IAWRT

Committee on
Rural Women and Media

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And what does it have to do with

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- **high profile and professional women** journalists, editors, film makers from **all corners of the planet?**

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Committee members are Iphigénie Marcoux-Fortier (Canada),
Diana Nastasia (Bulgaria/USA), Mamu Arleen Perez (Philippines)
and Geeta Sahai (India), Birgitte Jallov (Denmark)

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We will hear a lot more about this in a moment from Josephine Karani

social media focus

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- we want our work to reach out to – and empower – **the 20-40% of the poorest women**, who development economists and others agree, are so hard to reach – **who should not be left behind.**

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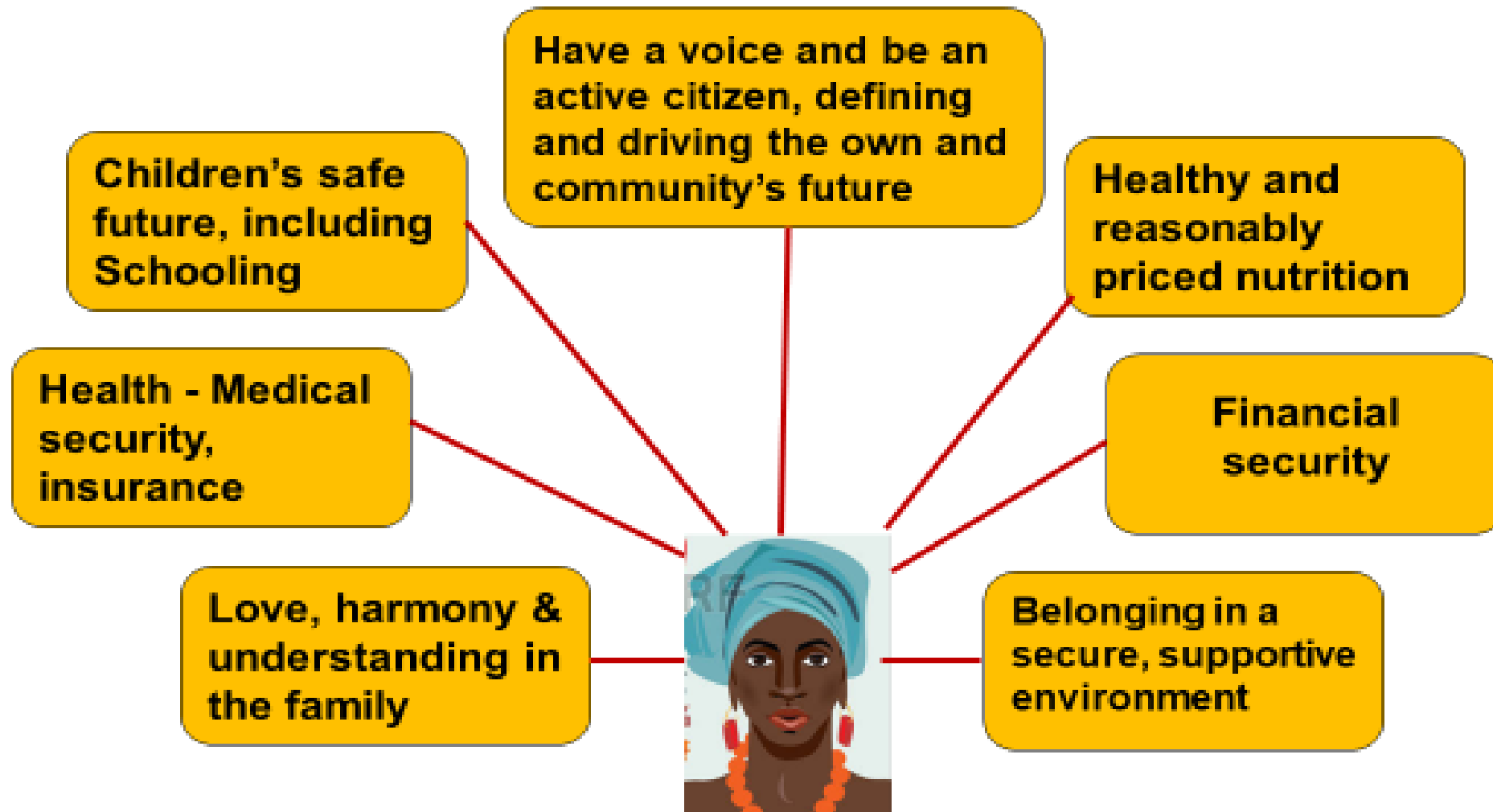 - Real traditional media: theatre, song & dance, story-telling

