



2024 Research Report on the :

Young Women in Politics Media Toolkit

RESEARCH

REPORT

2024

Young Women in Politics Media Toolkit

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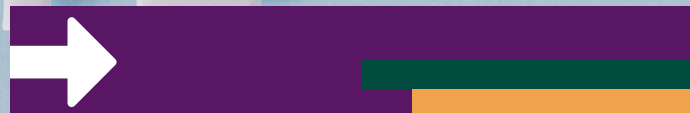
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THE PROBLEM STATEMENT

Introduction

The toolkit addresses the ongoing underrepresentation of women, particularly young women, in political decision-making by providing media professionals in Kenya with guidance on fair and accurate reporting. The backdrop of the [Beijing Declaration and Platform for Action](#) underscores the importance of women's empowerment and participation in societal development. Despite some progress, women's presence in political leadership remains limited. The toolkit derives insights from research on African Women in Media, focusing on media coverage of young women politicians.

The rationale for the toolkit is based on two approaches: transformative gender justice and human rights. The former emphasises equal power distribution, recognising women's participation and reducing inequalities. The latter frames participation as an inalienable right grounded in international agreements—inclusion of young women in politics benefits policy development, integrity enhancement, and addressing diverse societal issues.

The highs of young women's participation include increased elected female representation in national and county government levels, media's positive profiling, and affirmative action promoting women's leadership. However, lows persist, including limited young women's presence due to structural issues, voter apathy, ethnic politics, and mental health challenges.

In the 2022 elections in Kenya, there was a notable increase in the representation of women in leadership positions at the national and county government levels compared to the 2017 elections. In the National Assembly, about 23.5% of the positions were held by elected female representatives, while at the Senate level, it was 31%, meeting the constitutional requirement for a 2/3 gender representation.

At the county government level, approximately 15% of elected County Governors and 20% of Deputy Governors were women, which improved from the 2017 elections when only 6% of Governors and 25% of Deputy Governors were women. Additionally, 36% of county assembly members were women, with some counties like Nakuru town having women in top leadership positions.

Despite these gains, the representation of women still fell short of the 50% gender quota principle. Factors contributing to this increase in women's representation included constitutional provisions, such as the election of 47 Women Representatives to the National Parliament and efforts to ensure 1/3 representation at the county level through nominations, which saw a significant 64% increase in women nominations to county assemblies from 2017 to 2022.

THE TOOLKIT EMPHASISES:

1. The importance of media in positively shaping the narrative and highlighting young women's potential impact on policies, governance, and societal well-being;
2. The benefits of young women's participation in political spaces translate to better representation of women in leadership role modelling for young women;
3. Diverse perspectives in decision-making and policy advocacy.

THE BARRIERS THAT YOUNG WOMEN FACE IN THEIR PURSUIT OF LEADERSHIP INCLUDE:



1. Delayed entry into politics,
2. Ageism driven by experienced women politicians, political parties,
3. Voter apathy, especially among the youth and more so the young women;
4. Lack of positive role models, betrayal by older generations, lack of mentorship, resource constraints, physical and emotional abuse, and mistrust.

The role of media in amplifying the civic participation of young women in politics is pivotal. This text examines how media reports on key political events, highlighting strengths like diverse sources and fact-checking, yet revealing the need for gender-sensitive language. Media coverage shapes public perception throughout election cycles, from pre-election topics to post-election analysis.

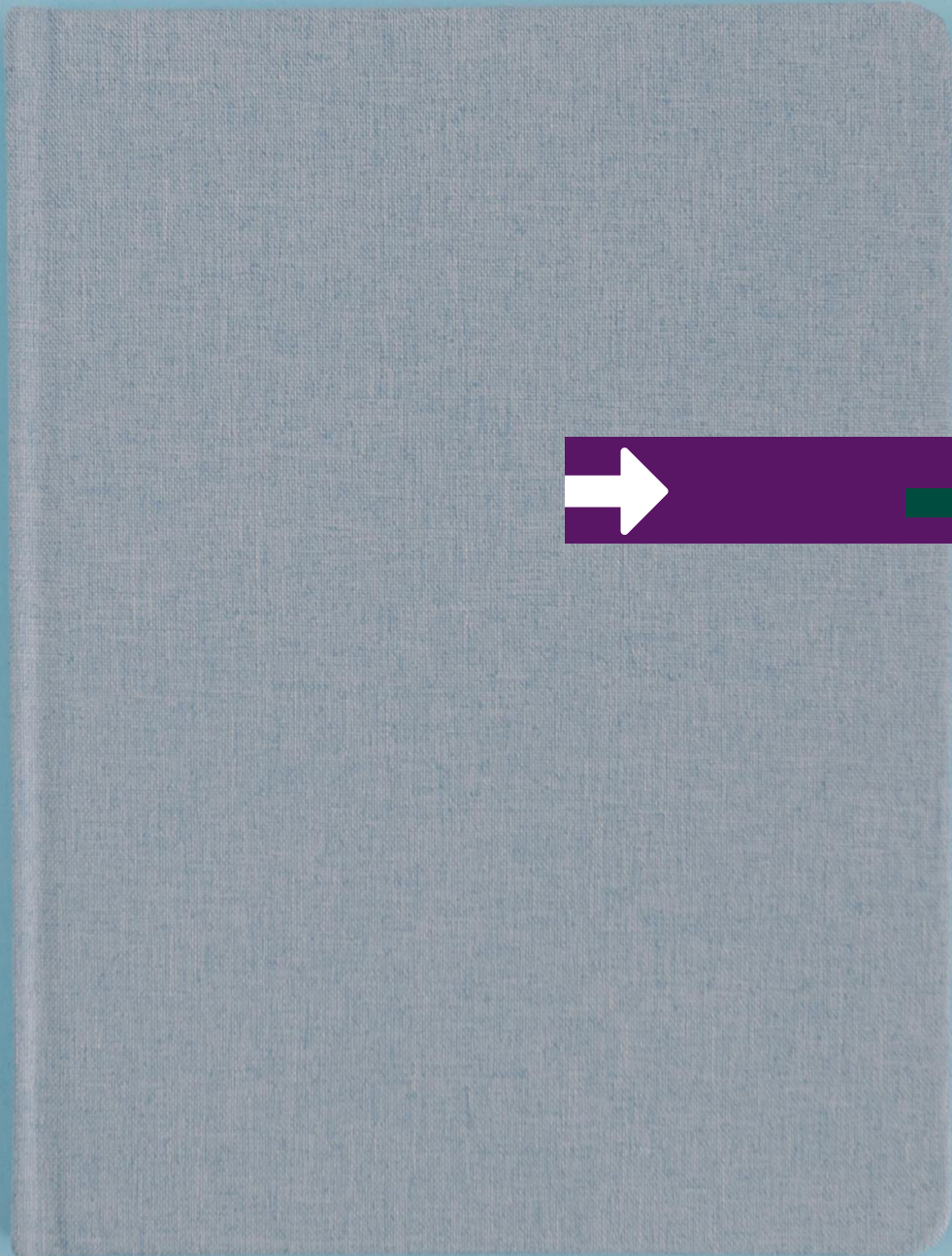
Various strategies are proposed to enhance inclusivity, such as gender-transformative reporting and promoting gender equality within media organisations. Empowering young women politicians through coaching and capacity building is crucial. Gender-sensitive language in media profiles portrays achievements accurately. Effective social media use engages constituents and combats disinformation, but managing online harassment of public figures remains an ongoing concern.

Building a solid online presence benefits young women politicians, but the media's responsibility extends to championing their participation. By adhering to reporting guidelines, using gender-sensitive language, and effectively leveraging social media, the media catalyses more equitable politics and empowers young women leaders, driving positive change for a more inclusive future.

In summary, the toolkit provides media professionals with tools to report on young women politicians fairly, contributing to gender parity and women's meaningful participation in political processes, aligning with international agreements and promoting societal progress.



ELECTION DAY





Background Information And Objective Of The Toolkit

The Beijing Declaration and Platform for Action state, "Women's empowerment and full participation based on equality in all spheres of society, including participation in the decision-making process and access to power, are fundamental for achieving equality, development, and peace."

Unfortunately, 28 years after the declaration, data shows that while progress has been made, women are still underrepresented at all levels of decision-making worldwide, and gender parity in political representation is far from being reached. More so, for young women who are the least represented in leadership positions, media has a significant role in increasing women's participation and balancing power between men and women in decision-making.

This media toolkit aims to empower media professionals to promote gender equality, amplify the civic participation of young women in politics, and contribute to equitable political processes, fostering a more inclusive and progressive society. The objectives of the kit are:

1. Equip media professionals with the knowledge and resources needed to report on young women politicians in a fair and gender-sensitive manner;
2. Promote the use of gender-sensitive language in media reporting, accurately portraying the achievements of young women politicians;
3. Enhance gender parity in political representation through equitable media coverage;
4. Facilitate the meaningful participation of women in political processes, including elections and governance;
5. Contribute to positive societal change by fostering a more inclusive and equitable future through fair and empowering media coverage.

This toolkit is designed to help media professionals in Kenya report accurately on young female politicians in the country. It is informed by research by the African Women in Media (AWIM) in the country on the media coverage of young women politicians and political actors to determine the trends and their experiences. The toolkit shares insights from the study and recommendations on how the media can help position young female politicians as politically severe candidates. It seeks to contribute to the successful implementation of the Convention on the Elimination of All Forms of Discrimination against Women that aims at eradicating stereotyped roles for women and men, ensuring women's equal participation in public life, women's equality before the law and eliminating all forms of discrimination in employment.





