to help women around the world tell their stories and share experiences with audiences far beyond their borders. Only by making their voices heard, advocating their causes, and expressing their opinions can women become full participants in democratic societies.

Effective communication and messaging can be a cost-effective, long-lasting tool to prevent, mitigate, and resolve violent conflict. Specifically, the workshop will enable participants to develop effective media strategy for organizations including the ability to write good press releases; conduct public speeches/presentations; and hold press conferences, and face the press.

In addition, the forum was designed to illustrate how CMPI implements its mission in practice, and to showcase its activities, achievements and developments to date at all levels. CMPI is a media and policy think tank that provides learning opportunities for journalists, citizens, and civil society activists on conflict-resolving journalism and democratic governance.

To that effect, the workshop sessions were designed to provide participants with an in-depth understanding of the changing media landscape and challenges women face in contemporary media ecology as well as CMPI activities that would allow them to benefit from the array of expert opinions expressed by panelists and discussants.

Additionally, the three-day workshop served as a forum for representatives from all sides of the knowledge triangle notably journalists, communication scholars, and civil society to interact and build bridges. The different sessions provided the framework of wider discussions on what strategies to adopt by women globally to

convey messages across different communication platforms? How can more women become empowered to participate with greater efficacy in the communication arena, where many especially in the developing world, grapple with unequal access to the media. Indeed, the 3- day event was buzzing with lively discussion and debate – not only during the interactive sessions, but also around the coffee tables.

CMPI wishes to thank wholeheartedly all contributors including our directors, staff, and participants of this event for making it an informative and enjoyable event.



UchennaEkwo, Ph.D.
CMPI President

Executive Summary:

The key themes that emerged in the opening discussions were: the prospect of affirmative action in communication resources to narrow women's disadvantage in the ownership and control of media organizations around the world; effective use of social media in conducting social campaigns; telling women's stories in competitive media market; sexism and male chauvinism; and confronting one of women's "enemies": women.

An opening film about women in Chad, who occupy a mere 15 percent of parliamentary seats revealed gender imbalance in the Central African country but nevertheless, showcased an increasing participation of women leadership in societies where women previously remained in the kitchen.

Discussion amongst conference participants introduced concepts of varying leadership styles, adjusting incentive structures and narrowing organizational focus for success in international development NGOs. Participants also shared best practices for staying motivated to write on global affairs.

Alcorn State University's Mass Communication Professor and Interim Chair, Dr. Jerry Domatob provided an overview of the communication

process, focused on writing techniques and uses of the media. "Women who are endowed with formidable talents as their male counterparts need further integration in all economic sectors, including communications so that they can better contribute to human development. This demands that their numbers be increased where they are low, and some recruitment and retention strategies formulated in other cases. Moreover, women need training and education as well as leadership positions. They should acquire, build, own and lead communication channels as proprietors, managers, directors, publishers and honchos," Domatob stressed.

The Founder and President of the Center for Media and Peace Initiatives, Dr. UchennaEkwo reiterated the importance of women's further assimilation in the communication arena. According to Dr. Ekwo, "women are an integral part of society who in many social, economic, commercial and cultural contexts and situations lag behind. It is only by making their voices heard, advocating their causes and expressing their opinions that women can become full participants in society."

Kahraman Haliscelik, the United Nations Bureau Chief for Turkish Television, addressed participants about the future of the media. Stressing the power of independent blogs and social media, Mr. Haliscelik pointed out people throughout the world are receiving most of their information on smart phones, and computers are becoming passé. Even in developing regions with limited electricity, such as his home village in Turkey, millions of

people are accessing the web and social media through cell phones. “My mother, who until a few years ago could not write a word, now, has a Facebook account,” Mr. Haliscelik said, adding that she uses it to send her children pictures of their goat.

<http://cmpimedia.org/workshop-calls-for-womens-empowerment-in-communication/>

On Creativity: Principles of Problem Solving and Critical Thinking

Dr. Olga Zbarskaya, an expert researcher in the areas of mental fitness, creative thinking, problem solving, and decision making addressed the workshop participants on best practices towards harnessing creativity and problem solving. Dr.

Zbarskaya emphasized thinking beyond perceived boundaries by hunting for unseen patterns of meanings. She offered various techniques for provoking unusual thoughts, practices, and new behaviors. She provided some insight into how to recognize arrangements within patterns, combine components into complex forms, fill in

blind spots, make analogies, and predict variations.

