



# Annual Report 2022



## Abbreviations

BOD	Board of Directors
GBV	Gender-Based Violence
CSO	Civil Society Organization
TOT	Training of Trainers
FGM	Female Genital Mutilation
UNSOM	United Nations Assistance Mission in Somalia
NED	National Endowment for Democracy
MOWDAFA	Ministry of Women Development and Family Affairs, Puntland



## Foreword from the Executive Director



The past year was an engaging, productive, and impactful year for WIMISOM. We have seen our work consolidated, our reach expanded and our commitment to our vision emboldened.

Through developing a journalism book, and continuing with the mentoring program for early career female journalists, we continued our work in helping the nurturing and growth of the next generation of competent and courageous female journalists. We have collaborated with journalists from all parts of Somalia to celebrate the heroic contribution of women to the livelihood, peace, development, and state-building of our country. We made a much-needed contribution to the democratization process in Puntland by engaging in a comprehensive state-wide effort to enhance journalists' competency in covering and reporting the local government elections planned to be held in Puntland.

All this great work would not have been possible without the unified purpose and great commitment of our dedicated staff, volunteers, and Board of Directors.

We are grateful also for the support and cooperation of our partners namely: National Endowment for Democracy (NED), Africa No Filter, and the United Nations Assistance Mission in Somalia (UNSOM). We are also thankful for the collaboration of Puntland line ministries, civil society organizations, women's organizations, and all those who have contributed to our work in any way.

I am well aware of the many challenges facing women in media in our Somali context whether it is a lack of supportive policies at media houses, poor remuneration, marginalization within the media industry, and a host of other problems they share with their male colleagues. Though it disheartens me that those obstacles limit their productivity and impact, I am reassured by their courage, conviction, and creativity, and by the knowledge that we as WIMISOM can contribute to their growth and development by advocating for a supportive work environment, providing learning opportunities and facilitating their networking and collaboration.

To that end, I am thrilled to present the 2022 Annual Report of WIMISOM.

Nasro Abdirisak Ahmed

Executive Director, WIMISOM

# Executive Summary

This report highlights WIMISOM's work for the year 2022 including projects, activities, and initiatives. Our Annual Report provides an overview of our work describing the key activities which were implemented and the achievements of the organization during that period.

The report covers our work under the project "Enhancing the Capacity of Female Journalists" which is being implemented currently with support from the National Endowment for Democracy NED. This extensive work includes a continuous long-term mentoring program, the authoring of a journalism book, and training for female journalist unions in Puntland.

The report also covers our efforts toward the shift of narrative and attitude of the public toward Somali women, this work was done under the project "Changing the Narrative about Somalia Women through Storytelling" with support from Africa No Filter.

The report also highlights our work toward women's political participation by providing effective and favorable coverage to female candidates with the support of the United Nations Assistance Mission to Somalia UNSOM.

In the report, the activities are organized under two thematic areas which are: Journalists' Empowerment and media development; and Women's Social, Economic, and Political Empowerment.

## Background

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 highlight the socio-economic challenges facing women, children, and vulnerable groups through media and communication. We are a non-profit and non-governmental organization that 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 the promotion of human rights capacity building of women journalists, gender equality, good governance, women's political participation, and elimination of gender-based violence.

WIMISOM is legally registered with relevant authorities including MoPEDIC as a 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

## Values

- **Transparency and accountability:** we strive to operate in an environment of openness in relation to our partners, benefactors, and beneficiaries.
- **Creativity:** innovative ideas and progress toward perfection are the core part of ensuring the success of our organization.
- **Objectivity and independence:** we endeavor in all our programs to be objective and independent. We hold to ourselves the highest of standards, we are free from any intervention from other parties.
- **Do no harm:** we endeavor to make sure that all our programs, activities, and initiatives do not cause any harm to our employees, beneficiaries, communities, and partners
- **Sustainability:** we strive to ensure the changes made through our work will have a positive and long-lasting impact.