Understanding the drive for this toolkit (Rationale)

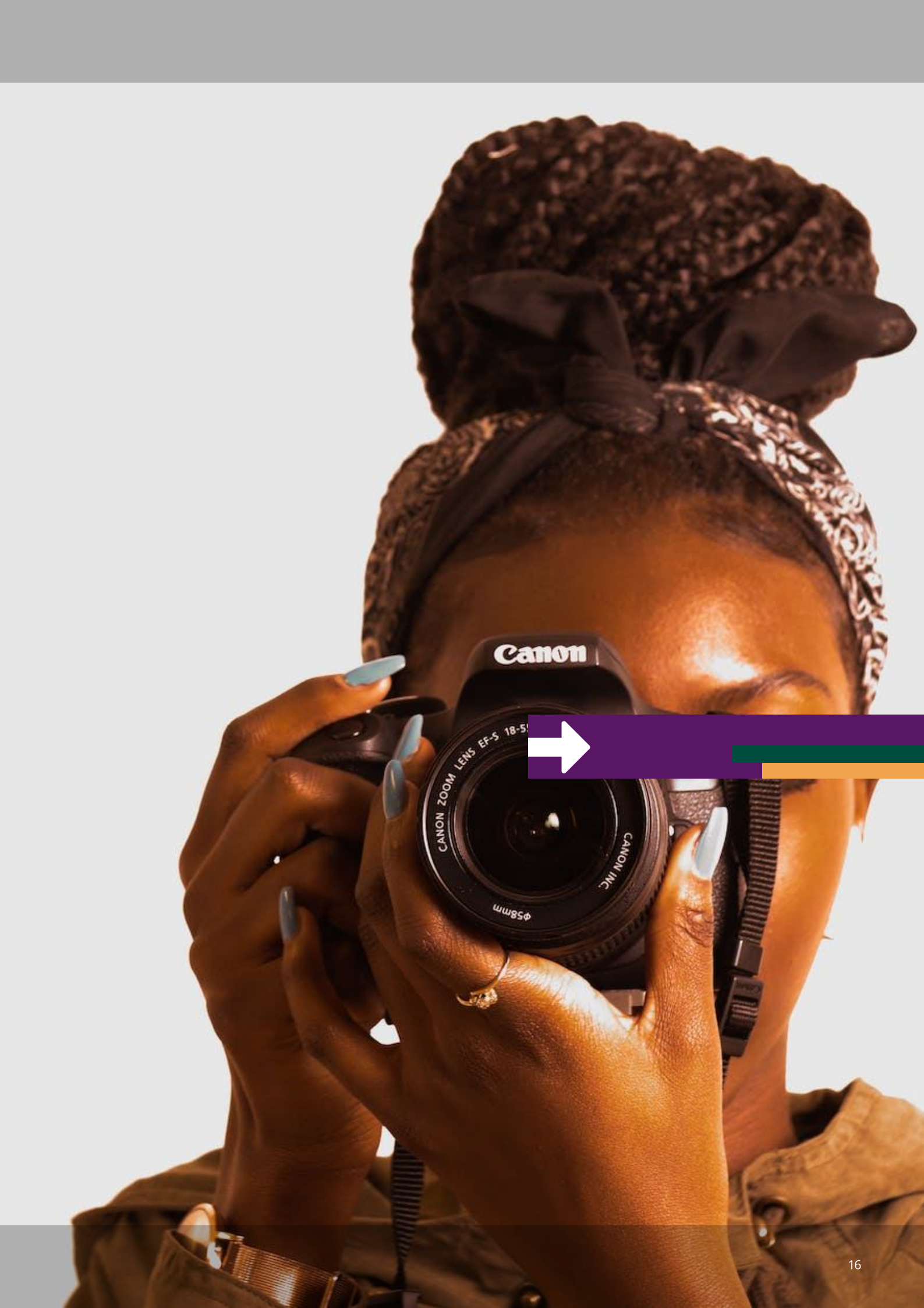
The report looks at the rationale of giving equal opportunities to young women to participate in public and political life through Reproductive Rights and a Human Rights-Based Approach - United Nations Population Fund.

Gender Transformative Approaches to Achieve Gender Equality and Sexual - Gender equality refers to the equal distribution of power, resources, and opportunities among men and women. It means that all human beings can develop their abilities, express their voice, and make choices without being constrained by stereotypes, rigid gender roles, or prejudices. This includes women's participation in public and political life. Using Nancy Fraser's three-dimensional model of social justice that encompasses representation, recognition, and redistribution, women have the right to:

1. **Representation:** It is essential to increase the role of women in decision and policy-making processes, as well as their access to financial resources, legal aid services, employment, and land levels.
2. **Recognition:** Interrogating gender-based problems, such as Gender-based violence, factoring in women's different perspectives on issues and addressing sex-specific sociocultural barriers and stereotypes.
3. **Redistribution:** Reducing inequalities between women and men, rebalancing control over resources: land and property, voices, wages, and allocation of resources.

What is a Human Rights-Based Approach? Human rights principles are INALIENABLE, mandatory, and legally binding. Therefore, using a rights-based approach, it is the inalienable right to participate in political and public life, and society must allow it. They are enshrined in international agreements such as The Convention On The Elimination of Discrimination Against Women, Beijing and Platform for Action Political Declaration Outcome - UN Women, and the 17 GOALS | Sustainable Development.

Having young women on the decision-making table is essential in developing youth-friendly policies and reinforcing integrity in service delivery. Women's involvement in decision-making ensures that policies address issues affecting women and children, including environmental governance and social and economic development.





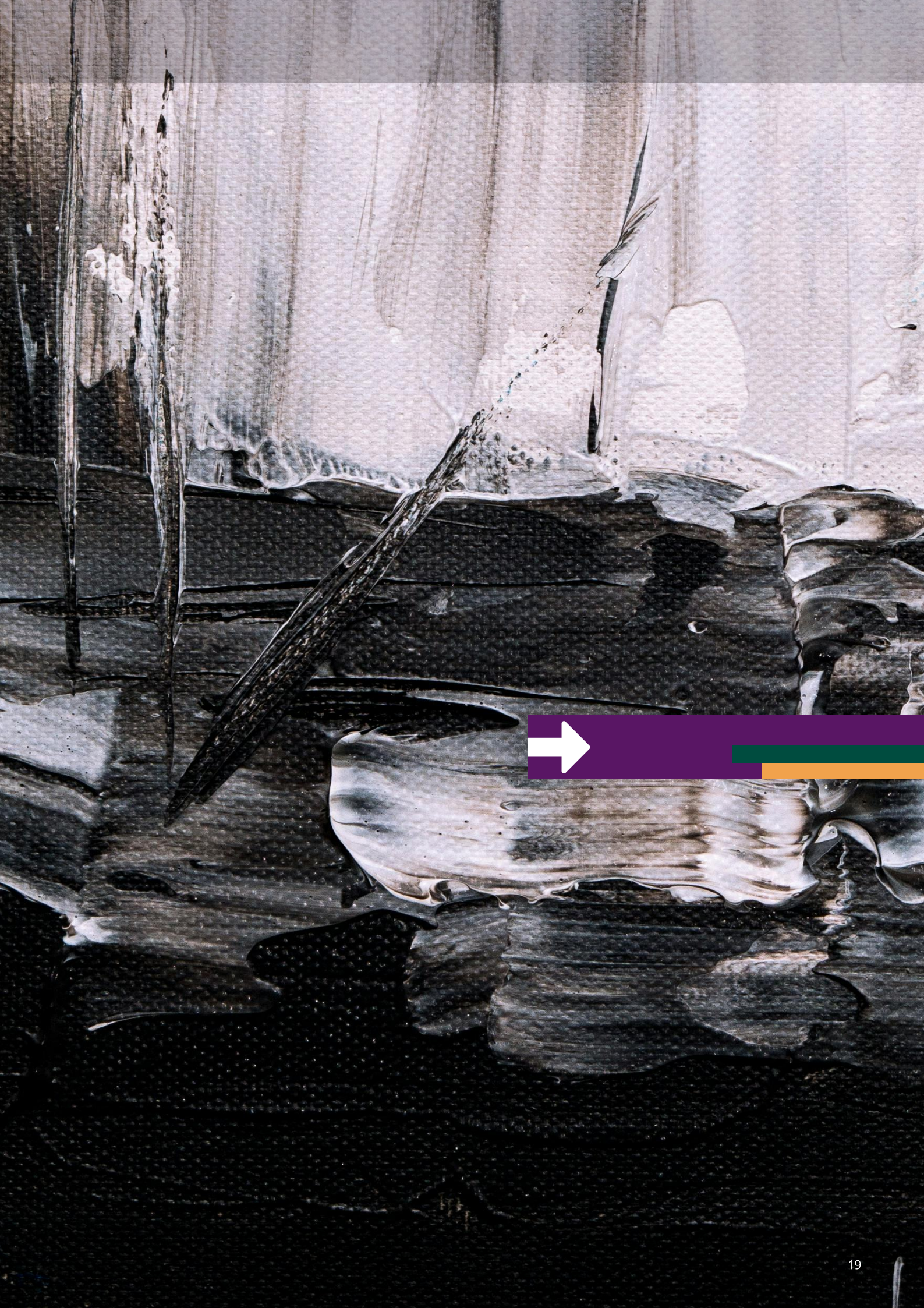
Methodology

This media toolkit was developed using the evidence-based approach, as it adopted the critical findings of comprehensive research that focused on the visibility of young women in politics during Kenya's electioneering period 2022. Overall, the study aimed to improve the media's coverage of women in politics, specifically focusing on young women, by examining existing media content, gathering stakeholder input, and shaping a curriculum for capacity building in this demographic. The goal was to ensure a more balanced, informed, and equitable portrayal of young women in political leadership, emphasising the 2022 Kenyan elections.

