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Media, Access to Information and ICT, and the Empowerment of Women & Girls

Technical Assistance to the EU Delegation to Burkina Faso

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List of Acronyms

APAC	Association des Professionnelles Africaines de la Communication / Association of Communication African professionnals
CENOZO	Cellule d'investigation Norbert Zongo / Investigative cell Norbert Zongo
CNP/NZ	Centre de Presse Norbert Zongo / Norbert Zongo Press Center
COAFEB	Coordination des ONG et Associations de Femmes du Burkina
CRIGED	Research and Intervention Centre on Gender and Development
CSC	Conseil Supérieur de la Communication / Superior Council of Communication
CSO	Civil Society Organisation
EUD	European Union Delegation
FGM	Female genital mutilation
GASCODE	Groupe d'appui en santé, communication et développement / Support group on health, communication and development
GEM	Gender and Media
ICT	Information and Communication Technology
NDI	National Democratic Institute
PNDES	Plan National de Développement Economique et Social / National Plan for Economic and Social Development
RECIF	Réseau de communication, d'information et de formation / Network of communication, information and training
RIJ	Réseau d'Initiatives de Journalistes / Journalists' Initatives Network
SP-CONAP Genre	Secrétariat Permanent du Conseil National pour la Promotion du Genre
SP-CNLPE	Secrétariat Permanent du Comité National de Lutte contre la Pratique de l'Excision
UNALFA	Union Nationale de l'Audiovisuel Libre du Faso / National Union of Faso's free audiovisual
UNICEF	United Nations Children's Fund

Executive Summary

Despite ranking among the poorest countries in the world, Burkina Faso enjoys a diverse and vibrant (though not always viable) media landscape, counting nearly 70 newspapers, over 150 radio stations, 21 television stations and 14 news websites. Although freedom of expression is constitutionally guaranteed and generally respected, media and journalists face increasing pressure characterised by a combination of economic hardships, increasing terrorist violence and the volatile security situation. Low literacy rates, poor education and limited purchasing power put additional strains.

Of all media types, radio is the preferred choice, especially community-based outlets prevalent throughout the country, including the remote areas. Those radio stations play a significant role in local development, community building and awareness raising. The economic hardships of the country in general impact many outlets and make them financially volatile. That results in journalists being poorly paid, which often leads to 'brown envelope' practice thus potentially compromising the professional and ethical principles of journalism.

The country has several laws and policies promoting women's empowerment and is signatory to most international conventions against gender discrimination. However, gender discrimination remains common in all spheres of society and across all sectors, including employment, education and in the media. Additionally, the prevalence of customary over modern law, especially in rural areas, puts further limits on the empowerment of women. Among the most serious forms of gender inequality are early marriages, female genital mutilation, trafficking of women and girls and child labour, which all remain widely present and practiced, despite the existence of laws prohibiting them.

Burkina Faso remains indeed a traditional society with a deeply rooted patriarchal culture. Both women and men are expected to abide to strictly assigned roles and tasks, but those of women are exclusively linked to housework and family related activities which excludes them from the public life. Socio-cultural, as well as economic pressure (Burkina Faso ranks as one of the least developed countries) are so strong that they adversely affect women's freedom of expression and their rights to access information and make use of Information and Communication Technology (ICT). Even though modern and vibrant, the media sector is no exception when it comes to the participation and representation of women. Although more and more journalists are women (15% in 2013 and 25% in 2016[1]), it is rare for them to reach leadership positions: only '*8.5% of women hold top positions*'.[2] Strong societal pressure and expectations define strict gender roles that often hold women back from either choosing journalism as an education, or as a career path.

During the field and desk research for this assessment, it became apparent that the majority of women in Burkina Faso subscribe to and even accept the currently 'assigned' gender roles. In newsrooms, this is reflected in the distribution of topics, or adapted news schedules and shifts, which feeds 'genderisation' of roles even further.

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[1] 2016 Report of the National Press Center- Norbert Zongo
[2] Nanebor Consult, 2015, quoted by the 2016 report of the National Press Center- Norbert Zongo.

In terms of media content, the content monitoring data gathered as part of this assessment show that there is an imbalance in the representation of women in Burkinabe news. Women only make up 19% of news sources which means that women's voices, perspectives and issues are largely invisible. Women's voices are most heard in stories about the economy (41% of sources used are women), while male voices dominate in the area of politics and government, with only 10% of the sources being women. A body of research shows that the presence of women in radio, TV and print is more likely to provide positive role models for women and girls, on the one hand, and contribute to a more professional and viable media by giving voice to and attracting a female audience, on the other hand.

The media content monitoring findings also suggest that employing a high number of female journalists does not necessarily or directly lead to an increased number of female sources used. 41% of the 48 news stories items monitored were produced by female journalists, but only 27% of the front-page and opening news stories was produced by female journalists. This decrease in percentage of female journalists could suggest that male journalists are more likely to be assigned covering stories that are considered major news.

Although no blatant or subtle stereotypes were found, the Gender and Media (GEM) classification shows that many of the stories are gender blind, which means that they did not take into account a gendered perspective in reporting and had a lack of gender balance in sources used. This indicates that there is a significant potential for adding a gender angle to stories (without additional resources) to indicate how both men and women are impacted by the events reported in the news.

In terms of access to information, radio being the main information channel, women are disadvantaged by the fact that they cannot afford or do not own electronic devices in similar proportion as men: 78% of men own a radio, for women this is the case for only 22%. In addition, women's access to information is limited by high illiteracy rates, work overload and the traditional perception that women do not need to be informed. In this context, community radios are a precious tool for women to get informed. Local radios are indeed accessible in terms of reception as well as in terms of local languages and address local concerns, notably development and women's issues.

Generally, existing power relations in society, either gender- or economic-based, determine the enjoyment of benefits from ICT. This is very much the case in Burkina Faso, where women face a range of obstacles: lack of access to the device, lack of money to access the network and lack of computer literacy. There is also a geographical difference in access to ICT: the closer to the urban centre, the better access to internet and phone networks. Additionally, far fewer women than men choose the field of ICT education, representing only 15% of students.[3] Hence women are excluded from this sector of the future, full of employment opportunities and economic potential. The ICT sector increases the gender gap instead of representing an opportunity for women's empowerment. Campaigns to encourage female students to engage in ICT, as well as ICT basic training for uneducated women can support a positive change.

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[3] Figures provided by University Aube Nouvelle for 2018-2019

When it comes to political life, the actual contribution of women is not reflected in their presence in the political arena. For example, out of 1,312 candidates for the parliamentary elections, 410 were women (31%), and for the presidential elections, only two women were running out of 14 (14.3%).[4] In addition, women politicians are under-represented in the news both before as well as after elections, as a woman politician is often perceived as being in contrast to the traditional image and role of women in society. Media fall short of professional and objective coverage of women politicians, focusing on external look or family life instead of on actions. Sensitizing media on how they portray female candidates can contribute to more professionalism, on the one hand, and on the other hand, possibly act as catalyst to more women entering politics.

With regard to female genital mutilation (FGM), the practice remains very widespread even though being formally prohibited. Official figures show an encouraging decrease (from 23% in 2005 to 11.3% in 2015), however realistic figures are difficult to obtain as very often FGM is practiced in secret. FGM is rooted in strong cultural and traditional beliefs that excision is purifying. Those beliefs are often the cause for girls to sometimes request the ritual cutting themselves, even in cases when parents do not force a decision.

FGM continues to be widely practiced in Burkina Faso despite decades of communication campaigns on the health risks and consequences. The feedback from interviewees gathered for this report indicate that the messages spread in the media are sometimes inefficient, in many cases because they primarily address the health consequences without tackling the root causes (i.e. traditional beliefs and culture). This, in the end, results in the absence of or very limited change of behaviour, making the practice of FGM persistent.

One of the major obstacles to gender equality in Burkina Faso is the high degree of acceptance of inequalities by both women and men. These inequalities are rarely questioned, and media and journalists are no exception. During the field work conducted for the purposes of this report, the female journalists interviewed were all divorced. There is a strong perception that gender equality and empowerment (including employment career and leadership in media) is incompatible with married life. The private area of family relations is indeed the most resilient to transformative change, even for those that want to promote gender empowerment. Media, with its strong capacity to influence people's choices and behaviour, can have considerable impact on gender equality by challenging and shaping norms and displaying positive role models for women.This report provides an overview of the state of the media and gender equality in Burkina Faso, followed by identifying opportunities for the European Union Delegation (EUD) to improve gender equality through and with the media in six particular areas.

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[4] For provinical elections, 30% of candidates were women.

Key findings and recommendations in these six areas are the following:

1) Strengthening women's decision making and leadership in media organisations:

Findings:

A significant gender imbalance exists in the newsroom (25% of female journalists) due to pervasive negative image of female journalists in the society that inhibits women to choose media as career. Additionally, when married, women are often discouraged by family and are themselves reluctant to continue working and combining professional and family duties.

The society's stereotypes and traditional roles assigned to women are often reflected in both media organisations (less than 10% of leadership positions are held by women), as well as in content (only 19% of women make up news sources). Although women make up more than half of the entire population of the country, their voices and perspective are often absent in media messages, thus further feeding instead of challenging stereotypes.

Selected recommendations (more in chapter 3):

Activity: Support a campaign to promote more balanced portrayal of women in media content Encourage wide public support for initiatives like open letters or '#metoo'.
Target: General public
Actors: Women's organisations and media
Type: Programming/Advocacy

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Activity: Support awareness activities aimed at male family members (husbands, brothers, fathers) of female journalists.
Target: Male family members of female journalists
Actors: Media support organisations, women's organisations
Type: Programming

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Activity: Gender training for all media organisations (both media outlets and media support institutions) to adopt uniform gender-sensitive approach in all their activities.
Target: The media working group (compiled of a group of international stakeholders working in media) and media outlets
Actors: CRIGED (Centre of Research and Intervention on Gender and Development), the gender department of the RIJ (Réseau d'Initiatives de Journalistes/Network of journalists' initiatives), CNP/NZ (National Press Center/Norbert Zongo)
Type: Programming

2) Addressing gender-based stereotypes in media content

Findings:

- Only 19% of sources used in the stories monitored were women, showing that women's voices, perspectives and issues are largely invisible in news stories.
- Women's voices are most heard in stories about the economy (with 61% of the sources being male and 39% female), while male voices dominate in the area of politics and government, with only 10% of the sources being women.
- The number of female journalists producing items varies greatly per media outlet, but front page and opening news is mostly produced by male journalists.
- Most stories monitored were gender-blind, which means that there is a substantial potential for adding a gender angle to stories and indicate how both men and women are impacted by the news reported.
- 17% of the stories monitored are gender aware, which means that they challenge stereotypes, have gender balance among their sources, offer various perspectives or highlight issues of inequality between men and women.

Selected recommendations (more in chapter 3):

Activity: Support gender-sensitive reporting trainings and advocate for inclusion of gender modules in the curriculum of institutes of journalism.

Targets: The media industry as a whole (all journalists and editors-in-chief, not just women) and institutes of journalism

Actors: Women's organisations, media support institutions and organisations (DWAk, RIJ, CNP/NZ)

Type: Programming/Advocacy

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Activity: Support regular gender monitoring of media content, accompanied by publication of results and combined with an award prize.

Target: The media

Actors: CNP/NZ, CSC

Type: Programming

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Activity: Support the creation and adoption of a chart on gender for the media and a guide for how to be gender sensitive.

Target: Media industry

Actors: Women's organisations, CNP/NZ, RIJ

Type: Programming

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Activity: Expand the data bank of female experts by expertise (topic) made by Femmes et Tic and create a network of female experts. Support initiatives to create links and facilitate collaboration and provide experts with media training.

Target: Women experts

Actors: Women's organisations, NDI and journalists

Type: Advocacy

3) Ensuring and strengthening women's and girls' access to information as a means of empowerment

Findings:

Informed citizens can make betterdecisions, enabling them to exercise their rights, to participate more actively in public life and to challenge power relations. This is especially important for disadvantaged groups, including women. But in Burkina Faso, the lack of education and opportunities, high illiteracy rates, poverty, work overload and intellectual isolation - encouraged by the prevalence of the traditional norms and expectations women - limit women's access to information. The majority of women depend on men in the family to access media and electronic devices (for example, only 22% of women own a radio set). Consequently, only 55% listen to radio while 72% of men do. In terms of enhancing gender equality and considering the economic and social realities, community and religious radios are the primary actors for spreading awareness about women empowerment, because they are often the only sources of information available in remote areas.

Selected recommendations (more in chapter 3):

Activity: Support the realisation of a national study to collect gender disaggregated data on access to information
Target/Actors: Women's organisations, CNP/NZ, DWA
Type: Programming

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Activity: Support media literacy courses for women and girls to address vulnerabilities
Target: Women and girls
Actors: Women's organisations, media support organisations
Type: Programming

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Activity: Support the distribution of radio devices for women in rural areas
Target: Women
Actors: Women's organisations, CNP/NZ, RIJ
Type: Programming

4) Strengthening and leveraging women's and girls' access to and training in as well as professional engagement with ICT

Findings:

Even though exact figures do not exist, findings of this research indicate that the gender gap in Burkina Faso is significant in terms of access to and representation of women within the ICT sector (an average of only 15% of female students[5]). Lack of computer literacy and economic restrictions are among the main reasons for this gap, with disparities varying per location and age for example.

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[5] Figures provided by University Aube Nouvelle for 2018-2019

Recommendations:

Activity: Support and scale up training or formal education in ICT for women throughout the country

Target: Women lacking ICT skills

Actors: Women's organisations working on ICT (Mys'TIC, Femmes et TIC), the private sector (Sira-Lab)

Type: Programming/Advocacy

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Activity: Political dialogue for developing policy and incentives for women and girls in ICT

Target: Ministry of Women and Social Affairs, Ministry of Digital Economy, Ministry of Education

Actors: Women's organisations (Mis'Tyc, Femmes et TIC, more generalist organisations), the private sector (Sira-Labs, Ticanalyse, Samsa, private universities)

Type: Political dialogue

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Activity: Advocate for and support campaigns to promote girls' enrolment in the sector and the development of ICT products that are gender-sensitive

Target/Actors: Universities, the private sector

Type: Programming/Advocacy

5) Encouraging women's political participation, specifically in elections[6]

Findings:

There are far fewer women in politics than men, with only 13.4% of women in Parliament;[7] less empowered, women face barriers at an individual, institutional and socio-cultural levels. The media, instead of contributing to women's participation in elections, is currently perceived as an additional obstacle because of the way women politicians (and women in general) are portrayed or, on the other hand, altogether absent in media content.

Recommendations:

Activity: Support content monitoring of media covering women candidates prior- during and post elections, for both national and local elections

Target: The media

Actors: CSC, media monitoring unit of the EU EOM, CNP/NZ

Type: Programming

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Activity: Support research, study barriers to active participation of women in politics, including voting

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[6] In this study, it has been decided to focus on women candidates and to not address women as voters. The way they talk to media, the way they are portrayed in the media make the link with women candidates and the media more complex while the relation with media and women voters exists only through sensitisation campaigns, where media are considered as tools and not as actors.

[7] http://archive.ipu.org/wmn-e/classif.htm

Target: Women candidates
Actors: NDI
Type: Programming

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Activity: Gender disaggregated data analysis and analysis of existing voting results
Target: INEC, candidates (male and female)
Actors: Women's organisations (National Council of Burkinabe Women, CRIGED)
Type: Advocacy

6) Addressing Female Genital Mutilation

Findings:

Figures of female genital mutilation (FGM) practice decreased by half in the last decade, but even though prohibited by law, FGM remains widespread and carried out in secret. Communication campaigns remain also largely ineffective, mostly due to the fact that they focus primarily on health consequences of FGM instead of addressing the root causes.

Recommendations:

Activity: Support research (of the Ministry of Women and Social Affairs) to understand the barriers against effective campaigns and messages
Actors: Ministry of Women and Social Affairs
Type: Programming

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Activity: Support sensitisation activities in remote areas (once the appropriate messages have been identified)
Target: Communities
Actors: Women's organisations, Gascode
Type: Programming

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Activity: Support training on FGM for the media (could be included in the wider gender-sensitive reporting training)
Target: The media industry
Actors: Gascode
Type: Programming

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Introduction

Burkina Faso (formerly Upper Volta) is a landlocked country in West Africa that gained independence from France in 1960. Former President Blaise Compaore (1987–2014) resigned in late October 2014 following popular protests against his efforts to amend the Constitution's two-term presidential mandate. New presidential and legislative elections were held in November 2015 in which Roch Marc Christian Kabore was elected as head of state. Although traditionally seen as a relatively stable (though poor) country with peaceful coexistence between religions and ethnicities, Burkina Faso has faced increasing challenging security conditions since 2016, mainly due to terrorist attacks. Adding to these challenges are Burkina Faso's high population growth, recurring drought, pervasive and perennial food insecurity and limited natural resources. This results in poor economic prospects for the country and the majority of its citizens.

In Burkina Faso, one of the world's least developed countries, women and girls face extreme gender inequality and a range of serious social, economic and empowerment challenges. According to the latest World Economic Forum Gender Gap Report from 2018[8], Burkina Faso ranks 129th out of 149 countries. The report measures the economic participation and opportunity of women, their educational attainment, health and survival status and political empowerment. The country scores extremely low both on global and on a regional scale, compared to other states in Africa.

Aim

Within this context, Media4Democrocracy provides technical assistance to the European Union Delegation to Burkina Faso aimed at assessing the link between media and gender equality in the context of Burkina Faso and at determining how the EU Delegation can engage with the media to improve gender equality in the Burkinabe society. The goal of this assessment is to understand the current context and to improve the EU Delegation's understanding of relevant, feasible and priority actions for advocacy, programming and other engagements to empower women and girls through media and information access. Media4Democracy consortium partner Free Press Unlimited (FPU) led the implementation of this assistance.

This report, drawn up following direct engagements with EU Delegation staff and extensive infield research in March and April 2019 (see Annex 1 for the research methodology), presents data, analysis and resulting recommendations for EU Delegation actions. The report provides an overview of the state of the media and gender equality in Burkina Faso and aims to identify opportunities to improve gender equality through and with the media in six particular areas:

- Strengthening women's decision making and leadership in media organisations
- Addressing gender-based stereotypes in media content
- Ensuring and strengthening women's and girls' access to information as a means of empowerment
- Strengthening and leveraging women's and girls' access to and training in as well as professional engagement with ICT
- Encouraging women's political participation, specifically in elections
- Addressing female genital mutilation (FGM)

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[8] *World Economic Forum Gender Gap Report 2018,* http://www3.weforum.org/docs/WEF_GGGR_2018.pdf

1. The media landscape through a gender lens

This chapter analyses the enabling environment (political, economic, legislative and socio-cultural) in Burkina Faso, the fulfilment of the civic function of media as watchdog, and the professional capacity of both journalists and the industry as a whole. Based on primary and secondary data, this chapter analyses how women are represented in and through media and the access to information and ICT for women and girls. Additionally, this chapter considers more specifically how women election candidates are represented in media content. Finally, this chapter identifies female genital mutilation (FGM) as one of the priority areas perpetuating women inequality, a situation that had be already flagged by the EU Delegation.

