



WIMI**SOM**
Women In Media Initiative Somalia

CERTIFICATE OF COMPLETION

This is to certify that
Fadumoladan Abdullahi Suleiman
Has successfully completed
Capacity Building Workshop for Journalists
on Election Reporting and Supporting the 30% Women Quota
Held in Garowe from 5-7 September 2021

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Annual Report 2021

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Abbreviations

CIPESA	The Collaboration on International ICT Policy for East and Southern Africa
UNSOM	United Nations Assistance Mission in Somalia
NED	National Endowment for Democracy
BOD	Board of Directors
GBV	Gender Based Violence
PSA	Public Service Announcement
INGO	International Non-governmental Organization
CSO	Civil Society Organization
ICT	Information and communications technology
TOT	Training of Trainers

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Foreword from the Executive Director

It gives me great pleasure to present the 2021 annual report of Women in Media Initiative Somalia-WIMISOM. Through the existence of WIMISOM, we have endeavored to deliver programs and to undertake initiatives which are informed by our vision of empowered women in media who can affect change in Somali women's lives. We are always driven by an yielding commitment to the sanctity and promotion of human rights which also inform our dedication to contribution to the eradication of gender-based violence and achieving full economic, social and political empowerment of women, to achieve that we are dedicated to the enhancement of the capacity, output and impact of women in media. I trust the contents of this report are testament to our strife toward realizing those ideals.

On behalf of the board of directors; staff and volunteers of WIMISOM, I extend gratitude and appreciation for the support and cooperation of our partners namely: The Collaboration on International ICT Policy for East and Southern Africa (CIPESA), National Endowment for Democracy (NED), other civil society organizations, women organizations and all those who have contributed to our work in any way.

What gives me hope toward overcoming the many hardships facing female journalists and Somali women in general, is my belief and confidence in them, because they have shown time and again their resilience, creativity and selfless dedication to their families and communities.

I am glad that the work we have done through this year which is documented here brings us closer to realizing to our vision and gave us insights, experience and approaches which will inform our future work.

I am thankful to our BoD, wonderful WIMISOM staff and volunteers.

Nasro Abdirisak Ahmed
Executive Director, WIMISOM



Executive Summary

This annual report covers the work including projects, activities and initiatives of WIMISOM during the year 2021. Our Annual Report provides an overview of the work of WIMISOM describing the key activities which were implemented and it also highlights achievements of the organization during that period. The report highlights activities and initiatives which were implemented by WIMISOM in an effort to realize its vision with collaboration and funding from partners and CSOs who share our objectives.

The report covers the activities of the project “Enhancing the Capacity of Female Journalists” which is being implemented currently with support from National Endowment for Democracy NED.

The report also covers the activities of the project “Addressing Barriers Against Women’s Digital Rights In Somalia” which is funded under grant from The Collaboration on International ICT Policy for East and Southern Africa (CIPESA).

In the report, the activities are divided in to four thematic areas which are: Media Enhancement, Women Empowerment, Promotion of Human Rights and Protection of Digital Rights

Background

Who we are

Women in Media Initiative Somalia (WIMISOM) was founded on June 2017 to give voice, provide networking and capacity building opportunities for Somali women in media and to highlight the socio-economic challenges facing women, children and vulnerable groups through media and communication. We are a non-profit and non-governmental organization which works to empower women in and through media.

Using evidence-based research and employing media and communication, we advocate and stand for social change through promotion of human rights, capacity building of women journalists, gender equality, good governance, women political participation and elimination of gender-based violence. WIMISOM is legally registered as non-profit, non-political, non-religious non-governmental organization (NGO).

Vision

Empowered women in journalism who can affect change in Somali women’s lives.

Mission

To enhance the impact of women journalists; ensure women’s voices are heard and their human rights are being protected using media, research, advocacy, awareness raising campaigns, capacity-building, mentorship and coaching.

Goals

- Increasing the participation, role, capacity, output and impact of Somali women in media.
- Raising awareness for social, economic and political challenges and achievements of women
- Promotion of human rights and fighting all types of violence against women, girls and children through media
- Creating media workplaces and newsrooms which promote gender equality at each level of decision making.



Training of Trainers (ToT) on Facilitation of Effective Trainings on Principles of Good Journalism

To create the foundation for learning and experience sharing among journalists and to enable them to organize trainings among themselves, WIMISOM organized a two-day Training of Trainers (ToT) on facilitation of effective trainings on principles of good journalism for 10 journalists in Garowe from March 2, 2021 to March 3, 2021.