A media monitoring research based on a sample of 46 articles that featured young female politicians selected out of a population of 407 published between January 1, 2022, and August 31, 2022, covers the 2022 elections in Kenya. The stories were gathered from renowned print media outlets, such as The Nation Daily, The Standard, The Star, and People Daily. This analysis centred on journalistic standards, the thematic representation of young women in politics, and the framing of these narratives.

Additionally, two focus group discussions, comprising 15 female politicians and political actors aged 18-35, were conducted via a snowballing technique that leveraged the researcher's connections within political parties, civil societies, and women's movements. These discussions aimed to elicit valuable insights on the critical issues deserving of media attention during the electoral cycle. Subsequently, an online survey was administered to the same 15 participants to glean their perspectives on pertinent issues requiring media coverage throughout the pre-election, election, and post-election phases.

To further enhance the capacity of young women politicians, two key informant interviews were held with experienced consultants in curriculum development and women's leadership, who offered valuable guidance on curriculum content. This multifaceted research approach sought to foster balanced and informed media coverage of young women in politics, particularly during the 2022 Kenyan elections, focusing on enhancing their representation and addressing the needs and concerns of this demographic.





High and Lows of Young Women's participation in the 2023 elections in Kenya

The data reveal several significant gaps and limitations in young women's political representation in Kenya. Despite a minor increase in the number of women elected to leadership positions in the 2022 elections, the overall representation of young women in politics still needs to be improved, primarily due to structural, systemic, and policy barriers that hinder their meaningful participation. Voter apathy, particularly among young women, is a troubling issue driven by disillusionment with divisive politics, perceived neglect in policy-making, and political manipulation.

Other challenges include unfulfilled promises eroding trust, contributing to the limited engagement of young women in politics, the absence of a clear vision for youth in political parties, fostering ethnic hostilities, and discouraging young women from actively participating in mainstream politics.

Furthermore, young women in politics often grapple with mental health challenges and traumas stemming from sexism, physical and emotional abuse, and public scrutiny. These experiences can lead to dropouts, depression, financial hardships, and personal struggles. The media tends to focus on these unique vulnerabilities and adverse events experienced by young women in politics. While the text provides insights into these issues, it lacks detailed quantitative data on the number of young women in elected positions and their roles in government.

Most elections coverage does not adequately give a voice to young women in politics. There is little evidence of the development of policy impacts from young women's involvement in politics. Existing policies do not delve into potential biases and challenges in accessing the media to convey their messages and platforms. The section below highlights the highs and lows that young women experienced during the electioneering period.

THE HIGHS THAT YOUNG WOMEN IN POLITICS EXPERIENCED DURING THE KENYAN ELECTIONS 2022



i. There was a slight increase in the number of women elected into leadership positions at national and county government levels in the 2022 elections compared to 2017. There was a 23.5% increase in women's representation in the national assembly and 31% in the National Senate, meeting the 2/3 gender representation requirement by the Constitution of Kenya (2010).

ii. At the county government level, nearly 15% of the 47 elected County Governors and 20% of the Deputy Governors were women. This was up from the 6% representation of the Governors and down from 25% of the Deputy Governors elected in 2017. 36% of the county assembly members were women - 115 were selected, and 612 were nominated. This increased the number of Members of County Assembly (MCAs) from 1,450 in 2017. This is meeting the 1/3 threshold of women's representation at the county level;

iii. The county of Nakuru had women occupying all the top leadership positions of governor and senator. In the elective seats, 4 MPs and 55 MCAs were women. However, with all the gain in women occupying leadership positions, the number still fell significantly short of the fifty per cent gender quota principle;

iv. Factors that helped propel women into leadership positions included affirmative action that constitutionally safeguards women's representation at the national and county level of governance, as explained below:

- a. The Constitution of Kenya (2010) provides that there shall be the election of 47 Women Representatives to the National Parliament.

- At the county level, there is a push to use nominations to ensure that each county has the required 1/3 representation as required by the constitution. 2017 only 94 women were elected as members of the 47 county assemblies, while 91 were nominated. In 2022, 115 women were elected to the 47 county assemblies, while 612 were selected. This is a whopping 64% increase in women nominations to the county assemblies.
- b.
 - c. The springboard effect also influenced women, specifically young women, to participate in the election, as modelled by female politicians who are more experienced, like Hon Martha Karua.

The media was also instrumental in featuring stories that positively profiled women aspirants, both old and young, as serious contenders in the election, including having a woman cleared as a presidential candidate, as seen in stories with

- v. headlines like Tomorrow starts with a girl: Empowering the next generation of female and Rights lobby urges Kwale women to seek elective seats. Other stories encouraged many young girls aiming for political seats in Kenya, such as: As a young woman, I quit complaining and want to be considered among.

Some young women were presented as serious contenders for the national presidential seat, and some who vied for elective positions floored veteran male politicians like in the story headline: Teresa Chebet confident of victory in epic Ainabkoi MP battle. The journalists used a positive and supportive tone that was void of negative comments or bias toward any political agenda.

- vi.

The media stories also focused on how the increase of young women in politics can influence policy, legislation, budgeting, and involvement of persons living with disabilities. By giving a comprehensive and balanced view of the political landscape, the stories indicated an improved political space that opened the window for as many women and youth to have their voices heard in the political arena.

- vii.

Over half of the stories (59%) expounded on the plight of young women politicians that aimed at encouraging women to participate in seeking elective positions in Kenya. The stories highlighted that youth and women have been largely

- viii. neglected in national politics and took the position that it is their onus to fight for leadership positions to make a difference in society. 83% of the stories did not present bias or use inaccurate information in their stories against women politicians.

THE LOWS THAT YOUNG WOMEN IN POLITICS EXPERIENCED DURING THE KENYAN ELECTIONS 2022

Despite an increase in the number of women in elective posts, the number of young women elected is still meagre due to structural, systemic, and policy problems affecting the needs of the youth. Despite an increase in the number of

- i. women in elective posts, this is a small incremental achievement, as the overall representation of women in politics stood at 23.5% after the 2022 polls.

Some stories presented a pessimistic tone, such as 'Eight reasons why youths are not keen to participate in polls'.... The overall representation of women in the national parliament is 23 out of 416, which translates to 5.5%.

- ii.

Literature further estimates that elected young women parliamentarians in the 13th Parliament stood at Senate 5 out of 67 in the national Senate, which stands at 7.5% in total; 3 members of 249 Members of Parliament, which is 1.2%, and 15 out of 47 Women Representatives, which is 31%. Therefore, the total representation in Parliament is 18 out of 349, which is 5.2%.

- iii.

A key contributing factor is voter apathy amongst young people, especially women. The youth detest ethnic and divisive politics; they feel ignored in policy-making about issues that affect them, as depicted in the headlines. Others used the victim frame to accuse the youth of their participation in their civic duties as seen in the headlines: Observers blame low turn on youth's failure to participate in polls and Why youth apathy in elections bodes ill for Kenya - The Conversation.

- iv.

- v. Young female politicians felt shortchanged and manipulated by experienced politicians who did not deliver the promised appointments to prominent government positions after elections.

The media coverage showed no clear vision for the youth in political parties. Instead, the emphasis of the role of the youth in these parties is to drive ethnic hostilities, and fears of politically motivated violence on behalf of veteran politicians who give them money were discouraged in stories like Shunning handout politics benefits young aspirants - The Star.

- vii. Factors like ethnic discrimination make it difficult for young female politicians to break into mainstream politics, as implanted in the headline: Kenya's young voters have a dilemma: they dislike ethnic politics. Furthermore, the traditional election campaign exhibits implicit ethnic hostilities that spread fears about the public's security.

viii. The young women talked about the mental health and traumas that came about with their engagement in the political world. Some of them dropped out of the political race because of sexism and physical, emotional, and mental abuse, as cited:

LIKE SERIOUSLY, WE ARE NOT BEING RESPECTED

mostly because we are seen as women who have some (thing) fishy things up on our sleeves we (become) leaders because we can become leaders

- viii. Many women suffered the shame of losing the elections, fell into depression, went bankrupt, and were abandoned by family and spouses. The media focused on their weaknesses and events that harmed them, as cited by an FGD respondent: "...MENTAL HEALTH IS A BIG VERY BIG THING. Because these people prey on your weaknesses, especially you being a woman. This being an African country, women are the minority, so you're going to be abused based on your sexuality.

IF YOU HAVE A FAMILY

you're attacked based on the fact that you are a woman (who) should be at home cooking... (the media) targets mostly based on your sexuality...





Benefits of Young Women in Civic Participation in Kenya

- Representation:** Young women comprise a significant proportion of the underrepresented population in politics. Increasing their numbers can help address the gender imbalance and promote equal representation. This ensures that their perspectives, experiences, and ideas are considered in the policy-making processes and that they have a voice on issues that affect them directly or indirectly.
- Diverse Perspectives:** Young women bring new ideas, diversity, and creativity to political systems and problem-solving. They are powerful leaders in many fields, such as in civic and democratic engagement and on critical issues such as climate change, racism, and gender equality, among others. Young women are also powerful influencers on issues affecting young people. Therefore, their exclusion from politics and leadership undermines their valuable contributions to improving women's lives, young people, and all today and tomorrow.
- Policy Advocacy:** Women are powerful agents of change on issues like climate change, racial justice, and gender equality. They are powerful advocates for intergenerational collaboration and accountability towards a more just, sustainable, and equal world for all. They can help bring attention to issues that affect them as young people and women in their communities, such as reproductive rights, unemployment, equal pay, and childcare.
- Role Models:** Seeing young women politicians can inspire other young women to get involved in politics and become future leaders.