1.1 The state of play related to gender

1.1.1 The enabling environment

The overarching factor contributing to prevailing patterns of gender inequality in Burkina Faso is a deeply rooted patriarchal culture, one that traditionally assigns women traditional roles (household and family duties) to the limitation or even exclusion of any other activity. There are strong and almost fixed expectations for both the husband and the wife regarding their roles. On the basis of opinions expressed in various interviews conducted during this study (including interviews with two different Ministers of Women's Issues[9]), it can be concluded that the judgement of the family, the community, and even the society puts enormous pressure on each individual, leaving little to no choice other than to comply with expectations. *"Straying from the designated path requires courage, strength and often money to be able to support oneself if the family refuses to do so anymore", says Laetitia Ouedraogo, female radio journalist.* Only few individuals, and even fewer women, choose such a deviating and challenging path. Most of the time, men and women do not even question the rightfulness of this inequality; the mere fact that it has always been this way serves as sufficient justification.

This traditional mind-set and strict expectations of the roles women and men play in society is somewhat in contrast to the many active women's organisations in the country, as well as to the existing government policies and adopted instruments to ensure gender equality. The country is signatory to most of the international conventions aiming to guarantee women's rights and promote gender equality (see list further below). Burkina Faso also has numerous national laws, strategies, tools and structures to promote gender equality. The problem seems the gap between general commitments and real practice, as well as ineffective and inefficient enforcement.

Observations in the field give the impression that gender inequality persists (despite some genuine government efforts to address it) due to a lack of effective strategies to challenge the root causes, i.e. the widespread view that women are regarded as second-rate citizens with less rights and a lower status in society. Burkinabe stakeholders work on women's issues without trying to fight or really understand the forces that perpetuate inequality both in society as a

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[9] The current one, Mrs Ilundo Marchal, and the Minister from 2011 to 2014 Mrs Nestorine Compaore who is also the national consultant on this study.

whole and in the family, in particular. *"The country is in transition state between modernity and tradition"*, said former Minister for the Promotion of Women and Gender[10] in explanation of this contrast. Even the most prominent feminists do not seem to question their roles when it comes to their private sphere.

Another aspect of the persisting inequality is the local understanding of what the concept of 'gender equality' entails. In Burkina Faso, gender is widely understood as a narrow 'women's issues' rather than the wider rights-based equality between men and women. This leads to a distinct separation into women's 'branches': women's wings in political parties, associations for 'women in journalism', 'women in agriculture', and so on for almost every sector. This systematic division is seen as further contributing to the problem: women are not being considered in the same way as men. Women are not seen as an equal human being or an actor in society, but only as a 'wing', a 'special branch', something secondary and subordinate.

International law and policy framework

Since the EU Delegation to Burkina Faso already has a comprehensive gender country profile (see Annex 3), it was agreed that only a short description of the situation would be provided here.

Despite being 52% of Burkina Faso's total population, women are still commonly seen as marginalised. The social realities in which women face persistent inequality has led the government to take various actions aimed at promoting women empowerment:

- Creation of a ministry for women's affairs, renamed the Ministry of Social Action and the Promotion of Women in March 2019
- Adoption of a National Policy on Gender in 2009, with an operational action plan revised every two years
- Adoption (and ongoing revision) of the law n°010-2009/AN setting quotas for the parliamentary and municipal elections in Burkina Faso requesting 30% of women quotas on electoral lists

In addition to these national tools, Burkina Faso has ratified 15 international conventions and agreements, including:
- Committee for the Elimination of All Forms of Discrimination Against Women (CEDAW) and Protocol, last report in 2017
- International Covenant on Civil and Political Rights and Protocol, last report in 2016
- Convention on the Rights of the Child, last report in 2010
- Beijing Declaration and Platform for Action

Despite the good intentions, '*in practice, this institutional and strategic framework is weakened by the high number of policies and strategies on gender or gender-related, as well as by the high number of entities concerned by the implementation of the National Policy on Gender'*, as stated in the EU gender country profile.[11] Although the national policy on gender aims to '*promote a fair and participatory development of men and women, ensuring them a*

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[10] Note that the Minister was Nestorine Compaore, national consultant of this study.
[11] Pour une analyse sur l'égalité de genre au Burkina Faso, Rapport Final, p.7

fair and equal access to resources and decisions process, in respect of their fundamental rights',[12] certain laws still contain discriminatory articles towards women and girls. Thus, modern and customary law are sometimes contradictory. Moreover, according to the EU gender country profile, the legal framework is in fact inefficient as priority is given to customary law (instead of to constitutional law). In addition, the Ministry of Women, National Solidarity, Family and Humanitarian Action's reconstitution as the Ministry of Social Action and the Promotion of Women has been perceived negatively, since gender equality is now 'in competition' with social action.

1.1.2 Obstacles to gender equality and freedom of expression

The population of Burkina Faso is predominantly Muslim (61.5%).[13] But in contrary to other neighbouring countries (where religion can pose challenges to freedom of expression), Islam in Burkina Faso is not incompatible with the practice and exercise of freedom of expression. As a secular state, where ethnic groups and religions coexist relatively peacefully with each other (and which is one of the characteristics of the country), religion in principle should not be an obstacle to women empowerment either. In reality, however, for Muslim women the weight of religion comes in addition to the socio-cultural pressures they already face. Moreover, influenced by the Wahhabit[14] tradition that is gaining ground in the Sahel, Islam is becoming stricter in Burkina Faso. *'There is a re-Islamisation movement. More and more women are entirely veiled and reduced to silence; confessional radios are being created'*, observes Mr. Salouka Boureima, regional coordinator for Deutsche Welle Akademie. Religious radio stations (predominantly Christian radio stations) have for decades been a specific genre in the African media landscape, where religious institutes are important social actors. Nowadays, giant Muslim religious services in stadiums are being organised; most notably by Sheik Abdul Aziz Sore, who is originally from Burkina but lives in Mali. Religious institutions use radio stations to spread their ideas and messages, including addressing social issues that affect women. Often, these messages contribute to a culture, which perpetuates gender inequality.

According to Mr. Boureima, religion is not the only wall land-locking women. Media and journalists also play a certain role, as individual journalists cannot easily overcome their inherent views, beliefs and influences accumulated during their professional and personal experiences and background. *'The journalists don't manage to get rid of all their associations: religion, tradition, community or family. They unconsciously carry our society's views, of our popular representations, such as "you can't trust women's word" or "women don't have the right to speak". Hence, women's voices are under control',* says Mr. Boureima. Indeed, all of the sources interviewed for this report pointed out the general reluctance of women to speak publicly, to the extent that it is difficult for journalists to obtain their testimonies, opinions or perspectives to ensure gender balanced reporting. Even educated women with high-level responsibilities do not dare to speak - they are afraid of what journalists would do with their interventions. Thus, the question becomes how to include women's voices when it seems they themselves are unwilling to have their voices heard.

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[12] National Policy on Gender
[13] CIA World Factbook: https://www.cia.gov/library/publications/the-world-factbook/geos/uv.html
[14] A movement in Islam, which is in the West referred to as fundamentalist, conservative and puritan.

Apart from limitations to having their voices heard, another hindrance to women empowerment is lack of decision-making authority and a personal autonomy. The EU gender country profile notes that *'regarding the participation of women in the decision process, several inequalities appear: within the household, a woman decides for her own health care in 8% of the cases, and in 4% when it relates to important purchases. At the community level, the authorisation of the husband is requested if she wants to participate in associations or political or religious activities.'* By extension, the husband's family is entitled to intervene as well.

In Burkinabe society, the older brother or sister of the husband or wife have their say in how the couple or the family is run. This increases the pressure on the husband if his wife does not 'behave', since he or his wife can receive comments and recriminations from his family. This means that women are not considered as independent human beings able to enjoy their rights as provided by the law: they are either in their father's or their husband's custody. Even as a widow, a woman falls under her husband's family's oversight.

1.2 The state of play related to the media

As for gender equality in media, it is necessary to recognise the broader context in which media and journalists operate, as it influences their actions, approach and attitudes. Subsequently, the analysis of the triangular interaction between enabling environment, media industry and gender equality forms the basis for the specific recommendations in Chapter 3.

1.2.1 The enabling environment

The enabling environment that can ensure free and professional operation of media is a combination of legal framework, political landscape (including political will) and economic realities.

Legal and political framework

Freedom of expression in Burkina Faso is constitutionally guaranteed. Article 8 states: *'Freedom of opinion, the press and the right to information are guaranteed. Everyone has the right to express and disseminate his or her opinions under the laws and regulations in force'*. In addition, Article 101 states that the law determines a number of fundamental principles, including the protection of freedom of the press and access to information. In September 2015, the National Council of Transition (CNT) adopted three laws governing the legal framework for the print media, the online press and the audio-visual media of Burkina Faso, abolishing prison sentences for libel and other press offences. At the same time, however, the law also dramatically increased potential fines for defamation, ranging from one million to five million CFA francs (approx. EUR 1,500 to 7,500). Media advocates continue to argue that these amounts are inappropriate and could force sanctioned outlets out of business.

Article 49 of the Information Code grants every journalist free access to sources of information, with exceptions pertaining to the internal or external security of the state, military secrets, strategic economic interests, ongoing investigations or legal proceedings, and anything deemed to undermine the dignity and privacy of Burkinabes. In practice, officials use these exceptions frequently, and this can make obtaining government information difficult.

The Burkinabe legal system, and the judiciary in particular, had long been perceived as lacking independence during the Compaoré era. However, under the transitional government, a number of unresolved, high-profile cases involving the media attracted renewed official attention, including the 1998 death of Zongo, a prominent journalist. The investigation into his death was reopened in April 2015, and in December, three former soldiers in Compaoré's presidential guard were charged with his killing. No verdict was reached by year's end.[15]

All media are under the administrative and technical supervision of the Ministry of Communications, which is responsible for developing and implementing government policy on information and communication. The High Council of Communication (CSC) monitors the content of radio and television programmes, newspapers and internet websites to enforce compliance with standards of professional ethics and government policy. The CSC may summon journalists and issue warnings for subsequent violations. Hearings may concern alleged libel, disturbing the peace, inciting violence or violations of state security.

The president of the CSC is appointed by the head of state; its independence and neutrality are therefore questionable. *'It is a way of appointing people to high positions. Presidents of the CSC most of the time don't know anything about media and freedom of expression. It should be a peer organisation'*, says Abdoulaye Diallo, the President of the Norbert Zongo Press Centre.

However, none of the media-related laws prioritise gender equality, nor gender-sensitive employment or content in the media. Instead of promoting respect for women, media (by means of their content) often reinforce (sometimes unconsciously) the biases and stereotypes generated by a culture of patriarchy (see section 1.4 for further details).

Freedom of expression

As in many other countries that became independent in the 1960s, the pluralism of Burkina Faso's press that had existed before independence disappeared in the name of the national union. To protect the union, certain information was considered propaganda and journalists working for state-owned media were little more than extended mouthpiece of the government, seemingly acting as state officials. This situation changed with the liberalisation of the media industry in the 1990s, opening the space for more diversification.

Currently, the media enjoys relative freedom. Relative, because even though there is notable progress (in 2019, the country is among the press freedom champions in Africa, ranking 36th out of 180 according to Reporters Without Borders[16]), challenges still exist, like governance issues and pressures linked to the country's volatile security context. In the meantime, some community radios and 'new' media (online media and social networks) have managed to act as spaces for freedom of expression.

The media industry is vibrant and diverse, with numerous independent newspapers, satirical weeklies, and radio and television stations, some of which strongly criticise the government. Foreign radio stations broadcast without government interference. Government owned media outlets - including newspapers, television and radio - sometimes display a pro-government bias but allow significant opposition participation.

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[15] https://freedomhouse.org/report/freedom-press/2016/burkina-faso
[16] Reporters Sans Frontières (2018), Score Burkina Faso: 23, 33: https://rsf.org/fr/burkina-faso

Economic sustainability of media

When it comes to the legal enabling environment from an economic perspective, there are no significant restrictions be they legal or policy related that affect the media's financial operations (e.g. restrictive advertising or income generation laws in place for media). Yet, Burkina Faso's media are struggling financially, which is not surprising, considering the country ranks among the poorest in the world. Revenues for media in Burkina Faso come from a combination of annual government support with sums varying based on a range of criteria such as media type and social contribution, and from advertising income.

To survive in a challenging economic environment, many media outlets and journalists complement their income by the practice of 'brown envelope' (bribes paid to cover specific event or topic), thus compromising the principles of unbiased, independent and objective journalism. When gathering data for this report, some concrete examples were mentioned - that media charge between CFA 177,000 (approx. EUR 265) to CFA 442,500 (approx. EUR 665) to attend and cover an event. This practice is not only not questioned and discouraged, but even used by ministries and even by international organisations.

1.2.2 Media landscape

Note: Due to the large number of studies and reports already existing on Burkina Faso's media landscape, it was agreed with the EU Delegation to use existing descriptions. Here is the International Media Support description of the media landscape dated 2015.

According to a recent survey of media in Burkina Faso by the Ministry of Communication and UNICEF, the most important media (audience reach) remains the local radio, followed by the national television. 58% percent of the respondents in the 13 regions of Burkina Faso surveyed identify radio as their preferred channel of information, compared to 11.9% for television, 6.1% for public spaces (churches, mosques, markets, etc.), 2.2% for the internet and 0.1% for the printed media.

Radio
According to a survey on radio in Burkina Faso by the Ministry of Communication and UNICEF, there are 154 radio stations across the country, including 70 community based, 38 commercial, 39 religious and seven state related.[17] As is the case across sub-Saharan Africa, radio is the main media channel.

There are many reasons that the radio is the most commonly used media format: from the owner's point of view, it demands inexpensive equipment and few technical skills. From the user's point of view, it is low cost (in terms of access), accessible (especially for those with low literacy) and intimate (i.e. brings people together and extends the oral tradition).

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[17] Survey, October 2017

Rural (community) radio stations

In Burkina Faso, community radio stations are operated and owned by the communities they serve. They are generally non-profit and provide a space for individuals, groups and communities to tell their own local stories and share their experiences. Although the transmission of relevant, simple information and e.g. the ability of farmers to communicate with other farmers is the primary role of these radio stations, they also serve other purposes: they mitigate conflicts between farmers and breeders; increase the effectiveness of medical campaigns, at least in the short term; and contribute to the development of free speech and the acceptance of differences at local level.[18] When misused, however, they can also increase ethnic conflicts and reinforce local identities (at the expense of national identities), especially for remote areas.

Private versus commercial radio stations

The above distinction relates to various types of media outlets, including funding, topic and ideology (from small local radios to religious and large commercial radios). Religious radio stations are a specific genre in the African media landscape, and also very much valid for Burkina Faso, where churches and mosques are very important social actors. Radios help religious institutions spread their messages and extend the life of the community outside the offices, but also address social issues.

Commercial radio stations are operating for profit, even if this is not the proclaimed aim of the station. They receive public subsidy, advertisement revenues and generate income from other services as well. Their profiles vary from a more entertainment oriented (tele-novellas programming) to purely news and information-oriented programming, including predominantly development information.

In terms of enhancing gender equality and considering the economic and social realities, community and religious radios are the primary actors for spreading awareness about women empowerment, because they are often the only media available in remote areas.

Use of the radio & audience reach

77.7% of Burkinabe men have a radio receiver, compared to only 22.3% of women, but 70.3% of women still listen to radio within a household that owns a radio set.[19] This means that women are dependent on men to receive information via the radio, since the device (most often than not) is seen as belonging to the man. *'Men are the ones who put it on, and the ones who put it off. So, they decide what and when to listen to the radio'*, says Marie-Soleil Frère, a researcher on media in Africa at Université Libre de Bruxelles. Since audience surveys are expensive, they are also rare; and when they do exist (ordered by media stations to learn about their audiences), they are limited to three major radio stations and rarely disaggregated by gender. In addition, two-thirds of the population lives in rural areas, where the signal of these main radio stations is not always received.

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[18] André-Jean Tudesq, Les médias en Afrique
[19] UNICEF (April 2018) *Study of the radios in Burkina Faso: Typologies, audience and perspectives*

Despite the absence of official figures and as the success of women's listening clubs[20] shows that are hosted on community radio, local radio stations are very popular in their areas, and they are often the only local source of information, especially in rural and remote areas.

Television

The great number of television outlets is surprising given the size and economic standing of Burkina Faso. According to the CSC, there are 33 stations, including three public, twenty-three commercial, six religious and one community based.[21]

Television is well-watched in the urban centres only. This is explained by reception issues outsides urban centres and the lack of proximity of the national TV media which, despite some local antennas, focus mainly on national or capital-based news. With the analogue system, barely 50% of the country is covered, compared to 96% with the TNT's (digital) coverage. With TNT and a digital decoder (which costs around EUR 7), households have access to 20 channels, including state TV, RTB and others. For the ministry of Communication, *'the switch to the TNT is a revolution that makes the right to information real.'*[22] But, the required investments remain high for many households, particularly in rural areas, which makes TV less accessible.

Print

There are approximately 70 newspapers, including nine dailies, 12 weeklies, 23 bimonthlies and 25 monthlies. L'Observateur, established in 1973, is the oldest and most widely read newspaper in Burkina Faso. Yes, even the largest newspapers sell only 4,000–5,000 copies and are distributed almost exclusively in the capital (distribution to rural areas is difficult due to lack of resources and proper infrastructure). In some villages, papers are only delivered every three days. That makes the print press viewed as traditionally 'elite media' as it only targets the literate French-speaking population in urban centres, even more unlikely to reach the majority of the population (two-thirds of the Burkinabe live in rural areas)

Internet

Even though only until two years ago a mere 11% of the population used Internet,[23] currently Internet use is booming with as many as 20 online news sites in the capital Ouagadougou (of which the most widely visited one is LeFaso.net counting more than 45,000 visitors daily).[24]

Burkina Faso also hosts various initiatives by bloggers and web activists, and recently hosted the 2nd African League Summit of bloggers and cyber-activists for democracy (in June 2018). Bloggers gained popularity and credibility already during the 2014 protests, by sharing real-time information of what was happening in the streets. In the recent past, blogging was primarily used to inform. Currently, it is increasingly used to address topics considered

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[20] Listening clubs are are created by women of the community. They listen to the radio together and discuss the topics addressed. Listening clubs enable their members to become members of the community, actors of their own development. These clubs are very popular and a single community radio can have dozens of clubs, according to their target group (women, youth) or area.
[21] http://www.csc.bf/m-372-statistiques-tele.html
[22] https://www.jeuneafrique.com/505888/economie/television-le-burkina-faso-lance-officiellement-la-tnt/
[23] CFI (November 2016) 'Cityoyennete numerique: ce que l'afrique prepare' / Digital citizenship: what Africa is preparing. Sourcing from: Internet live stats.
[24] http://www.csc.bf/fichiers_site/a4294bur/contenu_pages/Medias%20en%20ligne.pdf

neglected in mainstream news (like women rights, or cinema) or to criticise certain actions by the authorities.

<u>Use of mobile telephones</u>

According to the International Telecommunications Union, 67% of Burkinabe have a mobile phone subscription.[25] People use their phones to interact with radio stations either by calling in or sending SMS. Beyond this, the media sector does not seem to use mobile technology. The use of online media remains the prerogative of the urbanised youth and the intellectual elite. The price of broadband in Burkina Faso is actually the highest in Africa. A (close to) unlimited internet subscription (between 10 and 30 Go) costs between EUR 25 to 55 per month, not including the cost of phone calls. This, of course, represents the largest obstacle to accessing online information in a country that is among the world's poorest.[26]

1.2.3 Implications for media in representing society

Providing unbiased, objective and accurate information to the public, while abiding by professional and ethical principles of journalism, is the primary function of media. In a democratic society, professional media is a vital actor in any democratic decision-making process, promoting transparency and accountability and helping citizens to make informed decisions affecting their lives.

