

# **PROPOSAL FOR MEDIA INITIATIVE TO COMBAT GENDER INEQUALITY AMONG WOMEN IN KAKAMEGA COUNTY**

## **ABSTRACT**

Media in present day, from traditional legacy media to online media still at large influence our ideas and perceptions about the role of women in society. Unfortunately, until now media tend to perpetuate gender inequality. Research has shown that from a young age, children are influenced by the gendered stereotypes that media present to them. Furthermore, exposure to stereotypical gender portrayals and clear gender segregation results to (a) preference for ‘gender appropriate’ media content, games, toys and activities; (b) to traditional perceptions of gender roles, personality traits and occupations. The greatest concern is that the latest Secretary General report proposing priority areas to the commission on the status of women does not mention the crucial role of media in achieving gender equality. We believe in the transformative role media can play in achieving gender equality in the society. By creating gender-transformative and gender sensitive content and breaking gender stereotypes.

## **Profile of team members**

**Nelson Mandela** is currently a postgraduate student at Masinde Muliro University of Science and Technology pursuing Masters of Science Degree in Communication Studies and a holder of Bachelor of Arts (Communication and Media) from Kisii University. He is also currently director of Communication in the office of Member of County Representative (MCA) Bukembe East Ward in County Assembly of Bungoma. As a team leader Mr. Mandela has vast experience in development communication initiatives having been a founder of Nellymedia Entertainment, an online media organization that use media as a tool to address social issues since 2021.

**Beryl Atieno** is currently a postgraduate student at Masinde Muliro University of Science and Technology pursuing Masters of Science Degree in Communication Studies and a holder of Bachelor of Journalism and Mass Communication from Masinde Muliro University of Science and Technology.

**Daudi Kioko** is currently a postgraduate student at Masinde Muliro University of Science and Technology pursuing Masters of Science Degree in Communication Studies and a holder of Bachelor of Journalism and Mass Communication from Masinde Muliro University of Science and Technology.

## **Owino Ooko**

Owino Ooko is currently a postgraduate student at Masinde Muliro University of Science and Technology pursuing Masters of Science Degree in Communication Studies and a holder of Bachelor of Journalism and Mass Communication from Masinde Muliro University of Science and Technology.

## **1. Executive Summary**

Gender inequality remains a significant challenge affecting rural women in Kakamega County, impacting women's economic opportunities, education, health, and political participation. This inequality has in the long run been a tool that has enslaved women from freedom to enjoy and have access to equal opportunities as their male counterparts. In the 2010 Kenyan new constitution provides for 1/3 gender representation that is yet to be achieved. According to the Malala Fund, 120 million girls are not in formal education today. The fund cites gender prejudices, gender-based violence, armed conflict, inadequate infrastructures, and low education standards as reasons keeping girls out of school. Women continue to wallow in abject poverty, pay hefty price of gender inequality as victims female genital mutilation, intimate partner violence, murder and sexual harassment. This proposal outlines a comprehensive media initiative aimed at addressing and reducing gender inequality. By leveraging various media platforms, we aim to raise awareness, educate the public, and empower women and girls in Kakamega County.

## **2. Objectives**

1. Raise Awareness: To increase awareness about gender inequality and its impacts on society.
2. Educate and Empower: To provide educational content to empower women and girls with knowledge and skills.
3. Community Engagement: To foster community discussions and participation in addressing gender inequality.
4. Advocacy and Policy Influence: To influence local policies and practices to promote gender equality.

## **Problem statement**

Despite the strides made by Kenya in quest to achieve gender equality among women, women still face oppression, gender inequality, job ceiling, intimate partner violence, lack of access to comprehensive health care, sexual harassment and retrogressive cultural practices such as Female Genital Mutilation. Rural women in Kakamega County are the most affected. We believe that by challenging traditional social and cultural attitudes and norms regarding gender perceptions both in content and in the media we shall achieve equality. Kenya just like many countries around the world, women's opinions are dismissed and are not allowed to ask questions and be part of public debate. As such without information women don't have knowledge and can't demand their rights to property, education and pensions and cannot challenge existing stereotypes and norms. This is a major setback in achievement of inclusive societies as we aim to achieve through the global development agenda. Access to information will empower women to claim their rights and make better decisions. It is thus imperative that media needs to encouraged to produce gender sensitive and gender transformative content.