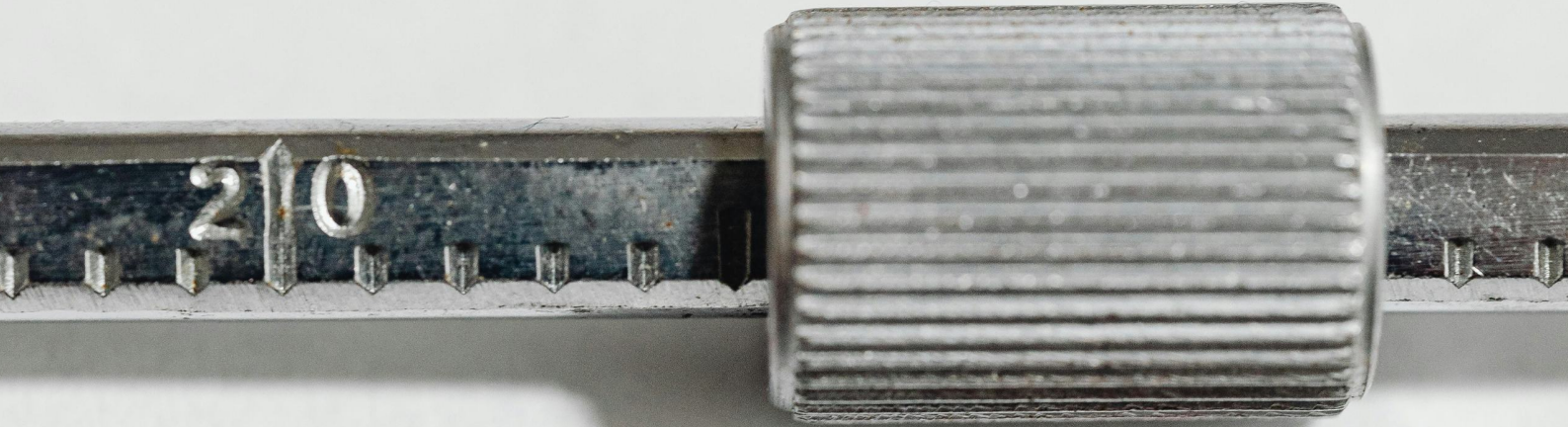
BARRIERS TO YOUNG WOMEN'S CIVIC PARTICIPATION IN KENYA

- The youth's debut into political leadership was delayed:** due to the older generation's lack of mentorship and refusal to relinquish power.
- Ageism:** The young women are sold the narrative that they still have time to grow in the party. Young women politicians were often intimidated and 'requested' to relinquish the party ticket to older women. They were labelled as 'viongozi wa kesho' (leaders of tomorrow), denying them party nomination certificates on claims that they were too young.
- Youth voter apathy:** It was cited that 39.84% of the registered voters, which translates to 8.8 million, were youths between 18 and 34. This was an overall drop as youth registered voters declined by 5.7%, with female youth voters rejecting by 7.75% and males by 2.89% from numbers in 2017.
- Lack of positive role models:** Many youths elected to Parliament have become sycophants of their party positions, lamentably wavering and lacking ideologically entrenched political ideals. Youth have become pawns in the battles between veteran politicians, the foot soldiers who spew insults, and mobilising youthful voters into screaming slogans for handouts.
- Betrayal by older generations:** Young men and women seeking political office use their age as a plank and tell the youth that they understand their problems better and can solve their problems once comfortable in the office; they pass anti-youth policies or disregard legislation that does not uplift their age mates. While politics involves decision-making and power relations between individuals, politicians have turned it into a science of deception and fraud.
- The lack of mentorship from older women politicians:** The lack of mentorship from more senior women politicians and the lack of adequate resources to engage in an election campaign were cited as the main reasons for the marginalisation of young women and men in politics. Many young women aspirants were inspired by the nomination of the veteran women politician Martha Karua to the position of Deputy President for the Azimio Coalition. Lessons on how these women challenged societal and cultural norms that may limit women's political participation will help guide young women on how to vie for leadership positions successfully.

- Lack of adequate resources to engage in an election campaign:** Young women said that one impediment to being elected is financial. Not only did the aspirants incur financial losses, but they also lost the support and goodwill of their supporters. Some young female politicians felt short-charged and wanted to request a refund. Beyond losing opportunities to vie, aspirants were expected to bribe to be selected for nominated or elected leadership positions or appointed or nominated county or national government positions.
- Physical and emotional abuse:** The aspirants faced physical and emotional attacks instigated by opponents who, for example, defaced or removed their posters. The respondents shared the emotional turmoil they felt based on the kind of sacrifices that the women made, like deferring education, family, and social life to build their footprint into the political field and still did not get the party ticket shared:
- Mistrust and sexual harassment:** The young women politicians were treated with suspicion on their motives for joining the political arena, which is associated with promiscuous intent. Women in politics face sexual harassment and advances as bait to get party tickets. If they refuse to cooperate, they will likely be denied the ticket.

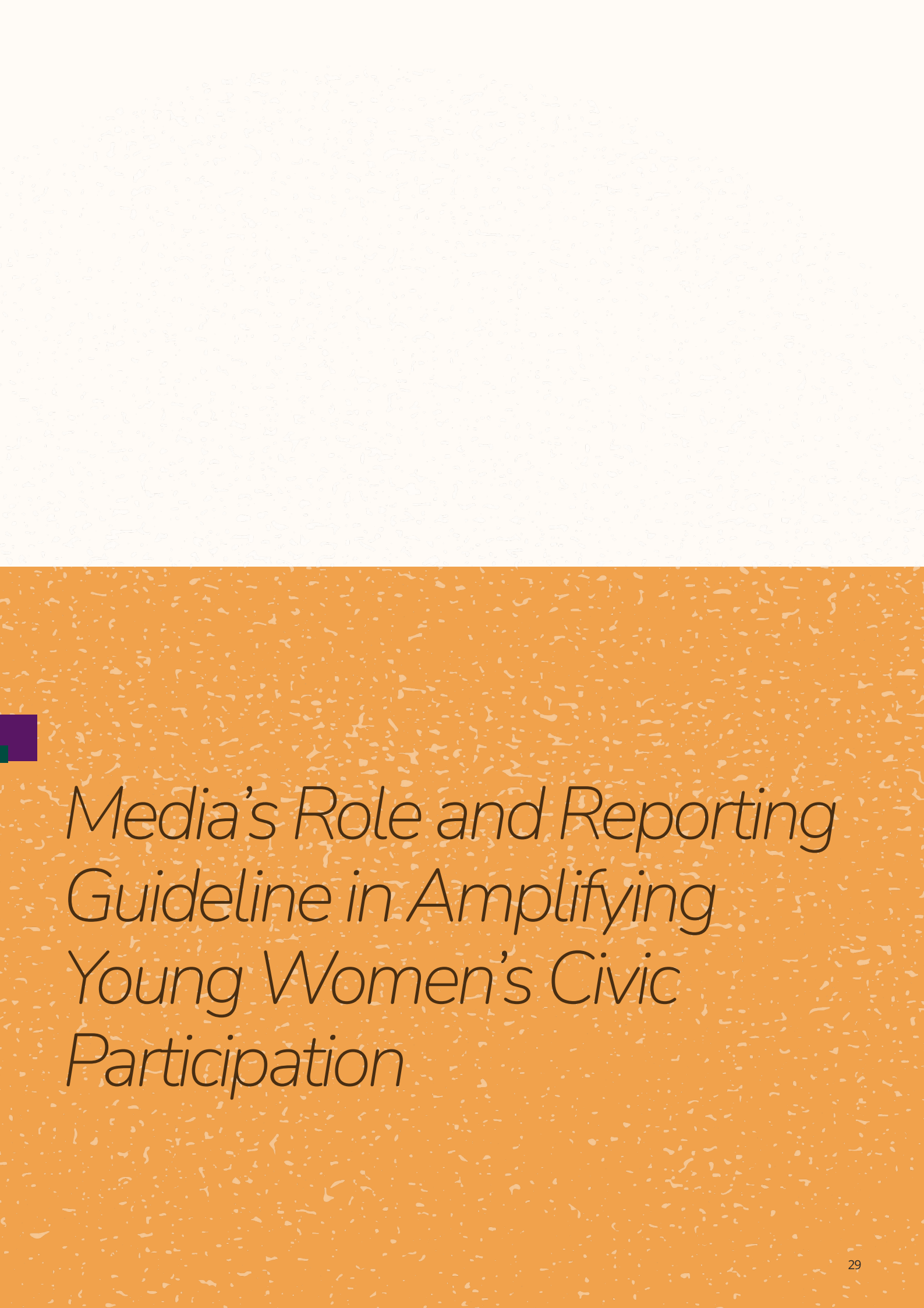
NATURE OF MEDIA COVERAGE DURING THE ELECTION CYCLE

- Pre-elections Media Coverage:** Key stories that require coverage during the pre-election period of the electoral cycle include and are not limited to those about the reviews and amendments of the constitution, the two-thirds agenda, recruitment of the Independent Electoral & Boundaries Commission (IEBC) officials and the registration of voters; proposed constitutional and legal changes and party primaries and nominations. Other stories that needed coverage included malpractices conducted during the election period, security issues, financial restraints in affording party agents, amongst additional costs, intimidation, and discrimination during nominations.
- During Elections:** Stories that should be covered during the elections include and are not limited to the layout of polling stations; the availability of electoral materials at polling; the scheduling of the opening of polling stations; the security of Electoral Materials during elections and the deployment of election personnel were necessary during the election period. Other areas that need coverage are malpractices conducted during the election period, lack of finances to engage sufficient agents, etc. insecurity, corruption, insecurity and intimidation during elections.
- Post-Elections:** During the post-election period, stories that need coverage include evaluating the implementation of electoral processes and procedures, dispute resolutions of the election results and best practices for handling elections. Other media coverage areas had the mental issues that affected aspirants and the effects of politics on their personal, social and emotional well-being, a critique of the support women got after elections and the financial setbacks after elections view of the election results.



no risk no story





Media's Role and Reporting Guideline in Amplifying Young Women's Civic Participation

HOW DOES THE MEDIA REPORT KEY POLITICAL EVENTS

News Source Variation: The stories about young female politicians had one source, mainly the journalist. There was the use of statistics from various documents from organisations such as UNESCO, The National Gender and Equality

- i. Commission, Youth Alive Kenya, Kenyan Youth Policy of 2019, International Republican Institute, Kenya Youth Manifesto 2022, Independent Electoral and Boundaries Commission (IEBC), The Institute of Education in Democracy, and Census reports. There were also quotations from public servants, governance experts, political analysts, and politicians.