Burkina Faso struggles with both how the media industry functions, as well as due to the large disparities in media and information access between urban centres and rural areas. Based on the data and interviews gathered during both the field as well as the desk research, it can be summarized that media in the country as a whole is weakened by a combination of challenging economic realities, a limited and overly theoretical journalistic education, and a true understanding of the role of media as promoting objectivity and unbiased information and protecting the interests of the public as opposed to backing corporate or political interests.

The influence and role of Burkinabe media as watchdog of society and holding power to account remains often limited. In many cases, media obediently cover official events or provide superficial information, without critical analysis, investigation or research, only reproducing press releases, without questioning the context or interviewing stakeholders.

There are initiatives for promoting quality investigative reporting (like the Cell Norbert Zongo for Investigative Journalism in West Africa (CENOZO), created in 1997 and supported by the Open Society Initiative for West Africa, or Studio Yafa, created in 2019 and supported by the Fondation Hirondelle) and for Denis Vincenti, the Director of Studio Yafa, *'the journalistic quality in Burkina Faso is recognised and many prizes reward stories or reporting of high quality'*.

The wide-spread practice of 'paid' stories (or brown envelope), which forces organisations in need of promotion to pay to ensure the presence of journalists at their press conference or event, is the major obstacle to professional independent journalism, leading to an absence of critical reporting. *'90% of the journalists have disconnected their brains. The agenda is*

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[25] http://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx
[26] https://www.mediasupport.org/publication/crisis-transition-media-burkina-faso/

defined by actors outside the newsroom. The economic logic of news production keeps them from getting stronger', says Salouka Boureima from Deutsche Welle Akademie. For Denis Vincenti, on the contrary, *'the issue of paid reporting is not linked to the professionalism but to the economic system of media that need these incomes to survive. And as freedom of the press is genuinely respected, journalists have the possibility to work ethically. Paid reportings are very different. It is a mission given to the journalists to keep the media alive.'*

This situation also has an effect on gender issues. *'As this question does not generate money and is not likely to create controversy, it is difficult to have them on the agenda, knowing in addition that for media bosses and editors-in-chief, gender does not deserve attention. This is not important for them and it is seen as an invention imposing new norms and values'*, adds Mr Boureima. This means that stakeholders that want their gender-related story covered in the news must pay in all cases.

1.3 Women's representation in media organisations

This section details how women are represented in media organisations, in terms of employment, ownership, remuneration, and position in the workspace (notably the newsroom). This is considered important, because the realities in the internal organisation of media have a direct impact on the working environment in general, and the content production in particular. A gender-balanced leadership is more likely to lead to more gender-balanced news production.

According to a 2016 survey conducted by the Norbert Zongo Press Centre on *'The situation and image of women in the Burkinabe media'* and quoting the Panos Institute, the percentage of female staff in all types of media combined was 15% in 2013. In 2016, this survey found that women numbered 25% in the newsroom.[27]

Table: Proportion of journalists according to their gender (for 140 media organisations)[28]

	Male journalists	Female journalists	Total	% female journalists
Radio	446	140	586	24%
TV	79	46	125	37%
Print	175	45	220	20%
Online	69	30	99	30%
Total	**769**	**261**	**1,030**	**25%**

According to the 2016 survey, only 12 out of the 140 surveyed media organisations (9%) have at least 50% women in their newsrooms, while 40 (29%) media organisations (regardless of their type) have no women at all.[29]

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[27] CNP/NZ 2016 Report
[28] Ibid
[29] More recent statistics are not available; it is difficult to keep these figures updated as the turnover is quite high in this sector in general, particularly among women.

While at entry level the number of female journalists is above 25%, senior experienced women in the media sector are rare. The specific working conditions of the sector and the societal view of women working as journalists lead many women to leave and search for careers in marketing when they marry or become mothers.

Among the different types of media, women are best represented in TV (37%). There is no TV station without any woman in its newsroom. The reason for the higher presence of women in TV stations is ambiguous, however. *'She is portrayed by a certain publicist speech as a symbol of beauty and charm, and this cliché is used by the TV promoters as a mean to increase audience'*, analyses the CNP/NZ report, as opposed to being chosen based on her professional qualifications.

There is a similar situation in the journalism education sector at university level, although the women representation is improving. In 1997, the number of women at the University of Ouagadougou in journalism and communication reached 18%. In 2014/15, the rate was 22%; and in 2015/16 and 2017/7 respectively increasing from 30% to 37%.[30]

This shows a progressive increase in representation of women in the education sector, but this trend is not reflected in the distribution of top positions in the media industry. *'A survey of eight online information portals, 43 radio stations, 10 television stations and 23 newspapers, so 84 media in total (public and private), showed that 8.5% of women hold top positions'* (Nanebor Consult, 2015, quoted from the above-mentioned CNP/NZ report).

Table: Women working in top positions and women directors and editors-in-chief[31]

	# of media professionals (m/f)	# of women in top positions[32]	%	# of women directors	%	# of women editors-in-chief	%
Radio	586	32	5.4%	8	9.6%	5	6.0%
TV	125	08	6.4%	1	14.3%	2	28.6%
Print	220	09	4.1%	1	3.1%	0	0%
Online	99	05	5.1%	3	16.7%	0	0%
Total	1,030	54	**5.2%**	13	**9.3%**	7	**5%**

The top positions are predominately occupied by men (almost 95%). Of the 54 women with management responsibilities within media outlets, 20 are directors or editors-in-chief and 34 hold less prestigious back-end positions such as in administration. The majority of women working in media cannot make decisions independently and rely on team-decisions or their (male/female) superior.

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[30] CNP/NZ 2016 Report
[31] Ibid
[32] This category consists of: Women directors, editors-in-chief and in administration.

This is observed as the direct result of stereotypes against women (i.e. the presumed role of women as having to hold jobs compatible with their role as a mother and spouse). As researcher Lassane Yameogo explains in the CNP/NZ 2016 report: *'This means that the discrimination faced by women in the media is not based on their skills, but on social constraints. Journalists of both genders have the same education, same diplomas and same professional skills. For the same qualification, they have the same salary. There is no discrepancy on salary based on gender in Burkinabe media. The interviewees, including women, believe in the intellectual skills of women, but think that the demands of the job are such that they become unable to handle it'.*[33] Many cases have been reported of women who refused a promotion because they believed they would be unable to handle the stress both at work and at home.

Working in the media sector comes with certain working conditions, namely unpredictable timing, late-night and/or weekend work, and missions outside national borders, which are considered substantial obstacles for women. This leads teachers in university to discourage their female students from selecting journalism after the common year of communication and journalism studies and women are advised to pursue a career in communication instead. In addition, women journalists are discouraged by the society as a whole. *'You keep hearing that "you can't be a good spouse if you are journalist"'*, says a female journalist working for Sidwaya. Journalists are said to be 'easy' women, especially anchors. Family and friends perpetuate this notion, and many men/boys are said to refuse to have a girlfriend who is a journalist. *'My boyfriend used to accompany me to the radio. But when we got married, it "curdled". I became a public woman and he didn't like that. We had arguments all the time. So, I resigned. Then we got separated for other reasons and I came back to my job'*, explained a female journalist from the municipal radio of Ouagadougou.

It is notable that such couples often meet during their university years, where a boyfriend knows that his girlfriend intends to become a journalist. Everything changes, however, when the woman actually becomes a journalist, which usually occurs when the relationship becomes official via engagement or marriage. This turning point at the moment of formalisation reveals the strength of the need to comply with society's expectations regarding gender roles for husband and wife. *'These preconceived ideas limit the women's flexibility. They lead to restrictions of management skills that contribute to keeping women away from journalism or exclude them from the decision-making process (...) The perception of the relationship between family life and work tends to be that the home and journalism are not compatible. Only a free woman, not married, can be a good journalist'.*[34]

As mentioned above, a woman who is 'free or independent' is poorly perceived and does not enjoy social respectability, as her role is primarily seen as one symbolising home and family duties. Subsequently, it seems that social acceptance is directly linked to a woman's ability to fulfil this expected social role. Marriage remains an unavoidable step towards social maturity and represents a prerequisite for individual well-being. But at the same time, it also acts to cement inequalities between men and women.

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[33] CNP/NZ 2016 Report
[34] Ibid

During recruitment, no notable discrimination against women was observed. Recruiters did observe that some applicants recognise that pregnancies/motherhood can be difficult to manage if they would be fully employed, thus implying that the applicant herself sees that motherhood could be a limiting factor in her career. The empirical impression is that the gender imbalance in the newsroom is more due to inhibiting factors like social pressure to be a devoted mother which is seen as incompatible with a demanding job. These factors prevent women from entering journalism or pursuing a top position career in media than from outright discrimination from recruiters. Even if from the recruiting perspective there are no pre-defined limitations for women to pursue a career, the societal norms do affect women's choices and actions to enter journalism or to be promoted to senior positions.

1.3.1 Gender attitudes in the newsroom

How women are perceived and treated in the newsroom affects their prospects for promotion to top positions in a media organisation. In interactions with colleagues, be their superiors or equals, female media professionals are confronted with stereotyping and (sexual) harassment.

In Burkina Faso, the 'genderisation' of the work in a newsroom is very strong and sometimes leads to adapted schedules for women to help them manage work as well as family duties. During the interviews, mixed reactions were observed. According to some, the only way to combine job and family is to have such adapted news time schedules/shifts, while others think that it is the responsibility of women themselves to know the conditions beforehand and accept the consequences. To illustrate the presumed discrepancy between striving to be accepted as equal, but at the same time requesting preferential treatment (for example, by adjusted schedules), a female journalist that was interviewed pointed out that some women *" say they are feminists, but they don't assume themselves as such. It is difficult to claim equality and then ask for specific facilities at the same time."* This journalist, who is divorced, says that her life has been much easier since becoming a single mother. This means that the problem is not maternity and caring for children but are often directly related to having a husband and the expected set of obligations that come with being married.

There is no written rule concerning adapted work shift/schedules to combine work with family obligations in any media organisation, nor is any gender policy available. Some newsrooms adapt their schedules to meet women's personal obligations, while others do not. When they do, however, it is always at the request of the woman. Men tend to think this is unfair: they have to work at night for the same salary. Some media companies offer the services of a driver for women in case of late field reports, but this is sometimes also badly perceived by the male journalists, who do not benefit from these facilities. The problem with such adjustments is that they legitimise and reinforce societal expectations about women. Work then condemns women to their role as wives and mothers instead of empowering them.

When asked what a possible action for change could be, the most assertive women (all divorced) in the focus group organised in the framework of this report said that if women are sufficiently determined, men will adapt progressively to the changing situation. They should apply limits to men's misconducts and put a clear border between professional and private lives.

1.3.2 Harassment and sexual misconduct in the newsroom

Certain behaviour patterns that fall under the category of sexual harassment (for example, seduction, inappropriate proposals, transgression or even abusive conduct) seem widespread practices across the whole industry. In many cases, such behaviour is so common and accepted in newsrooms in Burkina Faso, that it is not even identified as sexual harassment. That makes it difficult even to collect testimonies from female journalists, as women find it difficult to realise that certain behaviors by their male colleagues or bosses are not appropriate.

During the field research and focus group discussions when the research team described what is characterised as sexual harassment, many of the interviewees started sharing numerous cases. *'As long as you are a woman and you need something from a man, even if it is just information, they put the subject on the table'.* Another journalist interviewed said she could not get access to a ministry's event because she declined the proposals of its director of communication. She added that she had not even discussed that situation with her superiors. On the basis of testimonies and focus group discussions we conducted, it can possibly be concluded, that often men in power try to get personal advantage of their position and that women are afraid to speak up and address misconduct (by direct colleagues and bosses, as well as by political figures).

'Women journalists are reviled precisely because they represent women's empowerment. They are considered not to be good wives or good mothers because of their work, so we reproach them to walk towards equality', notes journalist Laetitia Ouedraogo who thinks the key is to put limits. '*In my radio, they all tried. "Who will 'manage' her", "you didn't let us take our part", are the kinds of things I heard. I said to my boss when he tried, "this is not what I am here for" and explained I expected to be treated like a professional, and now they leave me alone'.*

Not all women journalists, however, dare to object their bosses. Often, if not always, they do not dare to speak because it means exposing themselves. *'You are the one making trouble if you speak'.* There are cases where they simply resign and try to avoid further escalating problems at their workplace, because they consider speaking with their superiors difficult and confronting.

Sexual harassment often remains undetected, including considered "normal", not just by women, but in equal (or larger) degree by men as well. Most of the men occupying top positions in the media interviewed for this report said that they had never heard about cases of sexual behaviour taking place at their outlet or organisation, nor that such cases were directly reported to them by their female employees.

One of the possible solutions (also proposed by some of the interviewees) is setting up an official complaint mechanism, where complaints can be filed and cases can be discussed and addressed, without compromising those exposing sexual misconduct. To set up *'a place of confidence, external to the media, where they can be sure that a solution could be found without being exposed',* as one of the interviewees noted.

1.4 Women's representation in media content

Worldwide, women and girls have limited access to information and their voice in the media is distorted. Media content falls alarmingly short when it comes to reporting on women or women's issues. Women are often presented as objects rather than subjects.

In order to assess the representation of women in media content in Burkina Faso, content monitoring was conducted. The aim was to provide an indication of the quality of representation of women and girls in news content and the overall gender sensitivity of reporting in Burkina Faso. For this purpose, media content was analysed across newspapers, radio, television and online platforms, covering politics, the economy and social issues.

1.4.1 Methodology

The media monitoring builds on the methodology of the Global Media Monitoring Project (GMMP), which is the longest longitudinal global research focusing on gender equality and is conducted every five years.[35] The content monitoring that was implemented for this assessment provides more up-to-date and in-depth qualitative data on the representation of women in the news content of six of Burkina Faso's news outlets.

The methodology used in the content monitoring encompassed both quantitative and qualitative analysis. In the quantitative approach, the news stories were analysed based on topics, the gender of the journalists, the number of men and women used as sources in the story and whether these stories are focused specifically on women or groups of women. The categories are structured and mutually exclusive to ensure that the empirical data are valid and objective.

The qualitative analysis follows the GEM (Gender and Media)[36] classifications that categorise news items into four categories:

- **Blatant gender stereotypes**: news items in which men and/or women are presented in stereotypical roles
- **Subtle gender stereotypes**: news items that reinforce notions of women's domestic and men's more public roles in ways that make them seem normal
- **Gender blind**: news items in which there is a lack of gender balance among sources (giving only one perspective to the issue) or gendered perspective on everyday issues, missing the opportunity to add new and interesting angles to the story
- **Gender aware**: news items that challenge stereotypes, have a gender balance in sources, show various perspectives and/or items that concern inequality between men and women

The news stories were further analysed by considering the language used to describe men and women, the visuals used, the balance and portrayal of sources and the story angle and perspective. A complete description of the methodology used can be found in Annex 1.

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[35] The last iteration of the GMMP took place in 2015.
[36] Based on the methodology of the GMMP; see 'Qualitative monitoring guide and form' at
http://whomakesthenews.org/media-monitoring/methodology-guides-and-coding-tools

Six national media outlets were selected for monitoring based on type of media, reach, audience and ownership. On April 2nd, 2019, 48 news items were selected for analysis - eight items for each media outlet. Since the sample is small, it was decided to solely select media outlets with a national reach. There are more TV and Radio outlets included in the sample since these are the most importance sources of information for people in Burkina Faso, as explained in section 1.2. The selection also presents a variety in audience served by the media. The table presents an overview of the media outlets analysed in this content monitoring.

Table: Characteristics of selected media outlets

Selected media outlet	Type	Ownership	Audience
Observateur Paalga	Newspaper	Privately owned	Audience mostly in capital
Le Fasonet	Online	Privately owned	General audience and audience from abroad
RTB TV	Television	State-owned	General audience throughout the country (also producing news in local languages)
BF1 TV	Television	Privately owned	Popular amongst youth
Radio Omega	Radio	Privately owned	Popular amongst youth
Radio Savane FM	Radio	Privately owned	Popular amongst adults

Although this is not a representative sample of the reporting in Burkina Faso's news content, the data provide a strong indication of the gender sensitivity of the reporting and representation of women and girls in news content in Burkina Faso.

1.4.2 Content monitoring results

The content monitoring shows that, on the day of the monitoring, women were under-represented as **sources** in the news items monitored. As can be seen in the figure below, only 19% of people used as sources in the stories were women. These data show that women's voices, perspectives and issues were largely invisible in the media monitored.

Figure: Male and female sources in stories

■ Men
■ Women
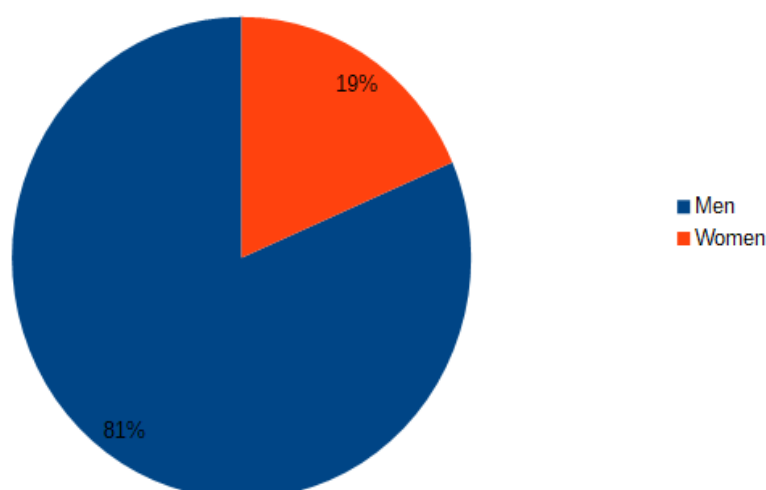
In terms of the **gender of the journalists** producing the items monitored, there is an under-representation of women in this area as well. Of the 48 items monitored, 30 were reported by male journalists (61%) and 19 by female journalists (41%).

Another interesting finding is that of the items that were on the front pages of online news and newspapers and in TV and radio headlines, only 27% of the stories were produced by female journalists. This decrease in percentage of female journalists could suggest that male journalists are more likely to be assigned to the stories that are considered major news.

