

BEYOND COMMIT MENTS:

Advancing Policies
for Gender-Safe



Table of Contents

Page 2

Publishers' Perspective

Page 3

Message from African Union

Page 4-7

AWiM25 Agenda

Page 8-10

AWiM2030 Strategic Vision:
Five years in the making

Page 11-12

Kigali Declaration, two years
on

Page 13-14

Communities of Practice

Page 15-26

Best of AWiM News 2025

Page 27-30

Why Gendered Media
Research Matters Now More
Than Ever

Page 31

Ethiopian Airline

Page 32-34

Investigative Journalism
Spurs Accountability:
Insights from MacArthur's
On Nigeria Program

Page 35-36

AWiM products

Page 37

Join the AWiMovement

Page 38

AWiM Team

Page 39

AWiM25 Sponsors

AWiM25 Magazine, curated by Joy Adigwe-Ifeanyi
AWiM25 Magazine, designed by Imatinations Creative Ltd
(hello.imatinations@gmail.com)

Publishers' Perspective

This is our favourite time of the year, when we have the wonderful opportunity to meet the AWiM family, and catch up on your tireless work towards gender equality in and through media.

It is a privilege to host our ninth annual conference at the African Union Commission. Our first visit to the AUC was in 2019, ahead of preparations for AWiM19. Then, the 3rd AWiM conference, and the start of our long-term partnership with the African Union. From research to media fellowships, our colleagues at the AU's Information and Communication Directorate have supported us in our efforts to build the capacity of women in media and to understand their lived experiences. What began as a meaningful partnership has, over time, flourished into a broader ecosystem of significant relationships resulting in impactful collaborations. We are proud to continue this journey with AU partners such as the German Agency for International Cooperation (GIZ), and we are thrilled to expand our partnership to include the AU's Women, Gender and Youth Directorate.

The theme for AWiM25 began to take shape in mid-2024 during expert consultations on the AU Convention to End Violence Against Women and Girls (AU-CEVAWG), a significant framework that builds on Agenda 2063 and the Maputo Protocol. The Convention's alignment with the principles of our Kigali Declaration on the Elimination of Gender Violence in and through Media in Africa was clear. Equally clear were the challenges that many policies and frameworks face – implementation, sustainability and accountability! And so that is what we are here to address at AWiM25.

We all agree that negotiating progress is and must always be a collective effort. Therefore, as you engage with the sessions at this ninth AWiM conference, we invite you to hold one central question in mind: How do we work together to ensure that the commitments of the Kigali Declaration, the AU-CEVAWG and the Maputo Protocol are implemented in policy, and reflected - and lived - in our institutions, media practices, scholarship and activism? Alongside this call for collective action, AWiM25 also marks a moment of looking forward. We are delighted to introduce AWiM2030 Vision (see page 8).

AWiM2030 Vision is our five-year strategic plan guiding our work from 2026 to 2030. It builds on nine years of work and 18 months of consultation and listening to the AWiM community. This has enabled us to respond to the needs of the media ecosystem in relation to women's rights and media development. As an ecosystem enabler, AWiM will work across three thematic areas:

1. Networking- establishing a year-round ecosystem of dialogues and engagement;
2. Advocacy and Insights - producing accessible and impactful research that informs policy and practice
3. Economic Empowerment – catalysing change to ensure women's equal access to media ownership and sustainable media entrepreneurship.

For more details, see page 8 and visit africanwomeninmedia.com/2030vision for a deeper dive.

Our amazing team at AWiM works relentlessly throughout the year to deliver our projects and our flagship event, the African Women in Media Conference. Please join us in thanking Irene Odera, Joy Adigwe, Lobna Msilini, Bukola Amoyedo, John Okubi, Sefunmi Ogunlade and our pool of consultants, for a phenomenal job well done.

To our partners and community, we are grateful for your support. Here's to another impactful gathering!

**Dr Yemisi Akinbobola
and Bamidele Ogunleye
Cofounders, African Women in Media**

Message from African Union

It is my great pleasure to welcome you all to this year's Annual African Women in Media Conference. This is an important, interactive meeting that brings together women from all spheres of the communications sector, especially the media, to discuss the opportunities for not only advancing the narrative of African women but also enhancing the vital role women can play in defining and retelling the authentic African narrative.

Our commitment to partnering with AWIM for this annual event is driven by the fact that the African Women in Media Conference aligns perfectly with the African Union's institutional endeavors for advocating for the rights of women and girls on the continent. This commitment is captured in foundational instruments, including the Constitutive Act of the African Union, the African Charter on the Rights of Women in Africa (Maputo Protocol), the African Union Strategy on Gender Equality and Women's Empowerment (GEWE), and the African Women's Decade of Financial Inclusion and Economic Empowerment, among others.

It is important to note that the African Union's Strategy for Gender Equality and Women's Empowerment specifically emphasises the need and importance of working with and supporting practitioners in the media, cultural, and creative industries. This support is vital for developing and implementing policies and laws that advance "women's equal and fair representation." Therefore, this conference is a crucial tool we can use to advance this strategy. I would like to take this opportunity to congratulate AWIM for consistently creating a platform for women in the media industry to share experiences, learn from each other, and advocate for better inclusion of women in Africa's media sector, as well as in driving Africa's development agenda.

As we gather today, we are witnessing a dramatic period in history one defined by rapid technological advancement and an ever-increasing focus on digital communication. The digital space has been a game-changer for the media and content creators, forcing greater awareness of what content is relevant and necessary for our societies and demanding even more creativity in how we reach our audiences.

Conversely, the increased focus on digital communication has also heightened the urgent need to address the persistent issue of online harassment of women. We must implement strict policies and legal instruments, both by governments and media owners, to protect women and girls. Online harassment and threats are a severe form of gender-based violence and must be treated as such by law. I believe we can all agree: if complex algorithms can identify what we like to buy, the same effort and ingenuity must be deployed to identify and hold accountable those who use the cloak of anonymity on social media to harass and threaten women. The poor representation of women in the tech industry, which has engineered much of this new media landscape, has unfortunately contributed to the situation we see today.

There is a wealth of stories that need to be narrated about African women. As we know, stories are best told by those with lived experience, and women are uniquely positioned to tell the stories of other women.

As we progress with the African Union's Gender Equality and Women's Empowerment Agenda, the media and especially women in media have a key role to play in creating content and telling stories that will educate and engage society as a whole. This ensures that advocacy for women's rights is not just left to women, but secures the vital support of our men our fathers, brothers, sons, and friends. Together, we must ensure that as we work towards achieving our economic and social development goals, no woman or girl is left behind due to cultural or other societal norms.

Women in media must do their part in challenging and dismantling stereotypical stories or content about women or "for women." Instead, we must focus on telling the stories of the game-changers, the inspirational women and heroines who are forging a path for others. African women in media must be at the forefront of raising the profile of African women, young and old, who are making an impact in their societies as entrepreneurs, policy makers, social activists, and leaders in entertainment, education, ICT, and many other fields. It is only in the telling of these stories that we can inspire the next generation of female leaders as they look to current and past women leaders as the visionaries who inspire who they aspire to be.