- Fact-Checking in Stories:** 87% of the stories exhibited factual information from the research, including quotes and
- ii. information from credible sources. The stories have adequate background information on the political history of the subjects. The stories had statistics, research data, and youth opinions.

- Stories Exhibited Different Perspectives:** Many stories about young women politicians shared different perspectives about them and various organisations working on empowering women, political analysts, political aspirants, and experts.
- iii. Different perspectives on the challenges young women face in politics during the different stages of their political journey. Various opinions were shared on multiple issues, such as women and youth empowerment, the provision of water, universal health coverage, and other issues.

- The stories highlighted views from women aspirants who focused on promoting the needs of women and youths, while others addressed broader issues that affect the country's population. Perspectives highlighting the marginalisation of young women in politics are aimed at improving political participation for young women by explaining how participation in politics gives the youth an equal opportunity for economic, social, political, cultural, and religious engagements.
- iv.

- Stories focusing on the Youth's Plight in Their Pursuit for Political Leadership:** The youth need to take the reins to present solutions to their problems. There was seemingly no clear vision for the youth in political parties. Instead, the emphasis on the role of the youth in these parties is to drive ethnic hostilities and fears of politically motivated violence. As
- v. political parties promise the youth that their future will improve after the campaign period, the youth should discern the most pressing needs of their generation and register to vote for leaders who will address their interests. The youth can, therefore, enhance development through new energy, fresh ideas, and instituting enthusiasm into programs, seeking credibility in organisations and governance.

NATURE OF MEDIA COVERAGE DURING THE ELECTION CYCLE

- Pre-elections Media Coverage:** Key stories that require coverage during the pre-election period of the electoral cycle include and are not limited to those about the reviews and amendments of the constitution, the two-thirds agenda, recruitment of the Independent Electoral & Boundaries Commission (IEBC) officials and the registration of voters;
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- ii. Electoral Materials during elections and the deployment of election personnel were necessary during the election period. Other areas that need coverage are malpractices conducted during the election period, lack of finances to engage sufficient agents, etc. insecurity, corruption, insecurity and intimidation during elections.

- Post-Elections:** During the post-election period, stories that need coverage include evaluating the implementation of electoral processes and procedures, dispute resolutions of the election results and best practices for handling elections.
- iii. Other media coverage areas had the mental issues that affected aspirants and the effects of politics on their personal, social and emotional well-being, a critique of the support women got after elections and the financial setbacks after elections view of the election results.

HINTS AND TIPS FOR CREATING VISIBILITY OF YOUNG WOMEN IN POLITICS AND CIVIC PARTICIPATION

Media can play a transformative role in raising visibility of young women's political leadership and contributing towards a more inclusive, just, and peaceful society by:

- Inclusive and Gender-Transformative Reporting:** Media houses should deliberately have content that includes young people, women, and other minority groups and avoid gender stereotyping. They should avoid content that trivialises, sexualises, or commodifies women, including those aspiring to be political leaders or already in office. Instead, treat them as credible news sources, recognise them as experts/voices in topics usually dominated by men, including politics and governance, and focus on their achievements, experience and competence.
- i.
- Editorial Policies that Promote Inclusive and Gender:** Transformative Reporting - Media houses should develop and closely monitor editorial policies that stress producing fair and gender-balanced content. They should also actively challenge gender stereotypes and raise awareness about gender inequalities in society and media houses. This includes having male voices speaking about women's empowerment.
- ii.
- Gender Equality in Media Organisations:** However, the policies should extend gender equality beyond content to operations and management, including greater access to decision-making positions for women. Journalism is masculinised within its socially organised framework and usually assigns male journalists economic and political roles while assigning women to domesticated and reproductive roles. This affects the diversity of the news itself. Media houses need internal gender policies that support women in taking up leadership positions with great potential to address gender inequality in media organisations.
- iii.
- Building Capacity:** There is a need to build the capacity of media practitioners to understand the importance of equal participation of women and, in particular, young women in political and public life and increase awareness of how gender stereotypical coverage, words, and attitudes on women public office bearers negatively impact on their political career and the society.
- iv.
- Networking with Young Women in Politics:** Journalists should actively engage and cover events targeting young women in politics to understand the issues and give them visibility.
- v.
- Hard-Hitting Headlines:** Media houses should bring stories on young women politicians to the front/news pages and not 'soft news' as is often the case where they are primarily featured in women's issues such as childcare, beauty, and domestic violence.
- vi.

PARITY IN THE SELECTION OF JOURNALISTS FROM EITHER GENDER IN COVERING 'HARD' (POLITICS) BEATS

- Implementation of Workplace Gender Policies:** Media houses need to implement and track the progress of gender equality policies to deliberately improve the representation and inclusion of women in leadership and decision-making positions. Women are underrepresented in leadership positions, including top editors/editors-in-chief and the most senior editorial leads/editors in media houses. Therefore, they have less influence in deciding who gets covered, how and by whom.
- a.

- Implementation of Inclusive Distribution of Stories in the Editorial Policy:** There needs to be deliberate monitoring and reviewing of how the allocation of beats is done at the editorial briefings in media houses. Women are often assigned
- b.** 'soft news,' and more men are set to politics and governance beats. To increase the opportunities for women journalists covering a broader scope of story types, such as political news, there is a need to include inclusivity and parity in the allocations of stories to both media and women in the media house's editorial policies.
- Protecting Female Journalists from Violence and Sexual Harassment:** Female journalists face sexual harassment
- c.** and bullying in the workplace and news gathering and reporting. More women also experience online violence and bullying compared to their male counterparts.
- Capacity Building, including Mentorship, Coaching, and Retention of Women Journalists:** Have training programmes targeting women reporters to build their reporting and leadership skills and also provide mentorship and
- d.** coaching for women in leadership and beats often assigned to men—affirmative action to ensure women's access to internships in media houses.

CHECKLIST FOR WOMEN JOURNALISTS' SELECTION STRATEGIES TO COVER 'HARD NEWS' (POLITICS) BEATS

IMPLEMENTATION OF WORKPLACE GENDER POLICIES:

- ☐ Media houses have gender equality policies in place
- ☐ Progress in implementing these policies is tracked
- ☐ Women are represented in leadership and decision-making positions within media organisations
- ☐ Women have a say in decisions regarding coverage assignments

IMPLEMENTATION OF INCLUSIVE DISTRIBUTION OF STORIES:

- ☐ Media organisations monitor and review the allocation of beats, ensuring it is done inclusively
- ☐ Efforts are made to reduce the gender disparity between women and men assigned to 'soft news' and politics and governance beats
- ☐ Editorial policies emphasise inclusivity and parity in story allocations for male and female journalists

PROTECTION FROM VIOLENCE AND HARASSMENT:

- ☐ Measures are in place to protect female journalists from workplace violence and sexual harassment
- ☐ Strategies to address online violence and bullying directed at female journalists are developed
- ☐ Initiatives promote a safe and respectful working environment for women journalists

CAPACITY BUILDING AND MENTORSHIP:

- ☐ Training programs are designed to enhance women journalists' reporting and leadership skills
- ☐ Mentorship and coaching opportunities are provided to women in leadership roles and those assigned to traditionally male-dominated beats
- ☐ Affirmative action is taken to ensure women's access to internships within media organisations

USING GENDER-SENSITIVE LANGUAGE:

- ☐ Gender stereotypes and assumptions are avoided when describing young women politicians
- ☐ Parity in titles, positions, and ideologies held by male and female politicians is maintained
- ☐ The preferred titles and pronouns of young women politicians are respected
- ☐ Language avoids suggesting that a young woman politician's ideas are limited to specific demographics or solely focused on "women's issues"
- ☐ Emphasis is placed on professional achievements, legislation passed, initiatives launched, and policy advocacy in stories about young women politicians
- ☐ Diminutive language, objectification, and sensationalising of personal details are avoided when referring to young women in politics

USING MEDIA STORIES FOR BRANDING AND PROFILING YOUNG WOMEN POLITICIANS

A well-crafted media profile should be tailored to capture young women politicians' unique attributes and goals. Please keep the language respectful, inclusive, and focused on their accomplishments and potential for positive change. The proposed outline is:

- i. **Introduction:** Start with a concise and impactful introduction that includes the politician's name, current position, and an overview of their background.
- ii. **Personal Background:** Summarise their background, education, and relevant experiences shaping their political journey
- iii. **Professional Achievements:** Highlight their accomplishments, legislative achievements, initiatives, and policies they have been involved in. Focus on how their work has positively impacted their constituents and society
- iv. **Vision and Values:** Clearly articulate their vision for their constituency, region, or country. Discuss the values that drive their political decisions and the positive change they aim to bring about.
- v. **Leadership Qualities:** Describe the leadership qualities that set them apart, such as communication skills, problem-solving abilities, and their capacity to work collaboratively.