The lecture featured exercises on creative decision making, finding alternatives, and turning challenges into advantages for better performance in everyday life. On how best to empower the mind through harnessing creative thinking, Dr. Zbarskaya explained how the brain connects the images into meaningful patterns and how people perceive the world based on the pattern interpretation because the brain operates based on familiar patterns even though it can rewire itself.



participants how to make unusual connections, put the pieces of the puzzle together, form opinion, put ideas to work in practice, classify information, and adapt new attention patterns.

The participants were excited to learn how to balance inner self, create a pleasant environment, and transform oneself from a pessimistic to optimistic

Our mind, said Dr. Zbarskaya, could get adapted to thousand environments and produce new sophisticated behavior because of plasticity. Brain is capable to change its expectations to accommodate inputs.”

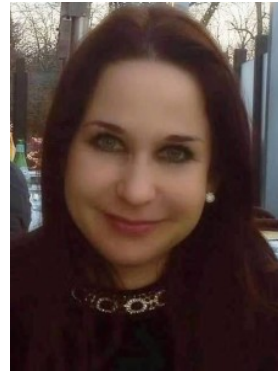
She provided many techniques how to reinvent your thinking and live more fully.

Dr. Zbarskaya underlined that creative thinking is a skill that can be discovered, learned and improved and provided practical methods to teach the

perception. Participants asked many questions pertaining to the process of borrowing identities of creative people, the interrelation between extraordinary abilities to invent and mental state, capturing innovative ideas, and changing life through creative thinking.

The guest lecturer explained how to recognize arrangements within patterns, combine components into complex forms, fill in blind spots, and predict variations. Dr. Zbarskaya

clarified how to exercise creative decision making and turn challenges into advantages for better performance in everyday life.



Dr. Olga Zbarskaya,
Ph.D., SUNY
Certified &
New York State
Accredited
Trainer

Use of Social Media and Changing Landscape of the Communication Media

KahramanHaliscelik, the United Nations Bureau Chief for Turkish television, addressed participants about the future of the media. Stressing the power of independent blogs and social media, Mr. Haliscelik pointed out people throughout the world are receiving most of their information on smart phones, and computers are becoming passé. Even in developing regions with limited electricity, such as his home village in Turkey, millions of people are accessing the web and social media through cell phones.

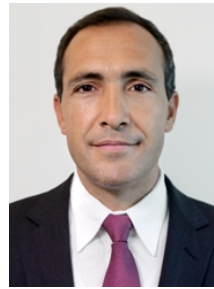
“My mother, who until a few years ago could not write a word, now, has a Facebook account,” Mr. Haliscelik said, adding that she uses it to send her children pictures of their goat.

Twitter is the best way to trap a journalist’s attention, according to Mr. Haliscelik. Tweeting a story and embedding the Twitter names of journalists who might be interested in covering it will immediately draw the reporter’s attention, he said, and in case the story becomes big, the reporter will not want to risk



French. “Awareness about women’s participation is being raised.”

Discussion amongst conference participants introduced concepts of varying leadership styles, adjusting incentive structures and narrowing organizational focus for success in international development NGOs. Participants also shared best practices for staying motivated to write on global affairs.



Mr. Kahraman Haliscelik, the *United Nations Bureau Chief for Turkish Radio and TV*

The background of the book cover is a black and white photograph. It shows a rolled-up newspaper and a calendar with a grid of dates. The text is overlaid on this image.

Understanding Sociology of Communication: *The Essentials of Crafting, Packaging & Delivering Messages* By Dr. Jerry Komia Domatob

By Dr. Jerry Komia Domatob

Over seven billion people inhabit a world, the maverick communication scholar, Canadian born professor, Marshall McLuhan, envisaged as “the global village.” In the sixties when he

spoke prophetically, about this phenomenon, many dismissed him as a ranting, crazy and even foolish academician.

Yet, today his dream seems real though there are still major limitations

of globalism. Indeed, the world is a complex, complicated, diverse and multicultural sphere, mosaic (Economist, 2015, p. 7). It is thus a diverse domain, consisting of haves and have-nots, developed and emerging, Christian and Muslim states. Moreover, males and females of varied nations, religions, races, classes and ages, share the auspicious space.

This tapestry inevitably creates conflicts. Consequently, the quest for equity, fairness, justice and peace demands communication at all and every level. Whether it is interpersonal, group, international, intercultural or any kind of communication, it may well be one of the possible panaceas for fostering concord and harmony in a traumatized war and woe ridden world. As the celebrated communication scholar Julia T Wood argues, “Communication is woven into all facets of our lives. From birth to death communication is central to our personal, professional, civic, and we *may now add international* lives.”