I would like to thank all those who are working hard to promote Africa's development framework of Agenda 2063 and change the narrative about the continent. There are many women involved in changing the African narrative, and I would like to specifically mention our partners, such as Africa No Filter, who are working diligently to ensure that stories about the continent are balanced and true to the people of this continent.

Each year, we celebrate our African women journalists and other content creators who bravely highlight Africa's development issues. I look forward to the outcomes of this year's pitches and to honoring the African women who have joined the ranks of those who aim to tell a balanced story about the realities of Africa's development and the opportunities for promoting socio-economic solutions that are defined, driven by, and benefit Africans.

I would also like to encourage you as women in the media to play your part in ensuring that all African countries, through their legislative and judicial systems, are actively implementing the African Charter on Human and People's Rights on the Rights of Women in Africa and the African Charter on the Rights and Welfare of Children. These Charters are fundamental in the establishment of policies that protect the rights of women and girls and ensure their effective participation in all aspects of society. Addressing these issues will allow women to play their full part in contributing to building the Africa We Want.

Thank You, and I wish you all successful and fruitful deliberations!

Leslie Richer, Director, African Union Information and Communication Directorate



AWiM25 Agenda

4 December 2025

Disclaimer: Please note that the AWiM25 conference agenda is subject to change. For the latest updates and session details, kindly scan the QR code on page 7 to access the live agenda on Whova

Time (EAT)	Type (Location)	Activity	Speakers
7.30- 8.30am	AUC Gate x	Registration	
8.30- 9.00am	Nelson Mandela Hall	Networking & Group Photo	
9.00-9.30am	Plenary (Medium size Conference Hall)	Opening Ceremony and Welcome Address	Master of Ceremony: Wynne Musabayana. Leslie Richer (Director, African Union-Information and Communication Directorate) H.E. Selma Malika Haddadi, Deputy Chairperson, (African Union Commission). Meseret Kebede (Director, Ethiopian Media Women Association) Dr Yemisi Akinbobola (Co-founder & CEO, African Women in Media)
9.35-10.30am	Plenary (Medium size Conference Hall)	Keynote Panel Strengthening Media and Regulatory Frameworks for Gender Equality and Youth Empowerment	Moderator: Dr Yemisi Akinbobola Ms. Prudence Ngwenya, (Director African Union-Women, Gender and Youth Directorate). Dr Amina Salihu (Deputy Director, MacArthur Foundation) Lebogang Maphada, (Senior Investment Officer, Media Development Investment Fund). David Omwoyo (CEO, Media Council of Kenya) Latifa Tayah (Director, High Authority for Audiovisual Communication- Morocco) Yonatan Tesfaye (Deputy Director, Ethiopia Media Authority).
30-minute Networking Break (Lobby B)			
11.00-12.30pm	Panel (Medium Size Conference Hall)	African Union Panel on: Gender-safe Media as a trade imperative: Why the success of the AfCFTA depends on women's voices	NiJa Yasmin Melissa Babil Severin Alega Keletso Thobega Joel Komlan Senam Hevi
	Panel (Conference Hall 3, Side A)	Policy and Accountability frameworks for addressing online and offline GBV.	Moderator: Zelalem Mengitsu Ifeyinwa Awagu Queenter Mbori Kyle Janse
	Panel (Conference Hall 4, Side A)	Digital Future of Public Service Media in Africa	Moderator: Uyanda Siyotula Dr Phathiswa Magopeni Nashilongo Gervasius Nakale Lister Namumba-Rikhotso Janet Gbam
	Workshop (Conference Room 1, Side B)	MDIF Workshop on: Media Innovation and Business Resilience in Africa	Moderators: Dara Ajala and Khumo Sello Slindile Khanyile Eleanor Wilhelm Mamesi Lamoen Asha Mwilu Beza Dawit
12.30-1.20pm Lunch Break (Multipurpose Hall)			

1.30-3.00pm	Panel (Conference Room 1, Side B)	Walking the Talk: Implementing Policies in Media Houses	Moderator- Elham Mohamed Nardos Yosef Jean Mujati Tigist Yilma Yonatan Tesfaye Dureti Tadesse Helina Mebratu Meseret Kebede Annemarie Dushimamana Melkamsew Solomon
1.30-3.00pm	Panel (Conference Room 2, Side B)	Policy and Ethics of Artificial Intelligence in shaping the African Media Landscape	Moderator: David Omwoyo Martha Iyambo Mbanangwa Cynthia Kwilasya Uyavhuya Matibe Mwende Mukwanyaga Dr Laiatu Augustine Bamayi
	Panel (Conference Hall 3, Side A)	Opportunities and Challenges in implementing Digital Policies and Digital Rights Frameworks in African Social Media Landscape	Moderator: Yemisi 'Shafe Adefolaju Vincentia Khakasa Ivy Gikonyo Rachel Onamusi Ellison Shumba Portia Sizalobuhle Ndlovu
	(Conference Hall 4, Side A)	Transforming GBV Narratives into Economic Empowerment Through Strategic Storytelling	Dr Thuli Mthetwa Taynita Harilal Koketso Rathumbu Ayanda Mafuleka
15- minute Transition Break			
3.15-4.45pm	Panel (Conference Hall 3, Side A)	Media Narratives and policies that shape online and offline Violence against Women in Media.	Moderator: Mwende Mukwanyaga Dr Vincent Obia Mantate Queeneth Mlotshwa Stella Kasina Fiona Nzingo
	Panel (Conference Hall 4, Side A)	Media Rights, Cyber Laws and Gender equity in the Digital Space	Moderator: Mbanangwa Cynthia Kwilasya Carolyn Ashaba Wanelisa Xaba Olabanke Goriola Binyam Yitay
	Panel (Conference Room 1, Side B)	Representation Matters! Policies that get us closer to equitable visibility in African Media	Moderator- Rachel Onamusi Wendy Papo Albright Alitsi Scheherazade Safla-Gafoor
	Panel (Conference Room 2, Side B)	Free Press Unlimited Somaliland's women journalists in Disaster Risk Reporting: Bridging GBV, Governance, and the Kigali Declaration	Moderator: Fenke Elskamp Fatima Mohamed Hadia Khadar Dahir
15-minute Transition Break			
5.00-6.00 pm	Podcast (Conference Room 1, Side B)	HerMediaDiary Live Podcast Recording.	Dr Yemisi Akinbobola in Conversation with Dr Amina Salihu (MacArthur Foundation) and Adaobi and Oluwadara Ajala (Media Development Investment Fund)
	Documentary (Conference Hall 3, Side A)	Kumlinda: Building Lexicons on Tech Facilitated GBV and Model for Low-resourced African Languages (Hausa, Igbo, Yoruba and Swahili).	Ilsrael Olatunji Tijani i
	Demonstration & Film (Conference Hall 4, Side A)	"Ghost Coast Girls (G.C.G.): Reclaiming Women's Political Legacies Through Feminist Filmmaking" & Title: "Adventures Too: A Blueprint for Culturally Grounded Media for Youth SRHR Empowerment in Africa	Ami Tamakloe and Malaka Grant
End of Day One			