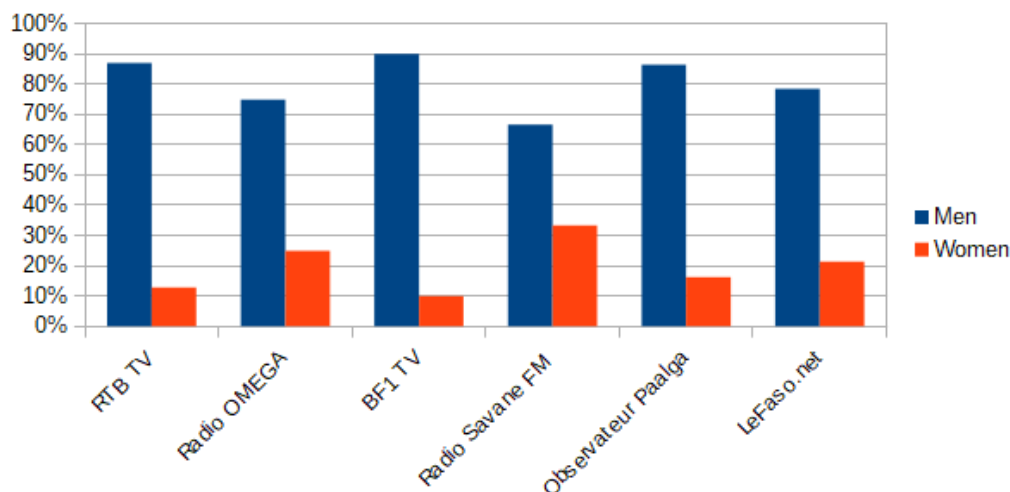*Figure: % of male and female journalists producing frontline page / opening news stories*
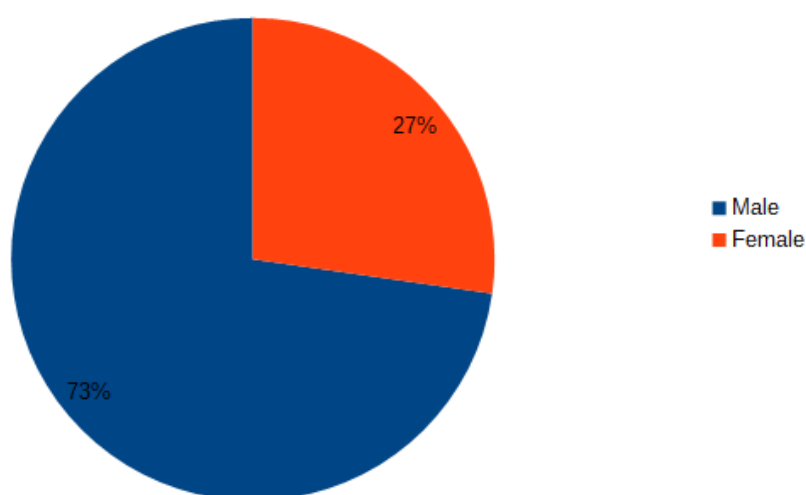
These numbers differ strongly per media outlet, as shown in the figure below. Whereas the items monitored on BF1 TV were only produced by men, Radio Savane FM and especially LeFaso.net had more items produced by female journalists.

*Figure: Number of male and female journalists by media outlet*
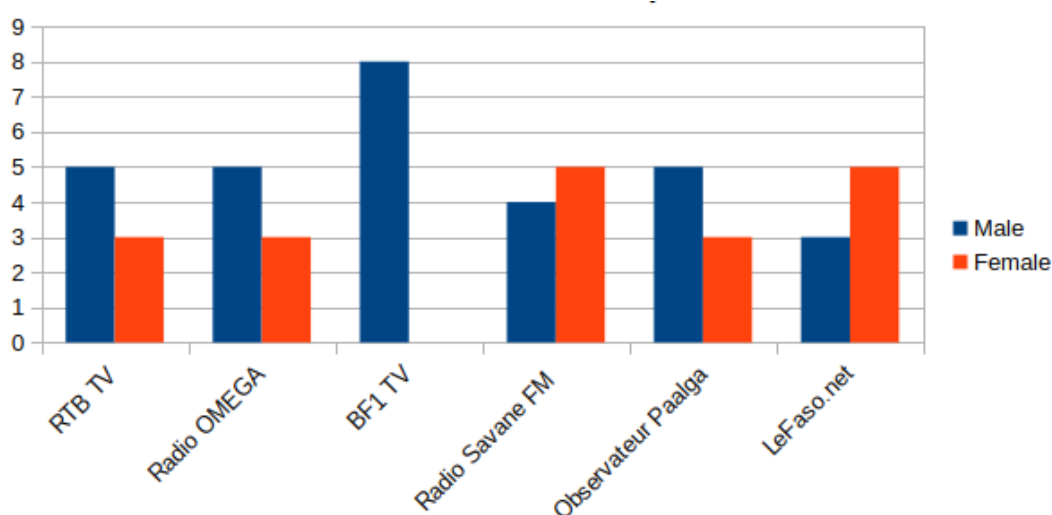
However, the content monitoring showed that a high number of female journalists does not directly imply an increased number of female sources used. As can be seen in the figure below, all media outlets used more men as sources than women in the stories monitored, including the media outlets with a large amount of stories produced by female journalists.

Figure: % of male and female sources by media outlet

There was also a difference in the **topics** covered by male and female journalists. The figure below shows the number of male and female journalists producing items per topic monitored. Female journalists report more frequently on social issues, while the majority of journalists reporting on politics are men. These findings were confirmed during the fieldwork. *'In Sidwaya (the public newspaper), journalists work by topics, but the team working on politics and diplomacy is reserved for men'*, explains a female journalist. Another female journalist notes that *'men are more advanced in politics because they have time to do research. A married female journalist doesn't. To organise a political debate, you need to know the history of the politicians, the context'*.

Figure: Number of male and female journalists producing item by topic
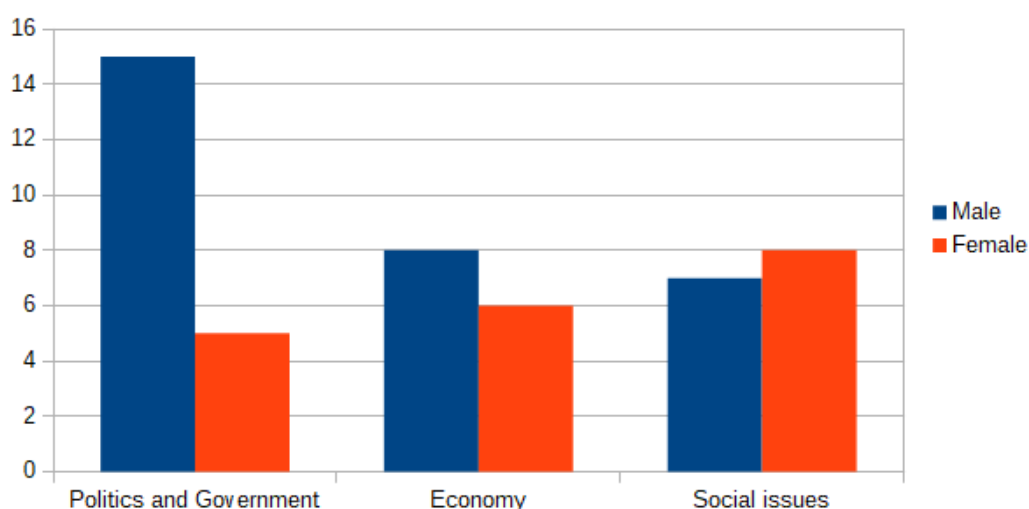
When looking at the sources used in stories about the various topics, it is evident that in stories about the economy, there is almost a balance between male and female sources. This means that women actively participate in formal and informal economic life; as a result, they should be taken more seriously. In the area of politics and government, however, male voices especially dominate in the news stories analysed. The high number of male voices can partly be explained by the fact that the monitoring sample included four stories about the lawsuit against the people who attempted a coup d'état, of which many men are accused. Yet even in

the other stories concerning politics and government, a disproportional number of male sources was observed.

Figure: % of men and women used as sources by topic
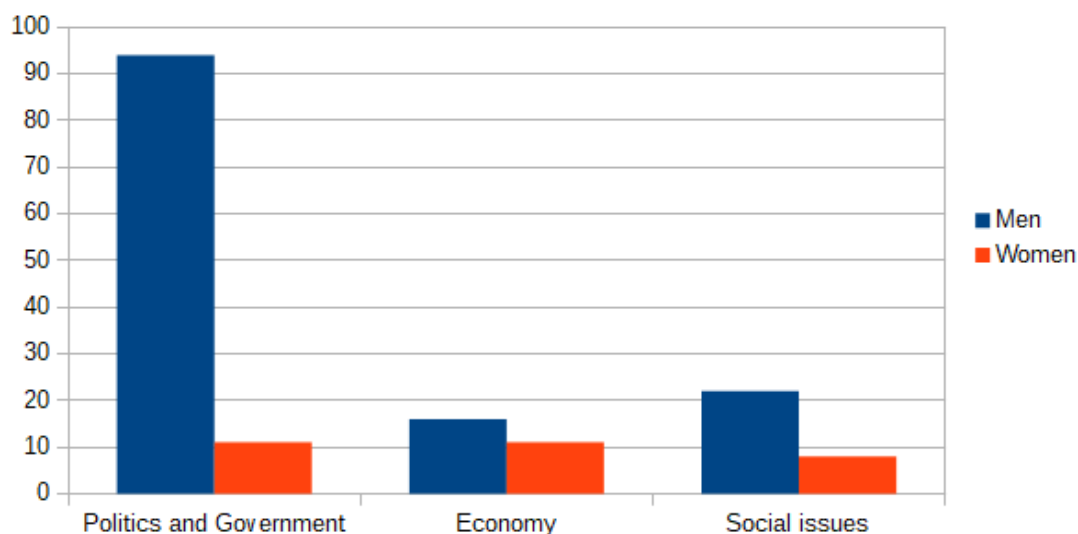
An example of a disproportional number of male sources used is an article by LeFaso.net, which covers a change in leadership at a political party.[37] Not only are all of the quoted sources men, but in the five photographs that accompany the article, there is only one woman clearly visible. The article thus reinforces the idea that politics and leadership are male domains. This can be explained by the reality today in Burkina Faso, where only 9.4% of members of parliament are women and only seven ministers out of 27 (two being ministers' delegates) are women (see Section 1.7).

The predominance of male voices in the stories monitored is also reflected in the **visuals** accompanying the articles. When the majority of those quoted are men or if men are central in the stories, the visuals mostly show men; women are often shown as part of an audience or in the background. In the stories where women are used as sources, they are also more visible in the visuals, especially if they are the leader of an organisation or serve a public function. This may be explained by a real and widespread phobia among women of speaking publicly. Public speaking is considered a men's matter, marking a clear distribution of roles in the society (Camara er Sarr). Women fear being unable to answer the journalists' questions or saying something that would not be tolerated by their husband. Even on topics that could lead to major social changes once addressed in the media, women remain voiceless before the microphone. To have them as media sources, we are forced to go through intermediary sources: their husbands.[38]

This shows that it is not only important to consider the number of men and women represented in news content, but also what topics they speak about and how they are portrayed. The **GEM classifications** used in the content monitoring show that although no blatant or subtle stereotypes were found, most stories in the sample are 'gender blind'. In other words, they did

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[37] *'UPC/ Kossi: Le député Daouda Simboro éjecté et remplacé par Dr Adolphe Sérmé',* article published on April 2nd 2019 by Lefaso.net: https://lefaso.net/spip.php?article88901.

[38] CNP/NZ 2016 report

not take into account a gendered perspective in reporting, and most of the stories could have been enriched and expanded by including a wider range of sources and viewpoints or by shedding light on the different implications for women and men.

Figure: Classification of monitored items into the four Gender and Media (GEM)-categories
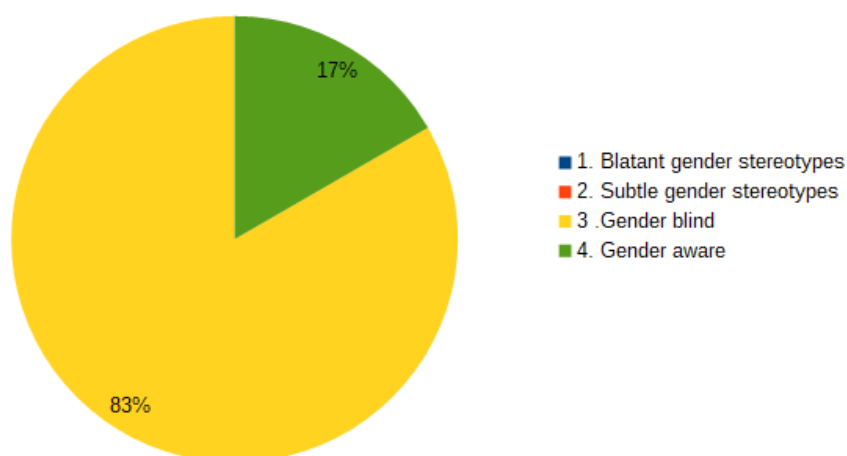
One example of a gender-blind story is a report by TV BF1 about the opening of a medical centre.[39] Only men are interviewed, and women are largely invisible in the images of the ceremony accompanying the story. The main people interviewed are those in positions of power, such as the governor and the person who made the medical centre possible, who are all men. A different perspective could easily have been added to the story by, for example, interviewing women who will use the facility or work there in order to learn what the opening of the centre means for them. The only inhabitant of the village interviewed in the report is a man. The story is therefore a missed opportunity to include a wider range of voices and a gendered perspective.

At the same time, eight out of the 48 stories analysed (17%) are classified as 'gender aware'. This means they challenge stereotypes, have gender balance among their sources, offer various perspectives or highlight issues of inequality between men and women. For example, Observateur Paalga published a story about a workshop on how to use modern tools and machines in farms.[40] An image is shown of the female director of the organisation, who organised the training, handing a certificate to a female participant. This story is gender aware because it shows that both men and women benefit from this training and are able to use machines in agriculture.

Another example of a gender aware story is an article by Le Faso.net that covers a debate about the categorisation of jobs according to gender.[41] This article is gender aware because it focuses on gender issues and challenges the notion that some jobs are only fit for men and others for women.

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[39] *'Inauguration CSPS de Nyfou',* Item broadcast by TV BF1 on April 2nd, 2019: https://www.youtube.com/watch?v=tJ474EvaVbo

[40] *'Agriculture familiale: des motoculteurs pour remplir les greniers',* article published on April 2nd, 2019 by Observateur Paalga

[41] *'Café-maquis des sciences: La catégorisation socioprofessionnelle des femmes en débat'*, article published on April 2nd by Lefaso.net: http://lefaso.net/spip.php?article88884

Due to the small sample of the monitoring, no stories were found in the other two GEM classifications, which means that none of the content monitored conveyed blatant or subtle gender stereotypes. This is a positive result, but there is still a lot of room for improvement, since the majority of stories monitored are gender blind.

1.4.3 Implications of media content monitoring results

The content monitoring data show that there is an imbalance in the representation of women in Burkinabe news. Women's voices, perspectives and issues are still invisible, and women only make up 19% of news sources. The results also suggest that including more female journalists in the media may not be enough to reverse that imbalance. The GEM classification shows that many of the stories are gender blind; this indicates that there is a great deal of potential for adding a gender angle to stories (without additional resources) and showing how both men and women are impacted by the news reported.

The underrepresentation and stereotypical portrayal of women in news content is closely related to how and by whom the news is created. Studies show that the underrepresentation of women in decision-making positions in media outlets is associated with the production and distribution of media content that reflects and expresses the gender inequality present in the media workforce and in wider society.

In this way, the media reflect and perpetuate existing societal gender stereotypes. For example, the low number of female voices in stories about politics and government may be rooted in the fact that fewer women in Burkina Faso are active in politics, but at the same time it reinforces the image of politics as a male domain. Journalists choose the persons they wish to report on and often focus on those in positions of power—men generally enjoy more visibility because they are the presidents or the CEOs. This is a vicious circle; it reinforces the status quo and results in stereotypical and gender-blind reporting. Here, the all-too-familiar multiplier effect of media is at its worst. The media see themselves as a mirror of society, and not as an actor of change.

This is a missed opportunity, since media could play a role in challenging existing gender norms. The news media shape and influence what people think is important and how they view the world. By providing more diverse story angles - including the views and perspectives of women - and challenging gender stereotypes in news content, the media have the ability to contribute to gender equality in society. Fortunately, the sample included a number of gender-aware stories in which women are depicted as experts, researchers, doctors, deputies, leaders of enterprises, and governors, as well as country leaders.

All in all, this shows that there are many opportunities for the media in Burkina Faso to include more diverse voices and perspectives in their reporting and a gender perspective in their media content. The media could take up the role of an actor of change by equally representing men and women in media content and challenging existing norms and stereotypes regarding men and women in society, ultimately contributing to gender equality. This short study shows that there is a need for constant and consistent monitoring of the media so that empirical evidence and examples can be used to hold the media accountable for reporting that is more gender balanced.

1.5 Access to information

Access to information[42] is a fundamental right enshrined in the Universal Declaration of Human Rights and is considered critical for the exercise of basic socio-economic and political rights. Globalisation, while shaping a new era of interaction between nations, economies and people, can also have side effects such as the marginalisation of those deprived of access to the global network. Worldwide statistics show that women do not access information at the same rate as men, thus reinforcing gender gaps. Access to information is essential because, by exercising their right to information, all citizens (but especially those marginalised, including women) are able to more fully enjoy their socio-economic and political rights in meaningful and transformative ways.

Burkina Faso is signatory to the International Covenant on Civil and Political Rights, guaranteeing freedom of expression and access to information. Additionally, these are also guaranteed by the country's constitution. However, like in other cases, there is a discrepancy between official laws and commitments on the one hand, and real practice and implementation on the other hand. Access to information remains largely unequal for the majority of the population in rural areas, as well as for women. Additional factors that limit further equal access to information for women are lack of education, illiteracy, poverty, work overload, intellectual isolation and dependence on a male family member (usually the husband) for an access to mobile and/or information devices (including TV, radio, mobile phones and others, see previous sections). This chapter of the report focuses on radio, as it is the most used medium to access information. In Section 1.6 more information on the access to internet and mobile devices is presented in relation to Access to ICT.

1.5.1 Access to radio

The table below reveals a high discrepancy between the percentages of men and women listening to radio. Only slightly more than half of women listen to radio, which is, in most of the country, the main source of information.

Table: Listening to the radio by gender (%)[43]

	% listening to radio
Men	72.2%
Women	54.8%

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[42]We are not referring here to the formal consideration of Access to Information as regards the right to government information, yet rather the ability to access and share information through media, society, online and offline. But on government information, it is worth noting that the National Council of Transition of Burkina Faso has voted the Law No. 051-2015 / CNT granting access to public information and administrative documents. Efforts are currently being done to share documents online.

[43] UNICEF (April 2018) *Study of the radios in Burkina Faso: Typologies, audience and perspectives*

Another study, where unfortunately the data were not disaggregated by gender, shows that to those who reported that they do not listen to radio, half of them note that they lack a radio device as their key reason why half of the people do not listen, while the lack of time is a reason for a quarter of those surveyed. See figure below.