Let’s preface our conversation by reviewing some critical questions by focusing on facets of the basic sociology of communication and one

central question Dr. UchennaEkwo posed: **what are the essential**

Is of crafting, packaging and delivering messages, especially by women who have been and are still to some extent, silenced and side-tracked in our ever changing world? What strategies and tactics do they need to survive and succeed in the evolving digital universe? But what is Communication?

Communication

Like most social science terminologies, communication lacks a universal definition. Indeed, there are definitions of the subject, just as authors. Notwithstanding, communication is a process familiar to all and completely understood by none (Guth& Marsh, 2015)

Etymologically, communication comes from the Latin word, *Communicare*—which means to share commonness. Communication is thus a dominant tool which fosters communality. Without communication, there is absolute confusion and chaos.

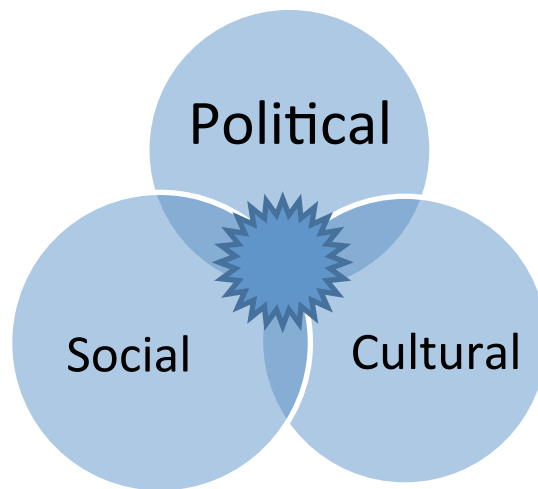
One definition, however, which resonates with several scholars is that provided by the seasoned researcher, Julia T. Wood (2015). In her words, “Communication is a systematic

process in which people interact with and through symbols to create and interpret meanings.”

Communication is a **central connector that strives to create meaning**. It is a major link that assists people to achieve their goals and objectives in diverse spheres of life -- political, economic, social, cultural, health, religious, technological, educational, scientific, medical, military and otherwise. It is thus a central nexus that bonds and links the myriad human entities. Communication professor, Shirley Biagi (2015, p.24) contends that, “mass media are everywhere. They

are political, social, and cultural institutions that both reflect and affect the society in which they operate.”

Communication Serves as a Central Connector



Communication as figure 1 indicates is at the core of all human activities including political, economic, social or cultural activities. The central artifact linking the three entities, clearly illustrates communication’s major role.

Small wonder the pragmatic philosopher John Dewey who championed progressive thinking in cultural life promoted it in a broad sense. It was his avowed conviction that that progressive thinking must

be communicated. “In other words, people must be able to voice their ideas and listen thoughtfully and critically to the ideas of others.”

Theoretical Foundations

Like all disciplines, communication is rooted in models and theories. One of the classic ones, described as linear was proposed by the versatile social scientist Harold Laswell (1948). This guru spotlighted the essential components of communication when he posed the classical questions: “Who? says what?, in what channel?, to whom?, with what effect?”

Answers to these basic questions fundamentally address the sociology of communication since it tackles the issues of source, message, context and feedback through simple but meaningful interrogation. Laswell’s and other models presents communication as a linear one way process where one person acts on another.

Linear Communication Model

Recognizing its limitation, other researchers who challenged its linearity, strove to address that inadequacy. Small wonder the renowned scholars Wilbur Schramm

(and Claude Shannon and Warren Weaver (1949) highlighted the noise factor, which is anything that interferes, distracts, or distort meaning. Shannon and Weaver introduced the Transactional as well as Mathematical models respectively, which essentially factored feedback. Schramm’s model depict communication as an interactive process where senders and receivers actively participate

Crafting

Crafting: Making, Fashioning, Creating, Manufacturing, Constructing, Shaping, Hewing, Producing

1. **Conceptualize** and produce the message
2. **Ascertain its purpose**
3. Reduce it to a **slogan**
4. Shape the **message to fit the medium**
5. Target **audience**
6. Strategies **Narratives**
7. **Testimonies**
8. **Statistics**
9. **Pictures**
10. **Charts**
11. **Diagrams**
12. **Interpersonal**
13. **Group**
14. **Organizational**
15. **Public**
16. **Mass**

17. Public Relations
18. Advertising
19. Propaganda
20. Graphics & Design
21. Writing
22. Editing
23. Publishing

Strategies

1. Research
2. Interviews
3. Drama
4. Dialogue
5. Press Conferences
6. Editorials
7. Quotes
8. News Releases
9. Websites
10. Photographs
11. In-house Organs
12. Magazine Profiles
13. Special Events
14. Social Media
15. Commentaries
16. Letters To Editors

Media Strategies

What must women and other underserved groups do to gain and enhance their voices in the marketplace of ideas? They must adopt a multi-faceted strategy.