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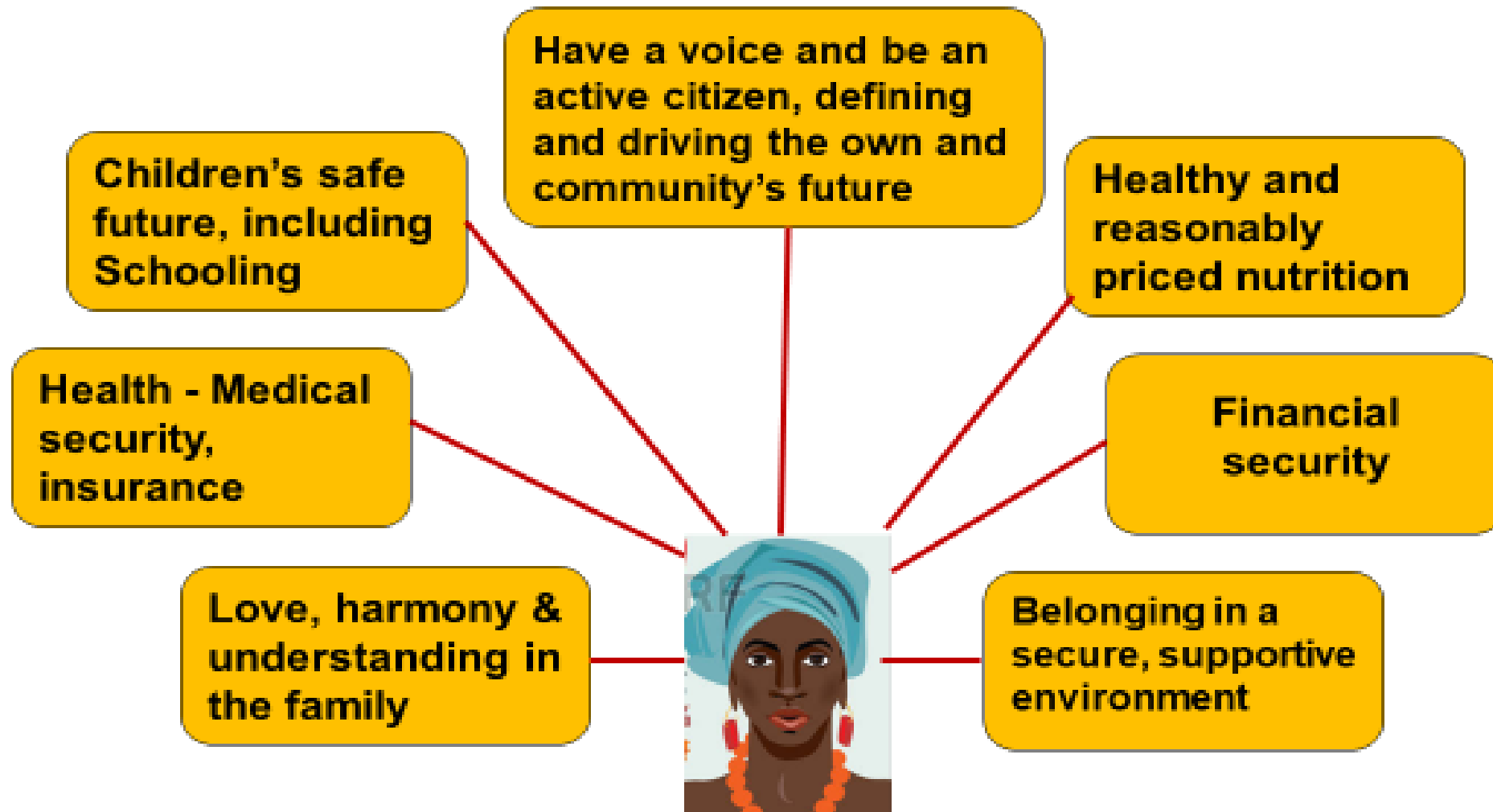 o Real traditional media: theatre, song & dance, story-telling

This is where **Anthony Lwanga, from KKCR** comes in:

how KKCR was a platform for **positive change of rural women's lives…**

Ecology of empowerment

Have a voice and be an active citizen, defining and driving the own and community's future

Children's safe future, including Schooling

Healthy and reasonably priced nutrition

Health - Medical security, insurance

Financial security

Love, harmony & understanding in the family

Belonging in a secure, supportive environment

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This is where **Judith Nabakooba** will talk about importance – and potential when rural women grab the microphone and the smart phone and become agenda-setters

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On: How to effectively amplify rural women's voices
through use of **communication and media** for a **visible and empowered**
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- **accessible from our website and a dedicated facebook page.**

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Our regional conference here
is a welcome opportunity to present our initial thinking and to **discuss our contribution** to the overall conference theme:

IAWRT Committee on Rural Women and Media

Looking into the future

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Exploring how rural women's voices are well amplified – for then to set own agenda and fight for their rights