AWiM25 Agenda

5 December 2025

Time (EAT)	Type (Location)	Activity	Speakers
7.30- 8.00am	AUC Gate	Registration	
8.30-9.30 am	Plenary (Medium size Conference Hall)	UNESCO World Trends Report Launch	Dr Phathiswa Magopeni- Moderator Ophélie Kukansami Léger- Master of Ceremony Opening Remarks – Rita Bissoonauth H.E. Ourveena Geereesha Topsy-Sonoo Kunda Dixit Rokhaya Diallo
10–15-minute break			
9.45-11.15am	Workshop (Conference Hall 3, Side A)	Integrating African Union Policy Frameworks into Media Content: Practical Strategies for Gender-Responsive Storytelling	Moderator- Toun Okewale Sonaiya Dr Oluwatosin Dokpesi Erelu Bisi deleye
	Workshop (Conference Hall 4, Side A)	From Margin to Mainstream: Storytelling as Advocacy for Girls' Rights in Media	Yemisi 'Shafe Adefolaju.
	Panel (Conference Room 1, Side B)	Safer Digital Media for Women Journalists in Anglo and Francophone Africa.	Moderator: Brenda Namata Avis Momeni Jan Ajwang' Adeng Mayik Bongekile Macupe
	Fireside Chat (Conference Room 2, Side B)	Beyond the Headlines: Reframing the Narrative on FGM and Child Marriage	Ann Njuguna Dr Leyla Hussein
30-minute Networking Break (Lobby B)			
11.45- 1.15pm	Panel (Conference Hall 3, Side A)	From Tokenism to Transformation: Discourses on Gender and Race in African Media.	Moderator: Scheherazade Safla-Gaffoor Leyla Burcu Dündar Gladys Asare-Danquah Prof Florence Ayisi Mamaponya Motsai Amal Omar Ba Qatyan
	Panel (Conference Hall 4, Side A) or Medium Size CH	The Media's Impact on Gender Justice, Peace Building and Sustainable Development Goals.	Moderator: Rebecca Mutiso Prof Nancy Booker Ayele Addis Ambelu Enatnesh Muluken Fetene Janet Mtali Fatoumata Nayete
	Panel (Conference Room 1, Side B)	Resilient Voices: Sahel and South African Women in Media	Moderator- Dr Emma Heywood Caroline Vuillemin
	Panel (Conference Room 2, Side B)	Utilising Information Integrity and Platform Accountability to Combat Tech-Facilitated GBV	Moderators: H.E. Ourveena Geereesha Topsy-Sonoo and Noor Ahmad Lister Rikhotso Lydia Kembabazi
Lunch Break (Multipurpose Hall)			
2.30-3.00pm	Plenary (Medium size Conference Hall)	Roundtable explainer & Opening Remarks	Dr Yemisi Akinbobola Castro Vazquez Prof Oluyinka Esan Lindiwe Mugabe

10-minute Transition Break			
3.15-4.45pm	Panels	AU-CEVAWG & Kigali Declaration Communities of Practice Roundtables Roundtable Discussions, Roadmapping and Accountability Mechanisms Presentations by each CoP	Moderators- Prof Oluyinka Esan and Lindiwe Mugabe
5.00-5.30pm		“Mission Accomplished” Feedback from groups and Closing remarks Summary of Key Outcomes + Announcement of Post-Conference Action Plans “	Prof Oluyinka Esan

Dinner – Skylight Hotel

7.30pm	Arrival and entertainment
8.00pm	Opening Remarks and welcome speeches from Dr Yemisi Akinbobola and AWiM25 partners
8.15pm	UNESCO Beijing +30 report
8.30pm till late	Dinner and entertainment
Thank you for attending AWiM25!!!	





AWiM2030 STRATEGIC VISION

Ten years in the making



See plan here

Overview

At African Women in Media (AWiM), we believe that a truly inclusive and representative media landscape is not just possible, it's essential. Our new five-year Strategic Plan (2026–2030) is a bold roadmap for achieving this vision. Guided by our mission to empower and connect African women in media, the plan sets out three interconnected priorities: Networking, Advocacy & Insights, and Economic Empowerment. Each direction is designed to strengthen women's voices, improve working conditions, and create lasting change in the media industry.



Strategic Direction One: Networking (Enabling Predictive action and insights)

Our strength lies in our community. Over the next five years, we will expand and strengthen our pan-African and global network of women in media, creating spaces (both online and in person) where members can share, collaborate, and grow.

We will:

- Transform the AWiM conference into a global forum
- Enhance Accessibility and Partnerships.
- Facilitate post conference Action Dialogues. Put the dash between post and conference
- Strengthening the AWiM Movement

“This is more than a plan; it’s a promise to African women in media that we will keep pushing for a world where their voices matter and their impact is recognised.”

Bamidele Ogunleye, Cofounder & COO, AWiM

“When women in media connect, they change the story and the industry.”

- Faith Zulu, AWiM Conference Delegate, Zambia



Strategic Direction Two: Advocacy and Insights (Fostering Knowledge – led Multisectoral Action)

AWiM will use its voice to influence media policy, champion gender equity, and amplify underrepresented voices through advancing the implementation of the Kigali Declaration – which addresses gender violence in and through the media. By generating and sharing credible research, we will challenge harmful stereotypes and shape narratives that reflect the realities of women’s lives.

We will:

- Implement and monitor the Kigali declaration.
- Empower African women experts
- Research for policy change
- Raise Awareness
- Lead multisectoral collaboration

“Data tells the story. Advocacy makes it heard.”

-Aisha Mohammed, AWiM Research Fellow, Nigeria



Strategic Direction Three: Economic Empowerment (Catalysing financial inclusion and Empowerment)

Economic independence fuels empowerment. AWiM will provide skills training, resources, and opportunities that catalyse innovation, entrepreneurship, direct access to capital and networks to enable women in media to thrive, whether as freelancers, entrepreneurs, or leaders in newsrooms.

We will:

- Launch the Mediapreneurship for African Women Programme
- Reintroduce the AWiM Pitch Zone

Looking Ahead By 2030, we aim to:

- Be the leading pan-African voice for gender equality in media.
- Inspire a new generation of journalists and media leaders.
- Influence policies and practices that create safe, inclusive workplaces.

The next five years are about action, partnerships, and measurable impact. Whether we’re building networks, advocating for change, or creating opportunities, our goal is simple: to transform Africa’s media into a space where all women can thrive, lead, and tell their own stories.

“Join us on the journey to 2030. Together, we can rewrite the narrative.”

-Dr Yemisi Akinbobola, Co-Founder & CEO, AWiM

Kigali Declaration: Two

By Lobna Msilini

Two years after its adoption, the Kigali Declaration on the Elimination of Gender Violence in and through Media in Africa by 2034 stands as one of the most significant collaborative movements uniting journalists, media organisations, and civil society across Africa. Launched with a simple but urgent vision to make media spaces safe, inclusive, and accountable, the Declaration has since grown into a living ecosystem of action. Over 100 signatories, from national broadcasters to grassroots collectives, have transformed commitment into practice through newsroom policies, capacity-building, and survivor-centred reporting models.