### **3. Target Audience**

Our target audience will comprise of the following;

- Women and girls in Kakamega County (Primary target audience)
- Men and boys in Kakamega County
- Community leaders and influencers
- Local government officials
- Educational institutions

### **4. Theoretical framework**

This project will be informed by the following theories

#### **a. Anthropological nonmaterialist theory of gender**

Anthropological nonmaterialist theory of gender roles is that of Schlegel (1977), who claims it is of no importance whether work activities are gender segregated as long as the creation myths and ritual system of the society evaluate and celebrate women's activities as highly as men's. According to Schlegel, neither segregation of work roles nor participation in production determines the status of women and men, but only the spiritual evaluation of their activities. Sanday's later work (1981) downplays her earlier emphasis on production and presents a theory of women's status rather similar to Schlegel's: she claims that for gender equality, what is needed is a high mythical and cultural evaluation of birth, as well as women's participation in sacred roles. Yet unlike Schlegel, Sanday does not dismiss the significance of gendered role segregation for women's status; she claims that "[symbolic] sex role plans determine the sexual division labor" (p. 6) and "whether or not men and women mingle or are largely separated in everyday affairs plays a crucial role in the rise of male dominance" (p. 7)

#### **b. Theory of egalitarianism**

This theory coined by John Locke is a philosophy based on equality, namely that all people are equal and deserve equal treatment in all things. As an idea, it can be looked at in terms of its implications for individuals in both an economic and legal capacity. Economic egalitarianism, which argues that all should have access to wealth, is the basis for both Marxism and socialism. Gender egalitarianism believes that men and women, no matter their gender, are equal and must be treated as such. Gender egalitarianism supports equal rights, roles, and responsibilities for men and women. It does not support the idea that there is "women's work" and "men's work" or gender-specific roles in business and the home. In a society where there is gender egalitarianism in families, parents play equal parts within the family structure.

#### **4. Market Need**

- High Gender Inequality: Kakamega County experiences significant gender disparities in education, employment, and social norms.
- Lack of Awareness: Many community members lack awareness of gender inequality and its consequences.
- Educational Gaps: Limited access to information and resources for women and girls.

#### **5. Key Messages**

1. Equality and Empowerment: Women and girls deserve equal opportunities in all spheres of life.
2. Economic Participation: Women's economic participation benefits the entire community.
3. Education and Health: Access to education and health services is crucial for gender equality.
4. Political Participation: Women's voices in politics lead to better governance and development.

#### **6. Strategies and Activities**

##### **6.1 Media Campaigns**

- Radio Programs: We shall have weekly radio shows featuring discussions on gender equality, interviews with women leaders, and success stories.
- Social Media Campaigns: We shall utilize platforms like Facebook, Twitter, and Instagram to share educational content, infographics, and videos.
- Print Media: We shall publish articles and opinion pieces in local newspapers highlighting gender inequality issues and success stories of women in Bungoma.

##### **6.2 Educational Programs**

Workshops and Seminars: We shall organize workshops for women and girls on topics like entrepreneurship, leadership, and digital literacy.

School Programs: We shall collaborate with schools to incorporate gender equality education into the curriculum.

Community Outreach: We shall host community meetings and forums to discuss gender issues and promote positive change.

### 6.3 Advocacy and Policy Engagement

Policy Dialogues: We shall engage with local government officials to advocate for policies that promote gender equality.

Partnerships: We shall collaborate with NGOs, CBOs, and international organizations to amplify efforts and resources.

- Research and Reports: We shall conduct research on gender inequality in Kakamega County and publish findings to inform policy and public opinion.

