



International Labour Organization



## **Narratives of Empowerment: Training Workshop on Professional TV News Media Reporting of Women in the World of Work**

UN INTERNATIONAL LABOR ORGANIZATION – FREEDOM NETWORK

### TRAINING WORKSHOP AGENDA

#### **WORKSHOP DAY 1 – December 14, 2015**

Introductions: 09.00am – 09.30am

*Introducing the Training Agenda, Participants, Trainers and Resource Persons*

SESSION 1: 09.30am – 11.00am

The Gender Lens and Women in the World of Work

- What is the Gender Lens? Why is the gender element important?
- Women in the World of Work – the labor-gender interface in Pakistan
- Gender Equality for Decent Employment (GE4DE)

Tea Break: 11.00am – 11.15am

SESSION 2: 11.15am – 01.00pm

Women in News Media

- The gender element in news and current affairs – social archetypes & media stereotypes
- Why are gender perspectives imperative for reporters, commentators and analysts?
- Critical elements of gender-sensitive and gender-affirmative media

**Lunch Break:** 01.00pm – 02.00pm

SESSION 3: 02.00pm – 03.15pm

Mainstreaming Women and Work in Current Affairs

- How all issues are women's issues, and how all reports are women's reports
- How economy, labor and wages are intrinsically linked to women's empowerment
- How can current affairs (news, opinion and analysis) be gender-affirmative

Tea Break: 03.15pm – 03.30pm

SESSION 4: 03.30pm – 05.00pm

Identifying Institutional & Individual Constraints in Gender-Affirmative Content

- Conducting a brief SWOT analysis of Pakistani news media's gender-sensitivity
- Decoding the media Policy-Procedure-Practice matrix on GE4DE issues
- Identifying non-policy avenues to adopt gender sensitivity in news media content

**WORKSHOP DAY 2 – December 15, 2015**

Recapping Day 1 + Key Learning Points from Day 1: 09.00am – 09.30am

SESSION 5: 09.30pm – 11.00pm

Women as Stories in the World of Work

- Women as subjects of human interest media
- Identifying women's issues as economic/labor issues and economic/labor issues as women's issues
- Linking economic and labor sector news content to women

Tea Break: 11.00am – 11.15am

SESSION 6: 11.15am – 01.00pm

Women's Stories in the World of Work

- Optimizing women's perspectives and views as news, opinion & analysis drivers
- Identifying news stories as women's stories – producing good GE4DE stories

Lunch Break: 01.00pm – 02.00pm

SESSION 7: 02.00pm – 04.00pm

Viewing and Reporting Positively – Empowerment Narratives

- Viewing challenges women face in the world of work sensitively – avoiding painting women in victimhood narratives
- Viewing and reporting women dealing with economic/labor challenges as stories of empowerment and framing women in the world of work in narratives of positivity

Certificates & Departure: 04.15pm