What began as a statement of intent has become a continent-wide community of practice. Through the eight active Communities of Practice (CoPs), signatories have co-created tools, guidelines, and training models that redefine how stories about gender and violence are told. These communities addressing ethics, digital safety, legal frameworks, literacy, masculinities, and more, now anchor the Declaration's implementation. Each embodies collaboration in motion: journalists, academics, and advocates learning from one another and building systems of accountability that endure beyond individual projects.

The past year marked a deepening of this work through joint IPDC-UNESCO awareness sessions, technical trainings, and regional webinars, most recently the Communities in Action series leading up to AWiM25. These conversations bridge policy and practice, spotlighting the tangible shifts emerging across African media. Many signatories are now embedding gender-sensitive frameworks in their editorial guidelines, training teams on trauma-informed storytelling, and improving online safety protocols for women journalists.

The upcoming Kigali Declaration Dashboard update extends this collaboration into a shared digital home. Designed as a live repository, it will host CoP resources, track signatory progress, and connect practitioners to practical tools and peer learning. As Jemima Beukes, Chair of the Kigali Declaration Advisory Committee, reflects.
"This milestone is about the culture of accountability that is

beginning to take root across African newsrooms."

Two years on, the Kigali Declaration remains a reminder that collective action can reshape media culture from within. As the movement gathers at AWiM25, the focus turns toward its next chapter, strengthening the link between policy and newsroom realities, and building the foundation for a future Kigali Declaration Observatory that continues to turn vision into lived change.

Real Stories of Commitment in Action

Anna Nimiriano – South Sudan | Juba Monitor

Anna Nimiriano, Editor of the Juba Monitor, has spent years using journalism to confront gender-based violence and amplify marginalized voices in South Sudan. She has led newsroom campaigns during the 16 Days of Activism and built platforms for women to speak in spaces long closed to them. The Kigali Declaration gave her and her colleagues a renewed sense of continental solidarity. Even when facing online abuse and political pressure, she continues to report with courage and empathy.

"Even in silence, women's stories deserve space."

Ephrem Tefera – Ethiopia | Oromia Broadcasting Network (OBN)

At OBN in Adama, Ethiopia, Ephrem Tefera worked with UNESCO to draft the broadcaster's first Gender Policy, a direct result of Kigali Declaration commitments. He translated gender-sensitive materials into Afaan Oromo, ensuring access for local journalists and audiences. His team's policy framework and training resources now appear on the Kigali Declaration Dashboard, supporting others who want to follow this path.

"With the Kigali Declaration, we built something our audiences can trust and understand."

Two Years On

Mwape Zulu Kumwenda, – Zambia | Crown Television

As Managing Director of Crown Television, Mwape Zulu Kumwenda turned Kigali Declaration principles into tangible change. She led her newsroom to achieve 50/50 gender representation in leadership and launched mentorship programs for young women. Under her direction, the station adopted inclusive hiring and editorial policies that now serve as a model for other regional broadcasters.

“We didn’t just sign, we transformed how we lead.”

RFJ-VBG – Benin | Network of Women Journalists against GBV

Founded after AWiM’s training series in 2025, RFJ-VBG brings together twelve Beninese women journalists working to end GBV in and through media. What began as informal exchanges has grown into a structured national collective advocating for ethical reporting, survivor support systems, and policy reform. The group is developing a GBV alert system and forming partnerships with civil society and media houses.

“From solidarity, we built strategy.”

These stories reflect how signatories are translating the Kigali Declaration from principle to practice, one newsroom, one policy, one voice at a time.

Coming soon: the updated Kigali Declaration Dashboard, your gateway to explore signatories, tools, and community-led actions shaping safer media across Africa.



[Read more](#)

COMMUNITIES OF PRACTICE

Through the Kigali Declaration, AWiM's eight Communities of Practice (CoPs) are transforming commitments into action, turning policy into practical newsroom change. From ethics and media literacy to survivor-centred storytelling and digital safety, these CoPs bring journalists, advocates, and researchers together to make media across Africa safer, more inclusive, and accountable.

"Each CoP is a living example of how shared knowledge and collective purpose can reshape the stories we tell and how we tell them."

Ethical Reporting & Content Creation on GBV

Harmful stereotypes still shape stories about women, and many journalists lack clear guidance on survivor-centred reporting. This CoP aligns newsroom practices with gender-justice values and creates accountability systems that include AI-era ethics. Members work to harmonise policies, engage men as allies, and strengthen journalist-creator networks.

Join this movement to protect survivors and uphold truth in every story.

Addressing Online GBV & Digital Safety

Digital spaces empower women, but also expose them to harassment, deepfakes, and disinformation. This CoP unites technologists, journalists, and policymakers to build safer online environments through ethical tech tools, survivor-support systems, and AU-CEVAWG training.

Work with us to make technology a force for protection, not harm



Legal & Regulatory Frameworks for Gender-Safe Media

Media laws across Africa often overlook online abuse and gender inequality. This CoP strengthens enforcement and expands legal definitions of violence, while training journalists and policymakers on gender-sensitive governance. It also advocates for women's leadership in regulatory bodies.

Collaborate with us to embed gender safety into law and leadership

Media Literacy & Public Awareness

Many citizens lack access to frameworks like the AU-CEVAWG and Kigali Declaration. This CoP translates complex policies into accessible resources: multilingual toolkits, AI-powered chatbots, and interactive guides. It embeds media literacy from classrooms to boardrooms.

Join us to make awareness a form of protection.

"From digital safety to newsroom ethics, CoPs are shaping the future of gender-just journalism across Africa."



scan to join a CoP

Survivor-Centric Approaches in Media Coverage

This CoP ensures that women, especially in rural areas, can share their stories safely. It trains survivors in ethical storytelling, digital security, and advocacy, creating frameworks for dignity and protection.

Join us in building survivor-led media that heals and empowers.

Monitoring & Accountability of Media Portrayals of GBV

This CoP develops scorecards and dashboards to hold media accountable for harmful portrayals. Members train journalists, work with regulators, and run public campaigns to promote responsible storytelling.

Partner with us to ensure media uplifts, not harms.

Promoting Positive Masculinities in Media

Traditional portrayals of men often normalize dominance or silence. This CoP works with creators to redefine strength through care, empathy, and accountability. Its mentorships and dialogues model new narratives of allyship.

Take part in redefining masculinity for a more just media culture

Network of Women Journalists Against GB – Benin (RFJ-VBG)

In Benin, this CoP mobilizes women journalists to combat impunity through advocacy and ethical reporting. It builds networks, offers legal and psychological support, and fosters innovation via a GBV-focused media incubator.

Soyez partie prenante, empower women journalists and turn every story into a catalyst for equality.

Explore Further

You can now browse all Communities of Practice directly through the Kigali Declaration Directory, your entry point to collaboration, shared learning, and practical action across Africa. Full Communities of Practice roadmaps, resources, and toolkits will be added progressively.

Kigali Declaration Communities Directory:
<https://africanwomeninmedia.com/declaration/communities-of-practice/>

Best of AWiM News 2025

A curated showcase of standout stories from across Africa



Editors' Note

This past year, our editorial desks stretched farther than ever across languages, borders, and the invisible lines that often divide how Africa tells its own story. Together, we had the privilege of guiding dozens of journalists through three major projects that captured the spirit of African Women in Media: storytelling as resistance, storytelling as connection, and storytelling as proof that women are not just witnesses to change, they are making it.