The objective was to provide journalists with knowledge and skills in designing and implementing training to enable them to facilitate effective trainings on principles of good journalism for their colleagues in media houses in Puntland and Galmudug states of Somalia. The training was offered to 10 participants who have prior experience of in journalism. The training covered relevant areas to organizing of a successful training, teaching methodologies and they were helped with developing an individual plan. Each trainee was to organize and deliver one training on a topic in journalism for their colleagues in their respective media houses and regions, that will help them put into practice what they have learning and transfer knowledge to their colleagues.





Follow up Trainings by TOT trainees in their media houses

According to the knowledge transfer plan developed by each participant during the TOT held in Garowe from 2nd to 3rd of March 2021, all the trainees have organized each one training for their colleagues at their workplaces.

The objective of the training was to share with his colleagues the knowledge and skills he has gained during the training, and to improve his capacity to organize and deliver training on the principles of good journalism. Such trainings were held in Garowe, Bosaso, Dhuusomareb and Galkaio.





Basic Journalism Trainings in Garowe and Galkaio

With an approach to focus on early career female journalist and to provide them with introductory trainings on journalism, WIMISOM organized two-days Basic Journalism Trainings for 30 early career female journalists in Garowe from May 29-30, 2021, and in Bosaso from December 4-5 2021.

The trainings resulted in building journalists' understanding of journalism, improving their practical skills and served as an opportunity for journalists to share experiences and learn from one another. The training also laid the foundation for the mentoring program which will be provided to selected trainees.

This comprehensive skill building for women journalists has contributed to improving the understanding of trainees on principles of good and ethical journalism, news and story angles, interviews, qualities of good journalists, and safety for journalist in the workplace and field.





Mentoring Program for Early Career Female Journalists

From our past work in media development and programs on enhancement of journalist capacity, we have established that the best approach to enhance the capacity of female journalists is to begin from basic training on journalism and to couple with that providing continuous mentoring and coaching.

The mentoring program is provided to 15 journalists who were selected based on merit from the participants in the basic journalism trainings conducted in Garowe, Galkaio and Bosaso. The mentoring programs provides on the job training to mentees along with constant feedback to support individual learning and building of confidence, and to facilitate group learning and experience sharing. It aids journalists in applying what they have learned to their work in a systematic and examined way.

It also facilitates tracking of individual learning progress of mentees, to give them constructive feedback and connect them together for group learning and experience sharing.

The program is expected to lead to career progress of mentees, increase in productivity as well as quality of output. It is also expected to result in individual growth and skills development.





Capacity Building Workshop for Journalists on Election Reporting and Supporting the 30% Women Quota

The vision of WIMIOSM is empowered women in media who can affect change in Somali women's lives. That vision is informed by an understanding of the importance role of media to contribution to attitude change among society and in shifting the negative perception of society towards women's participation in politics.

Therefore, to capacitate Somali journalists in Puntland and its environs on election reporting and advocating for women political participation and with support from UNSOM, we have organized a three-day training for 30 journalists. The workshop was organized from 5-7 September 2021 in Garowe.

The training has improved the journalists understanding of election reporting and the related issues of Human rights Violations, Safety of journalists and countering misinformation. The training will result in intensifying media coverage for women candidates or political aspirants in the upcoming elections.