Media Mastery

The first strategy of course is to recognize communication/media and its role in societies. This demands attentiveness, studies, analysis and criticisms of communication/media roles. As Richard Campbell (2014, p. 302) argued, “The content and study of media can help you become a wiser and more effective global citizen. Wherever the Digital Age leads us, to be world citizens, you will need to be able to think critically about media content, form and influence.”

Avoidance of Stereotypes

Media Bias

Media Ethics



Media Laws

Packaging: Wrapping, Packing,
Wrapper, Packet, Box, Bag, Container

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**By Dr. Jerry Komia Domatob,
the Chair, Department of Mass
Communication Alcorn State
University Lorman-Mississippi**



Learning Your Media: *Analyzing best practices for effective use of news media*

By Dr. Uchenna Ekwo

Dr. Ekwo began his presentation by explaining the importance of journalism in advocating worthy causes in democratic societies, noting that the ability for women to bring their concerns to public attention depended on their mastery of the uses of the mass media. Ekwo, who is the founder and president of Center for Media & Peace Initiatives, emphasized the centrality of communication in the lives of all humanity. With some anecdotes, Ekwo told his audience that “communication is the heartbeat of society”. His presentation was divided into three segments: how to develop media

strategy, essentials of basic media plan and how to write press releases.

Media Strategy

How you will go about developing a media strategy depends upon the answers to several key questions:

- What is your goal?
- What is your organization’s function? How will established is it?
- What do you want the media to tell the public about you and your organization?

- Are you working with others or alone?
- What resources are available to you?
- Do you or people you know have media contacts?

Define Your Message

- ***Get others involved.*** Form a committee of people to work with you to develop your media campaign. Be as inclusive as you can be, allowing people to contribute to the work.
- ***Determine your goals and objectives.*** Define your

organization and its goals. Have a clear understanding of what you want to accomplish before you start.

- ***Create the message.*** Draft talking points that will basic questions about your issue. Make sure that everyone from your organization is using these succinct and quotable talking points. You want one clear, direct, and simple message.
- ***Identify your target audience.*** Who is the audience you want to reach through the media? It is very important to know the intellectual level. Social



background and nature of audience you are addressing. Try to think like the audience you want to reach. The media are just the vehicle. If possible, ask a member of your target audience or group to listen to you so you can test the message of your campaign.

- **Analyze and assess your media outlets and opportunities.** Which type of media will help you to reach your target audience?
- **List your resources.** These might include, but not limited to the following: money, in-kind donations of material, the time and talents of involved individuals, outside or related events that you can use to highlight your efforts.

- **Remain flexible.** Revise your plans if circumstances or resources change, or if parts of your plan are not working. Stick to what works!

Basics of a Media Plan

Some basic points to address before you develop your media plan are:

- Learn about the media available in your city, state, and country. Read the paper, watch TV and listen to the radio.
- Determine what issues will fall into hard news, or into feature stories.
- Discover reporters who are covering issues similar to yours and whether they are reporting on them positively or negatively.



Women's groups should look towards establishing long-term relationships with friendly people in the media, rather than one-shot transactions aimed at gaining short-term publicity. Establishing a

relationship – through regular contacts, subscriptions to newsletters and other published materials, and invitations to training and educational opportunities – means you gain not just a friend, but even a partner and champion in the media.

Why do you need a media campaign?

- To influence public opinion
- To persuade opinion leaders
- To generate debate

Press Releases

What is a press release? A press release provides information about your organization that is prepared and presented in a standardized format. It is usually one page in length, but no more than two pages. The purpose is to announce an issues of importance for which you want media attention, whether print, electronic or both. A press release should be brief and to the point.

What information should be included in a press release?

Generally, a good press release answers the “5 W’s in the first paragraph: who? What? Where? When? and Why?

- Who: Who is the subject of the story? They should be identified and described. The “who” might be a person, group, event or activity?
- What: What is happening that the media should know about? The goal is to get the reader’s attention, so that your release will be read and



your issue reported.

- **Where:** If it is an event or a press conference, where is it going to take place? Be specific about the address to the location- and include a map with directions. Include information about where park a car or if there is public transportation. Make it as easy as possible for the reporters covering your event.
- **When:** When will it take place? The date, day of the week, and specific time must be very clear. No approximations; only specific information.
- **Why:** Why is this so important? The reason for your press release should be compelling. Be specific. Remember, the lead or headline should be written to hook the person into reading the rest of your release.