Supported by GIZ and the African Union, the Move Africa project asked a deceptively simple question: what happens when Africans move within Africa? For decades, the migration narrative has been told as one of departures through boats, borders, and broken dreams. But this project turned the lens inward, documenting 25 objectively positive feature stories by women journalists from every region of the



Lolade Alaka



Oluwatoyin Adeoye

continent, published in both English and French.

From Ejigbo in Nigeria to Abidjan in Côte d'Ivoire, women traders spoke of routes that have existed for generations, centuries of cultural exchange disguised as simple commerce. In Eswatini, a country many overlook on the map, we met entrepreneurs from Zambia, Zimbabwe, and Nigeria building schools, restaurants, and clinics. In Uganda, we found that women entrepreneurs carry culture through fashion and beauty across Congolese and Sudanese borders, as well as indigenous delicacies like the Malewa, uniting East Africa at the table.

We unravelled educational institutions whose curriculum crossed borders, giving an opportunity for migrants to continue their studies in new countries and languages. In Morocco, we found women in the beauty business supporting both their home and host countries' economies. We saw how free movement boosts commerce with the rice trade in the West Ahero region of Kenya, powered by women farmers, with their peers also regularly innovating around climate change between Sierra Leone and Liberia.

Each story was built by journalists in a text feature plus at least three multimedia elements—videos, podcasts, photo essays, infographics, social media carousel or reel—that expanded how audiences could see, hear, and feel the story. Editing those pieces meant guiding both structure and soul: how do you preserve voice while strengthening rigour? How do you balance the intimacy of a woman's journey with the policy frameworks that shape it?

These questions animated our days and nights for six months.

The result was a spread of stories that show an Africa that moves not just out of despair, but out of possibility.

Under the Fojo Media Institute partnership, we co-managed another groundbreaking project, developing AWiM's Gender Stylebook and mentoring six women journalists reporting on gender-based issues. These stories were some of the hardest and most necessary we have ever worked on.

Through these six investigations, we watched gender reporting stretch beyond stereotypes into systems thinking. In Bungoma, Kenya, the Maendeleo ya Wanawake Caucus became a living model for grassroots governance, women rewriting policy from the ward level to the county plan. In Accra, Ghana, traders like Auntie Fausty revealed how heat is not only a climate issue, but a public-health and fertility crisis carried on women's bodies.

In Kampala, Uganda, female boda boda riders turned the most dangerous job in the informal economy into a declaration of independence and safety. Zimbabwe's quota story unpacked why representation without leverage still leaves women outside the room, while Kenya's Rally Queens reframed women's participation in sport as economic and cultural power. Sierra Leone's menstrual-health feature braided climate, education, and dignity into a single argument for systemic reform.

Editing these stories meant guiding empathy and precision at once, fact-checking alongside listening. It meant asking, "What does power look like when it is local, and what does courage sound like when it's daily, not dramatic?" Together, these journalists showed that gender is not just a 'beat' or an angle added to a story, but a lens that reveals how every system, political, economic, and environmental, actually works.

In describing African women's realities, we were able to interpret the world through them.

When the African Women's Development Fund (AWDF) and UNESCO partnered with AWiM, it became clear that this work had even more room to evolve. The AWDF project extended the same commitment to survivor-centred journalism, expanding specifically into Francophone Africa, and new subjects of violence and resistance.

From the haunting accounts of Togolese women breaking the silence after years of abuse ("Brisées

mais debout") to the Beninese survivors facing new forms of harm in digital spaces ("L'enfer derrière l'écran"), and the Burkinabè women fighting quietly for control over their bodies and choices ("Briser le silence sur la contraception"), each report demanded a kind of editorial care that goes beyond fact-checking to require empathy, cultural sensitivity, and trauma-informed editing.

We worked with reporters in these countries to slow down, to listen, to ask permission before pushing a detail forward. We questioned our own assumptions about tone and language. How do you write about pain without re-inflicting it? How do you make room for dignity inside stories of violation? How do we close the language barrier between the mixed anglophone-francophone team on the project? Those became the ethics that guided our process. Across these three projects, one truth held steady: when women journalists are supported to report deeply, the result is both deeper journalism and a better understanding of the continent itself.

We learned that mentorship is about collaboration that is both linguistic and cultural, and that the editorial process can be both rigorous and healing. We learned that a newsroom spread across multiple countries and languages can still feel like one conversation. As AWiM gathers again for its annual conference this year, we look back with awe at these stories of movement, voice, and survival that remind us that journalism is often the determinant of who is seen.

To every reporter, editor, and survivor who trusted us with their stories: thank you. You have changed how we understand Africa, and how Africa understands itself.

**Lolade Alaka and
Oluwatoyin Adeoye
Co-Managing Editors,
AWiM News**



The Breadwinner Basotho Woman and the Families They Sustain from South Africa.

By Nicole Tau

It was a friend's tip that pushed her to travel alone to Pretoria's sprawling townships, certain she had no choice. But migration is woven into the Libate family's DNA. Bonang's mother, Rethabile (70), once made the same pilgrimage in her youth. Bonang's eldest daughter Hopolang has followed her mother's path too, traveling to Durban in early 2023 to work.

Free migration is the backbone of survival in Lesotho, with 43% of households reporting at least one member who's been working outside the country for decades. Remittances from Basotho migrant workers in South Africa have anchored Lesotho's economy.

In 2023, this flow reached \$485 million, 22.9% of GDP, making Lesotho Africa's fourth most remittance-dependent nation, according to the World Bank's Migration and Development Brief. Beneath this statistic links the disproportionate role of Basotho women, who remit more of their income despite earning less, sustaining households while battling systemic challenges.

About Nicole

Nicole Tau is a multi award-winning investigative journalist from Lesotho, producing high-impact stories on corruption and social injustice. An independent freelancer and MISA-Lesotho member, she was recently honored with two prestigious distinctions in a major African journalism competition – including first runner-up and a named accountability award. Her work reflects a deep commitment to ethical, change-driven reporting recognized across the continent.



Read more

Malewa: The Indigenous Dish Connecting East African People at the Table

By Phoebe Masongole

Once a ritual food of the Bagisu people, Malewa has transformed into a cultural ambassador, crossing borders and gaining popularity across East Africa and beyond. Its journey mirrors the aspirations of the East African Community (EAC) and tells a compelling story of free movement, food diplomacy, and women's economic empowerment.

Today, Malewa graces tables in Nairobi, Mwanza, Kigali, Juba, and Dar es Salaam, not only as a nostalgic dish but also as a symbol of East African identity. Its migration tells a rare, positive story of intra-African mobility—one in which indigenous foodways travel freely across borders, carried forward by women who harvest, prepare, trade, and export it.

About Phoebe

Phoebe Masongole is a Ugandan journalist based in Mbale city in Eastern Uganda who is passionate about telling impactful stories in health (reproductive health), culture, and community development. She currently reports for the Nation Media Group specifically Daily Monitor where she focuses on underreported issues and voices.