# Activities

## Theme 1: Journalists' Empowerment and media development

### Authoring of Journalism Book

It is part of our mission to increase the knowledge and resources available to Somalia journalists, to that end we have authored and will soon publish a book on journalism with the title “Buugga Hagaha Wariyaha iyo Horumarinta Warbaahinta”. The book was based on the needs assessment done on early-career Somali journalists and it was intended to be used as a comprehensive training resource for early-career journalists. The book covers the basics of journalism, the legal framework governing the media in Somalia, journalism ethics, safety, interview best practices, reporting, editing, and digital tools, dealing with stress and traumatic experience, and media management.

The book is written in the Somali language to address the challenge of the language barrier since most manuals and books on journalism is written in the English language.

During developing the book, we engaged with media experts with an extensive experience in the media profession and a deep understanding of the media context in Somalia who made invaluable contributions to the content and format of the book.

The book will serve as a uniform and single source for basic and advanced training for Somali journalists. We will share the book with media houses, journalists, and media development organizations.



### Mentoring Program



We endeavor to provide capacity-building opportunities for Somali women in media to increase their competency, output, and impact. With regard to this goal, we launched a long-term mentoring program for fifteen early female journalists in Puntland.

This program offers long-term mentoring and coaching to the mentees. A mentor is tasked with providing learning resources, professional guidance, and helping with technical and personal challenges related to the journalist's work. This program aims to provide on-the-job training with constant feedback to support individual learning and building of confidence as well as to facilitate group learning and experience sharing.

The rationale for this program was that early-career female journalists are stuck with no meaningful learning and growth opportunities. Even when they are provided with short-term capacity-building opportunities, they are not able to put into use what they have learned due to a lack of feedback.

Through our experience, we have established that a good approach to enhance the capacity of female journalists is to offer basic training on journalism and couple that by providing continuous and supportive teaching, mentoring, and coaching with follow-up assessment and feedback.

The mentoring program benefits its participants in many ways which resulted in tangible progress in the following areas: overall improvement in the quality of news, programs, and daily and weekly reports; enhanced time management and personal planning; improved confidence and better communication skills; and career progress.



WIMISOM stands for realizing its vision of empowering women in journalism who can affect change in Somali women's lives. Providing platforms and facilitating networking and collaboration among women in media is a key component of our mission along with capacity injection and improving the knowledge and skills of female journalists.

In pursuance of that, we organized leadership and networking trainings for journalists in Mudug and Nugal regions. The trainings were held in Galkaio in Garowe. We intended these capacity-building opportunities facilitates the development of the union and the advancement of its members' career and development. This offers an opportunity to discuss pertinent issues including organizational development; members networking; conflict resolution; schemes for resource pooling and experience sharing; facilitating professional development opportunities for members, and instilling a culture of leadership and volunteerism.

This activity was very relevant in that it provided the journalist opportunity to identify strategies through which the unions can facilitate experience sharing and mentoring for newcomers to the industry who will benefit much from voluntary and guided learning experiences with veteran female journalists who know what it takes to make it in the journalism environment in Somalia.

These activities will result in personal growth, networking, and support for one another, fostering a culture of leadership among women in media themselves, this will in turn help them rise to managerial positions in media houses which is crucial for improving working conditions for female journalists.

## Theme 2: Women’s Social, Economic, and Political Empowerment

### Training on Coverage of Women Political Candidates and Election Reporting



We understand that skilled, competent, and free media is an essential ingredient of any healthy democracy and can contribute substantially to the full economic, social and political empowerment of women in Somalia. To that end, and with support from UNSOM, we organized three successive and comprehensive training for 75 journalists in three major towns of Puntland: Garowe, Galkaio, and Bosaso.

These activities aimed to develop female journalists’ capacity in providing effective and favorable coverage to female candidates in line with increasing political participation of women. We intended to improve the understanding of journalists of the political system, electoral system, electoral process, electoral law, election cycle, journalist safety, and countering misinformation.

We recognized the indispensable role that better-trained journalists can take in the democratization process of Puntland, now that popular elections are scheduled to take place all over Puntland. This called for capable and skilled reporters who can provide effective coverage of the elections with a special focus on increased awareness of the political participation of women which can lead to an increased representation of women in politics and decision-making processes.