What is the best writing style for press releases? Use quotes. Sentences and paragraphs should be short. You want the reader's eye to move quickly and easily down the page.

Start with lead (the main point), expand upon your opening with more information and detail in

decreasing order of importance. In other words, write the press release in the same classic "pyramid" style as a straight news story.



Uchenna Ekwo, Ph.D.
CMPI President

Developing Effective Media Strategy for Social Campaigns

By Elayna Tekle

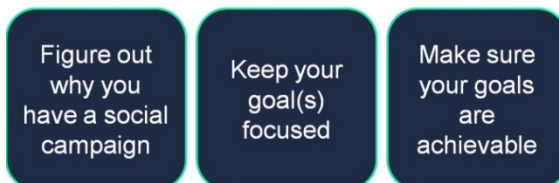
Developing Effective Media Strategy for Social Campaigns

Elayna Tekle

Strategy Development



Align on Your Goal



What is Media Strategy?

How a message is delivered to consumers and specific markets.



Align on Your Goal

What do you want to achieve?



Identify the Message

What do you want to convey?



Identify the Message

Keep it
simple

Make sure
it's relatable

Have one
message

Define the Audience

Who is most likely to be moved by your message? Who are you trying to reach?



Define the Audience

Your answers
to those two
questions
may differ

Have one
primary
audience

Your
audience will
determine
the type of
media

Find Your Audience

How does your audience consume media?
How do they react to messages in media?



Find Your Audience

Research
what type of
media they
use

Find out what
they like to
do

Pick the right
form of
media for
your
campaign

Define Success

What does success look like?



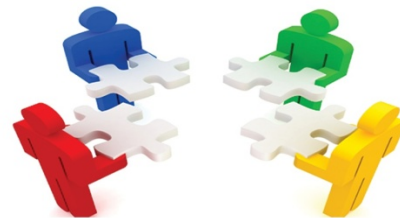
Define Success

How will you
determine if
you have
achieved
your goal?

Set
benchmarks

Set up
parameters
to measure
success

Bringing it all together



Example Media Strategy

GOAL:
Increase
awareness of
the non-profit

MESSAGE:
Spread the
word about
healthcare
challenges
with pregnant
women

AUDIENCE:
New mothers
and women

**FIND
AUDIENCE:**
social media,
blogs, print
magazines,
doctor's offices,
road races

SUCCESS:
Number of
people reached,
number of
people who
share message

Key Takeaways

1. Understand your goals
 2. Keep your message simple
 3. Your audience may be different than what you think
 4. Media selection should follow the consumption habits of your audience
 5. Before your campaign, identify what success will look like and how you will measure it
-

Mistakes
are the
stepping stones
to wisdom.

- *Leon Brown*




Elanya Tekle

Associate media director, Ogilvy advertising firm

Chadian women in decision making



Participants' Dialogue: Views & Voices of Victory



**"The fault, dear Brutus, is not in our stars,
But in ourselves, that we are underlings."**

– William Shakespeare's *Julius Caesar* (I, ii, 140-141)

Could it be that the status of women in most societies is because they fail to raise their voices against maltreatment, malfeasance, misogyny or because it is ordained?

Women are beginning to realize that their situation is not the result of a predestined fate, but their own actions and the choices they make. This seems to be the consensus of participants to

the CMPI sponsored workshop on Women and the Media. Ms. Kate Amadi who represented Sisters Take Over Power (STOP) expressed concern at the perennial bickering that bedevil most women organizations in relation to leadership and adherence to hierarchy. With some anecdotes, Kate sparked a conversation among participants about how women often deride fellow women in leadership. From selling tickets for



1 Ms. Kate Amadi, the representative of STOP(Left) and Ms.Lola Afor, former Chief Public Relations Officer at the University of Sierra Leone(right)

2 Ms.Ogechukwu Alio(Right) and Mr.Jonathan Alio(Left)

fundraising events to simple adherence to constituted authority, the Director of STOP narrated potential conflict scenarios among board members in women's organizations.

Ms. Ogechukwu Alio who attended with her husband, Jonathan became instant reference point to illustrate the

influence or otherwise of women in society. Jonathan's remarks that it is preordained that women are supposed to be under the leadership of men attracted sharp rebuke from mostly female participants.

It took the intervention of one of the workshop instructors – Prof. Jerry Domatob to clarify Jonathan's perspectives emphasizing that the controversy made the workshop relevant because women need to find their public voice to bring to public attention issues of concern to their freedom and equality.