The Nakonde Border Queens Who Trade Beyond Limits between Tanzania and Zambia.

By Annie Zulu

Over at the town's buzzing bus station, the scent of spiced rice fills the air. That's Anna Richard Sinkala, 32, another Tanzanian trader, dishing out hot meals to station workers and travelers heading to other parts of Zambia. She's up before sunrise and at her stall by 6:00 AM every morning.

In the past, cross-border trade on the Zambian side was largely dominated by Tanzanian men. In recent years, however, an increasing number of women have entered the space, some even choosing to migrate permanently.

While Tanzanian women dominate Nakonde's informal retail trade today, selling clothes, food, and cooked meals and deeply integrating into local communities, Tanzanian men tend to operate behind the scenes in wholesale, transport, and logistics.

About Annie

Annie Zulu is an award-winning freelance investigative journalist from Lusaka, Zambia, dedicated to uncovering critical issues related to human rights, gender equality, and environmental justice. With over seven years of experience, her work has been featured in renowned media outlets such as Makanday Center for Investigative Journalism, Africa Brief, Crown TV, African Women in Media (AWiM) news, News Diggers, Daily Nation, CGTN, and Zambia Daily Mail among others. Annie's investigative reporting has earned her numerous prestigious awards and recognitions



Read more

Through Her Eyes: The Untold Contributions of African Migrant Women in Morocco.

By Malika Akestour

From Rabat, the capital, I headed south to Agadir—a journey of 546.9 kilometers. I took a bus to meet Jamila, the president of the Oum Al Banin Association, an organization that works closely with migrant women. When I asked Jamila to point me toward women she believes are making a difference in the city, she didn't hesitate. She introduced me to Yacin, a Senegalese woman who runs a small business in Souk Al Ahad—the largest market in Morocco and in Africa.

While experts like Khalid Mouna point to the structural gaps in policy and research surrounding migration in Morocco, those working on the ground witness the everyday impact of migrant women. Jamila, the president of the Oum Al Banin Association, has worked closely with migrant communities for years. She sees their presence not as a statistic, but as a force shaping the social and economic life of cities like Agadir.

“Despite the many challenges they face, migrant women play a vital role in Morocco’s economic and social fabric,” Jamila said. “They contribute across various sectors, working as hairdressers, seamstresses, traders, and actively participating in community and cultural initiatives—especially those focused on migration and women’s rights.”

About Malika

Malika Akestour is a Moroccan journalist, communication officer, and media researcher. She holds a Master's in Media Practice and a Bachelor's in English Studies. Currently pursuing a Ph.D. in Media and Politics, her research focuses on the impact of social media on voting behavior.



Read more

West Africa's Borderless Women: Inside the Yoruba Sisterhood Linking Nigeria and Côte d'Ivoire.

By Rakiya Muhammad

"I was already married with a child, so they begged my husband. I had to sell off all the provisions quickly and pack my things ready for the trip with my child while my husband stayed behind." Madam Rebecca would never return to her first husband in Nigeria and had to remarry in Côte d'Ivoire. Now 80 years old, she is one of many Ejiibo women who migrate to Côte d'Ivoire daily.

For many, the journey across four nations is a transformative experience, opening doors to fresh opportunities and a brighter future. The trip to Côte d'Ivoire transcends the simple act of crossing borders to become an odyssey through the very essence of West Africa.

These women travel for two to three days through Nigeria, Benin Republic, Togo, Ghana to Côte d'Ivoire.

"When I first approached the Seme border in Lagos, my heart was pounding. I had never crossed an international border before, and the chaos around me was overwhelming," recalls Sewa Abidoje.

About Rakiya

Rakiya A. Muhammad is a seasoned multimedia journalist with over two decades of experience covering governance, social issues, and development across Northern Nigeria. She previously served as Bureau Chief for Daily Trust, overseeing coverage in Sokoto, Kebbi, and Zamfara states. Rakiya holds a Bachelor's degree in Mass Communication, a Master's in Personnel Psychology, and a certificate in Public Policy Analysis. Her work has earned her multiple honours, including recognition from the Nigeria Union of Journalists and international awards such as the ICFJ Pamela Howard Forum Story Contest. She remains dedicated to amplifying women's voices and promoting ethical, inclusive journalism.



Read more

The Rally Queens Driving Through Time to Shatter Stereotypes

By Ashley Isanda

Growing up, I watched my father tense when my mother offered to drive, his unease a silent lesson in the stereotypes that shaped our lives. The driver's seat, it seemed, was a man's domain, a space where women's presence sparked discomfort. That memory lingered, a quiet question mark, until 2023, when I stood with my little sister at the WRC Safari Rally in Naivasha.

The 1970s were a different world, one where gender roles were etched in stone. In Kenya, as in much of the globe, driving was more than a skill. It was a symbol of control, of masculinity, of power. My father's discomfort when my mother offered to drive was not unique; it was a reflection of a society where women were expected to navigate from the passenger seat, not the driver's. The East African Safari Rally, one of the most grueling races in motorsport history, was a microcosm of this world. Held across Kenya, Uganda, and Tanzania, it was a test of endurance, skill, and nerve, drawing the world's top drivers to battle dust, mud, and breakdowns. But for women, it was a locked gate, a domain where their presence was questioned, their ambitions dismissed.

About Ashley

Ashley Isanda holds a diploma in Communication Studies with a specialization in print media. She is passionate about journalism and storytelling that fosters meaningful connections within communities. Through her volunteering and communication work, she has developed strong skills in writing, relationship-building, and effective public engagement. Ashley brings enthusiasm, adaptability, and a commitment to using media as a tool for positive change.





Heat Takes a Devastating Toll on Women's Health in Accra's Bustling Markets

By Afia Agyapomaa Ofosu

Scorching sun, no shade, and temperatures soaring to 32 degrees Celsius—the relentless heat takes its toll on Auntie Fausty, a hardworking woman in her mid-50s, who ekes out a living selling bags in Accra, Ghana's capital city, at the brimming Makola Market. As she sits in a worn plastic chair, her eyes scan the crowded market, searching for customers.

But the heat is suffocating, draining the life from her very pores. Auntie Fausty wipes the sweat from her brow with a tattered rug, her face a map of deep lines and creases. And yet, despite the oppressive heat, she remains steadfast, her beautifully arranged bags a testament to her unyielding spirit.

"After the harmattan season in January, the heat becomes intense, lasting until the rains arrive in May or June," Auntie Fausty shares, her voice laced with resilience and resolve. She describes her typical day: "I face harsh conditions from morning till 3 pm, sweating profusely and drinking plenty of water to cope, all while worrying about making ends meet."

About Afia

Afia Agyapomaa Ofosu is a dedicated media specialist proficient in journalism, public relations, and digital media marketing, based in Ghana. Her journey commenced in communications at Asempa FM in 2010, followed by a role as a news reporter at TV Africa in 2011. With a decade-long tenure in Ghana's media landscape, Afia holds a diploma from the Institute of Commercial Management, UK, and a bachelor's degree in strategic communications from the African University College of Communication (AUCC). Her reporting spans print, television, and emerging media, showcasing her advocacy for best practices in Ghana, particularly in environmental, educational, health, science and agricultural domains.



