



**AGFUND**

***Project Brief:  
Gender and Arab Media Program  
(Phase II)***

Donor	Partners	Budget	Period	Countries covered	Language
AGFUND	AGFUND	115.000 \$	2009-2012	Arab countries	Arabic English French

## **Justification**

The Gender and Arab Media Program is an integrated regional program launched in 2004 by the "CAWTAR" and the United Nations' Development Fund for Women (UN-Women), with the support of the Arab Gulf Program for United Nations Development Organizations. The program has different components, including basically the fourth report of Arab women development on Arab Women and Media. It is an analytic survey of what has been achieved in the Arab world in terms of studies and researchers on Arab women and the media in the period between 1995 and 2005.

In 2009, Cawtar obtains an additional fund from AGFUND to produce a training kit designated to journalists, conduct 2 regional sessions. In 2010 UNESCO allocated find to conduct a sub-regional session designated to Media in Maghreb countries.

## **Outcome**

Improved image of women and status of women journalists in Arab media

## **Outputs**

- ◆ Training Kit on engendering media production
- ◆ Enhanced capacities of journalists on engendering media production (2 regional and 1 sub regional sessions)
- ◆ Updated specialized Web Site on Women and Media in the Arab Region

## **Target group**

The media, decision-makers, trade unions, researchers, students, International organizations and donors

	<b>ACTIVITIES</b>
<b>KNOW</b>	<ul style="list-style-type: none"> <li>• Produce a training kit on gender and the media</li> <li>• Capitalize the work already done by CAWTAR</li> </ul>
<b>ADVOCATE</b>	-
<b>Reinforce</b>	<ul style="list-style-type: none"> <li>• Organize 2 regional and 1 sub regional sessions to reinforce the capacities of journalists in gender issues and fields of Cawtar's interest</li> <li>• Reinforce cawtar's expertise in the field of gender and media</li> </ul>
<b>SHARE</b>	<ul style="list-style-type: none"> <li>• Up date the specialized web site and launch the English version</li> <li>•</li> </ul>
<b>EVALUATE</b>	<ul style="list-style-type: none"> <li>• Progress reports, testing session and training evaluation</li> <li>•</li> </ul>
<b>DOCUMENT</b>	<ul style="list-style-type: none"> <li>• Produce a training kit and evaluation reports</li> <li>•</li> </ul>
<b>Scale up</b>	-