Ms. Lola Afor, former Chief Public Relations Officer at the University of Sierra Leone told fellow participants about her experience in navigating a male dominated workforce in a university environment. She acknowledged that the deck

was still stacked against women in many societies especially in rural areas of most emerging countries. "I think it is time to have some sort of affirmative action in communication so as to assist women attain some measure of parity with men". The reference to affirmative action similar to the educational public

policy implemented in United States to enable minorities to climb the ladder of success through access to education.

The problem with Lola's suggestion, remarked other participants, is that affirmative action may have worked in the education sector but might not work with the communications sector that are mostly in the private sector. The sentiment of having equal access to information is noted but media ownership is heavily skewed in favor men. To mitigate this disadvantage, Dr. Uchenna Ekwo suggested that women should continue to demand increased access to the media through raising issues of concern in diverse media

platforms including the cost effective outlets notably Facebook and other social media. Strengthening women's media groups such as National Association of Women Journalists in Nigeria could be pivotal in finding the public voice of women. Above all, women's voices could be heard loud and clear if women adopted more strategic planning in that regard. After all, Ekwo reminded participants that women actually rule the world by proxy and made reference to a book: Anatomy of Female Powers in which the author, Chinweizu reminded his readers that in the final analysis all the struggles of men in the world are for their "mother, daughter, wife, sister, and girl friend".

That said, women have the potential to change their status in society and attain desired power or influence.

The video about women's participation in governance in the Republic of



3 Dr. Jerry Domatob(Left) and Dr. Uchenna Ekwo(Right)

Chad, an African country stimulated discussion on women and public life. Expectedly, it elicited comparison between the United States and countries of emerging economies. Gambaye Ndjegoltar Ndjerakor, President/CEO of N'Djamena based Electron TV and Graziella Nodjibougada, a television reporter in Chad provided important updates related to the status of women in the African country.

“The situation in Chad is improving, as a few years ago no women held government positions,” Ndjegoltar Gambaye, told participants in French. “Awareness about women’s participation is being raised.” Today in Chad, women occupy about 15 percent of parliamentary seats. This is a remarkable shift and it promises to improve in the years ahead with public awareness and education such as this one organized by CMPI. Nevertheless,

women were slowly finding leadership locals in local entrepreneurial ventures and making their concerns heard.

Discussion amongst conference participants introduced concepts of varying leadership styles, adjusting incentive structures and narrowing organizational focus for success in international development NGOs. Participants also shared best practices for staying motivated to write on global affairs.



4 Gambaye Ndjegoltar Ndjerakor, CEO of Election TV(Left) and Ms.Graziella Nodjibougada(Right)



6 Hyewon Lee, a staff writer of CMPI Media

Hyewon Lee of Kyonggi University, Seoul, South Korea outlined some factors that have undermined the status of women in different societies including the Asian country of South Korea. Over the decades, said Hyewon, women and societies continue to seek the most effective ways to emphasize women's messages.

In most countries, women hesitate to express themselves due to some structural and cultural challenges. For example, Korea, from 1930's to 1945, the end of World War II, about 200 thousands of young girls were kidnapped or sold as military sexual slaves to Japanese soldiers. They had to be raped by 10 to 15 or more soldiers every day. At the end of the war, most of them couldn't go back to their hometown because at that time in Asian

countries, losing virginity was the most shameful thing. They couldn't get even married or pregnant because their fertility was ruined.

Although this represented a dark history of Korea, it was exposed to the public for the first time in 1991. The logical question is: why did it take so long for such heinous crime to get public attention? The fear factor and lack of media access!



5 Mr. Haliscelik Kharaman, United Nations Secretary General's Special Representative for Turkey, Chief for Turkish Radio and TV

Participants shared ideas on appropriate use of the social media to advance social capital. I learned a new way to use my smart phone, said a participant. Mr. Haliscelik Kharaman of Turkey Radio and TV told participants that the

way you hold your smart phones to capture images mattered. Holding a smart phone horizontally to capture video images ensured high definition capability unlike holding it vertically. With most women armed with mobile phones even in remote villages, they have an important weapon to raise their public voice.

After all, as Mr. Haliscelik said, “My mother, who until a few years ago could not write a word, now, has a Facebook account and she uses it to send her children in different parts of the world pictures of her goat”. That speaks of the power of social media and how women of all ages and social class can maximize its potentials.