Read more

THE STORIES

COVERAGE

The project is executed through a fellowship of journalists from across Africa, with **5 to 15 years** of professional reporting and content creation experience, covering **Malawi to Kenya, Zambia, Rwanda and Congo to Kenya, Zimbabwe, Zambia and Mozambique to eSwatini, Madagascar to South Africa and Gabon, Lesotho to South Africa, Congo to Uganda, Nigeria to Cote D'Ivoire, Zimbabwe to South Africa, Morocco, and more.**



Why Gender Matters Now

Summary of AWiM published research or reports



Photo: Nappy

Gender Media Research Now More Than Ever

Reports (2024–2025)

If the media is the mirror through which society sees itself, then it is time we asked: who is being left out of the frame? Between 2024 and 2025, African Women in Media (AWiM) commissioned a series of data-driven research reports that identify gaps and expose the urgent need for reform in how young women and survivors of violence are represented in African media. These aren't just numbers on a page. They are evidence of deep-rooted systemic issues that affect the way we perceive leadership, power, and justice.

One of these studies, *Confronting the Hidden Crisis in Media*, reveals how violence against women and girls (VAWG) is reported or misreported by Nigerian newsrooms. It found that many stories strip away nuance, context, or survivor voices, choosing sensational headlines over responsible journalism. Even more concerning, only 1.7% of surveyed media professionals said their organisation fully complies with gender-safety policies. These numbers reflect more than editorial failure; they expose risk. But AWiM's research also points to hope, and more importantly, to solutions.

Another research report by AWiM is the *Media Visibility Research for Young Women in Politics in Nigeria and in Kenya*. These studies show how media coverage of young female politicians is often minimal or skewed toward personal and superficial narratives. When women's political voices are absent or distorted, it doesn't just hurt their campaigns; it shrinks the civic imagination. If the public never sees capable young women leading in the news, how can we ever expect to elect or trust them in real life?

What these three reports make clear is that the issue is not simply about individual bias, but institutional oversight. Newsrooms often lack gender-sensitive editorial policies. Journalists themselves may not be trained to interrogate their own frames. And young women leaders are frequently left without the tools to navigate media environments that aren't built for them.

Because stories shape everything, from elections to policy, from public safety to the kind of dreams our daughters believe they can chase, the media has the power to disrupt inequality or deepen it. These AWiM reports are roadmaps that point us toward practical solutions: rethinking how journalists are trained, developing safety protocols that actually work, and crafting coverage that includes and uplifts instead of erasing or harming.

This research calls on us all (Media practitioners, policymakers, activists, and news consumers) to demand better, because how we tell the story determines who gets to be heard. And if African women continue to be sidelined, misrepresented, or silenced, then it's not just their stories we're losing, it's our collective truth.

For a quick overview of these three reports and what they mean for gender and media, read our summary of the key findings in the next page:

1. Confronting the Hidden Crisis in Media: VAWG in Nigerian Media (March 2025)

Scope: Examines how violence against women and girls (VAWG) is portrayed across Nigerian media platforms.

Key Findings: Most media outlets provide little context on systemic issues; framing often blames survivors or focuses on sensational aspects rather than root causes. Only around 1.7% of respondents reported full compliance with existing gender safety policies in newsrooms.

Implications: Media coverage reinforces stigma and fails survivors. Urgent need for gender-sensitive editorial guidelines, enforcement of safety policies, and strengthened internal compliance in media houses.

Explore the full reports by scanning the QR code below:



2. Media Visibility Research for Young Women in Politics – Nigeria

Scope: A content analysis and focus group study exploring coverage of young women politicians in Nigerian media.

Key Findings: Young female politicians receive minimal media visibility. Coverage is often superficial, personalizing stories or diverting to non-political themes. Female politicians perceive this as undermining their credibility.

Implications: To improve representation, media professionals need training on gender-aware reporting. Additionally, government and media institutions should adopt inclusive editorial strategies and provide media toolkits to uplift young

women leaders.

Explore the full reports by scanning the QR code below:



Photo: Nappy

3. Media Visibility Research for Young Women in Politics – Kenya

Scope: Mirrors the Nigerian study by analyzing how Kenyan media covers young women in politics.

Key Findings: Young women leaders face similar marginalization in Kenyan coverage. Visibility remains low, and narratives are skewed toward personal angles over political substance.

Implications: Media houses across Africa must prioritize equitable political representation and enact gender-sensitive editorial practices. Development

of toolkits and tailored training for journalists and politicians is essential.

Explore the full reports by scanning the QR code below:



Recommendations

Revise editorial policies; embed gender awareness in coding and news selection

Equip journalists and politicians with practical guidance on equitable political coverage

Institute and monitor gender safety compliance across media organizations

Engage government, media bodies, and civil society to adopt gender-responsive newsroom structures.

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Investigative Journalism Spurs Accountability

Insights from MacArthur Foundation's On Nigeria Program

Dr Kole Shettima and Erin Sines

If media and journalism work is to really lead to anticorruption, the media sector needs to integrate into an overarching accountability ecosystem. By working with others in civil society, reported stories can help hold leaders accountable and drive government responsiveness.

The experience of MacArthur's On Nigeria's media and journalism grantmaking portfolio from its evaluation and learning partner shared emerging results on the program's contribution to the media sector in Nigeria and how it spurred accountability.

Three overarching themes emerged from the analysis:

- Both the quantity and quality of corruption-related reporting in Nigeria have grown considerably since 2016, when On Nigeria's anti-corruption work began.
- Media work, and in particular, investigative reporting, has improved citizen awareness and engagement on corruption and accountability, especially at local and state levels.
- And On Nigeria-supported investigative reporting and amplification, especially collaborative efforts, have contributed to emerging improvements in government responsiveness.



For future work and others in anticorruption, this holds important lessons. Not only do journalists and organizations need the capacity to produce significant amounts of high-quality reporting on issues that matter to citizens and communities, but their stories also need to reach affected stakeholders, sometimes repeatedly, and in formats that suit them.

Only then is corruption-related reporting likely to get amplified and support the inclusive citizen action and follow up that can drive government response, responsiveness, and ultimately, accountable responsiveness.

The research synthesizes results from numerous studies of On Nigeria's media and journalism portfolio, including media monitoring data and case studies.

The findings revealed that Nigerian media organizations have strengthened their ability to produce investigative reporting. Between 2016 and 2023, the proportion of investigative articles in the sample grew from a baseline of less than 1 percent (2016) to as high as 9 percent (2018), before stabilizing around 7 percent in 2023. And this was also reflected in improving quality of investigative reporting sector-wide. In the early years of On Nigeria, grantee organizations were consistently

producing higher quality articles than non-grantees, but over time the gap between grantee articles and non-grantee articles has narrowed.

This increased reporting contributed to improvements in citizen awareness and engagement on issues related to corruption and accountability. In many case studies, investigative reporting and sustained amplification efforts broadened citizens' and communities' awareness of corruption. In turn, it has driven citizens and communities to take action against corrupt businesses and officials.