## 7. Preliminary Budget

S/N	Item	Description	Amount
1	<b>Research and planning</b>	<p><b>Needs assessment and baseline survey \$2000</b> Conduct surveys and research to understand the current state of gender inequality in Kakamega County.</p> <p><b>Focus group discussions \$1500</b> Organize and conduct focus group discussions to gather qualitative data from various community members.</p> <p><b>Consultations with gender experts \$1500</b> Hire experts to provide insights and guidance on the project</p>	<b>\$5000</b>
2	<b>Content creation</b>	<p><b>Script writing and content development \$2000</b> Develop scripts and content for various media formats.</p> <p><b>Hiring of talents (Actors, presenters) \$3000</b> Hire actors, presenters, and other talent needed for the media production.</p> <p><b>Video production (filming, editing) \$7000</b> Cover costs related to filming, editing, and producing high-quality videos.</p> <p><b>Graphic design and animation \$2000</b> Create engaging graphics and animations to enhance content</p> <p><b>Audio Production (Voiceovers, music) \$1000</b> Produce voiceovers, background music, and other audio elements.</p>	<b>\$15000</b>
3	<b>Distribution and marketing</b>	<p><b>Social media campaigns \$3000</b></p>	<b>\$12000</b>

		<p>Promote content through targeted social media ads and campaigns.</p> <p><b>Radio and TV Ad slots \$4000</b> Purchase airtime on local radio and TV stations to reach a wider audience.</p> <p><b>Print Media (Posters, flyers) \$2000</b> Design and distribute posters, flyers, and other printed materials.</p> <p><b>Community outreach programs \$2000</b> Organize events and programs to engage with the community directly.</p> <p><b>Website and online content management \$1000</b> Develop and manage a project website and online content.</p>	
4	<b>Workshops and trainings</b>	<p><b>Workshops for media professionals \$3000</b> Conduct workshops to train media professionals on gender-sensitive reporting and content creation.</p> <p><b>Community training sessions \$2000</b> Train community members on gender equality and advocacy.</p> <p><b>Training materials and resources \$2000</b> Develop and distribute training materials.</p>	<b>\$7000</b>
5	<b>Monitoring and evaluation</b>	<p><b>Mid-project review \$1500</b> Conduct a review midway through the project to assess progress and make necessary adjustments.</p> <p><b>End line survey and Impact Assessment \$2500</b> Evaluate the project's impact and effectiveness through surveys and assessments.</p>	<b>\$4000</b>
6	<b>Administrative costs</b>	<p><b>Project management \$2500</b> Cover the cost of project management, including salaries for project coordinators.</p> <p><b>Office supplies and Equipment \$1000</b> Purchase necessary office supplies and equipment.</p> <p><b>Transport and logistics \$1500</b> Cover transportation costs for project staff and logistics.</p>	<b>\$5000</b>
7	<b>Contingency fund</b>	We shall set aside funds for unforeseen expenses and emergencies.	<b>\$2000</b>

## 8. Sustainability and Long-Term Impact

- Partnerships: We shall foster long-term collaborations with NGOs, government bodies, and media houses.

- Capacity Building: We shall train local women and community leaders to continue advocacy and educational efforts.

- Continuous Evaluation: We shall regularly assess and update programs to ensure they remain relevant and effective.

### 9. Program Schedule/Implementation plan

S/N	Activity	Description	In-charge	Participants
Month 1	Planning and Research	Week 1-2: Conduct comprehensive research on gender inequality issues in Kenya. - Week 3: Identify key stakeholders and partners (NGOs, government bodies, community leaders).	Project team officials	NGOs, government bodies and community leaders.
Month 2	Team Formation and Training	- Week 1: Recruit a diverse team of media professionals, educators, and community outreach workers. - Week 2-3: We shall conduct training sessions on gender issues, cultural sensitivity, and media production. - Week 4: We shall develop a detailed action plan and schedule.	Project team officials	Media professionals, educators and community outreach workers
Month 3	Content development	Week 1-2: Create educational materials (videos, articles, social media content) on gender equality. - Week 3: Develop a social media strategy and content calendar. - Week 4: Begin production of initial media content.	Project team officials	Media professionals, women
Month 4	Launch campaign	Week 1: We shall launch a social media campaign with hashtags, challenges, and informational posts. - Week 2-4: We shall release the first set of educational videos and articles. Engage with the audience through live Q&A sessions and webinars.	Project team officials	Women, advocacy groups
Month 5	Community engagement	Week 1-2: We shall organize community workshops and seminars in various regions of Kenya. - Week 3: We shall collaborate with local radio and TV stations to broadcast content. - Week 4: We shall collect feedback from the community and adjust strategies accordingly.	project team officials	Community outreach workers, media professionals
Month 6	Public Advocacy	Week 1-2: We shall identify key policy areas that need reform to promote gender equality.	Project team officials	advocacy groups, media professionals