Faces of the workshop









Brochure

CENTER FOR MEDIA & PEACE INITIATIVES

Women and the Media

Tuesday, March 24-26, 2014
4 West 43rd New York, NY 10036



**CENTER FOR MEDIA
AND PEACE INITIATIVES**



Finding Your Public Voice

In an era of information revolution, it is now more important than ever that all citizens including women, the marginalized, and organizations develop effective strategies to convey their messages across different media platforms. For example, women speaking up against violence or discrimination can make all the difference in cultures that undermine female voices.

WORKSHOP OVERVIEW

One of the most precious, hard-won freedoms is the freedom to speak and publicly express our opinions. Among the voices now being heard around the world are those of women who were previously silent. It is a time for women who are knowledgeable about the media to share their experiences with women who are just beginning to find their public voices.

The workshop on Women and the Media with the theme: “Finding Your Public Voice” is designed to help women around the world tell their stories and share experiences with audiences far beyond their borders. Only by making their voices heard, advocating their causes, and expressing their opinions can women become full participants in society. Effective communication and messaging can be a cost-effective, long-lasting tool to prevent, mitigate, and resolve violent conflict. Specifically, the workshop will enable participants to develop effective media strategy for organizations including the ability to write good press releases; conduct public speeches/presentations; and hold press conferences, and face the press.

AGENDA

Day 1: Understanding the Communication Process

In many communications, the message (what is said) may not be received exactly the way the sender intended. It is, therefore, important that the communicator understands what stands in the way of their messages being clearly understood. Simply, the skilled communicator needs to be aware of the barriers to effective communication and how to avoid or overcome them. During this session participants will be immersed in a scenario that provides an opportunity to establish a conceptual foundation for understanding many barriers to communication. The barriers which may occur at any stage in the communication process often leads to your message becoming distorted and you therefore risk wasting both time and/or money by causing confusion and misunderstanding. Effective communication involves overcoming these barriers and conveying a clear and concise message.

Day 2: Message, Messenger, and Medium : Analyzing the changing landscape of media of communication

The second day examines the concept of “mediascape”- the challenges and opportunities in communicating in a converged media environment. The session focuses on the critical thinking, analysis, and practical skills essential to developing and implementing communications strategies that advance an individual or organization’s goals and mission.

Participants will learn how to develop effective communications strategies and to foster the thinking habits that will allow them to offer strategic support to any organization. Participants are expected to become familiar with the complete range of current communications tools and how to use them in an integrated and strategic way.

Participants will break into two working groups to complete a project with a pseudo client, giving them the opportunity through research and analysis to develop a comprehensive communications program. In addition, participants work individually on an integrated communications plan for a pseudo client. Both these projects can be used to demonstrate proficiency in strategic communications.

Day 3: Harnessing Creativity / Communication Projects

The third day will explore the concept of creativity and the connection with communication. We all have our struggles, whether they are mental, physical, or social? But what is it that makes some of us keep trying and striving to overcome despite the odds?

Participants will discuss how to use creativity to overcome a weakness and turning it into strength; converting obstacles into opportunities; difficulties into dividends and triumph under tribulations. The goal is to improve the condition of women and minimize the odds against them using all forms of communication.

To explore these topics you will be immersed in a scenario where you will develop evaluation questions and conduct a cost/benefit analysis of strategic communication

INSTRUCTORS

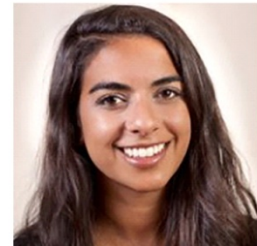
Dr. Jerry Komia Domatob



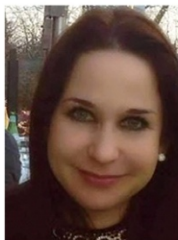
Professor of Mass Communication at Alcorn State University, Lorman-Mississippi. An author, photographer and poet, Domatob earned his Ph.D. in Mass Communication from Ohio University, Athens-Ohio. He holds two master's degrees in International Affairs and Journalism from Carleton University, Ottawa-Canada. He also studied law and Journalism in the University of Yaoundé. Domatob has taught in several universities including the University of Northern Iowa, Cedar Falls; Fordham University, New York and Rutgers University, New Brunswick, Jackson State University, Suffolk County Community College and Brentwood Community College in Long Island. With my broad expertise in media education, professor Domatob brings varied pedagogical experiences in communication and related fields.

Elayna Tekle

Elayna Tekle is the Associate Media Director at the famous Ogilvy advertising firm. A graduate of Global Studies and social media enthusiast, Elayna is passionate about deploying the new media notably the social media in connecting people around the world. Her professional experience has been at media and advertising agencies in New York. As an Associate Director and Neo@Ogilvy, she works with teams to develop media strategy and execute media plans to deliver on marketing challenges for various clients. Elayna is originally from Massachusetts but moved to New York City 4 years ago. She brings to the workshop unique perspectives in coaching participants on diverse fields of media strategy.