In one case, an investigation into alleged theft of funds at a local university in Kano State found that an official had stolen hundreds of millions of naira. Other media organizations translated and shared the story on the radio in local languages, including Hausa. After sustained amplification efforts, students and staff, as well as members of the public, advocated for a formal government investigation

Finally, improvements in government responsiveness emerged from On Nigeria-supported investigative reporting and amplification. Much of this was thanks to collaboration between groups in media and civil society. There are many examples response and responsiveness to date.



In one such example, a grantee supported an undercover investigation into labor practices at a local quarry in Ogun State, and partnered with another MacArthur grantee to amplify the reporting via radio town halls. These efforts exposed unsafe labor conditions, and groups mobilized to demand that the National Human Rights Commission (NHRC) and state officials hold the quarry owners accountable for violating workplace regulations. The NHRC not only committed to an investigation of the unsafe labor conditions, but local government officials in this case were responsive and ultimately sanctioned the company.

The research and case studies point to the fact that an accountable society needs both a robust media subsystem and media collaboration with the broader accountability ecosystem. The report shows the case for supporting diverse, complementary actors throughout the media sector and facilitating long term, collective coordination, learning, and action opportunities with the broader accountability ecosystem and actors in the media subsystem.

Clearly, a vibrant, prolific independent media and journalism subsystem alone is not sufficient for creating an overarching accountability ecosystem. But a strong media subsystem is necessary for building and sustaining the momentum needed to consolidate and sustain accountability gains in the longer term. We need media and journalism so anticorruption champions can consistently work together to hold governments accountable.

Achieving wide ranging and lasting accountable responsiveness, in a way that transforms the relationship between citizens and the state to sustainably reduce corruption, requires a long-term effort that will engage a wide variety of actors, including many outside the media sector.

the experience of MacArthur's On Nigeria's media and journalism portfolio suggests that simultaneously strengthening the capacities of diverse media subsystem actors while also facilitating ongoing collaborative learning and action can help drive results.



AWiM PRODUCTS

AWiMLearning

2025 Milestones: Deepening Impact and Capacity.

By Irene Odera

Our two main 2025 training programs focused on Reporting Violence against Women & Girls in Benin, Burkina Faso & Togo (RVAWG Benin, Burkina Faso & Togo) and The IPDC- Developing Tools and Resources Towards adoption of the Kigali Declaration (TRAKD). The different courses within the RVAWG Benin, Burkina Faso & Togo programs addressed the complex, multi-layered, and often psychologically demanding aspects of gender-sensitive journalism. These included core training on AI & Digital Safety, Theory and Practice in Feminist Approaches to Reporting VAWG and finally, on PTSD and VAWG reporting. These training initiatives not only represent the need for journalistic technique but also for psychological resilience, ethical grounding, and theoretical knowledge.

The immediate and tangible outcome of the VAWG training in Benin, Burkina Faso, and Togo underscores the effectiveness of this model. Trainees from Benin formed a community of practice aimed at addressing VAWG in line with the recommendations of the Kigali Declaration. This tangible result proves that the training leads to sustained, collective action, which is a key goal of the “fostering collaborative ecosystems” pillar of the AWiM 2030 vision.

Looking Forward: Anchoring on the AWiM 2030 Vision

With the launch of the AWiM Vision 2023 strategic plan, so too does AWiMLearning pivot to go beyond capacity building and evolves into the

AWiMediapreneur program, a broader and holistic approach to training that incorporates tailored mentorship and access to funders, grant makers and investors. This integral change will enable women to develop sustainable and impactful media ventures, centering women’s economic empowerment as a vehicle for systemic change.



Her Media Diary

Amplifying the Lived Experiences of African Women in Media

By-Blessing Udeobasi

Her Media Diary, hosted by Dr Yemisi Akinbobola, CEO and Co-founder of African Women in Media (AWiM), has emerged as a powerful space spotlighting the lived experiences, leadership journeys, and impact of African women across journalism, corporate communication, advocacy, and digital innovation.

Launched in 2019, the podcast has released over 60 episodes to date, averaging approximately two episodes per month. Dr Yemisi’s interview style is personal and conversational, inviting guests to share not only their professional accomplishments but also their earliest life experiences, challenges faced, and



SourceHer

SourceHer! Powering Women's Voices in and through Media

By Joy Adigwe-Ifeanyi

The stories we tell in the media shape how people see the world. But too often, women's voices, whether as experts, leaders or everyday changemakers, are missing. SourceHer! is working to change that.

This product connects journalists and editors with women experts from many fields: science, politics, business, technology and the arts. By making it easier to find and reach them, SourceHer! helps to challenge old habits in newsrooms that limit whose voices are heard.

The result is simple but powerful. Women gain the recognition they deserve for their knowledge and contributions. Audiences enjoy fuller and more balanced reporting. And media organisations build trust by reflecting the real diversity of society.

SourceHer! is more than a resource. It is part of a wider movement to open doors, share authority and create space for women to shape the public conversation. Each time a journalist uses SourceHer!, it brings us closer to a world where women are not just written about, but quoted, trusted and recognised as the experts they are.

We are calling on more champions to join us. You can be part of this movement by reaching out at Joy@africanwomeninmedia.com or by visiting the website by scanning the QR code beside this article. Together, we can make sure women's voices are always heard.

Championing womens expertise, one quote at a time.

paths to leadership.

Earlier series covered topics including sexual harassment in newsrooms, mental health, Kigali Declaration, women in conflict reporting and women in Academia. Some of our standout episodes include interviews with Eugenia Abu, Dr Phathiswa Magopeni, Marverine Cole, Stephanie Busari, Verah Okeyo, Amie Joof, Nancy Booker, Sophia Kudjordji and Farah Fortune, among others.

Her Media Diary is currently available on all podcasting platforms, including Apple Podcast, AfriPod, Spotify, SoundCloud, and Boomplay, among others.

While we have secured partnerships with Rise Radio (Sierra Leone) and West Africa Democracy Radio (West Africa), we are looking to partner with at least one radio station for each African country. With the ultimate aim of amplifying women's voices in the nooks and crannies of Africa, reaching audiences who cannot be reached via existing podcast platforms. If this sounds like your radio station, visit www.hermediadiary.com or email bliss@africanwomeninmedia.com to explore a mutually beneficial partnership with Her Media Diary.



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African Women in Media (AWiM) is empowering women to take the lead in shaping narratives that reflect our voices, values, and visions.

We champion gender equality and amplify the stories that transform how Africa is seen and heard.

Be part of the change.

Website: africanwomeninmedia.com

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AWiM Team



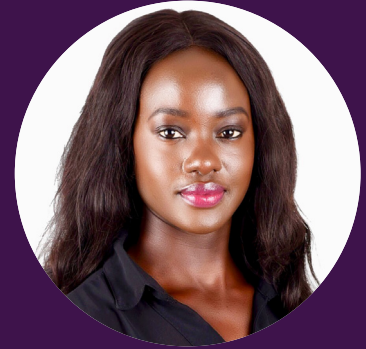
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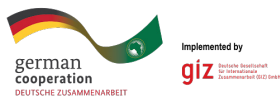
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Thanks to all AWiM25 partners





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