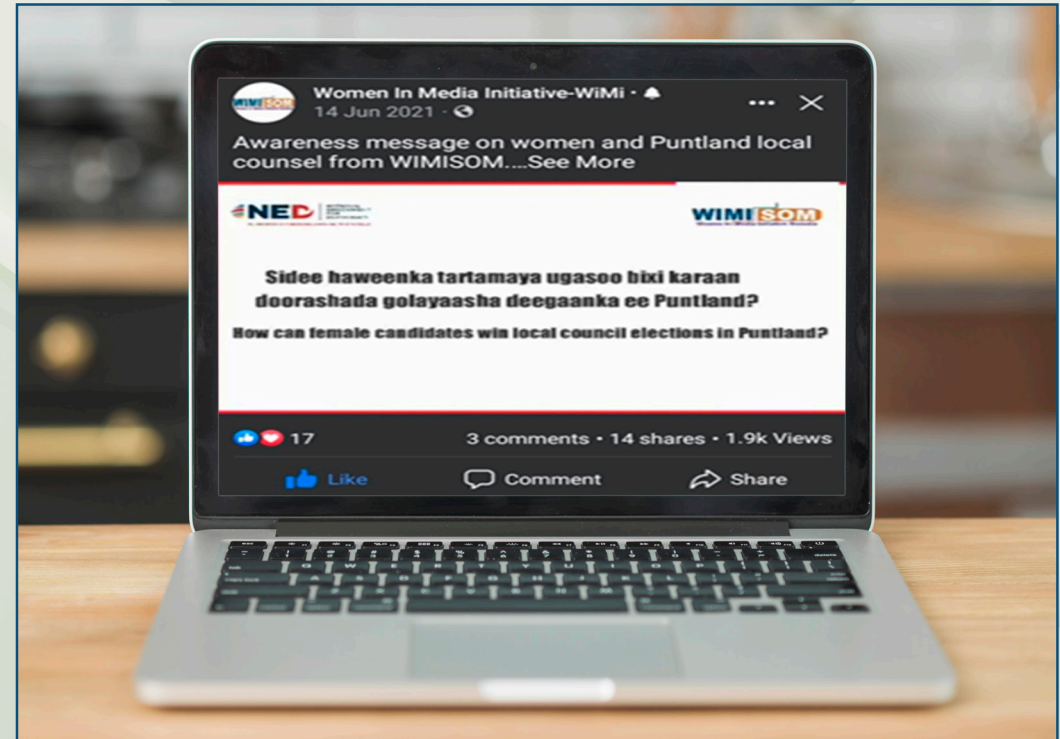




Disseminating PSA on How Can Women Participate and Win Seats in the Local Government Elections in Puntland

WIMISOM developed and disseminated on TVs and social media an advocacy message in video format which intended to highlight the opportunity for women to participate in the local government elections in Puntland. The message highlighted the challenges against women involvement in political associations and the overall political of participation of women. The message featured government officials, research institute fellows, human rights activists and civil society leaders.

Through the message, it was acknowledged two challenges which act as impediment to women's full political participation which are culture biases and financial problems. They recommended community wide awareness raising and advocacy with key community stakeholders to facilitate attitude change. They have also suggested resource pooling and grass roots campaigning to achieve campaign finance goals and to enlist the support of community leader to overcome the inertia of the population.



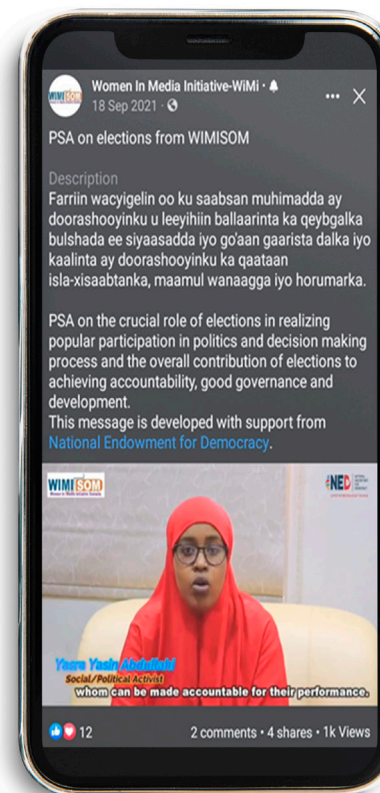


Disseminating PSA on The Importance of Elections for Ensuring Accountability, Good Governance and Development

WIMISOM developed and disseminated PSA in video format which intended to highlight the historic relevance of local government elections held in Puntland in October 2021.

The message highlighted the contribution of elections to good governance and development of nations.

The message featured youth including intellectuals, social and political activists. They have emphasized the need to spare no efforts in realizing the success of the democratization process in Puntland. They have acknowledged that local government elections are instrumental for achieving greater participation of women and youth in politics and decision-making process. The participation by voting, campaigning and organizing. The PSA was concluded with the hashtag “#Doorashaa-na-deeqda” roughly translating to “Only elections are enough for us”.





Disseminating Awareness Messages(posters) Through social media

In an effort to contribute to the public discourse and discussions on women political participation, WIMISOM developed awareness messages in the form of posters and published these posters through WIMIOSM social media accounts (Facebook, Twitter). The messages were in Somali language in order that the target population get good understanding of the content and they themes of the messages.

Below is a sample of one of the posters on women political participation. The message roughly translates into “We urge that women who are educated, have experience and competency get involved in social and political system of the community. Women have right to and capacity to participate in the political system and decision-making process of the country. To achieve that, the community as a whole should support women to overcome the prejudice which they face”

WIMISOM
Women In Media Initiative Somalia

NED
National Endowment
for Democracy
Supporting Freedom Around the World

FARIINTA BULSHADDA

Waxaan boorinaynaa in la helo haween
aqoon, khibrad iyo karti leh oo u soo
istaaga ka qeybgalka arrimaha bulshada
iyo siyaasadda. Haweenku xaq iyo karti bay
u leeyihiin in ay qayb ka noqdaan talada iyo
siyaasadda dalka waxayna uga baahan yihiin
garab bulshada si ay isaga rogaan heeryada
quursiga ee lagu gudbay.