Figure: Reasons for not listening to radio (UNICEF) [44]
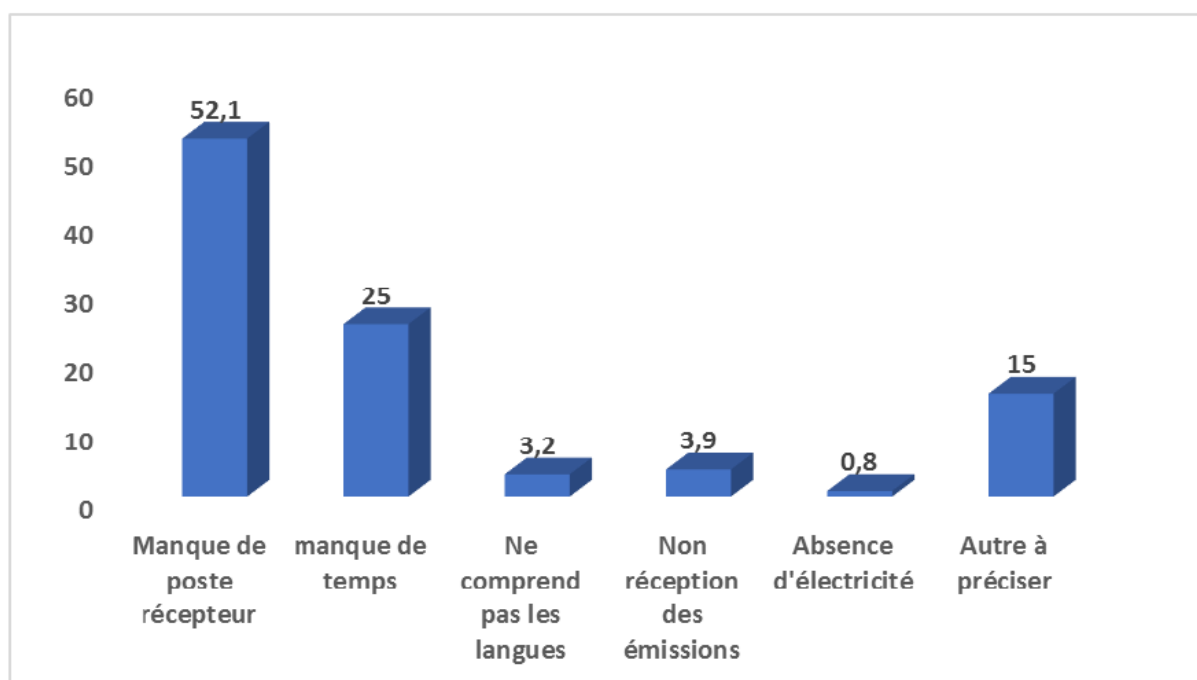
The lack of a radio device disproportionally affects women who more frequently than men lack a radio device. This is confirmed by Jean-Baptiste Sawadogo, from radio Venegre in Ziniare, capital of the Plateau Central region, 40km from Ouagadougou: *'First, to have access to information, women need to have access to the device, which implies money in the first place but also potentially the authorisation of the husband to use the device he usually owns, and last but not least, time and/or mental availability, which is rarely the case considering their workload'*.

The data collected by UNICEF for its survey on radios in Burkina Faso shows indeed that 77.7% of men own a radio, while only 22.3% of women do.

Table: Ownership of radio device disaggregated by education level and gender (%) [45]

Radio ownership	Education		Gender	
	Educated	Non-educated	Male	Female
Radio in the household	27%	73%	29.7%	70.3%
Personal radio	34.7%	65.3%	77.7%	22.3%

This might be explained by the fact that the man in the household usually has the larger income and the decision power. Comparing these figures with the ones provided above stating

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[44] Ibid
[45] Ibid

that *70.3% of women still listen to radio within the household owning a radio receiver,*[46] confirms that not owning the radio receiver is the main reason for not listening. Hence, women listen to the radio when they can. This is why providing them with radio receivers could be a possible intervention strategy.

Urban centres/rural areas

Studio Yafa, founded by Fondation Hirondelle, released a study on the areas of interest and access to information by the Burkinabe rural youth[47], of which the key results are summarized and highlighted in this section.

Data show that there is a double distinction, both geographic and economic, to take into account when reviewing access to information. The closer to the regional capital, the better access to internet and phone networks. *"Even if less strong that in Ouagadougou, the presence of the network is decisive. In addition, the living standard determines the possibility to access a TV, internet/phone credit and own phones able to use social networks."*

Figure:
Proportion of the rural and urban youth watching TV by frequency (%)[48]
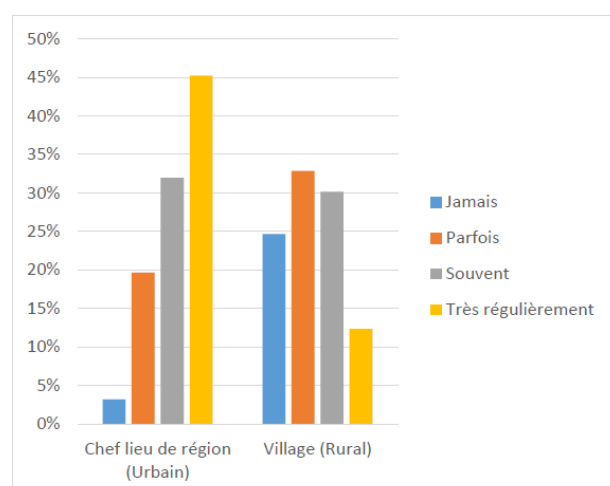
Figure:
Proportion of the rural and urban youth accessing internet by frequency (%)[49]
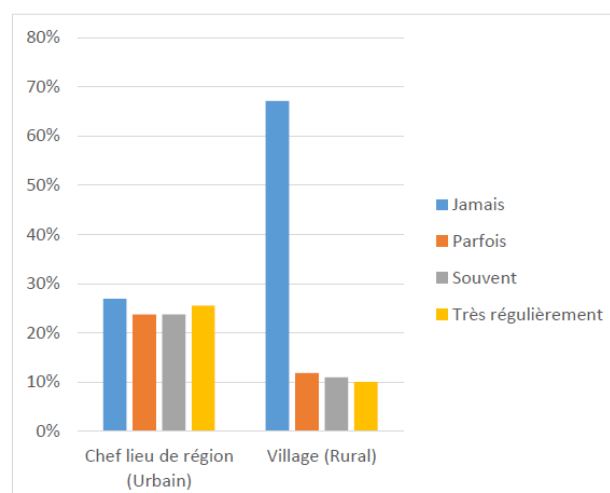
"On [the above figure]*, we notice that close to 45% of the young interviewed in the regional capitals watch TV very regularly while less than 5% never watch it. However, in the villages, only a minority watch TV regularly. Even if TV is used from time to time to get information by the majority of people, still 25% of people never have access to TV, which is considerable".*

Access to internet is much more difficult than access to TV. And the difference between the two areas is larger. *"In regional capitals, 25% of the youth has never access to internet while in villages, they are more than 65%."*

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[46] UNICEF (April 2018) *Study of the radios in Burkina Faso: Typologies, audience and perspectives*
[47] Fondation Hirondelle (April 2019) 'Study on the areas of interest and access to information by the Burkinabe rural youth'
[48] Ibid
[49] Ibid

The study also reveals that women have less access to information, which is particularly true when it comes to access the internet. *"The quantitative study shows that no woman feels that she has regular access to internet while more than 45% of them never access internet."*

Figure: Access to internet differentiated between men and women in regional capitals (%)[50]
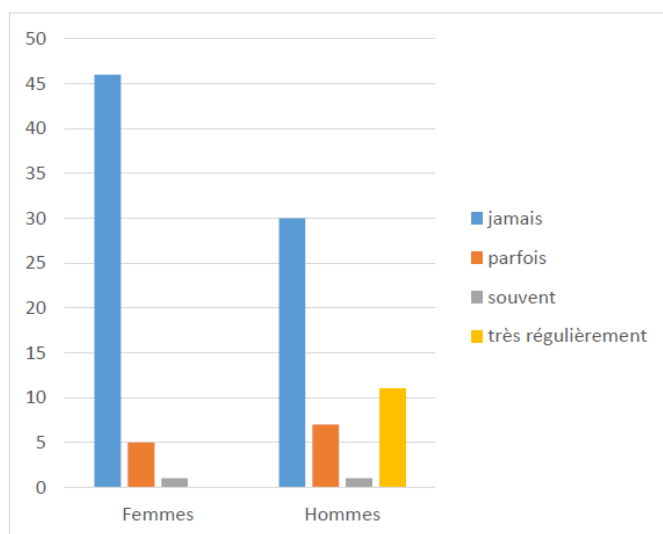
But the prevalence of radio remains, even in urban areas and even for the youth who would prefer an easier access to other media, like TV and internet. "*The qualitative results show that it is a default use at certain times of the day or during times when other means of information are not available. For these young people in particular, the use of and listening to the radio, is considered a more or less obsolete method. They give little importance and show little interest in this information and communication tool which, according to the majority of them, lacks visual aids and is not distracting enough. For them, the information is more interesting and more stimulating through television and through the Facebook and WhatsApp applications they have on their smartphones (for those that own them)*".

Figure: Preference of information channels for young people in the regional capitals (in %)[51]

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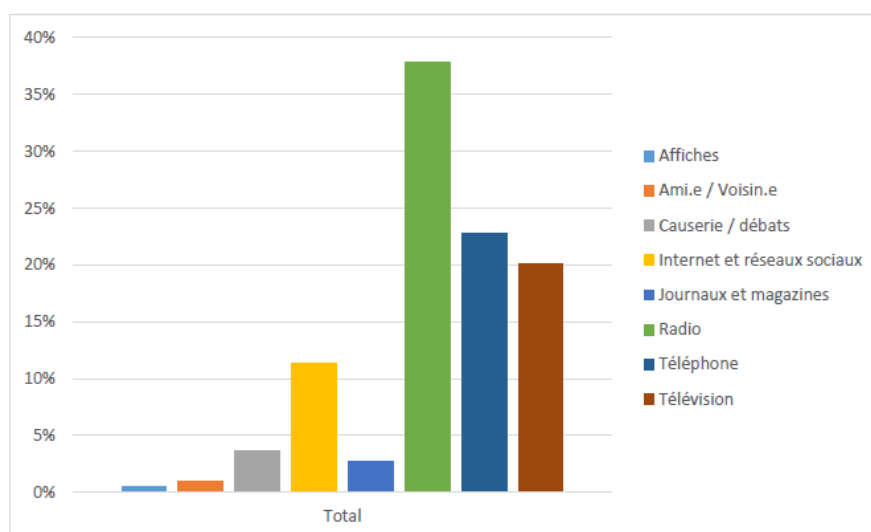
[50] Ibid
[51] Ibid

1.5.2 Local community radios

As the out-of-capital travel foreseen in the framework of this assignment, the team, in agreement with the EU Delegation, chose to visit community radio stations in Ziniare, capital of the Plateau Central, 40km away from Ouagadougou. Although being the region capital, Ziniare remains a small city of 11,000 inhabitants with similar characteristics as a rural area. Because of the social impact of local radio stations, as well as being sometimes the only source of information, the team selected this particular area to analyse the role of community radios.

Figure: Distribution of radios by type and region[52]

	Associatives	Confessionnelles	Commerciales	Communales	Etatiques	Institutionnelles	Totaux
Boucle du Mouhoun	5	5	2	3	0	0	15
Nord	1	5	5	1	0	0	12
Plateau Central	3	0	1	1	0	0	5
Sahel	3	1	1	3	1	0	9
Sud-Ouest	1	2	2	0	1	0	6
Cascades	2	2	1	0	0	0	5
Centre	5	9	10	2	3	2	31
Centre Est	4	1	3	2	0	1	11
Centre Nord	5	1	2	1	0	0	9
Centre Ouest	6	5	4	0	0	0	15
Centre Sud	2	1	1	1	0	0	5
Est	9	2	0	2	1	0	14
Hauts Bassins	2	5	6	3	1	0	17
Totaux	47	39	38	19	7	3	154

The role of local radio stations in terms of access to information is crucial. Community radio stations give marginalised communities an opportunity to express their views and be informed about local news and developments. They are also a critical tool for women, because radios over-arche the illiteracy rates (that largely affect women), create awareness, provide information and education, improve women's skills and on the whole promote social, cultural, political and economic empowerment. Many studies, as well as the reality on the ground (like the case of Radio Munyu illustrates below), indicate that community radio is an instrument with the power to change the lives of women.

Three cases are presented below of radio stations, of which two are based in Ziniare, Plateau Central where the fieldwork was carried out, and one in Banfora, Cascades.[53]

The impact of Radio Munyu 'The Voice of Women' on women's life and access to information

Radio Munyu ('The Voice of Women') in Banfora in the Cascades region is an example of a radio station that was founded by and for women. The station was created by Comoé Munyu Association of Women (with almost 10,000 members) with the purpose of improving the communication between members. *'We realised we were many and most of our members are*

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[52] UNICEF (April 2018) *Study of the radios in Burkina Faso: Typologies, audience and perspectives*
[53] The information on Banfore, Cascades, was collected remotely.

in the villages so, to invite them to the meetings, we used to send letters. Some women needed someone to read the content, some letters arrived after the date. And there was fear. Even among themselves, women were afraid to speak. So, information did not reach women and they were afraid of expressing themselves and even of getting involved in the association's activities. So, we decided to create a radio station', recalls Laurence Hema, president Comoé Munyu Association of Women.

They realised, however, that most women did not have access to radio. Golbeye Soulama, from the association, Comoé Munyu Association of Women, in Tatana, a village of 300 inhabitants, remembers that *'only men had radio. They were really bad with us. They did not accept that women listen to the radio. They even threatened us. We were really scared'*. This is confirmed by Soma, her brother-in-law: *'We refused to allow women to listen to the radio because we married them to cook, not to listen to the radio. So, when there was the women broadcast, we went into the room and left the woman in her kitchen. We were scared that the radio would change the women's minds. A woman listening to the radio will take care of herself. And this is not what we want'.*[54]

Confronted with the problem of not reaching their members, the association then decided to launch the operation '*One woman, one radio',* which represented a milestone in access to information for the women reached. In order to obtain their radios, women in Tatana contributed 200 FCFA (30cts) every week after the market, while in Banfora, the president of Munyu negotiated the price for 8,000 radio sets. They were sold in two places, and men were not allowed to come on behalf of their wives. In the end, 95% of the association members received a radio. *'Thanks to the radio, women now go to hospital to give birth and vaccinate their children. Before, they were scared that diseases would be inoculated. But we have been told that vaccination was prevention and many things have changed now. Before, men did not want women to participate in the meetings of the organisation. Thanks to the "causeries" (debates) of Munyu, men are now more understanding.'* Soma, the brother-in-law, agrees: *'If women listen to the radio, they can bring the information very far, to the child, to her friend and so on and so forth. This is why we say that when the woman gets the information, the entire village is informed'.*

Since women are at the core of community life, they have a real place in local radio stations. They take care of the new and old generations, transmit the history and values of the community to the young and do their best to create opportunities for their children. Their presence on air thus empowers the female audience, as women feel represented. Moreover, radio stations represent an opportunity for women to become involved within the community by proposing stories and animating radio shows; in the end, radios represent an opportunity for women to empower themselves and participate to public life.

The cases of Radio Venegre and Radio Bassy in Ziniare, Plateau Central

In Ziniare, one-third of the community radio Venegre's staff is female. Nevertheless, Jean-Baptise Sawadogo, the station's director, faces the same difficulties as in the capital in convincing women to speak publicly. *'Within communities, women participating on the radio are often beaten. The social pressure plays a big role in freedom of expression. Women have*

[54] https://www.youtube.com/watch?v=llpJq6p98O0

the will but are under pressure. One female listener could not attend the listeners' general assembly because her husband refused. This could be the subject of our next interactive show: women's freedom of expression.' The aim of community radios is to stick as close as possible to the realities faced by the community. Radio Venegre opens the space for women's freedom of expression to discuss and challenge prevalent societal norms. Many of the programmes' topics are suggested by listeners. Some of these suggestions are presented in the box below.

Box: The list of topics posted on Venegre's newsroom wall

- What is the best way to fight food insufficiency?
- Why don't women have access to arable lands?
- How should pollution in Ziniare be addressed?
- How can floods be avoided?
- How best to choose a partner?
- How to use contraception?

Other topics included: how to involve women in the development process, what is family, gender-based violence, and so on.

Picture: Virginie Ramey at Radio Venegre
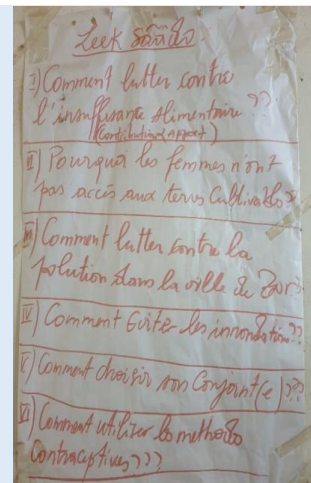
Radio Venegre benefits from trainings conducted by the National Press Centre Norbert Zongo and National Union of Free Audiovisual of Faso (UNALFA); staff have been sensitised on gender issues and, like Radio Bassy, also based in Ziniare. Thus, they attempt to have gender-balanced reporting in terms of sources and dedicate slots for women's issues in their programmes.

Even though Radio Bassy is a commercial station, the radio station also addresses development concerns to be close to their listeners concerns. As a result, they discuss agriculture, farming, health, the economy, youth, women and traditional culture in addition to musical programmes.

1.6 Access to ICT

Sustainable Development Goal 5 aims to achieve gender equality and empower all women and girls. This empowerment also includes enhanced use of enabling technology, particularly ICT. Achieving gender parity in ICT access and use is not merely a question of access to technology, as such, but is also a step towards women empowerment in other sectors of the economy and aspects of society.

The reasons why ICT is important for gender equality are summarised by the International Chamber of Commerce as follows:

> 1. Opportunity: The internet and ICT provide opportunities for women if their skills are boosted and they gain access to digital devices and receive training on the use of such tools. ICT can consequently support women's participation in the workforce and their financial inclusion.

2. Capacity: ICT can give women access to basic needs like education and healthcare.

3. Understanding: ICT or digital technologies improve efficiency, enhance coordination and improve the quality of information. Access to quality information propels (personal) development.

This section explores how access in what way ICT contributes to promotion of empowerment of women in Burkina Faso.

Access to ICT for women and girls - either through devices or content - remains highly undocumented in Burkina Faso. Empirically, one can say that disparities in access are based on location, gender and age, and that these are Burkina's major constraints to universalising the use of ICT.

The country is, however, strongly involved in developing new technologies and sees ICT and digital innovation as a key opportunity for accelerating development and meeting the objectives of its national development strategy (PNDES): connecting all public agencies, schools and health facilities; setting up unique digital IDs for each citizen and company; and investing in e-government reforms for greater access to information and better public service delivery. The reforms also focus on investing in the local digital industry, especially by financing learning programs, incubators, and research and development programs in collaboration with private-sector and development partners.

Access to electronic devices and specifically mobile phones is a crucial component of access to ICT. For now, as seen from the figure below on the access to mobile phones, Burkina Faso's population is the least equipped in West Africa, since only Democratic Republic of Congo and Madagascar (Central and Austral Africa) are worse.