- vi. **Community Engagement:** Detail their involvement with the community, including outreach events, town halls, and initiatives aimed at understanding and addressing the needs of their constituents.
- vii. **Advocacy and Causes:** Highlight the causes they are passionate about and actively advocate for, whether they relate to education, healthcare, gender equality, the environment, or other relevant issues.
- viii. **Inclusivity and Representation:** Emphasise their commitment to inclusivity and representation, both in terms of policy decisions and their role in encouraging underrepresented groups to engage in politics.
- ix. **Collaboration and Partnerships:** Mention any cross-party collaborations, partnerships with NGOs, or international initiatives they have participated in to showcase their ability to work across different contexts.
- x. **Testimonials and Endorsements:** Include quotes or testimonials from colleagues, mentors, community members, or supporters who can speak to their character, competence, and impact.
- xi. **Media Coverage:** List any media coverage, interviews, or articles featuring them. This shows their media presence and public recognition.
- xii. **Personal Touch:** Share a few interests or hobbies that highlight their human side and make them more relatable to constituents.
- xiii. **Social Media Links:** Link their verified social media profiles, allowing people to connect with them directly and follow their updates.
- xiv. **Professional Headshot: Include:** a high-quality, professional headshot that exudes confidence and approachability.
- xv. **Contact Information:** Offer a reliable way for constituents and the media to reach out, such as an official email address or contact form.
- xvi. **Languages Spoken:** If applicable, mention the languages they speak fluently, which can be valuable for connecting with diverse populations.
- xvii. **Accessibility Information:** Include any accessibility accommodations available, such as sign language interpretation for events or materials in alternative formats.
- xviii. **Call to Action:** End the profile with a call to action, such as encouraging people to engage in social media, attend events, or visit their website for more information.

USING SOCIAL MEDIA FOR VISIBILITY FOR THE ACHIEVEMENTS OF YOUNG WOMEN IN POLITICS

Social media is an affordable and effective tool for young women, allowing them to exercise their freedom of expression and directly engage with voters. Through these platforms, they can overcome marginalisation by mainstream media, swiftly showcase their knowledge, expertise, achievements, political agenda, and issues they are passionate about, and mobilise supporters. Social media enables them to construct more positive images as leaders.

However, social media can also be a hostile space for women politicians, particularly young women, who are susceptible to online harassment and abuse. This includes verbal insults, hate speech, body shaming, sexualisation, and harassment. Therefore, it is crucial to build the capacity of young women politicians how to leverage social media as part of their communication strategies effectively.

Simultaneously, concerted efforts are needed from governments, lawmakers, civil society, and tech companies to address online gender-based violence and cyberbullying. Such measures are essential in countering factors discouraging young women from pursuing political and public positions. By creating a safer online environment, these initiatives contribute to fostering inclusivity and supporting the active participation of young women in the political landscape.

AN ONLINE DIGITAL FOOTPRINT IS ESSENTIAL FOR VISIBILITY AND PUBLICITY FOR YOUNG FEMALE POLITICIANS

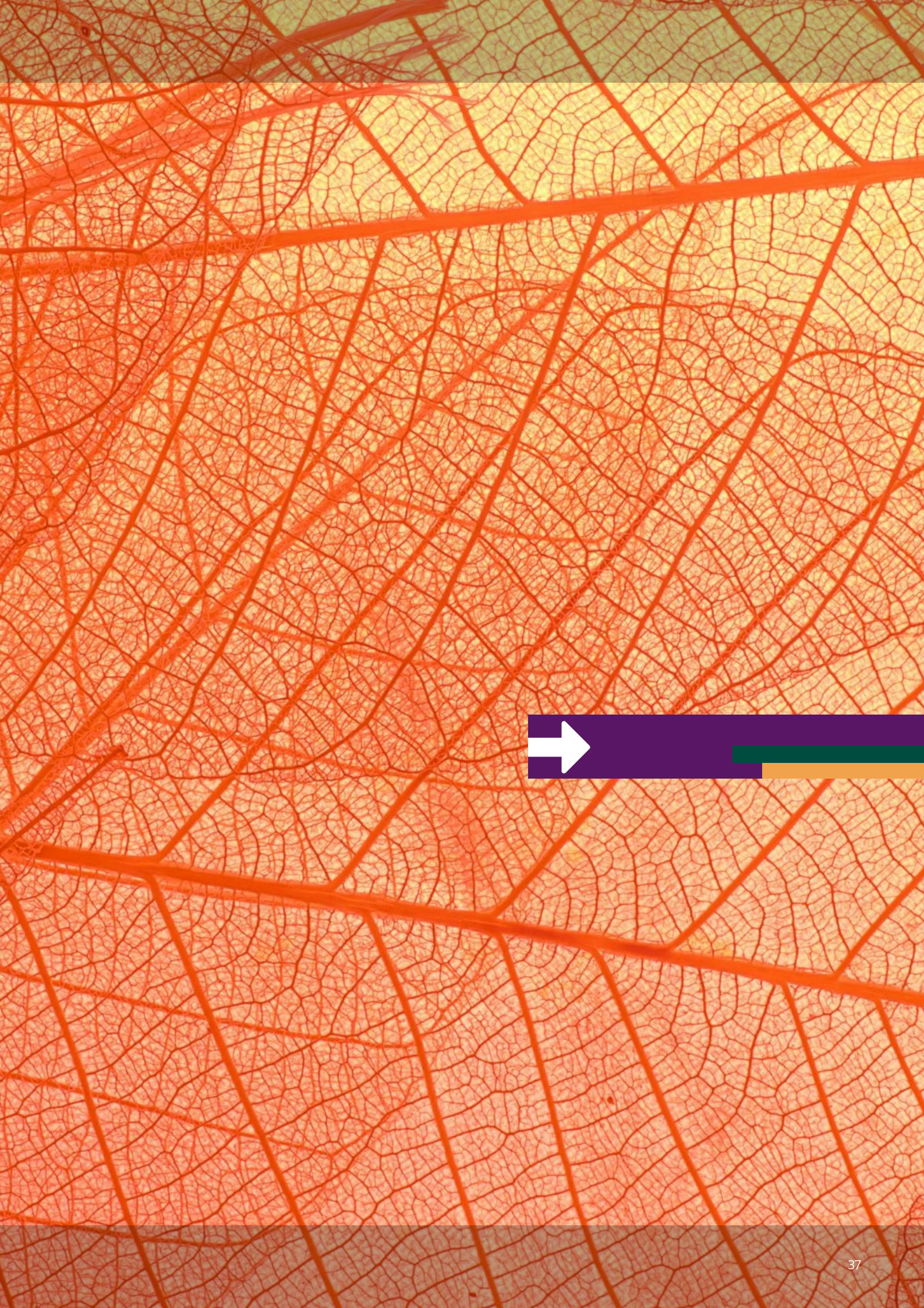
Young female politicians require capacity building in analysing and evaluating search engine optimisation (SEO) for content traction and audience engagement by optimising social media applications. These politicians need guidance on employing analytics for audience engagement and building brand awareness to draw attention to their achievements, political journeys, success stories, and challenges they face. The key benefits that young women politicians gain from online spaces include:

- Social Media and access to global audiences:** With billions of users worldwide, social media platforms enhance the
 - i. reach and visibility of young women politicians. A robust digital footprint connects them with a vast audience, drawing media, journalists, voters, and the public to their content
- Social Media and audience engagement:** These platforms provide interactive spaces for young female politicians to
 - ii. build trust and engage directly with voters by fostering two-way communication, allowing them to address concerns, answer questions, and participate in meaningful discussions.
- Digital spaces for storytelling:** Online platforms offer authentic storytelling where young female politicians can share
 - iii. personal stories, experiences, and values, humanising them and making them relatable to their audiences. This provides leads for journalists to pursue stories about them.
- Social Media for publicity and advocacy:** Platforms offer spaces for raising awareness about important issues,
 - iv. campaigns, and initiatives. Young female politicians can connect with voters, educate on matters of interest, drive social change, and influence policy discussions, positioning themselves as role models for women and girls.
- Strategic utility of cost-effective data-driven strategies and tactics:** Young women politicians can measure and
 - v. improve engagement with voters through insights from data analytics on audience demographics, preferences, and engagement metrics. This optimises message reach to intended audiences at a low cost.
- Counteracting information disorders:** Interactive engagement with social media enables young women politicians to
 - v. counteract misinformation and false narratives by providing accurate information directly to their audience, minimising the impact of disinformation and misinformation.

UTILITY OF SOCIAL MEDIA PLATFORMS AS A TOOL FOR BUILDING YOUNG WOMEN POLITICIANS' BRANDS

- Brand positioning /choice of content:** Proactively promote content and coverage that elevates young women political
 - i. leaders, avoiding stereotyping. Showcase the benefits of increasing youth and women's participation in politics and public offices.
- Use of gender lens in reporting:** Strive for balanced reporting of men and women political candidates. Proactively
 - ii. engage young women politicians and public figures in political discourses.

- Championing young women's political participation:** Social media campaigns play a crucial role in shaping public opinions on the need for young women's participation in political and public life. News media organisations, bloggers, and
- iii. influencers can provide platforms for debates, discussions, and awareness. Male journalists, bloggers, and influencers should actively support young women's political leaders and create an awareness of their challenges, emphasising the importance of male champions and allies for young women aspirants and candidates.





