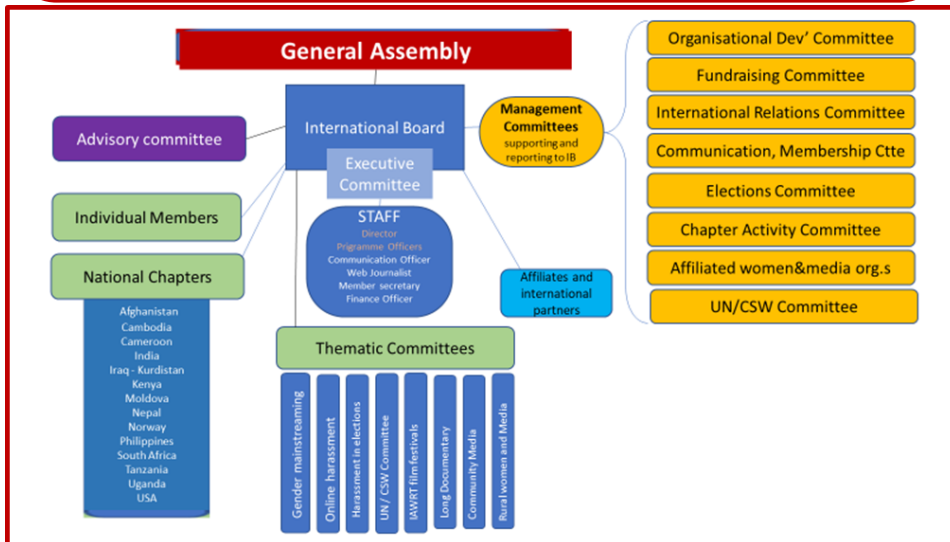


## IAWRT's organisational structure

IAWRT is presently going through a transformation from a past being run by an International Board, relying mainly on volunteer work towards a new, professionalised era with a few paid programme staff.

IAWRT is actively seeking partners and funders, who should like to walk with us in this exciting process of consolidation as an important women, media and press freedom actor.



## International Association of Women in Radio and TV (IAWRT)

IAWRT is registered as an International NGO in the Philippines

### Contact

International Association of Women in Radio and TV  
1207 Robbinsdale Residences · 14 G. Araneta Avenue cor Palanza Street · Barangay Doña Imelda · Quezon City 1100 · Philippines

General enquiries email: [secretariat@iawrt.org](mailto:secretariat@iawrt.org)  
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# IAWRT

## International Association of Women in Radio and TV Strategic Plan 2020 - 2024

*Media is a far too important arena  
not to recruit the best of talents independent of gender.*

**Imagine a world of media  
where the lives and conditions of women and girls  
are reflected equally to those of men.**

**Imagine a world of media  
where competent women  
have the same possibility to access positions  
in fair and equal competition with men.**

**Imagine a world  
where women everywhere are free  
to take full and equal part  
in all decision making and leadership anywhere,  
free from suppression and all forms of harassment.**

*This is the world IAWRT helps build.*

IAWRT is in a process of finding a name for the organization better matching today's media reality.

**IAWRT is a global organization and a worldwide network of 14 national chapters and members in at least 54 countries.** IAWRT members are professional women in media and communication, and the organisation is managed by an international board and advances its mission through **its national chapters, thematic committees and ad hoc projects.** In this way we strive to meet the urgent, global challenges faced by women in and around the media.

In **Kenya**, for instance, the national IAWRT chapter has been a watchdog on threats against women for many years and have carried out a Gender Monitoring Project. In the **Philippines**, the IAWRT local Chapter has supported community radios in disaster zones, strengthening women's voices. In **India**, IAWRT in 2019 celebrated its 17th women's film festival, which is recognized as Asia's most important. In **Norway**, the local Chapter has been at the forefront of fundraising and has acted as the IAWRT fiscal agent with our main donor (FOKUS) for 20 years, whilst the **USA** Chapter each year organizes the IAWRT events at the UN Commission on the Status of Women's annual conference. Many more examples could be brought forward from IAWRT's **14 national chapters** - all with their professional and high quality programmes for the advancement of the space for empowered women's lives in and around the media.