		<ul style="list-style-type: none"> <li>-Week 3: We shall partner with advocacy groups to draft policy recommendations.</li> <li>- Week 4: We shall launch a media campaign to raise awareness about the proposed policy changes.</li> </ul>		
Month 7	Mid-year review	<ul style="list-style-type: none"> <li>Week 1: We shall conduct a mid-year review meeting with all stakeholders.</li> <li>- Week 2: We shall analyze data and feedback collected so far.</li> <li>- Week 3-4: We shall adjust the program as needed based on the review findings.</li> </ul>	Project team officials	NGOs, government bodies, Advocacy groups
Month 8	Highlighting success stories	<ul style="list-style-type: none"> <li>Week 1-2: We shall identify and document success stories of women who have benefited from gender equality initiatives.</li> <li>- Week 3-4: We shall produce and share these stories through various media channels.</li> </ul>	Project team officials	Media professionals women
Month 9	Youth engagement	<ul style="list-style-type: none"> <li>- Week 1: We shall develop targeted content for schools and universities.</li> <li>- Week 2-3: We shall organize debates, essay competitions, and interactive sessions with students.</li> <li>- Week 4: We shall promote youth-led initiatives and projects on social media.</li> </ul>	Project team officials.	Community outreach workers,
Month 10	Partnership building	<ul style="list-style-type: none"> <li>Week 1-2: We shall strengthen existing partnerships and build new ones with international organizations.</li> <li>- Week 3-4: We shall host networking events and forums to discuss collaborative efforts.</li> </ul>	Project team officials	NGOs, government bodies.
Month 11	Large scale events	<ul style="list-style-type: none"> <li>Week 1-2: We shall plan and organize a national conference on gender equality.</li> <li>- Week 3: We shall host the conference, inviting key speakers, policymakers, and activists.</li> <li>- Week 4: We shall share conference highlights and discussions through media channels.</li> </ul>	Project team officials	Policy makers and activists.
Month 12	Final review and future planning	<ul style="list-style-type: none"> <li>- Week 1: We shall conduct a comprehensive review of the year's activities and outcomes.</li> <li>- Week 2-3: We shall compile a report on the project's impact.</li> </ul>	Project team officials	Women, NGOs



		- Week 4: We shall plan for the next phase, considering lessons learned and feedback from stakeholders.		
	Continuous activities	<p>Social Media Engagement: We shall maintain active engagement on social media platforms throughout the year.</p> <p>- Monitoring and Evaluation: We shall regularly monitor and evaluate the project's progress and impact.</p> <p>- Community Outreach: We shall continuously engage with local communities to ensure the project remains relevant and effective.</p>	Project team officials	Community outreach workers, women, NGOs and government bodies.

This program schedule has been designed to be adaptable and flexible to changing circumstances and feedback of this project. It aims to create sustainable change by combining media efforts with grassroots initiatives and policy advocacy.

## 10. Funding Sources

- Grants: We will apply for grants from international organizations focused on gender equality.
- Donations: We shall seek donations from local businesses and philanthropists.
- Partnerships: We shall collaborate with NGOs and government agencies for financial and logistical support.
- Crowdfunding: We shall launch a crowdfunding campaign to raise funds and engage the community.

## Conclusion

This media initiative offers a strategic approach to combating gender inequality in Kakamega County Kenya. By leveraging multiple media platforms and engaging the community, the project aims to raise awareness, educate, empower, and advocate for gender equality. With a well-defined implementation plan and sustainable funding sources, this initiative has the potential to create a long lasting positive change for women and girls in the region.

## References

Proposals on the Commission's priority and review themes for 2021 and beyond : Commission on the Status of Women : report of the Secretary-General

The 5th Review of the Implementation of the Beijing Platform for Action in the EU Member States Draft report, October 4, 2019