

# Radio as a tool for social development

## International Media Training Vienna, Sat. 22<sup>th</sup> – Wed. 26<sup>th</sup> of June 2013

### Why this training?

In many regions of the world alternative media is the only means to bring a greater social inclusion for large numbers of marginalized people; regions where state and privately-owned media work in an exclusive manner, only giving voice to the powerful and to profit-making causes.

Women have the right for media involvements. The **Beijing Platform for Action** urges NGOs to encourage women to make greater use of information technology for communication and the media, to create networks among NGOs and develop programmes in support of South-South and North-South dialogue in order to promote the human rights of women and women's equality. Nowadays the **European Commission Gender Action Plan 2010-2015** recommends to support capacity building of women's organisations.

### content and methodology

How can communication rights support human development, democracy, social inclusion and participatory citizenship? Do alternative media advance awareness and recognition of communication and human rights locally, nationally and transnationally? How can women's organizations harness the power of the media to get their message across to a wider audience?

The purpose of this training is to learn from each other, get to know each others strategies and to strengthen the capacity to take actions. We will offer a practical framework that connects women's rights with the use of alternative media. The workshops will provide spaces for exchange between women activists from Central America, Southern Africa and Europe to share experiences. There will be facilitators of the Workshop but we are working participative and we will share our knowledge and learn from each other.



## the training in detail

The first three days you will participate at a training with different workshops. The following two days international guests are invited to join the International Human rights Conference “Vienna +20”, an event organized in remembrance of the UN Human Rights Conference 1993, which was an important step for women’s rights advancement. This will be a great opportunity for you to practice your newly learnt skills.

### Media’s role in social transformation

**Trainer:** Valerie Msoka (Tanzania)

She is the executive director of Tanzania Media Women Association (TAMWA), a women and child rights advocacy organisation in Tanzania and at international level. She has been a radio journalist and producer for BBC world service and Radio Tanzania and worked in different UN radio project developments in Sudan and Iraq.

### The power of fiction

**Trainer:** Seidy Salas Viquez (Costa Rica)

She is a radio activist and now working with “Colectiva por el Derecho a Decidir” (Collective for the Rights to Choose), a women’s organisation that deals with sexual and reproductive rights. She is an experienced trainer using radiodrama to educate and raise awareness. Currently, she also works for the broadcast service of the Universidad de Costa Rica.

## more details

- This training is addressed to women’s rights activists, media activists and international affairs students.
- Both the training and the conference are free of charge; however participants must attend all three days of the gathering (or five if you are at the conference). By participating you are committing to use the acquired skills and knowledge in media interventions in your activism and advocacy work after the training.
- To apply for a place, please fill in the application form and send it to: [c.dal-bianco@frauensolidaritaet.org](mailto:c.dal-bianco@frauensolidaritaet.org) by May 19<sup>th</sup> 2013; we will let you know about your application until May 27<sup>th</sup> 2013.
- The activities will be delivered in English and Spanish. Interpretation will be provided.
- Travel costs can be refunded for a certain number of international applicants.
- Find the detailed program soon under: <http://womensrightsandthemediawordpress.com/media-training-media-as-a-tool-for-development/austria/>

Sat, 22. June	Sun, 23. June	Mon, 24. June	Tue, 25. June	Wed, 26. June
Workshop	Workshop	Workshop	Conference	Conference

Partners of the Project “Women’s rights, social inclusion and the media”:

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