Figure: Part of population with a mobile phone by country (2006-2014)[55]

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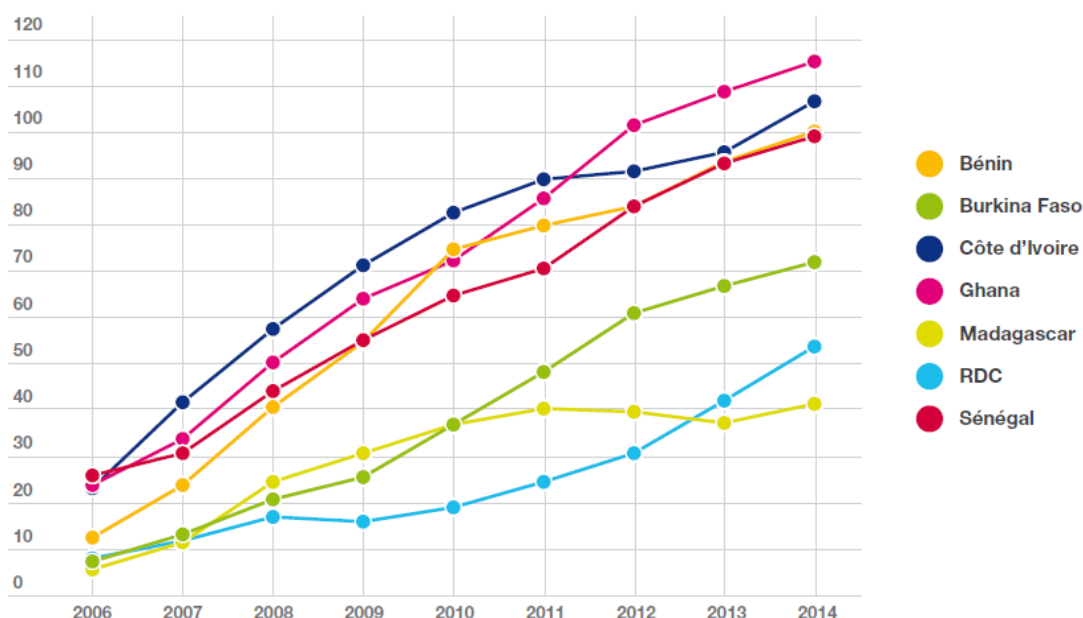
[55] CFI (November 2016) '*Cityoyennete numerique: ce que l'afrique prepare*' / Digital citizenship: what Africa is preparing. Sourcing from: Union Internationale des Télécommunications

Access to internet is also an issue and only in Benin (from the region) the situation is worse than in Burkina Faso. Most alarmingly, we can see from the figure that there is no evolution since 2013 in access to internet.

Figure: Part of the population connected to Internet by country (2006-2016)[56]
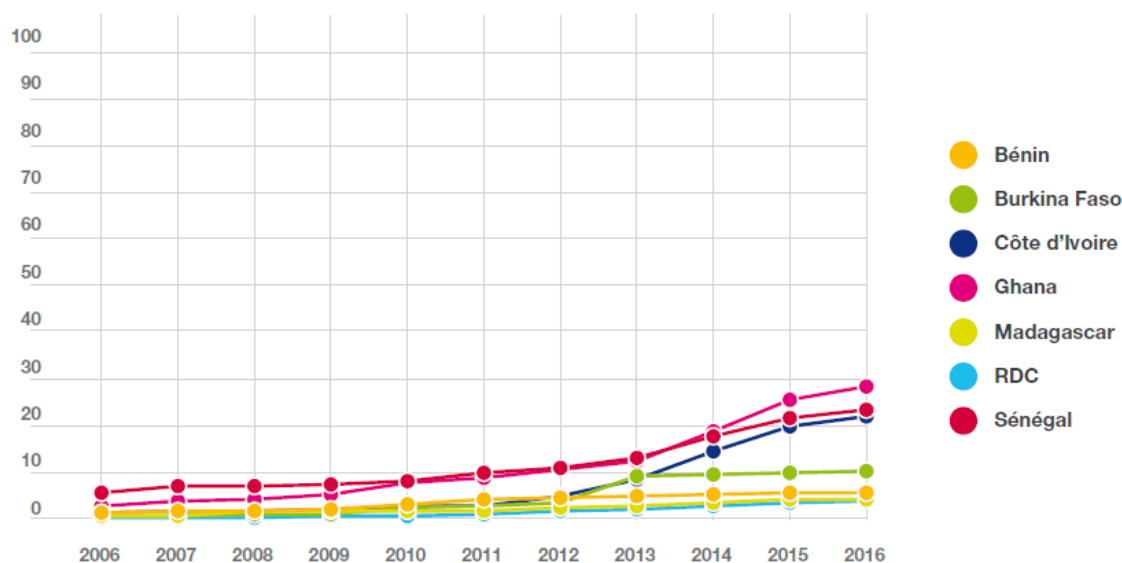
Digitalisation is seen by the government as an engine of growth, and indeed, when used properly, ICT can be a powerful tool for social and economic development. This is why women must be involved. Currently, according to ENDA study,[57] *'Women have 30% less opportunity than men to benefit from advantages and opportunities given by the TIC because of differences in access, control of the ICT, their content and the skills needed to use them.'*

1.6.1 The use of ICT

In recent years, Burkina Faso has made considerable progress in the area of education. When disaggregated by gender, statistics reveal that girls and boys have equal access to primary education and complete this level of schooling in roughly comparable proportions with primary completion rate of 64.3% for girls and 56.6% for boys. In 2014, however, the literacy rate among adults was estimated at 34.5%, meaning that two-third of the population is illiterate, most of them being women.

There is a need for targeted actions to encourage women to use ICT, as they are unlikely to do so on their own. The trainings that are organised for women by civil society organisations or private sector to teach them how to use digital devices are mainly intended as a support for their existing activities, not as a sector of activity as such. They are not meant to become IT specialists but to use technology to expand and promote their work.

The Wotech project from Sira-Labs, for example, is training around 80 women on the use of mobile phones or the internet for their projects, be it the fabrication of natural juices or the use

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[56] CFI (November 2016) 'Cityoyenneté numérique: ce que l'Afrique prepare' / Digital citizenship: what Africa is preparing. Sourcing from Internet live stats.
[57] *Fracture numérique de genre en Afrique francophone: une inquiétante réalité*, ENDA

of local loin cloth (pagne) for clothes. *'This project has been created on our own initiative, to help women "get out of their shells". Digital media are not popular among women. People think that these are not jobs for women. Here, we think that what a man does, a woman can do as well'*, explains the communication officer of the project. Another example is Femmes et Tic who also train women in using cell phones and the internet, like Mys'Tic and likely others.

What is missing, however, is a large-scale programme that begins in schools. Schools with computers are still rare and even universities are poorly equipped. The mobile phone therefore represents the best opportunity to give women access to the internet, considering its price, availability and simple use.

1.6.2 ICT education

In 2017, only 554 students of every 100,000 Burkinabe inhabitants were recorded as being enrolled in higher education, with just 35,410 girls of a total of 105,404 students (34%)[58]. The ICT sector is no exception - it is still male dominated. Moreover, too few initiatives are performed to increase the participation of women in the industry and provide opportunities for girls to choose ICT as part of their education and career path. Classes teaching computer science or engineering typically have mostly male students.

At the private university Aube Nouvelle, for the first year of the license in information technology in 2019, only nine women are registered out of 78 students (11.5%), and in the networks speciality, women number 13 out of 64 (20%). According to Youssouf. Loya, director of the Institut Supérieur d'Informatique et de Gestion (ISIG) at Aube Nouvelle, there are more women in the networks course because *'when the network is set up, the work is done, whereas developing software requires time and isolation. Technicians are often required to work at night, while working on networks is only during the day.'*

'Women are often better than their male counterparts', recognises the director. '*This is despite the fact that they face more difficulties than men: considering the work they have at home, they have less time to study. When they fail, it is because they choose the wrong path. But once in the employment market, it is easier for men to find a job. Candidates need to fight and constantly learn about new developments. They need to follow the technological evolution of the sector and women have less time to invest in this'*.

There is no policy trying to engage women in this sector or informing them of the opportunity it represents, neither at universities' nor at the government level. Choosing ICT is considered by the Director of Follow-up, Evaluation and Capitalisation of the Ministry of Digital Economy and the Post, to be 'a personal choice'. Considering the strong stereotypes affecting women and the price of the school – FCFA 1,500,000 (EUR 2,255) for the three-year license - the opportunities to pursue this option are limited.

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[58] https://www.worldbank.org/en/country/burkinafaso/overview

1.7 Women and elections

No society can prosper when half of its population is excluded from one of the crucial elements of a robust democracy elections and political participation. In most of the countries around the world, women are drastically under-represented in political leadership and have limited to no access to decision-making. According to the latest Global Gender Gap Index 2018 (by the World Economic Forum), the largest gender disparity across all countries surveyed is on political participation. *"When it comes to political and economic leadership, the world still has a long way to go. Across the 149 countries assessed, there are just 17 that currently have women as heads of state, while, on average, just 18% of ministers and 24% of parliamentarians globally are women."*[59] Burkina Faso is no exception to this 'rule'. The country ranks 128th on the index of political participation from 149 countries surveyed, representing both a global and a regional (compared to neighbouring states) low.

The finding and analysis below review the barriers to women's involvement in politics in Burkina Faso (including formal representative politics) and examines the links between media representation and political participation. It has to be noted that the findings below are based on anecdotal evidence (i.e. quotes from interviewees) and desk research, without robust scientific data to support statements. Such concrete data and research are absent, hence the recommendations include conducting of studies, election monitoring of media and content analysis of media representation of women candidates before, during and after elections.

Women as candidates in elections

During the protests against the former government of Burkina Faso, women were quite vocal and active. For example, they were the first to organise a demonstration in 2014 to protest against the revision of the Constitution (that would have allowed the president to remain in power) and were instrumental in the fall of the regime. Therefore, to say that women are not interested in politics, would not be fully correct. However, being interested in political life and actively participating in it are two separate things, as there are different forms of political behaviour. In Burkina Faso, while women are engaged and interested in the political sphere in general, they remain significantly under-represented in public office, as illustrated in the graph below.

Figure: Disaggregation by gender of Members of Parliament since 1959[60]

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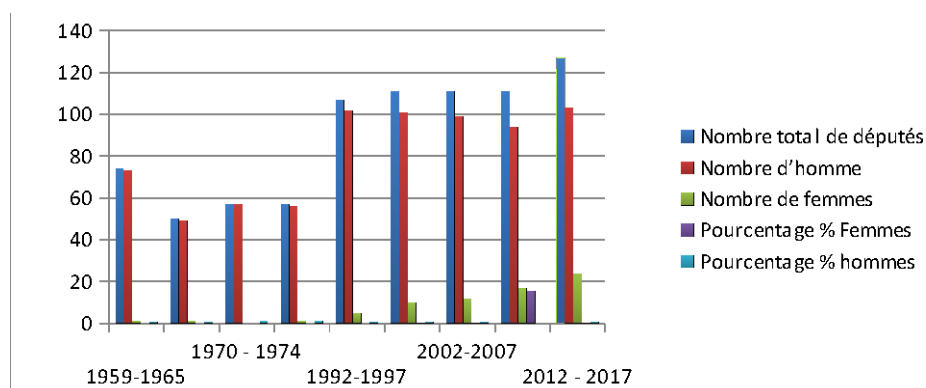
[59] The Global Gender Gap Report 2018, http://www3.weforum.org/docs/WEF_GGGR_2018.pdf

[60] *Gender analysis, parliamentary elections 2015* - Women's Council of Burkina Faso and NDI.

According to the *SheVotes Framework* developed by the International Republican Institute[61] which examines women's participation in elections worldwide, there are three types of barriers that hinder women's political representation and participation: individual, governmental and societal. The individual barriers are related to self-efficacy and empowerment, the governmental barriers include legislative and regulatory provisions that undermine - through omission or commission - women's participation. Finally, the societal barriers (often the most difficult to eradicate or reverse), relate to deeply rooted culture and tradition of patriarchy and even misogyny.

> *"These three types of barriers can exist in isolation and have discrete effects on women's political participation. However, they are more often mutually constitutive and reinforcing. For example, electoral rules that fail to explicitly protect women's access to political and electoral processes often indicate deeply embedded social norms of patriarchy. Therefore, the barriers to women's political participation in any society are often multidimensional, reflecting the complex interaction of cultural values and institutional rules. Consequently, overcoming these barriers necessitates not simply encouraging women to overcome them, or even changing laws and practices, but also transforming the gender norms that undergird them."*[62]

For Burkina Faso, a similar set of barriers is identified by Aminata Kassé, Director of National Democratic Institute (NDI) in Burkina Faso, when summarising the obstacles to women's participation as candidates in elections:

- The functioning of the political parties do not give space for women, except as activists or voters, and women are only responsible for women's mobilisation, finances or act as deputies. There is very little opportunity for them to obtain higher leadership positions, normally occupied by men.
- Women were absent when political parties were formed, hence they were historically excluded from key positions.
- Women often rely on mentors to promote them, rather than on their own merit or decision.
- Family responsibilities and cultural aspects affect women's decision to run as candidates. The first women to be active in political parties were often divorced, which gave a negative image of the female politician. In addition, the public, as well as media, generally do not discuss positive role models of successful women.
- Activism in associations is often the first step before entering politics, but the "rules of the game" in politics are often unknown to women, which further diminishes the chances of successful candidacy.

Within the political party, Burkinabe women face several obstacles according to NDI:

- Women come very low on electoral lists, which makes it difficult or even impossible to get them elected
- Low or no investment of the party in training of its female activists

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[61] https://www.iri.org/sites/default/files/fields/field_files_attached/resource/shevotes_assessment.pdf

[62] IRI (2017) *SheVotes: Examining Women's Participation in Elections*

- Weak female candidates representation in high positions which excludes them from decision circles
- Frequent harassment by party members
- Frequent conflicts and competition among women themselves to progress to the few and rarely available higher positions.

In addition to the above, young women do not remain active in political parties for substantive time. *'When they get married, if the husband is not ok with it, they leave the political structure'*, says the NDI Director. This is a problem for the professional promotion of the women to higher positions, but also for the investment in people made through trainings and capacity building initiatives that are not profitable because of the high turn-over. There is a positive development, however, according to the Mrs Kassé: *'Women are daring to say they are candidates and their number increases regularly. The debate is now accepted in the parties'*. NDI also sensitises men to the benefits of women's presence and participation within the party.

The women who succeed tend to be those who go beyond the sole activity of women's mobilisation, who dare to claim their ambition and dedicate time and resources to it. But apparently the mental habit of requiring male authorisation persists. *'Many still think that they need a mentor. It is true they need support but not to the point where the mentor decides on behalf of the woman'*, adds Mrs Kassé.

To contribute to the presence of women in politics, the National Council for Transition adopted a law requiring that electoral lists be composed of at least 30% women. The 2015 elections, however, showed (according to the National Council of Burkinabe Women) that this law, which was interpreted in different ways, did not have a visible impact on female representation at the national assembly, despite financial sanctions related for non-compliance to the law (50% of the state grant). Due to the low impact of the law, it has been under review and has gone directly to the president's desk due to the dissatisfaction of the parties, according to the Ministry of Women, National Solidarity, Family and Humanitarian Action and Social Affairs. The support for this law is indeed not unanimous. Many, including the Minister herself, believe that if women want to succeed, they can do it without a law, and that the law would somehow discredit women. *'It is true that some women don't need quotas'*, says Mrs. Kassé. *'But some do'*. The organisations indeed need quotas to allow more women into their party. And this would lead for more women to step forward to take on this role.

Women as voters

Participation of women voters indicates a certain degree of political activity and interest in governance. A low percentage can mean that women are not active/not interested/or not allowed to vote (by their husbands, family pressure etc). It can also mean a low level of literacy. Unfortunately, there is no exact data available on the participation of women as voters for Burkina Faso. The 2015 EU Election Observation Mission report states that participation of around 69% of the polling stations was disaggregated by gender, without providing the figures though. This would deserve to be further investigated.

In the meantime, the EU Electoral Observation Mission (EU EOM) notes in its report that *'the inclusiveness of the electoral file must nevertheless be put into perspective with (...) women representing only 56% of the country's female voting age population, compared to 77% for men. On this last point, under-registration of voters is particularly marked in some regions, including the Sahel, Boucle du Mouhoun and generally along the Nigerian border. In addition, the Center region includes a significant under-representation but could be better assimilated to rural and seasonal migration to the capital.'*[63] Since fewer women are registered, there are automatically fewer to vote despite targeted campaigns.

Campaigns targeting women are implemented by the Electoral Commission and CSOs implement activities to sensitise women to vote. *'A considerable number of actors and diverse initiatives were engaged in voters sensitisation, almost all of them focusing on electoral participation, conflict prevention and fight against electoral corruption. On the other hand, voters education has been less developed,'* states the EU EOM report[64].

Pictures: Samples of INEC's sensitisation campaigns targeting women and youth[65]

Women being the most in need of voters education, notably in remote areas where the campaigns are less present (as also noted by the report), this can be considered a possible area for development. It is to be noted that these actions should be launched at an early stage of the electoral cycle. However, despite elections foreseen in 2020, nothing is currently being done regarding education to vote in Burkina Faso for now. Media in this area are an essential partners, both as vehicle for campaigns and as actor of education. Trained media on how to prepare for elections could fill the gap on education to vote.

The impact of media on political representation and participation

There is a direct link between media and the political participation of women, and the impact of media content on women's involvement in politics can be considerable. In many countries, and Burkina Faso is no exception, women role models in politics are absent or invisible, both in terms of public presence and political discourse (including media discourse).

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[63] Mission d'observation électorale de l'Union européenne (MOEUE) *Burkina Faso – Report Final – Élections présidentielle et législatives*

[64] Ibid

[65] Inec, indépendant national électoral commission

A lot of research has been done on how media content and gender interact, also more specifically linked to election coverage, or general political coverage. This research, according to a study by Directorate-General of Internal Policies at the European Parliament from 2013,[66] formulates four primary areas where media and increased political participation of women (or the hindrance of it) are directly related: election coverage, representation of women in media content, political journalists and women competing for the highest political jobs. The study concludes, among others: *'In general terms, the vast majority of research which has considered the representation of women politicians and candidates in mainstream news media have reported findings which are remarkably similar over time and place and most describe two abiding tendencies: one is that women are represented differently (more negatively) to men and the other is that women are less visible (in relation to their actual numbers) than men. Within these tendencies are a large number of thematic findings, most of which suggest that women's electoral success is compromised by a journalistic emphasis on personal and physical characteristics (trivialization), rather than a rendering of their policy positions.'*[67]

Several findings during the field research done for this study in Burkina Faso confirm the above to a large extent. Confronting the media is often a crippling step for women who may have the will to engage in politics but fear being mistreated in the media. The media must be more aware of the way it treats female candidates' expression. *'Media often make them say controversial statements, always looking for negative things when it comes to women'*, says NDI director for Burkina Faso Mrs. Kassé. The Minister of Women and Social Affairs also thinks that *'the public expression of women is more scrutinised than male expression'*. This adds considerable pressure to an already difficult environment.

In addition, Mrs Kassé notes that "women politicians may be under-represented in the news before and after elections since they hurt the traditional and biased representation of women. They also may be portrayed differently, with the media covering petty matters such as the way they look, the way they talk or their personal situation rather than their political propositions", as political area is not exempt from stereotypes either. It is to be noted with the EU EOM that *'some presidential candidates and political parties were more active and benefited, therefore, from a more consistent coverage compared to other less visible formations and whose campaign was less prepared. For their part, the media regretted that some independent parties and candidates did not provide them with their timelines, making it impossible to cover their campaign activities.'*[68] Women candidates were part of the latter. Apart from that, a fair treatment of women politicians' actions could encourage, or at least, not restrain them from engaging in politics.

As already noted in the introduction to this section, concrete data for women political participation in Burkina Faso (including participation in elections), as well as results from media content monitoring during elections in how they represent women candidates, are non-existent. It is highly recommended that such research and studies should be conducted and wider advocacy platforms created for discourse as well as policy formulation.