These capacity-building opportunities truly enhanced the knowledge and skillset of journalists about the election system and the election processes. The importance of this activity cannot be overstated. It will result in journalists giving platforms and space to female candidates, especially in rural communities. The journalists will be mindful of the importance of transparency and justice of journalists in covering election-related news and the consequences of inaccurate reporting including social unrest and security challenges.





## Training on Storytelling for Social Change



Somali women are breadwinners in many households, they support their families through hard work as they also work in communities as organizers, civil society members, community leaders, peace workers, health workers, educators, and business owners, they have salvaged their communities after the civil war through persistence and full commitment to their families and communities. To celebrate their heroic contribution and to shift harmful stereotypes and negative attitudes toward them, we organized a comprehensive training for journalists, bloggers, and social influencers from all parts of the country with the theme “storytelling for social change”

It is observed that poor writing skills, mediocre videography skills, and lack of understanding of storytelling make it difficult for journalists to produce impactful programs and stories, we intended to empower these groups to produce programs and develop stories that promote and highlight the contribution of women to society and shift harmful stereotypes toward women.

This activity was impactful in that it provided a platform for experience sharing among journalists and other content creators to share expertise, resources and brainstorm strategies for fostering creativity and originality, and diversity in their output.

This activity contributed a great deal to improving the output and impact of journalists by teaching concepts and principles of storytelling, community journalism, narrative, ethical principles of storytelling, use of digital media and technology in storytelling, writing skills for storytelling, and story search and analysis.

### Production Of Human-Interest Stories on Women

To raise the voice of Somali women; sensitize the public on the relevance and need for full political participation of Somali women, and highlight the huge contributions of women to Somali society, we produced and disseminated 8 stories on successful and influential women who contributed to their community.

We intended to address the discrepancy between women’s indispensable role in public life and the unfair treatment they have endured for many years in the form of marginalization; political, economic, and social exclusion. These human-interest stories underscored women’s role and potential in peacebuilding, economic recovery, and national development.

We understand that hope is fundamental for human flourishing. What these stories have communicated is a sense of possibility and what could be achieved with hard work and determination.

By celebrating the accomplishment of Somali women in several sectors including technology, military service, education, politics, and business; and by focusing on the huge contributions of women to the livelihood, welfare, peace, and economic development of the country. Among the stories included a profile of Sa’dia Yasin Samatar, the first woman in the leadership of the Somali Parliament. Another story celebrated the work and life of Ayan Qarbe who is serving the Nation in Uniform and Setting an Example for Women. The stories covered the background, life story, struggles, and achievements of the protagonists of the stories. This approach is unique in recognizing that stories capture attention by inspiring and uplifting more than mere statistics or messages.



**MP Sadia Samatar**  
Deputy speaker of Somali Parliament

## Conclusion

Throughout the past year, we have worked on many fronts, including capacity building, advocacy, awareness, and networking. Under the strategic thematic areas that we have done work throughout this year, we have collaborated with and look forward to even greater synergy with Puntland line ministries namely MOWDAFA, civil society, local NGOs, women's organizations, female journalist unions, and local authorities.

As we strive toward realizing our vision, we did our best to conduct our work with great professionalism, attention to detail, and orientation toward the sustainability of results in the long term. However, we are mindful that challenges are ahead, and as we go forward, we will make sure to bring new insights and approaches into our work to produce a meaningful impact.

As we go forward, we will be working toward our vision under four strategic thematic areas which are: Journalist empowerment and media development; promotion of human rights promotion and Eradication of GBV; women's social, economic, and political empowerment; and promotion of digital rights for media, women and civil CSOs. The Board of Directors, staff, and volunteers of WIMISOM are in unison with our aim and will continue to deliver guided by our vision of empowering women in journalism who can affect change in Somali women's lives.

Furthermore, we will be continuing our relentless effort in improving organizational performance in programming and operations by further empowering our able staff, adhering to our existing policies, and strengthening our financial management and resource allocation mechanisms.

## Our Partners


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