Dr. Olga Zbarskaya, Ph.D., ACSW, MSW, MA is a SUNY



Certified & New York State Accredited Trainer. Dr. Olga Zbarskaya has 15 years of experience in social services administration and training. She is currently the Director of Policy at Cardinal McCloskey Community Services. Dr. Olga Zbarskaya life's work includes teaching creative thinking as "one of the most complex and comprehensive, conceptual and practical, qualitative and quantitative phenomena". Dr. Zbarskaya trains licensed professionals in NYC on creative education, learning through self-perception and self-determination, stimulating young children's creative potentials, fostering a sense of self, motivation, incubation of ideas, and complex approaches toward reality.

Kahraman Haliscelik

Mr. Kahraman Haliscelik is the United Nations Bureau Chief for Turkish Radio and TV. Kahraman has worked as broadcast journalist for over half a century reporting from different regions of the world. He is passionate about using the media as tools for nonviolence and democratic engagement.



Arao Ameny

Ms. Arao Ameny is the Founder of Association of African Journalists & Writers. Arao currently works as Communications Assistant at NYC Independent Budget Office (IBO) focusing on Social Media. Prior to IBO, she worked at the United Nations as the Social Media Editor for Africa Section and Africa Renewal magazine in the Strategic Communications Division of the Department of Public Information. She focused on cultivating and growing social media platforms and improving user engagement. Ms. Ameny wrote articles for Africa Renewal magazine. She wrote press releases, organized outreach events and served as a media liaison, engaging and developing relationships with journalists and media outlets interested in reporting on Africa-related topics happening at the United Nations. Ms. Ameny received a Master's Degree in Journalism from Indiana University in 2007 and her B.A. in Political Science, International Relations and Communications in 2006 from University of Indianapolis.



Donielle De Toy

Ms. Donielle DeToy is a lifelong political journalist. As a media activist, Donielle raised national awareness about the need to reinstate Glass-Steagall – a defunct legislation that is believed to have the potency to revive American and global economy. Donielle embarked on a national campaign (2012-2014) to encourage Congress, which included 30 state legislatures to introduce resolutions demanding Congressional support for Glass-Steagall. As a photojournalist she has traveled widely around the world with passion for Africa. She visited Sudan, Chad and Ethiopia.



Dr. Uchenna Ekwo

Dr. Uchenna Ekwo is the President of Center for Media & Peace Initiatives, New York. Uchenna is a scholar practitioner with vast experience in media studies and public policy. He worked as broadcast and print journalist for nearly two decades.

Schedule and Presentations

DAY 1

9:30-10:00	Registration
10:00-10:15	Opening Statements: Dr. Uchenna Ekwo , President, CMPI presents workshop overview
10:15-11:45	<i>Understanding sociology of communication: The Essentials of crafting, packaging, and delivering messages</i> Dr. Jerry Komia Domatob : Professor of Mass Communication at Alcorn State University, Lorman-Mississippi.
11:45-12:20	<i>Developing Effective Media Strategy for Social Campaigns</i> Elayna Tekle , Associate Media Director, Ogilvy Advertising Agency
12:20 – 1.00	<i>Media Coverage of Violence and Impact on Women: A case study of Crisis in Sudan.</i> Ms. Donielle DeToy , EIR Magazine
1.00-2.00	Participants break into two groups for assignments

DAY 2

10:00-10:30	<i>Learn Your Media: Helpful Tips in Social Campaigns and News Literacy</i> Dr. Uchenna Ekwo
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10:35-11:45	<i>Developing Effective Writing Skills</i> Dr. Jerry Komia Domatob & Dr. Uchenna Ekwo
11:45-12:15	<i>Face the Press: Preparation for Interviews on Radio/TV</i> Mr. Kahraman Haliscelik , United Nations Bureau Chief for Turkish Radio and TV
12:15 – 2:00	Networking

DAY 3

5:00 -5:45	<i>Harnessing Creativity: Discovering your talent?</i> Dr. Olga Zbarskaya , Ph.D, SUNY Certified & New York State Accredited Trainer.
5:45- 6:35	<i>Social Media Strategies and Messaging</i> Ms. Arao Ameny , the Founder of Association of African Journalists & Writers.
6:35 – 7:00	<i>Wrap Up Session and Presentation of Certificates</i> Francisco Bozzano-Barnes – CMPI Director of International Programs and Rashida Bright , Workshop Coordinator and CMPI Director of Administration.