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[66] DG of Internal Policies (2013) *Women in Decision Making: The Role of New Media for Increased Political Participation*

[67] Ibid

[68] Mission d'observation électorale de l'Union européenne (MOEUE) *Burkina Faso – Report Final – Élections présidentielle et législatives*

1.8 Female Genital Mutilation

In Burkina Faso, media has traditionally been actively involved in campaigns to reduce female genital mutilation (FGM). However, the actual practice of FGM remains widespread. This section intends to analyse how media reports on that issue, as well as to scrutinize the effect of media and communication campaigns related to FGM.

1.8.1 Context

Since 1996, the government has prohibited FGM with prison sanctions. The rate of FGM has, at least officially, drastically decreased over the years, from 23% in 2005 to 13% in 2010[69] and 11.3 % in 2015.[70] In reality, however, the practice is performed in secret and remain widespread.

According to UNICEF, the main drivers of the FGM practice are the following:
- Religion, notably Islam
- Control over female sexuality (control over an unbounded sexuality, guarantee of morality)
- The idea of a sanitary virtue, as a hygienic measure against impurities
- Traditions, customs and beliefs that confer to the excised girl of obtaining a privileged social and familial status as well as increased fertility, while the non-excised girl suffers stigma and exclusion from some social rituals, including marriage.

Since the practice is widely accepted and supported at community level, the justice system does reveals statistics on cases of denunciation of FGM.

Table: Data on enforcement of the law against FGM, from 2008 to 2018[71]

Year	Registered cases	Cases with prison sanction	# of arrested people	Cases brought to justice	Cases with convictions and sanctions	# of persons convicted
2008	3	3	115	3	3	115
2009	30	27	62	18	18	
2010	22	20	47	20	20	241
2011	20	16	67	13	13	
2012	27	19	14	15	15	8
2013	19	16	26	16	16	29
2014	11	11	25	11	11	25
2015	38	24	73	24	24	57
2016	16	51	36	12	12	31
2017	24	16	86	16	16	56
2018	10	10	57	10	36	36
TOTAL	**209**	**213**	**583**	**158**	**184**	**569**

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[69] EDS/MICS (2010) *Demographic and Health Survey*, and the *Third Multiple Indicator Survey*
[70] EMC (2015) *Continuous Multisectoral Survey*
[71] Evaluation report of promotional activities for elimination of FGM from 1990 to 2015 in Burkina Faso, SPCNLPE, March 2016

The table shows that with 569 persons being convicted in 10 years that cases brought to justice remain rare, with an average of 50 cases per year at national level. Hence, the protection from the community of those altering/injuring the female genitalia for non-medical reasons is an important factor to realise. Therefore, considering the intimate nature of FGM, the Ministry of Social Action and Promotion of Women is working jointly with UNICEF on an ethical verification method (like a medical test) to determine if girls have been excised. This could give more realistic figures on the frequency of the practice.

1.8.2 Awareness campaigns & media

To tackle the beliefs justifying and perpetuating the practice, the role of media is crucial, and the Ministry's agency works closely with media on the basis of a communication plan. However, the communication plan cannot yet be fully implemented due to a lack of resources because the media outlets charge high rates for producing communication and promotion content. For example, covering an event to raise awareness on the dangers of FGM can range from approximately CFA 177,000 (approx. EUR 265) for the least expensive newspaper, l'Observateur, to over CFA 442,500 (approx. EUR 665) for the most expensive TV and radio station, RTB.

The awareness campaigns consist of formatted messages and of public denunciation of villages or personalities, broadcasts and debates. Yet on public platforms, such as radio call-in programmes, the most vocal are those in favour of the practice. These broadcasts, usually led by untrained broadcasters, especially in rural regions, become then an open platform for pro-FGM expression, as noted by the directors of Radio Venegre and Radio Bassy in Ziniare.

Pictures: Campaign posters by CNLPE in Burkina Faso to prevent FGM

1.8.3 The limited impact explained

This section notes several reasons why campaigns have resulted in limited impact.

Campaigns not leading to a long-term change

A study conducted in 2007 on *The Fight Against FGM* reveals that 68% of listeners (of Radio Venegre) are positively influenced by the radio. *'It is true that communication approaches for behavioural change have had an impact in a number of areas, including health. In situations where the behaviours to be changed do not need to be repeated or maintained for a long time, these approaches are considered effective. They are also indicated in emergency cases that requires immediate response and behaviour change in the short term'.*[72] According to this study, however, the promotion of behavioural change rarely leads to long-term changes: *'Studies reveal that the newly adopted behaviour tends to fade when the communication intervention ends'.* The main reason offered to explain this situation is that the change is induced from the outside, leading to a lack of ownership of long-term changes by the populations themselves.

The importance of community is absent

The other important obstacle in abolishing FGM is that only few aspects of one's behaviour are determined solely by an individual's own will. *'Political, social, economic and cultural factors also come into play. Ignoring these factors by focusing solely on the individual is one of the main criticisms of behaviour change communication. In this way, it can be said that the way of thinking that places the individual at the centre of his/her choices and decisions is not very representative of traditional African societies, as they are more community-and collective action-oriented'*, explains Mr. Boulou in his study. The approach of effective FGM campaigns should therefore target and sensitise the community as a whole, as individual members are unlikely to change on their own, independently from the community.

There are cases where the village leader has publicly condemned FGM but the community, which had not been consulted, refused to comply. According to the director of Radio Venegre, *'future campaigns need to target young people instead of the older ones, and the community as a whole rather than the so-called leaders'*, the community being more likely reluctant to change.

A wrong message in campaigns

The practice of FGM continues to be widely accepted by the population, even considered as positive. *'Far from being considered as a harmful practice, excision is rather perceived as a symbol of the maturity of the woman. It expresses the cleanliness and femininity of the woman in the societies where it is practiced'*, explains Mr. Boulou in his study.[73] *'At home, we do not consider excision as something bad. A woman not excised is considered dirty, immature and unable to hold a home and that is why this woman cannot have a husband',* according to a woman quoted anonymously in the study.

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[72] P.N. Boulou (2007) *The fight against FGM: The Experience of the Integrated Communication Plan of Radio Venegre*.
[73] Ibid.

The practice of excision is several centuries old, with the weight of tradition perpetuating its practice. *'We were born when excision was already practiced, we lived it in our turn and we never had difficulties giving birth.'*[74]

Thus, the campaigns presenting FGM as ultimately harmful to the dignity of women and involving serious health risks are proving ineffective in creating lasting change in abolishing the practice. The campaigns usually label FGM as 'inhuman practice' (see picture), but since those that practice it don't share the same views, it is not surprising that the message remains ineffective. The punishment consequences provisioned by law remain also largely ineffective and fail to convince: *'How can people be imprisoned because they respect their traditions?'*[75] Brandishing the law can be counterproductive and create an atmosphere of mistrust and discretion, with the result that excision happens more and more clandestinely. It can also become a source of conflict, as is the case in Wavusse, where the chief of the village and 20 other persons were imprisoned. Arresting the chief of the village has been seen as an offence, and the agents who made the arrests have been threatened.

'These campaigns remain in a sort of monologue, because their referential framework is different from that of the target group', says Jean-Baptiste Sawadogo, director of Radio Venegre, working with the Government and its partners on these campaigns for decades *'It is not only about a physical act; it is also an education activity. We have to make them understand that the physical activity is bad but that the education part can be kept, and that the good behaviour of the girl comes from the education and not from the cutting. Villagers see the persons in charge of the sensitisation as traitors, only looking for money. Some have been threatened. Publicly, the community engages itself in favour of abandonment but in practice, even high-level people come to the village to do it to their daughters'*.

1.8.4 Implications

It is undoubtedly hard to break with a collective and cultural custom. Despite decades of awareness campaigns, the involvement of role models (religious leaders, heads of state, singers, etc.), an official public position taken by representatives of the community against FGM, and criminalisation of the FGM, the practice seems to have diminished, yet remains strong.

One of the reasons of the campaigns' relative inefficiency is the inadequacy of the message of the awareness campaigns that is spread via the media. This means that even if media messages reach people, the effect and impact of these messages are very limited. In addition, the

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[74] Ibid, anonymised quote from interviewee
[75] Ibid, anonymised quote from interviewee

campaigns face logistic difficulties to reach the remote areas where the practice is the most widespread, especially where security constraints exist for some areas. The lack of resources of the CNLPE to scale up the awareness campaigns through media and caravans is another factor that contributes to the limited impact.

The message of the campaign should link to the root causes of this situation and better tailor their social communication to speak to the minds of those targeted. The Ministry intends to launch soon an anthropological analysis to better understand and to change the discourse. *'The villagers can recite the bad consequences on health by heart. Their social discourse is constantly renewed and adapted to official messages, without changing their behaviour'*, says Alphonsine Sawadogo from the SP-CLNPE, the permanent secretary of the National Committee for the Fight Against Excision.

The criminalisation of the practice and a state-run campaign is a top-down approach. For significant change to happen, the debate to challenge the practice should be open where both sides present their views and engage in dialogue. Media have the potential to impact the fight against FGM practice, when they assist in organising such dialogues and debates on this topic. To do this adequately, the media professionals will need to be empowered by solid training to address this sensitive issue in an efficient way and linked to challenging societal values including both men and women and in line with the national awareness campaign.

2. Stakeholders

In this chapter, the key actors (both national and international) for stakeholder engagement are identified.

2.1 Burkinabe actors

2.1.1 The Government

The government is actively involved in promoting gender equality. Burkina Faso is signatory to the major international conventions supporting women's empowerment. The government has also developed policies and mechanisms dedicated to gender issues: such as the adoption of the National Policy on Gender[76] (since 2009), the creation of gender cells in all ministries and of the establishment of the Permanent Secretary / National Council for the Promotion of Gender. Additionally, there is also a gender sensitive budgeting approach, which is a strategy to achieve equality between women and men by focusing on how public resources are collected and spent.[77] Gender budgeting is however dealt at the Ministry of Finance level, which does not have the necessary expertise compared to the Ministry of Women, National Solidarity and Family, to do gender sensitive budgeting in such a way to address gender equality effectively.

The main obstacle to government effectiveness in support of gender equality is the lack of resources, lack of coordination mechanism between different ministry departments, and lack of training and capacity of government officials.

The High Council for Communication, CSC (Conseil Supérieur de la Communication), is the official media regulatory agency, and is nominally independent. However, of its nine members, six are state appointees and only three are drawn from professional media groups, giving the government outsized influence over media regulation. *'For years, the CSC has been criticized for inconsistent and mismanaged licensing procedures'* according to the Freedom House country report.[78] The CSC recently faced a deep crisis when its former President, Nathalie Somé, was sent to prison for corruption. The new team arrived in July 2018. Several weaknesses prevent the CSC from being be fully efficient: the lack of political independence, the absence of media professional in the direction, the lack of resources, and for what this report is interested in, a deep lack of gender awareness. As a regulatory body, a well trained and functioning CSC could establish a sanctions mechanism for discriminatory or derogatory portrayal of women in media content

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[76] Politique nationale genre (PNG), http://extwprlegs1.fao.org/docs/pdf/bkf146346.pdf

[77] When properly done, gender budgeting can structure fiscal policies and administrative procedures to address gender inequality.

[78] https://freedomhouse.org/report/freedom-press/2016/burkina-faso

2.1.2 Media & media support organisations

According to a study by International Media Support (IMS), there were about 250 media outlets active in Burkina Faso in 2015.[79]

Only the major operational media organisations with the largest audience reach are listed here, followed by the media support organisations. These would be the media organisations that the EU Delegation would most likely be engaging with when programming for media would be considered as an intervention strategy.

Radios

Radio Burkina, Ouaga FM, Radio Jeunesse, Omega FM, Horizon FM, Savane FM.

Print

Sidwaya, L'Observateur, Le Pays, Le Quotidien, Dernières Nouvelles du Faso, Le Soir, L'Express du Faso, Aujourd'hui au Faso, Notre Temps.

Online

burkina24.com, fasozine.com, lefaso.net, lesechosdufaso.net, zoodomail.com.

TV

RTB, BF1[80], Impact TV, Burkina Info.

Media support organisations:

- National Press Centre Norbert Zongo: aims at developing independent and professional media, promoting freedom of the press, supporting the media. Already offering training on gender issues.
- Réseau International de Journalistes (RIJ): centre for training and exchange among journalists with an active and well trained gender department.
- UNALFA (Union Nationale de l'Audiovisuel Libre du Faso): supporting audiovisual media through trainings and promotion of the sector.

These media support organisations are dynamic and well trained, are used to coordinate their activities with other organisations even abroad. UNALFA would probably need specific training on gender since they did not mention any activity related to that topic and the training they were holding on public budget did not include any woman.

Networks like REJOCOP and AJB gender department (see below) need become more engaged and develop appropriate structures before being considered partners.

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[79] IMS (2015) De la crise a la transition: Les medias au Burkina Faso. http://www.mediasupport.org/wp-content/uploads/2015/02/publication_FRBurkinaFaso-final.pdf

[80] BF1 is already quite involved in changing mind-sets about women. The TV has developed short spots portraying women positively and in unexpected roles: athlete, machinist, single mother. As such and considering the openness towards gender equality of its Director Sare (who could be considered a champion), BF1 can be considered a valuable partner for the EU Delegation in interventions aiming at empowering women through the media.

2.1.3 Women's organisations

Women's organisations in Burkina Faso work in different topics/areas but all have a similar aim and are dedicated to gender equality and the empowerment of women. Their success in doing so, varies significantly, not only due to working against prevalent societal roles for women, they also can be characterised by a lack of structure and coordination among themselves.

Conflicts related to difference of views between generations and competition among organisations are weakening the sector since the multiplication of structures leads to a loss of financial and human resources. Many organisations are not active or not considered efficient, due to:

- the political affiliation of the founders that weakens the structure after a political turnover (e.g. COAFEB),
- an internal conflict between generations (e.g. in APAC where younger activists not being heard by the older generation),
- a lack of activism with an inactive structure (e.g. COAFEB), and/or
- internal governance issues, including financial misconduct (e.g. RECIFE).

The competition between organisations has also negatively affected the effectiveness of these organisations. This is the case of REJOCOP Genre, Network of journalists and communicants for the promotion of gender, 35 members, with the gender department of the Association of Burkinabe Journalists (AJB), currently under creation to compensate the board being mainly male. REJECOP has been created in July 2018 and its programme, just elaborated, still waits for its validation. '*We have a committee but nobody comes',* laments a female member of both associations. Slow, heavy and bureaucratic procedures for both large and small governance structures and the multiplication of efforts and organisations tend to breakdown initial motivations.

Key organisations working on women's empowerment in Burkina Faso are:

- APAC (Association des Professionnelles Africaines de la Communication / Association of African Professionals of Communication): building the capacities of its members.[81]
- CRIGED (centre de recherche et d'intervention en genre et développement / Centre for research and intervention on gender and development): building the capacity for and awareness on gender issues.
- RECIF (Réseau de Communication, d'Information et de Formation / Network of Communication, Information and Training): networking, informing and training women's organisations.[82]
- GASCODE: fighting against FGM. Well-implemented, partner to the SP CONAP genre and UNICEF.
- COAFEB (Coordination des ONG et Associations de Femmes au Burkina/Coordination of Burkinabe Women's NGOs and Associations).[83]

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[81] The researchers of this study were not able to meet the representatives of this organisation.
[82] The organisation seems to be declining
[83] Organisation is being restructured.

- REJOCOP Genre (Réseau de Journalistes et de Communicants pour la Promotion du Genre / Network of Journalists and Communicants for the Promotion of Gender): trainings of the members.
- AJB Gender Department: Association des Journalistes Burkinabe/Association of Burkinabe Journalists.84

Some organisations like Gascode and CRIGED seem strong and well organised with a real thematic expertise. If evolving, REJOCOP could be considered as an interesting partner.

2.2 International Non-Governmental Organisations

The following international media development organisations are currently active in Burkina Faso focussing on interventions that relate to media and – if applicable – to gender.
- International Media Support (IMS):
  Regional media programme for strengthening the resilience of communities affected by conflict, focusing on community radios in border areas.
- Fondation Hirondelle:
  Creation of a radio, video and multimedia production studio, Studio Yafa, dedicated to young Burkinabe people and women. It provides information and spaces for dialogue on the social and political life of the country.
- Deutsche Welle Akademie:
  Support to private and alternative media and to the University of Ouagadougou for its journalism studies programme. Support conflict-sensitive reporting trainings and gender sensitive trainings.
- Canal France International (CFI) Media Development:
  Several media programmes are run by CFI:
  ° FasoMedia2: Strengthening the role of the media in influencing public activities
  ° Sahel Dialogue: Strengthening the capacities of media outlets to act as vectors of dialogue to better integrate young people
  ° Writing and producing in Africa: Supporting the creation of African documentaries and drama series through training cycles
  ° PAGOF: Project in Support of Open Governments in French-speaking Africa
  ° ECOMEDIA: Strengthening the skills of the Burkinabe media on economic and budgetary issues
  ° Open data media 2 : Support for the emergence of a network of African data activists

A selection of international organisations working on elections and/or FGM:
- National Democratic Institute in Burkina Faso:
  Media and leadership training for women candidates
- UNICEF
- OMS
- DANIDA
- GIZ

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84 Organisation is being set up

3. Key Findings and Recommendations

The aim of this section is to provide the EUD with recommendations based on findings to help formulate strategies for political dialogue, advocacy, programming, as well as external and internal actors' cooperation and coordination to best empower women and girls though media and information access, including by:

1. Strengthening women's decision-making and leadership in media organisations.

2. Addressing gender-based stereotypes in media content.

3. Ensuring and strengthening women's and girls' access to information as a means of empowerment.

4. Strengthening and leveraging women's and girls' access to, training in and professional engagement with ICT.

5. Encouraging women's political participation, specifically in elections.

6. Addressing Female Genital Mutilation (FGM).

In addition to the key recommendations presented in the Executive Summary and repeated below, additional recommendations are formulated to support the selection of proposals in a prospective Call for Proposals addressing these topics.

3.1 The state of the media and their capacity for a gender-sensitive approach

Key findings:

The media both reproduce and reiterate gender stereotypes prevalent in society, in the content they generate as well as in their internal organisations:

- A gender imbalance exists in the newsroom, with 25% of female journalists and only 8.5% of women in top positions such as directors and editors-in-chief.

- The prevalent negative image of working conditions in the media sector and female journalists in particular leads women to refrain from pursuing journalism as a career; frequently imposed by husbands who forbid their wives to continue to work as journalists and.

- Women's own strong reluctance to have responsibilities at work when married that would come in addition to the responsibilities at home (motherhood)

- Inequality in distribution of topics by gender, where politics and security issues are assigned to male colleagues, and the 'light' social issues for women is strong in the newsroom and contributes to inhibiting promotion for women.

The inequal representation of women in media means that women's voice is less heard and that media feed the existing stereotypes instead of challenging them. The level of participation and influence of women in the media also has implications for media content: female media professionals are more likely to reflect other women's needs and perspectives than their male colleagues. More on women in media content production is presented in section 3.2.

