

50-50 SUMMIT 2021

#VoiceandChoice WPP MEDIA Template

(BOTSWANA, GABORONE, 7-9 MARCH 2021 By: Keba Rasekhutla)



"Voice and Choice! Empower women, End Violence."

SYNOPSIS

- ▶ There is no tool for development more effective than the empowerment of women. Further, as Madeleine Albright has stated, the world is wasting a precious resource in the dramatic underrepresentation of women in leadership positions, often resulting in the exclusion of women's talents and skills in political life.
- ▶ The story is relevant as the whole world is facing the COVID epidemic and as such male and female legislators must work together in order to solve the myriad of problems in their countries. In order to meet worldwide development goals and build strong, sustainable democracies, women must be encouraged, empowered and supported in becoming strong political and community leaders.
- ▶ Angles of the story is to find why women are not interested in politics or why we have low engagement of women in politics, is there any challenge that leads to that? as well as a solution to the matter. The other challenge is to find research that can lead to the solid story I want as I will be comparing other countries on how they do their political issues.



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BACKGROUND

- Why did you write the story? What problem or context is it responding to?
- ▶ I did the story is to find why women are not interested in politics or why we have low engagement of women in politics, is there any challenge that leads to that? as well as a solution to the matter.
- ▶ The other challenge is to find research that can lead to the solid story I want as I will be comparing other countries on how they do their political issues.
- ▶ I am responding to the fact that there are a lot of women who have potential to lead and to be active in politics than men but we still see, low numbers of participation of women in politics or ,maybe decision making.

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Key Objectives

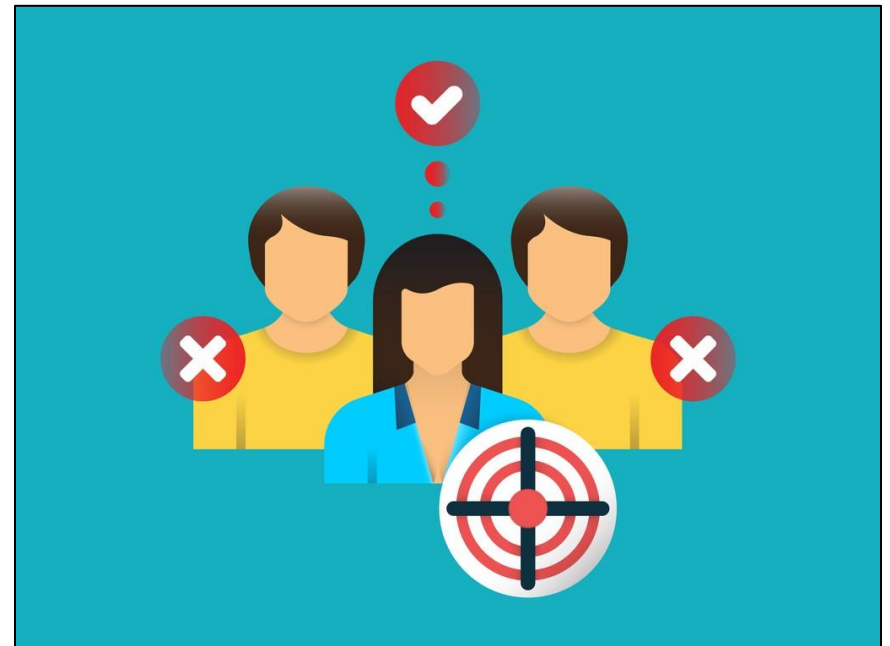
What did you hope to achieve with this coverage?

- ▶ Most countries, political parties are the most effective structure through which few women become politically engaged and get elected. Political parties' practices, policies, and values can have a deep impact on women's political participation and representation.
- ▶ With all these I want to understand women's political participation and representation in recent and previous years.
- ▶ Also to make efforts to promote women's equal and full political participation to be effective, they must include strategies for political parties to ensure their constitution, structures, processes, and financing are gender responsive and inclusive of all women.

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TARGET AUDIENCE

- I hoped to reach out to the women who have been in the journey of politics and those who aspire to be involved in the race, to understand and know how they feel and to collect their experiences in this journey as well as to come up with analysis of how the involvement of women in politics can be improved.



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PROCESS/METHODOLOGY

made interviews to former legislature, minister and speaker of the national assembly as to understand her experiences and what could be the challenges, that she has faced or know of.

(Margret Nasha)

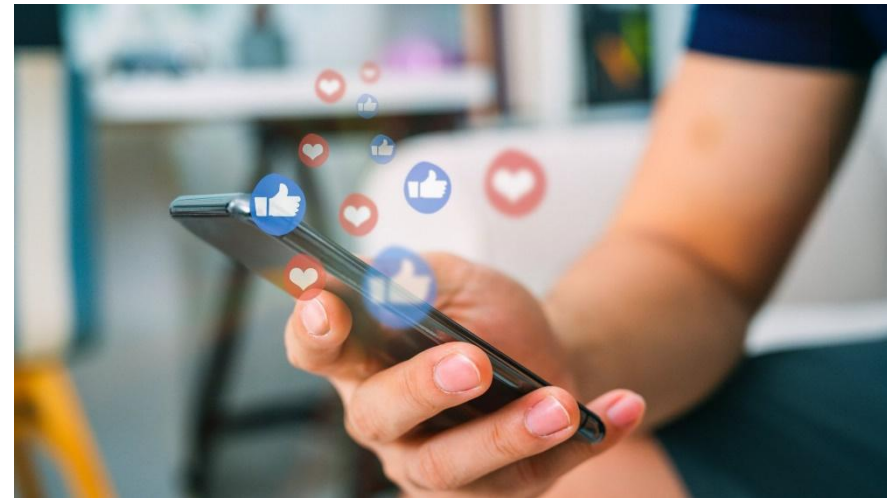


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IMPACT

The most common evidence got from all the women who I interviewed is that the cause of all this is fear of abuse and disrespect or gender based violence towards women mostly by men in politics, this came as the top struggle that hinder the involvement of women to take part in political journey.

Again, Social media as the fast medium of dissemination of information was used to spread the idea of the story and try convince the women to not despair but be strong in the journey of politics.



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HOW DID COVID-19 IMPACT YOUR COVERAGE OF WPP AND HOW DID YOU DEAL WITH THIS

- ▶ Firstly it was hard to go record people in the streets to get their views as restricted movement of people was imposed by the government.
- ▶ As well as to approach people and explain what exactly you want in a short period of time, they usually feel you spend more time with them and that can lead to some how inviting the virus to them.

CHALLENGES IN COVERING WPP STORIES

- ▶ To convince the sources to give you the information
- ▶ To convince the editor about the importance of your story

FEEDBACK

▶ THANK YOU!

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