Strengthening Women And Minority Journalists In Digital Media

A 4 Part Video Tool Kit

This is a digital tool kit specifically designed for women and religious minority journalists in Pakistan with the aim of strengthening their capacity to safely and impactfully report within their communities.However, any aspiring journalist interested in creating impactful stories within their community can find this resource helpful. It endeavours to enhance community media and media diversity in digital spaces by augmenting the capabilities of female and minority journalists in Pakistan. It aims to address the linguistic divide present in cyberspace by producing and distributing local community media, and by translating resources into local languages.

These resources have been created by Maati TV and Interactive Resource Centre, in partnership with IPDC UNESCO.

Who We Are?

Interactive Resource Centre (IRC)

We (www.irc-org.com) are a nonprofit info media organization striving to promote empowerment and social development among the marginalized members of society through art-based development and media advocacy. Formed in 2000, IRC aims to help communities explore new avenues for community mobilization and dialogue in order to assist people in their collective struggle to regain collective strength by using tools such as interactive theatre, participatory videos, citizen journalism, documentary filmmaking, puppet shows, radio campaigns, university trainings and social media. IRC has also been successful in developing various alternative platforms to further its advocacy efforts such as the annual theatre of the oppressed festival, Vasakh documentary film festival and Maati TV, Pakistan's first official web TV.

www.irc-org.com

Maati TV

IRC's web portal, Maati TV (www.maatitv.com) is considered to be Pakistan's first web based interactive video site. This one of a kind platform makes use of various communication tools to put forward an alternative narrative of Pakistan that promotes peace, human rights, democracy and cultural diversity. Maati employs various digital and on-ground storytelling tools to create safe spaces for critical discourse amongst the Pakistani youth. The digital platform offers podcasts, educational videos, interactive theatre, citizen journalism, community events, capacity-building workshops, and awareness campaigns. Our core team includes filmmakers, storytellers, artists, and a larger network of student and community filmmakers we have built over the years.

www.maatitv.com

IPDC UNESCO

Created in 1980, the International Programme for the Development of Communication (IPDC) is the only multilateral forum within the UN system designed to mobilize the international community around media development issues.
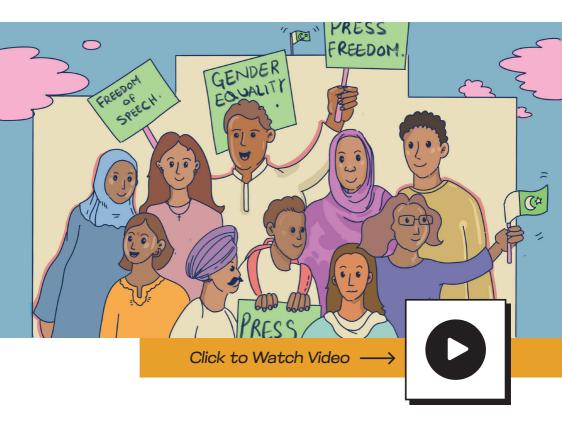
Its Actions:
It acts as a laboratory for ideas on emerging and pressing media policy issues. The IPDC Council discusses and promotes normative texts to secure a healthy environment for the growth of free and pluralistic press. It is, for example, the cradle of the UN Plan of Action on the Safety of Journalists and the Issue of Impunity. It gives seed funding to grassroots and local actors tackling the media issues of the 21st century on ground. Providing funding to media development projects that contribute to sustainable development, democracy, and good governance.

www.unesco.org/en/communication-information

Civic Education, Citizenship, And Fundamental Rights

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This module is a crash course on civic education. It unpacks the concept of citizenship, the relationship between the State and the Citizen, the value of the constitution and our basic fundamental rights within the constitution. It further explains how these basic fundamental rights are protected and the role of the media in it. This module provides a much needed context to the aspiring journalist regarding where they derive legitimacy from when holding their government accountable.

Equal Citizenship And Appreciative Inquiry

This module helps participants understand equal citizenship within the context of Pakistan's constitution and links it to the approach of "Appreciative inquiry"

Appreciative Inquiry (AI): It is a strength based positive approach that allows for a healthy discourse through positive examples of equal citizenship and builds on these examples to highlight areas for improvement. Journalists wanting to cover sensitive or complex themes can learn how to use this technique to create meaningful stories while also ensuring their safety.

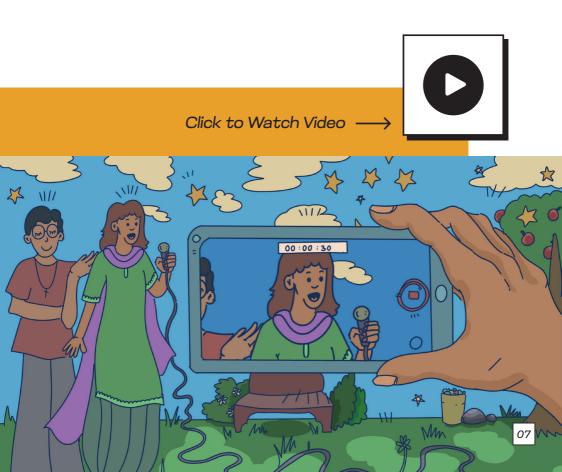*Click to Watch Video* ⟶

Gender Sensitivity Reporting

Within this module, we address the often harmful gender stereotypes that show up in our reporting by distinguishing between gender and sex. This module also explains the concept of patriarchy in order to create a holistic understanding towards gender equality. It further provides the dos and don'ts of reporting on gender and sexual minorities.

Mobile Filmmaking, Digital Storytelling, And Online Safety

This module provides technical training on creating impactful digital stories using a smartphone. It covers the technical aspects of mobile filmmaking such as grammar of filmmaking to lighting principals. It also breaks down types of narrative structures, and their suitability for each platform along with offering insights on packaging content while considering platform algorithms. Lastly, the video module also provides tips for online safety.

Click to Watch Video ⟶

- Freedom of Expression toolkit: A guide for students
- Media and information literacy in journalism
- Social media 4 peace
- Reporting on violence against women and girls: A handbook for journalists
- World trends in freedom of expression and media development