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THE OFFICE OF WOMEN IN DEVELOPMENT ANNOUNCES A NEW PROGRAM IN SENEGAL

Engendering Radio for Women's Leadership

Implemented under a Cooperative Agreement with World Education, this program will:

Strengthen the presence and voice of women on the radio in the media to develop and support women's leadership. World Education, in partnership with two Senegalese organizations will collaborate with thirty local partners in 13 rural communities to bring more gender balance to radio programming, highlight gender issues that pose challenges to communities, and spark positive social change around gender relations. This program aims to increase the coverage of gender issues, enhance the sensitivity of reporters in addressing gender issues, and increase public acceptance of women as expert in their coverage of broad topics.

Over two years of implementation, the Women's Media & Leadership Development program will:

- Increase the voices and views of women and girls presented on radio programs
- Ensure that key gender issues are mainstreamed into radio programming
- Increase the role that women play in radio programming and management
- Increase the visibility and public awareness of gender inequalities
- Improve attitudes of the public toward women as content experts
- Engage civic activism and advocacy for social change around gender issues