Interesting Headlines

STORIES THAT PROFILE YOUNG WOMEN ASPIRANTS

The headlines effectively work to profile young women in politics by employing various strategies that capture the reader's attention and generate interest in these women's political endeavours. First, the headline "Young, ambitious women causing ripples in Bomet politics" utilises positive and empowering adjectives such as 'young' and 'ambitious' to portray these women as motivated and influential figures in the political landscape. The phrase 'causing ripples' implies that their actions are making a significant impact, creating curiosity and drawing readers into their stories. This headline highlights the determination and agency of young women in politics, encouraging readers to explore their contributions further.

Similarly, "Three women braving the tides in State House race | Nation" conveys a sense of challenge and determination. The phrase 'braving the tides' suggests that these women are navigating a challenging journey, which can be relatable and inspiring to readers. It sparks interest in their pursuit of the State House, a high-stakes political endeavour, and implies that their dedication sets them apart. The headline "Green Party waives nomination fees for women" takes a straightforward approach by highlighting a progressive step taken by the Green Party. This headline draws the attention of readers interested in gender equality and political participation. It effectively conveys that the party has taken proactive measures to actively promote women's vital involvement in the political sphere, an essential aspect of spotlighting young female aspirants seeking political office.

The headline "Nyambane's nod for State House race opens the door for our youth" effectively combines a well-known name (Nyambane) with the aspiration of the youth, creating a connection with the reader. The headline implies that Nyambane's candidacy offers an opportunity for young people to become more engaged in politics, and this can be appealing to young readers who want to see their peers involved in leadership roles.

Finally, "Bomet's Chepkorir Toto needs support; she is Kenya's future" appeals to readers' sense of responsibility and presents Chepkorir Toto as a pivotal figure for Kenya's future. By emphasising the need for support, the headline encourages readers to take an active interest in her political journey. It implies that her success is intertwined with the nation's future, making her story relevant and compelling.

STORIES SHARE PROFESSIONAL ACCOMPLISHMENTS AND LEADERSHIP ROLES OF YOUNG WOMEN

Some headlines were influential in the professional accomplishments of young women in politics. The story with the headline "Toto floors eight to clinch Bomet woman rep seat - The Star" highlights the remarkable feat of 'Toto' securing the Bomet woman representative seat by defeating eight opponents. Using the term 'floors' implies a decisive victory, underscoring her exceptional leadership and voters' acknowledgement of her abilities. The story focused on her professional accomplishment of winning a significant political position, emphasising her leadership role as the newly elected woman representative.

This trend continues with headlines such as "Young, ambitious women causing ripples in Bomet politics," portraying young women as influential figures by emphasising their ambition and impact in Bomet County. The phrase 'causing ripples' signifies their ability to effect change and create a noticeable stir in the political landscape. Further, the headline "20 aspirants in race to succeed Bomet woman rep | Nation" indicates how women in the region have registered to vie for leadership positions in large numbers. By highlighting their active involvement and influence, the headline underscores their leadership roles in shaping the political discourse and direction in Bomet.

POLITICAL ENGAGEMENT OF YOUNG WOMEN IN PARTIES

These headlines effectively demonstrate the political engagement of young women in parties by capturing the essence of their active participation and commitment in the political landscape. The headline "Tomorrow starts with a girl: Empowering the next generation of female..." makes a powerful statement that not only highlights the active involvement of young women in politics but also underscores their role in shaping the future of leadership. It portrays young women as the catalysts for positive change and suggests that they actively engage in initiatives to empower and encourage the next generation of female leaders. It also promotes the idea that young women are not just passive observers but are proactively engaged in fostering leadership and political growth.

The headline "Female aspirants seek support to boost campaigns | Nation" further communicates the proactive involvement of female aspirants in seeking support to enhance their political campaigns. It reflects their dedication to running for political office and their recognition that garnering support is essential for success. The headline underscores their active engagement in the political process by focusing on their efforts to seek backing and resources.

The importance of mentorship is highlighted in the headline "Young women in politics ought to learn from those who blazed the trail," emphasising that young women in politics are actively seeking guidance and learning from those who have already made significant strides in the field. It implies they are proactive in pursuing political knowledge and mentorship. Using 'ought to learn' suggests a deliberate effort on their part to actively engage in the learning process, reflecting their commitment to political engagement.

Last, the headline "Rights lobby urges Kwale women to seek elective seats | Nation" emphasises the role of rights advocacy groups in encouraging and mobilising women, particularly young women, to pursue elective seats. It portrays young women as actively responding to the call for political engagement and being part of a broader movement to increase their participation in the political arena. It indicates their willingness to step forward and actively engage in politics.

THE STORIES UPLIFT AND ENCOURAGE MANY YOUNG GIRLS AIMING FOR POLITICAL SEATS IN KENYA

Some stories empower and encourage young girls to seek leadership, such as Teresa Chebet's confidence in victory. This headline conveys confidence and determination, portraying Teresa Chebet as a strong and capable contender. It sends a message to young girls that they can be equally confident in their political aspirations and strive for victory, no matter how challenging the battle.

The headline 'Sadia Hussein: Sadia Hussein: My stand on FGM cost me political post further highlights Sadia's principled stance on a critical issue like Female Genital Mutilation (FGM) and the potential sacrifices she made for her beliefs. This encourages young girls to prioritise their values and not compromise on essential principles in their political journeys.

The significance of youthful leaders, specifically young women leaders, is highlighted in the headline. Bomet's Chepkorir Toto needs support. This headline emphasises the need for support for Chepkorir Toto and underscores her significance as the embodiment of Kenya's future. It encourages young girls by suggesting they are the nation's future and deserve support in their political endeavours.

The empowerment narrative is further seen in the headline: Tomorrow starts with a girl: Empowering the next generation of females... which calls for direct action towards telling young girls that they are the key to building a better future. Addressing them as the next generation of female leaders uplifts their aspirations and encourages them to participate in politics actively.

This headline, Eva Njeri: I'm the biblical David in Mathioya MP race | Nation, compares Eva, a young female politician, to the biblical David to demonstrate how she was determined to overcome the odds as an underdog who challenges a seasoned politician.

In the same strength, the story Linet Chepkorir clinches Bomet Woman Rep seat in a landslide victory celebrates a significant achievement by Linet Chepkorir, which can encourage young girls by showcasing her remarkable success in politics is possible.

STORIES ABOUT THE CHALLENGES FACED BY WOMEN IN POLITICS AND THE NEED FOR MORE EXCELLENT REPRESENTATION IN LEADERSHIP



Many stories highlight the challenges women of all ages face while attempting to vie for leadership positions. An example of this is the headline Eight reasons why youths are not keen to participate in polls: The Standard While the headline speaks about youths, it indirectly addresses the challenges young women face in politics. The reasons cited might include issues that disproportionately affect women, such as gender biases and lack of support. By acknowledging these obstacles, the headline encourages a critical examination of the hurdles young women face when entering the political arena.

The headline Observers blame low turn on youth's failure to participate in polls demonstrates the reluctance of the youth to participate in civic duties, and this has a direct influence on the low presentation of young women and youth in leadership. This headline underscores the importance of active youth participation in politics.

The headline Kenya's young voters have a dilemma: they dislike ethnic politics, but ... communicates the dilemma faced by young voters who dislike divisive and ethnic politics but feel constrained by it. It indirectly points to a challenge young women may confront, mainly if they aim to transcend divisive political narratives. The need for inclusive and non-ethnic politics aligns with the call for more excellent representation of young women to bring fresh perspectives.

Another issue that discourages youth participation in leadership is shared in the headline. Next, the government must not short-change youth - Business Daily. This headline depicts the deception and disappointment the youth, including women in politics, feel when excluded from state appointments. This idea is expounded in the Women Missing amid Praises for Progressive Election - The Star, which justifies why the presence of women in general is silent despite participating in 'vibrant' and seemingly 'progressive' elections. It spotlights the need for more comprehensive representation in leadership and underscores the challenges that may deter young women from participating fully.

The headline Youth must resist manipulation in this year's election discourages the youth towards succumbing to vulnerabilities of being used by seasoned politicians as violence and public incivility. This general warning dissuades youth, including young female politicians, from being easy to manipulate and succumbing to political coercion. It underscores the need for a more substantial presence of young women in politics who can resist these pressures and work towards fair representation.

STORIES THAT FOCUS ON YOUTH ENGAGEMENT IN POLITICAL PROCESSES



Headlines that focus on youth engagement in political processes play a pivotal role in shaping the future of our society. The headline, Youth have a responsibility to ensure their votes count - People Daily provides a platform for discussions that instigates a change in how young individuals perceive their political roles. This headline emphasises the civic duty and active role young people should play in the electoral process. It is a call to action, reminding them that their votes can shape the nation's direction.

The headline, It's Time Parties Plugged Youths into Leadership - People Daily, Suggests that political parties should actively involve young individuals in leadership positions to integrate potential and fresh perspectives from the youth in their party politics. Gestures in stories like waiving nomination fees for women aspirants – thegtap.org helps share party strategies that promote gender inclusivity and encourage youth and women to participate in politics.

Reference to the Kenya nation youth manifestos in 2022 signifies the importance of the aspirations and goals of the youth in the political landscape. It showcases the youth's collective vision and can serve as a powerful tool for advocacy and accountability.

These aspirations can be fulfilled online if the youth change their perspective about the benefits of being active in politics, as highlighted in the headline Youth must view politics as an investment - People Daily. It encourages young people to look beyond immediate gains and consider the long-term impact of their political choices—publicity and awareness campaigns, as highlighted in the story. Another headline recognises the importance of ongoing efforts to mobilise and engage the youth. It suggests that campaigns to energise the youth should be persistent and tailored to their needs and concerns.