IAWRT operates within a vast network of international and national like-minded organisations and has a consultative status with the United Nations Economic and Social Council (**ECOSOC**). IAWRT recognizes that to achieve gender equality in all spheres and all societies, media and communication play a central role, challenging the social and cultural norms that hinder progress towards **gender equality**. In our work to achieve the goals set out within our priority work themes in this strategic plan, we will among others engage in the **Beijing+25** process to ensure **global impact** and effective collaboration with like-minded organisations.

## IAWRT's Vision

**IAWRT envisages a global environment** where the role and space of women in the media is fully recognized, is safe and secure, ensures freedom of speech without fear of online or offline trolling, where the portrayal and image of women is balanced and fair and where women have an equal share of positions at all levels in mainstream, digital and community media.. Furthermore, IAWRT envisions a world where women have an equal voice, and space in community media (rural and urban), as citizen journalists and equal partners in agenda-setting, dialogue and debate.

## IAWRT's Mission

**IAWRT's mission is** to facilitate the change and transformation described in its vision by supporting all efforts for ensuring the space for and impact of women in media through knowledge and information sharing ; research, advocacy and policymaking, networking and building collaborations and cooperation; training and capacity building ; enhancing capabilities of women in media while safeguarding . freedom of expression- including freedom of press and promoting inclusion and diversity in media.

## IAWRT's Values and principles

Protecting Human Rights; Safeguarding Freedom of Expression; Ending impunity for crimes against journalists; Supporting Gender equality.

**Our guiding principles:** Building journalistic credibility and high ethics;  
Increasing accountability and transparency

# IAWRT's Strategic Themes & Goals 2020 - 2024

## LEGAL, ENABLING ADVOCACY – Engaging in the international debate, pushing boundaries

1. Working with key international organisations.
  - Strengthen the enabling environment through recognition of women in media
  - Freedom of expression – also for women – challenging status quo
  - Revision and pursuance of the Beijing platform J
  - Gender media monitoring – women journalist and sources, as well as in newsrooms and management
  - Safety of women in and through media: Online harassment, cyber-attacks: protecting women, websites, media
  - Women & Safety alerts are disseminated widely for action

## WOMEN & MEDIA ACTION – to advance women's role, voice & visibility globally

2. Advance the potential and role of women in and through the media, including:
  - Overall policy support to advance IAWRT's agenda, including Gender policies in media houses
  - Documenting 'women in the media' nationally, globally: strengths, challenges (database)
  - Strengthening community media – empowering communities and their media/radios
  - Strengthen rural women's access to communication platforms and having a voice
  - Strengthen the way media advances women's causes and visibility, including during elections

## MEDIA / FILM PRODUCTION & WOMEN'S FILM FESTIVALS

3. Initiate and facilitate creative women's production and strengthen women's capacities
  - Identify and support where women's production is under pressure – in media and beyond
  - Support IAWRT chapters: e.g. manuals & online training to strengthen women's role in media
  - Support Long Documentary and podcast productions about women's lives
  - Organise film festivals
  - Inspire women's creative production including through IAWRT awards

## GLOBAL REACH THROUGH SUSTAINED LOCAL ACTION

4. Action on nationally prioritized IAWRT action areas with and through chapters and partners
  - Work with Chapters to build their capacity to function and have impact.
  - Affiliations with Women & Media organisations in countries where we don't have chapters.
  - Partnerships with academic institutions [e.g. Research]
  - International Partners: Engage in coalitions, partnerships with women and media organisations

## IAWRT SUSTAINABILITY

5. Continue to work to secure IAWRT as a useful, powerful, resilient and sustainable organisation
  - Social – membership – chapters – brand and image (communication strategy)
  - Organisational – physical secretariat – hiring needed HR – JDs – recruit staff when possible
  - Financial – financial sustainability strategy and partner mapping. Outcome areas from financial resilience and sustainability plan: (i) IAWRT International is financially sustainable. (ii) Skills and capacities of IAWRT regional chapters have strengthened; (iii) A financial system is in place.