

CASE FOR SUPPORT

Invest in African Women. Transform Media. Shape Africa's Future.

Why This Matters

Media shapes public narratives, influences policy, drives accountability, and determines whose voices are heard. Yet across Africa, women continue to face barriers that limit their leadership, visibility, safety, and economic opportunities within the media ecosystem and public discourse.

Women media professionals, journalists, and media entrepreneurs experience unequal access to leadership spaces, resources, networks, funding opportunities, and decision-making platforms. They also face persistent challenges including gender-based violence, harassment, harmful representation, and emerging digital threats that affect their ability to participate fully and safely.

While commitments toward gender equality are increasing, the gap between policy commitments and implementation remains significant. Building a more inclusive media future requires investment in women's leadership, safety, economic empowerment, innovation, and accountability.

Who We Are

African Women in Media (AWiM) is an international nonprofit founded in 2016 and registered in Nigeria in 2019. We advance African women's leadership, safety, economic empowerment, and inclusion across the media industry.

Through evidence-based research, advocacy, leadership development, economic empowerment, strategic partnerships, and digital innovation, AWiM works to remove systemic barriers and create opportunities for women to thrive.

Our impact includes:

- 4,000+ women media professionals and entrepreneurs supported
- 16,000+ stakeholders reached across 40+ African countries
- Continental platforms built for dialogue, collaboration, and accountability
- Driving Change Across Africa's Media Ecosystem

Every year, AWiM convenes a continental multi-stakeholder conference bringing together women media professionals, media leaders, policymakers, regulators, technology actors, researchers, civil society, and development partners to advance solutions for a safer, more inclusive, and sustainable media industry.

The AWiM Conference creates space for knowledge exchange, partnerships, policy influence, and collective action.

In 2023, AWiM and its community championed the Kigali Declaration on the Elimination of Gender Violence in and through Media in Africa, launched at the AWiM Conference in Kigali. The Declaration provides a continental framework for preventing gender violence, strengthening workplace safety, promoting ethical and inclusive reporting, and advancing accountability. It has since been endorsed by 130+ media organisations globally.

Building on this momentum, AWiM25: Beyond Commitments: Advancing Gender Policies for Gender-Safe Media focused on accelerating implementation through safer workplaces, stronger accountability, digital rights, ethical reporting, and sustainable pathways for women-led media growth.

Our Flagship Programmes

AWiM Learning

Building the skills, confidence, and leadership capacity of women media professionals through training, mentorship, and knowledge exchange.

Source Her

Making women experts from diverse fields visible and accessible by connecting media, institutions, and the public with women's knowledge and expertise to shape conversations and decision-making.

AWiM News

Amplifying women's stories, achievements, perspectives, and contributions across Africa's media landscape.

Her Media Diary Podcast

Creating space for women to share lived experiences, insights, and advocacy messages while documenting the realities and aspirations of women across Africa.

Through these platforms, AWiM supports women as journalists, experts, leaders, entrepreneurs, innovators, and decision-makers shaping Africa's media future.

Why Partner With AWiM

Your partnership is more than support — it is an investment in a stronger, more inclusive Africa.

Together, we can:

- ☐ Strengthen women's leadership and representation
- ☐ Build safer, more accountable media environments
- ☐ Advance gender equality commitments from policy to practice
- ☐ Promote ethical and survivor-centred reporting
- ☐ Expand economic opportunities for women in media and creative industries
- ☐ Increase access to women's expertise and diverse voices
- ☐ Address digital harms and emerging technology challenges
- ☐ Support sustainable, women-led media innovation

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Learn more and partner with us:

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