#Wimsom
#NED



Training on Human Rights Reporting for Female Journalists

Violations of human rights are abundant in Somalia with large proportions of those happening to women, children, marginalized people and other vulnerable segments of the society. The media is instrumental in giving the victims of human right violations voice so that they could achieve justice in a culture of impunity.

To improve journalist understanding and skills in human rights reporting, WIMIOSM organized a training from 1-4 of September 2021 for 15 journalists from Puntland and Galmudug states of Somalia. The training covered introduction to human rights, rights violations, gender sensitivity, storytelling, program production, safety and guidelines and principles for human rights reporting.

The training hugely contributed to improvement of journalists understanding and practice of gender sensitivity, strategies for interviewing victims of

rights violations, storytelling, and program production on human rights violations.

It also taught trainees practical strategies for managing reporters and interviewees' safety in covering sensitive topics, both in the workplace and while in the field.

To maximize the impact of this learning opportunity, trainees submitted programs which have shown that they have put into practice the concepts and skills they have learned during the training.





Garowe Roundtable Discussion on Barriers Against Women's Digital Rights in Somalia

For the last two years, WIMISOM in collaboration with CIPESA has been conducting programs aiming at promotion of the digital rights of journalists, women and civil society and protection of journalists and women led media organizations from online harassment and censorship which is rampant in this digital age.

To discuss the barriers against women's digital rights, WIMISOM organized roundtable discussion on barriers against women's digital rights in Somalia on July 10th 2021 in Garowe. The discussions intended to improve awareness around Somali women's and girls' digital rights issues and the need for adopting policies and practices that contribute to the development of a safe and empowering online environment for women and girls.

The participants came from relevant stakeholders including representatives from the Puntland Ministry of Information, Ministry of Women Development and Family Affairs, Ministry of Education, representatives of women rights organizations, ICT education institutions, media and internet service providers.

During the discussion, the participant made observations, commitments and recommendations which were later included in the outcome statement developed by WIMISOM and disseminated to relevant stakeholders for reflection and adoption.



Protection of Digital Rights



Mogadishu Roundtable Discussion on Barriers Against Women's Digital Rights in Somalia

Another roundtable discussion was organized on barriers against women's digital rights in Somalia on August 4 2021 in Mogadishu. The discussion was intended to provide platform to discuss the barriers against women's digital rights and to recommend measures and policies that can contribute to the development of a safe and empowering online environment for women and girls.

The participants of the roundtable discussion held in Mogadishu included representatives from the Federal Ministry of Interior, Ministry of Foreign Affairs, representatives from women rights organizations, civil society, ICT education institutions, media, internet service providers and other relevant stakeholders.

They highlighted the specific challenges experienced by women in the digital world on a daily basis and how this poses the risk of perpetuating the existing patterns of gender inequality in Somalia if not addressed immediately. They have suggested solutions, practices and made commitments needed to improve the situation of digital rights of women in Somalia.





Zoom Advocacy Meeting on the On Barriers Against Women's Digital Rights in Somalia

To discuss the policy recommendations and practices recommended during the two roundtable discussions held in Garowe and Mogadishu respectively, On 19 October 2021, WIMISOM organized a Zoom advocacy meeting on the barriers against women's digital rights in Somalia.

This meeting was intended as an advocacy mechanism to adopt policies and practices which advance the digital rights of women in Somalia. Therefore, the participants of the meetings included officials of government authorities from federal government level of Somalia and federal members states, higher education institutions providing ICT, CSOs involved in digital sector, internet service providers in Somalia including Hormuud and Golis companies.

The participants were very well informed and had clear perspectives about the necessary changes needed to ensure a safe and empowering online environment for women and girls to achieve effective and inclusive use of technology for socio-economic and political development in Somalia. They have agreed on policy changes, made recommendations and pledged to commitments to achieve effective and inclusive use of technology and address the existing challenges.



Conclusion

WIMISOM conducted the work highlighted in this report with great professionalism, attention to details and orientation toward sustainability of results through the long term and with the aim to contribute to the greater vision of the organization.

We have conducted such work aiming to contribute to our vision with collaboration with many individuals and institutions. These include Puntland line ministries, local NGOs, women organizations, female media associations, and our international partners. They have informed our approach and contributed to our work, and we are thankful.

As we continue our work, we are more than ever committed to the enhancement of free media in Somalia, promotion of human rights, advocacy for empowerment of women, and the promotion of digital rights of journalists, women led media organization and civil society in general.

We are committed to the guiding vision of the organization and though strategy and approach may change through time, we will remain dedicated to contributing to the realizing of such vision, and this report is a testament to the commitment, professionalism and the powerful mission employed to make that vision a reality.




Our partners




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