Actions focusing on strengthening women's decision making and leadership in media organisations:

Activity: Advocate for a quota of at least 30% of women participants in journalism and media trainings, especially in activities funded by EU programming.
Target/Actors: Media support institutions and organisations, the media
Type: Advocacy

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Activity: Support a campaign to promote more balanced portrayal of women in media content Encourage wide public support for initiatives like open letters or '#metoo'
Target: General public
Actors: Women's organisations and media
Type: Programming/Advocacy

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Activity: Support awareness activities aimed at male family members (husbands, brothers, fathers) of female journalists
Target: Male family members of female journalists
Actors: Media support organisations, women's organisations
Type: Programming

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Activity: Support the creation of or advocate for a separate complaint mechanism for women victims of harassment.
Target: Ministry of Women, National Solidarity, Family and Humanitarian Action, National Solidarity, Family and Humanitarian Action
Actors: Women's organisations
Type: Programming/Advocacy

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Activity: Gender training for all media organisations (both media outlets and media support institutions) to adopt uniform gender-sensitive approach in all their activities
Target: The media working group (compiled of a group of international stakeholders working in media) and media
Actors: CRIGED, the gender department of the RIJ, CNP/NZ
Type: Programming

3.2 The gender-sensitive approach in media content production

Key findings:

- Only 19% of people used as sources in the stories monitored were women, showing that women's voices, perspectives and issues are largely invisible in news stories.

- Women's voices are most heard in stories about economy (with 61% of the sources being male and 39% female), while male voices dominate in the area of politics and government, with only 10% of the sources being women.

- The number of female journalists producing items varies greatly per media outlet, but frontpage and opening news is mostly produced by male journalists.

- Most stories monitored were gender-blind, which means that there is a great deal of potential for adding a gender angle to stories and showing how both men and women are impacted by the news reported.

- 17% of the stories monitored are gender aware, which means that they challenge stereotypes, have gender balance among their sources, offer various perspectives or highlight issues of inequality between men and women.

Actions focusing on addressing gender-based stereotypes in media content:

Activity: Support gender-sensitive reporting trainings and advocate for inclusion of gender modules in institutes of journalism
Targets: The media (all journalists and editors-in-chief, not just women) and institutes of journalism
Actors: Women's organisations, media support institutions and organisations (DWAk, RIJ, CNP/NZ)
Type: Programming/Advocacy

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Activity: Support permanent gender monitoring of the media with regular publication of results and combined with a prize rewarding a media and not a journalist
Target: The media
Actors: CNP/NZ, CSC
Type: Programming

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Activity: Support the creation and adoption of a chart on gender for the media and a guide for how to be gender sensitive
Target: The media, journalists and editors-in-chief
Actors: Women's organisations, CNP/NZ, RIJ
Type: Programming

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Activity: Expand the data bank of female experts by expertise (topic) made by Femmes et Tic, and its publicity and convert into a network of female experts. Organise a meeting between experts and journalists to create links and facilitate collaboration and provide experts with media training.

Target: Women experts
Actors: Women's organisations, NDI and journalists
Type: Advocacy

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Activity: Support a campaign, either led by Government or CSOs, of male champions willing to support an empowered and independent wife
Target: Public opinion
Actors: The media, male champions, women's organisations
Type: Programming

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Activity: Organisation of a seminar on women and the media with the objective of initiating awareness on various topics (perception of female journalists, portrayal of women in the news, gendered distribution of topics among journalists, inappropriate behaviours with female journalists, etc.). This seminar should include men.

Targets/actors: Editors-in-chief, journalists, communication directors of ministries, psychologists, lawyers, women's organisations, journalists' husbands, CSOs, media support organisations (local and international), CSC
Type: Advocacy

3.3 Access to information

Key findings:

Informed citizens, including women, can make more effective decisions, enabling them to exercise their rights, to participate more in public life and to challenge power relations. But in Burkina Faso, the lack of education and opportunities, high illiteracy rates, poverty, work overload and intellectual isolation - encouraged by the prevalence of the traditional perception of women - limit women's access to information.

The majority of women depend on men in the family to access media and electronic/mobile devices but also radio devices, for example, only 22% of women own a radio set. Consequently, only 55% listen to radio while 72% of men do. In terms of enhancing gender equality and considering the economic and social realities, community and religious radios are the primary actors for spreading awareness about women empowerment, because they are often the only media available in remote areas.

Actions focusing on ensuring and strengthening women's and girls' access to information as a means of empowerment:

Activity: Support the realisation of a national study to collect gender disaggregated data on access to information
Target/Actors: Women's organisations, CNP/NZ, DWA
Type: Programming

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Activity: Support media literacy courses for women and girls to address vulnerabilities
Target: Women and girls
Actors: Women's organisations, media support organisations
Type: Programming

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Activity: Support the distribution of radio devices for women in rural areas
Target: Women
Actors: Women's organisations, CNP/NZ, RIJ
Type: Programming

3.4 Access to ICT

Key findings:

Despite the lack of exact data to substantiate it, it can be stated on the basis of findings during this assignment that there is a significant gender gap in terms of access to and representation of women within the ICT sector (an average of only 15% of female students[85]). Lack of computer literacy and economic restrictions are the main reasons behind this gap. But access to ICT for women and girls - either through devices or content - remains highly undocumented for Burkina Faso. Empirically, one can say that disparities in access are based on location, gender and age.

Actions focusing on strengthening and leveraging women's and girls' access to training in and professional engagement with ICT:

Activity: Support and scale up training or formal education in ICT for women throughout the country
Target: Women lacking ICT skills
Actors: Women's organisations working on ICT (Mys'TIC, Femmes et TIC), the private sector (Sira-Lab)
Type: Programming/Advocacy

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Activity: Political dialogue for developing an incentive policy for women and girls in ICT
Target: Ministry of Women, National Solidarity, Family and Humanitarian Action, National Solidarity, Family and Humanitarian Action, Ministry of Digital Economy, Ministry of Education
Actors: Women's organisations (Mis'Tyc, Femmes et TIC, more generalist organisations), the private sector (Sira-Labs, Ticanalyse, Samsa, private universities)
Type: Political dialogue

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Activity: Advocate for and support campaigns to promote girls' enrolment in the sector and the development of ICT products that are gender-sensitive
Target/Actors: Universities, the private sector
Type: Programming/Advocacy

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[85] Figures provided by University Aube Nouvelle for 2018-2019

3.5 Women and elections

Key findings:

There are far fewer women in politics than men with only 13.4% of women in the Parliament[86]; less empowered, women face barriers at the individual, institutional and socio-cultural levels. The media, instead of contributing to women's participation in elections, is currently perceived as an additional obstacle for them, due to the way media portray women when they do, because women candidates, just like women in general, are more invisible in the media than men. In addition, women candidates are less trained in talking to media.

Actions focusing on strengthening women's candidacy for upcoming national elections:

Activity: Support content monitoring of media covering women candidates prior- during and post elections, for both national and local elections
Target: The media
Actors: CSC, media monitoring unit of the EU EOM, CNP/NZ
Type: Programming

———————————————

Activity: Support research, study barriers to active participation of women in politics, including voting
Target: Women candidates
Actors: NDI
Type: Programming

———————————————

Activity: Gender disaggregated data analysis and analysis of existing voting results
Target: INEC, candidates (male and female)
Actors: Women's organisations (National Council of Burkinabe Women, CRIGED)
Type: Advocacy

3.6 Female genital mutilation

Key-findings:

Figures of female genital mutilation practice decreased by half over a decade, but even though being prohibited by law, it is still practiced in secret and remains widespread. Communication campaigns remain largely ineffective, mostly due to the fact that they focus primarily on health consequences of FGM instead of addressing the root causes. Therefore, a critical review of these campaigns method and message is necessary to understand the barriers and as well to

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[86] http://archive.ipu.org/wmn-e/classif.htm

develop effective support to abolish or significantly limit the practice. A focus on addressing the root causes and on sociological reasons that lead to the practice should be further explored.

Actions focusing on fighting against the harmful practice of FGM through the media:

Activity: Support the anthropological study of the Ministry of Women and Social Affairs to know what the barriers are to stop the practice and support the analysis needed to adapt the messages
Actors: Ministry of Women, National Solidarity, Family and Humanitarian Action and Social Affairs
Type: Programming

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Activity: Support sensitisation activities in remote areas (once the appropriate messages have been identified)
Target: Communities
Actors: Women's organisations, Gascode
Type: Programming

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Activity: Support training on FGM for the media (could be included in the wider gender-sensitive reporting training)
Target: The media, journalists and animators
Actors: Gascode
Type: Programming

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ANNEX 1 – Methodology

This research was designed to gather data on the core driving aspects of this package: Gender equality in media content and media organisation; women's and girls' access to information; women's and girls' equality in ICT. The assessment was shaped and expanded in the area of women and elections and female genital mutilation. The methodology was based on the coordination with the EU Delegation, examining past activities, current objectives, funding opportunities and recent developments and political dynamics in Burkina Faso.

As for the research approach, gender equality has been used in a limited way to mean only men and women, and not LGBTI persons; the focus of the report being on the empowerment of women and girls.

Desk research

First the desk research provided the research team with an overview of the country and information on the main relevant international indices of the country such as the ratified conventions and the legal framework. This background provides a basic profile of the media and gender for the country.

In addition, a list of Burkinabe media was generated, the most relevant (according to audience, owners, political weight, political balance of the list etc) were selected either for interviews and/or for media content monitoring (explained in more detail below). Besides the media, other key informants who work for the media, gender and/or ICT, women in elections and FGM were identified. Conclusively, the desk research gathered specific data from the field, which served as input for consultation with appropriate local stakeholders, identified with the support of the EU Delegation, approached during the field work.

Field research

Key informants and interlocutors for future access points for the EU Delegation actions and engagements were approached. The diversity of informants ensured that a range of views and voices were heard and expressed in this report. Key informants included representatives of stakeholders from the media, civil society, parliamentarians, media development organisations, foreign missions and international agencies. Individual interviews were held as well as two focus groups: one with eleven journalists and the other with four CSO representatives.

Early engagement and information sharing with the Delegation provided an understanding of the EU Delegation's priorities in this context and ensured that this research would provide appropriate analysis and recommendations.

The field research also included a visit to Ziniare, 40km from Ouagadougou. Despite being close from the capital, Ziniare, remains a rural area, more disadvantaged than advantaged by its proximity with Ouagadougou (less support from Government and donors). In addition, Ziniare hosts one of the oldest community radios of the country, Radio Venegre, firstly created for farmers and one commercial radio. This gave the team the opportunity to investigate the role of rural radios in the access to information.

Media Content Monitoring Methodology

The methodology for country-specific gender-sensitive media content monitoring was developed as part of Media4Democracy technical assistance package *Media, Access to Information and ICT and Empowerment of Women and Girls*.

The gender-sensitive review focuses on select media content across newspaper, TV and online platforms, and analyses news items covering politics, economy and social issues. This provides an indication of the quality of representation of women and girls in the content and the overall "gender-sensitiveness" of reporting in Burkina Faso.

This provides relevant information for the EU Delegations on how to address gender-stereotypes, within the context of media being a powerful actor in shaping, reproducing and changing societal norms expectations and beliefs and, as such, the media can shape, empower or restrict the lives of girls and women.

Key research questions

The key research questions of the content monitoring are:

- To what extent is coverage of specific media outlets in Burkina Faso gender sensitive, and gender-balanced?
- How are women and girls portrayed by specific media outlets in the country?
- What kind of gender stereotypes are conveyed by these media?
- To what extent are women interviewed and/or quoted?

Content monitoring approach

The content monitoring entails reading, watching and listening to news items produced by specific media outlets for one day, and analysing each item. A selection is made of the six main media outlets in the country, including at least four types of media: newspaper, TV, radio and online news. A selection is then be made of single news articles and stories to be analysed, focusing on specific topics, namely politics, economics and social issues, as well as the headlines or front page of the news outlet. Since women are mainly underrepresented in 'hard topics' such as politics and economics, it is important to compare these different topics, as well as how they are represented in the most important news (the front pages and headlines).

The methodology described here is based on the work of the Global Media Monitoring Project (GMMP). Since 1995, GMMP has monitored gender balance in news media every five years in 114 countries. Every five years, the news of one pre-selected day is monitored in these countries, using both a quantitative and qualitative approach. The GMMP links a wide network of researchers and organisations and is internationally recognized for its comprehensive data on gender in media content and its solid methodology. The content monitoring methodology developed for this Technical Assistance package for EU Delegations draws from this methodology, especially with regards to the qualitative analysis of news items.[87]

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[87] See 'Qualitative monitoring guide and form' at http://whomakesthenews.org/media-monitoring/methodology-guides-and-coding-tools

The focus of the content monitoring focuses on news coverage as news media play a vital role in shaping the public debate and are powerful actors in deciding what is considered news and what is not, as well as whose perspective on current events is presented[88]. Women are underrepresented in news media; their perspectives on the news are not always taken into account, issues important to women are not seen as front page news, and women are often portrayed in stereotypical way, for example as sex objects, homemakers or victims. Gender stereotypes and prejudices are perpetuated, but can also be challenged, through decisions made in news rooms every day, including the type of stories presented, the people interviewed, the selection of images and language used. The focus of the content monitoring is therefore on how men and women[89] are portrayed in the news and who is able to shape the narrative about current events.

Like in the GMMP, this methodology focuses on one day of news coverage and considers how different media outlets present the news of that day. One day of news coverage across six different outlets, selected based on their significant reach, audience or authority, will provide sufficient news content from these media outlets to provide an indication on the gender-sensitiveness of reporting and the quality of representation of women and girls in news media content in the country.

Sample

48 news items published on April 2nd 2019 from six media outlets were monitored in total. The following criteria were used for the selection of the media outlets:

- National scope
- Large audience and reach
- Large influence on public opinion
- Variety of ownership (both public and private media)
- Variety in political and/or religious orientation

The table below gives an overview of the media outlets selected. Since the sample is small, it was chosen to solely select media outlets with a national reach. There are more TV and Radio outlets included in the sample since these are the most importance sources of information for people in Burkina Faso. Since the Non-Key Expert executing the monitoring is working at the state-owned newspaper, it was decided not to include this outlet in the sample, resulting in only one state-owned media outlet included in the sample. The selection also presents a variety in audience served by the media.

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[88] *'Mission Possible': A Gender and Media Advocacy Toolkit*, WACC: http://whomakesthenews.org/advocacy/media-advocacy-toolkit

[89] Although the focus of the content monitoring is on the representation of women and girls in news media, the methodology also gathers data on the representation of men in news media, in order to assess the gender balance and sensitiveness of media content, and to be able to compare the portrayal of women to that of men.

Table: Overview of 6 selected media outlet

Selected media outlet	Type	Ownership	Audience
Observateur Paalga	Newspaper	Privately owned	Audience mostly in capital
Le Fasonet	Online	Privately owned	General audience and audience from abroad
RTB TV	Television	State-owned	General audience throughout the country (also producing news in local languages)
BF1 TV	Television	Privately owned	Popular amongst youth
Radio Omega	Radio	Privately owned	Popular amongst youth
Radio Savane FM	Radio	Privately owned	Popular amongst adults

Eight items were selected for analysis from each media outlet, all published on April 2nd 2019. Two items were selected from the front page of newspapers or the opening news on television and radio and the main page of the online portals. The remainder six news items were selected based on the following topics: politics and government, economy and social issues. Two items from each topic were selected for monitoring, and only news items were selected.

Data analysis

The methodology used in this research encompasses both quantitative and qualitative analysis and is based on the methodology of the Global Media Monitoring Project. In the quantitative approach, the following data was collected and analysed:

- Title of story/headline
- Position of item in newspaper/newscast/website
- Topic
- Sex of journalist(s)
- Number of men and women used as sources in the story
- Is the story focused specifically on a specific woman or group of women?

The categories are structured and mutually exclusive to ensure that the empirical data is valid and objective. This information provided basic quantitative data to support the qualitative analysis. For the qualitative analysis, it was crucial to define clear criteria of what is considered gender-sensitive content and what is not. A structured categorisation ensured that the data is valid and objective. This content monitoring therefore built on the qualitative methodology of GMMP, which works with so-called Gender and Media (GEM) classifications.[90]

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[90] Based on the methodology of the Global Media Monitoring Project, see 'Qualitative monitoring guide and form' at http://whomakesthenews.org/media-monitoring/methodology-guides-and-coding-tools

These classifications categorize news items into four categories:

1. **Blatant gender stereotypes:** news items in which men and/or women are presented in stereotypical roles.
2. **Subtle gender stereotypes:** news items that reinforce notions of women's domestic and men's more public roles in ways that make this seem normal.
3. **Gender blind**: news items in which there is a lack of gender balance of sources (giving only one perspective to the issue) and a gender perspective in everyday issues, missing the opportunity to add new and interesting angles to the story.
4. **Gender aware**: news items that challenge stereotypes, have a gender balance in sources, showing different perspectives and/or items that concern inequality between men and women.

The news stories were further analysed by considering the following:

- *Language*: analyse whether language is overtly sexists or if there is a difference between language used to describe women and men.
- *Visuals*: analyse whether images conveys stereotype, or show a balanced portrayal of the story.
- *Sources*: analyse if there is a balance of sources and whether male and female sources are used in similar and different ways
- *Story angle and perspective*: analyse what viewpoints and voices are heard and the overall impression of women and men in the story.

A coding guide provided clear criteria for each category and guidelines for an analysis of the news items, providing a standard and comparable analysis of the gender sensitiveness of news items. The results of this analysis were presented in a data spreadsheet and analysis report, used in Chapter 1.4 of this report.

ANNEX 2 – List of Key informants

Government and agencies
Hortense Zida, Secrétariat Général du Ministère de la Communication
Absetou KABORE, SP/CONAP Genre
Alphonsine SAWADOGO, SP/CNLPE
Mathias Tankoano, Conseil Supérieur de la Communication
Hélène Marie Laurene ILBOUDO MARCHAL, Minister of Social Action and Promotion of Women
Media support organisations
Zénabou TARPILGA, Equal Access
Aminata Kassé, Director, NDI Burkina Faso
SALOUKA Boureima, Deutsche Welle Akademie
Denis VINCENTI, Director, Studio Yafa
Jane MOLLER LARSEN, Programme Director, International Media Support
Salome SABATINI, CFI
Abdoulaye DIALLO, President of CNP/NZ, Norbert Zongo Press Center
Raissa Romain ZIDOUEMBa, Réseau d'Initiatives des Journalistes (RIJ)
Mariam OUEDRAOGO, Réseau Journalistes Genre
Charlemagne ABISSI, Unalfa
Media
SIRI Fatoumata, Founder, Queen Mafa
Issoufou SARE, Executive Director BF1
Edmond COULIBALY, Editor-in-chief, Impact TV
Marie Joséphine SANGARE / LAMIZANA, L'Économiste du Faso
SANOU Hyacinthe, radio Omega
Nicole OUEDRAOGO, Lefaso.net
Marguerite KY, Radio Salankoloto
Amy Cissé FILI, Journaliste RMO
Boureiman SANAN, Radio Bassy, Ziniare
Jean Baptiste SAWADOGO, Radio Vénégré, Ziniare

Soumaila RABO, Editor-in-Chief, Savane FM
Emmanuel OUEDRAOGO, Editor-in-Chief RTB
Mr HEMA, Director, Fondation Orange
OSC
Mrs BASSOLE, President, Gascode
Amadou BADINI, sociologist, Gascode
Françoise PIOUPARE, Colation Cedef
Marie Madeleine POUSSI, RECIF
Pauline ZIZIEN, RECIF
Other
Communication Director of Sira Labs
Mr LOUNYA, Director of ICT department, Aube Nouvelle

ANNEX 3 – Gender Country profile