Learning Resources and Activities

ORGANISATIONS AND INITIATIVES:

1. **She Should Run:** A non-partisan organisation dedicated to inspiring and equipping women to run for office
2. **IGNITE National:** A movement of young women ready and eager to become the next generation of political leaders
3. **Running Start:** A non-profit organisation that educates and inspires young women to run for political office
4. **VoteRunLead:** A platform that offers training and resources for women to run for office and win

REPORTS AND STUDIES:

1. **World Bank - Women in Parliament:** Provides data and reports on the representation of women in parliaments globally
2. **Facts and figures: Women's leadership and political participation:** Offers reports and resources on women's involvement in politics worldwide

ACADEMIC RESEARCH:

1. **Center for American Women and Politics:** Conducts research and provides data on women's political participation in the United States
2. **European Institute for Gender Equality:** Offers research and data on gender equality in the European Union, including political participation

GUIDES AND TOOLKITS:

1. **Women in Parliament Toolbox:** A toolkit from the Inter-Parliamentary Union with resources to promote women's participation in parliaments
2. **TOOLKIT: Young Migrant Women's Political Participation - European ...** A toolkit from the National Endowment for Democracy that provides strategies for supporting women's political participation

BOOKS AND PUBLICATIONS:

1. **"Half the Sky: Turning Oppression into Opportunity for Women Worldwide" by Nicholas D. Kristof and Sheryl WuDunn**
https://www.academia.edu/42962271/Half_the_Sky_Turning_Oppression_into_Opportunity_for_Women_Worldwide
2. **"Girls Who Run the World: 31 CEOs Who Mean Business" by Diana Kapp**
3. **"The Fight Is Our Fight: The Battle to Save America's Middle Class" by Elizabeth Warren**

DOCUMENTARIES AND FILMS:

1. "Knock Down the House" (2019): **A documentary that follows the primary campaigns of four progressive women, including Alexandria Ocasio-Cortez, running for Congress.** <https://www.youtube.com/watch?v=YCSo2hZRcXk>
2. "Miss Representation" (2011): **Explores the portrayal of women in media and its impact on their political aspirations.** <https://www.youtube.com/watch?v=La29xLn-It0>

ONLINE PLATFORMS:

1. **Women Political Leaders:** A global network of female politicians aiming to increase the number and influence of women in political leadership positions.
2. **International Women's Forum:** An organisation that connects women leaders across various fields, including politics

PODCASTS:

1. **"Call Your Girlfriend":** A podcast discussing politics, pop culture, and feminism, featuring interviews with influential women.



Other trainings on Gender Sensitive Reporting

United Nations Educational, Scientific and Cultural Organization (UNESCO) Gender-Sensitive Indicators for

- 1. Media (GSIM) Training:** UNESCO offers a comprehensive online training program on using gender-sensitive indicators in media content. It helps media professionals incorporate gender perspectives in their reporting.
- 2. Poynter Institute's Women's Leadership Academy:** The Poynter Institute offers training and leadership programs to empower women in media and foster gender-sensitive reporting practices.
- 3. International Women's Media Foundation (IWMF):** IWMF provides various training and resources, including webinars, workshops, and fellowships, to support gender-sensitive reporting and women in journalism.
- 4. Global Media Monitoring Project (GMMP):** GMMP offers training and resources to help media professionals report on gender issues accurately and sensitively. They conduct global research on gender in the media.
- 5. United Nations Women's Gender Equality and Media Training:** UN Women provides training on gender-sensitive reporting and how media can contribute to gender equality and women's empowerment.
- 6. The Dart Center for Journalism and Trauma:** The Dart Center offers resources and workshops on reporting sensitive issues, including gender-based violence and trauma, focusing on ethical and compassionate journalism.
- 7. Women's Media Center (WMC):** WMC offers media training and resources for promoting gender-sensitive reporting and increasing the representation of women in media.
- 8. The Reynolds Journalism Institute:** RJI offers training programs and resources for journalists and media professionals, including courses on diversity and inclusion in media reporting.
- 9. Gender Links Media Training:** Gender Links provides training on gender and media, focusing on portraying women and gender issues in media.
- 10. Media Diversity Institute (MDI):** MDI offers training and resources for journalists to improve their skills in reporting on issues related to diversity, including gender.
- 11. Thomson Reuters Foundation Training:** Thomson Reuters Foundation provides training courses on various topics, including women's rights, human rights, and investigative journalism with a gender-sensitive lens.
- 12. Women's Rights and Gender Equality E-Learning Courses:** The European Institute for Gender Equality (EIGE) offers free online courses on gender equality, which can be helpful for journalists covering related topics.



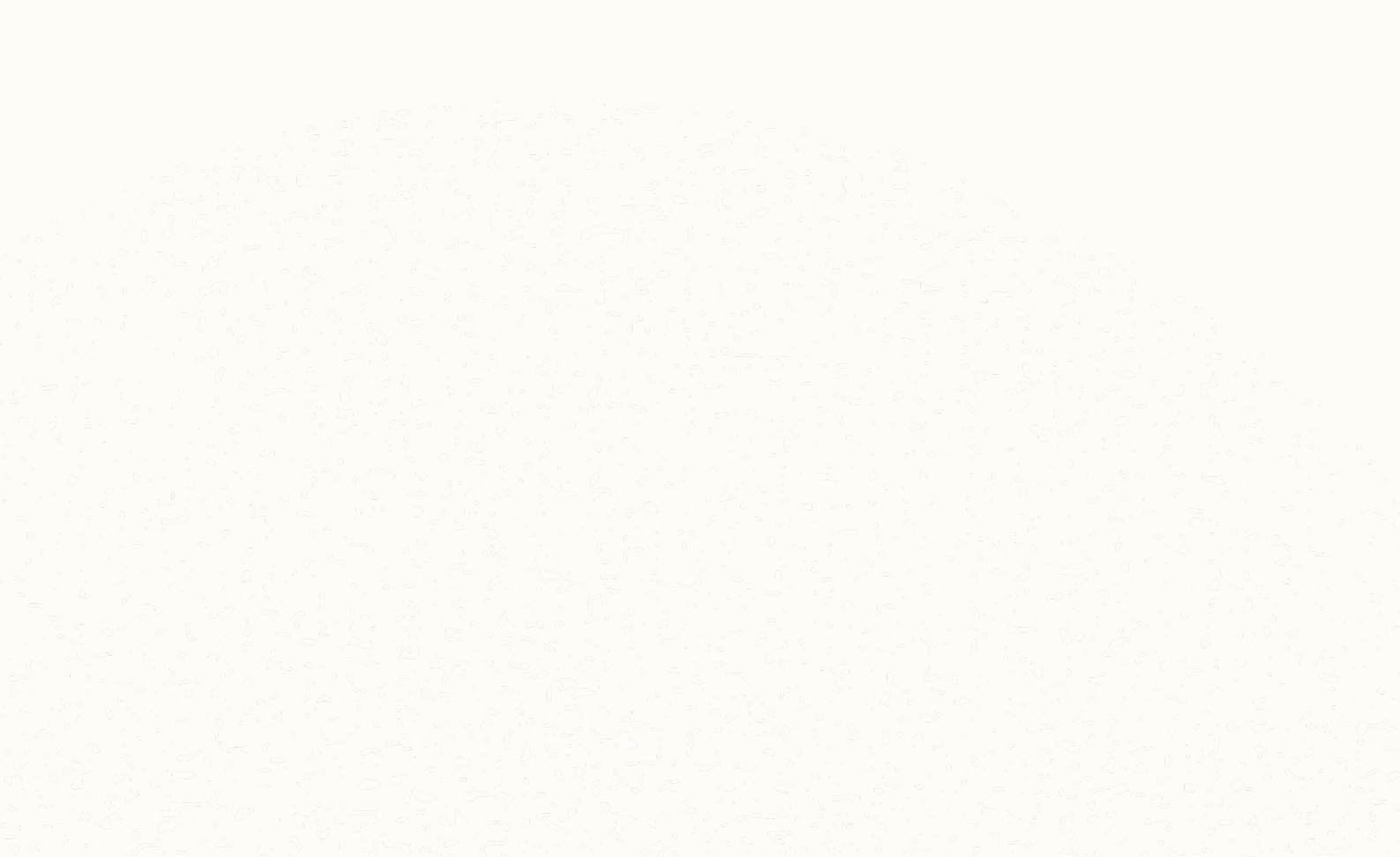


Conclusion and Recommendations

In conclusion, the role of media in amplifying young women's civic participation in politics is paramount in fostering inclusive and equitable societies. The provided insights offer a comprehensive guide for media professionals to report on key political events responsibly, ensuring accuracy, diversity of perspectives, and gender-sensitive language. By adhering to these guidelines, the media can contribute to breaking down barriers that hinder young women's political engagement and empower them to lead and influence change.

The outlined strategies for creating visibility, implementing gender-transformative reporting, and leveraging social media platforms showcase the media's potential to inform and transform societal norms. By championing the voices and accomplishments of young women politicians, the media can inspire future generations, challenge stereotypes, and advance the principles of equality and representation in the political landscape.

In this digital age, where information flows freely, the responsibility of media in shaping public discourse cannot be understated. Through inclusive reporting and strategic use of platforms, media can play a pivotal role in shaping perceptions, dismantling gender biases, and fostering an environment where young women's leadership in politics is acknowledged and celebrated. As media professionals embrace these insights, they contribute to a more just and inclusive society where the full spectrum of voices is not just heard, but valued and respected.



Our Partners

