CONCEPT NOTE

Webinar for the Launch of the Guidelines and Training for Media Professionals in Asia and the Pacific on Responsible Representation and Reporting of Violence against Women and Children

Purpose: Provision of training for media professionals on responsible representation and reporting of violence against women and children in the context of COVID-19 to Journalists in Asia and the Pacific Region.

Date of Training Programme Delivery: 11:00 - 13:30 hrs. Bangkok time (2.30 hours) with breakout sessions, Tuesday 15 December 2020

Location: Bangkok, Thailand (online via Zoom Meeting)

I. Introduction/Background
The violence against women-violence against children (VAW-VAC) messaging group emerged from a regional UNiTE Working Group meeting on ending violence against women and girls during the initial outbreak of COVID-19 to discuss VAW-VAC and COVID response and included a discussion on messaging. Members who attended the meeting included UNICEF, UNFPA and UN Women. All three agencies expressed an interest to look for opportunities to collaborate and develop joint messaging on VAW/VAC and COVID-19. The group identified the need to develop guidelines for
responsible representation and reporting of VAW/VAC, especially during the COVID-19 pandemic.

II. Objectives of the Regional webinar to launch the guidelines and training for media professionals on responsible representation and reporting on VAW/VAC
1. Promoting best practices for responsible, ethical and safe representation and reporting of violence against women (VAW) and violence against children (VAC) by media practitioners.
2. Capitalizing on the regional media support to help reflect commitment on the part of Governments, international organizations and institutions at all levels; and
3. Giving visibility through the media to the current issues related to VAW/VAC and COVID and the importance of ethical and responsible reporting on VAW/VAC.

III. Strategies
Partnerships with media agencies and influential bloggers who previously participated in the ICPD25, Beijing+20, Beijing+25, Gender Responsive Media and Women Human Rights Defenders workshops will add a multiplier effect to the expected media engagement on VAW-VAC. It is expected that using the overall umbrella concept, our diverse constituencies, and partnerships with civil society organizations, including the women’s movement- will be expanding and adding to it.

Training and Guidelines on Responsible Representation and Reporting of VAW/VAC for the media will assist in deepening the understanding of journalists and editors of stereotypical and harmful gender stereotypes- including victim blaming- which can be perpetuated through media messages. Such training will provide skills and techniques to journalists and editors to analyze facts, issues and data from a gender perspective. The timing of this round of media training punctuates the 16 Days of Activism against Gender-based Violence. Partner agencies can call for participating media agencies’ commitment to put an end to this global pandemic of violence against women and children as well as commitment at a personal level to the promotion of a balanced and non-stereotyped portrayal of women and girls.

Co-facilitators:

_Babita Basnet_, President, Media Advocacy Group (MAG) Kopundol, Lalitpur, Nepal
Coordinator, Shantimalika (National Network for Women, Peace and Security)
Anamnagar, Kathmandu, Nepal

_Mahtab Akbar Rashdi_, Former women parliamentarian (Sindh Provision), Television Host and anchor,
Professor of IR, at Sindh University. Former Parliamentarian (Sindh Province), Bureaucrat with the Government of Sindh, Pakistan.
## Provisional Agenda

<table>
<thead>
<tr>
<th>Time/slots</th>
<th>Subject areas</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.55-11.00</td>
<td>Signing in through Zoom webinar link</td>
<td></td>
</tr>
<tr>
<td>11:00-13:30</td>
<td><strong>Session 1:</strong> Overview of the guidelines and training for media professionals on responsible representation and reporting on VAW/VAC</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Session 2:</strong> Ethical considerations for engaging with survivors and key points for reporting on or creating awareness around VAW/VAC</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Session 3:</strong> Break-out session (3): Discuss challenges and opportunities, sharing of personal experiences of journalists along with highlights from Media Guidelines</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cross-cutting subjects:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Ethical considerations for engaging with survivors and key points for reporting on or creating awareness around VAW/VAC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Considerations when interviewing and reporting on children</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Privacy/confidentiality of subject; objectivity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Survivors-centered approach</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- How to avoid victim blaming</td>
<td></td>
</tr>
<tr>
<td>11:00-13:30 Bangkok time (2.30 hours)</td>
<td>Plenary session: Reporting back from breakout room by Media/Journalist representatives</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Closing and call for action and commitment</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Moderators:**
- Babita Basnet
  Media Advocacy Group, Nepal
- Mahtab Akbar Rashdi, TV host, Former Parliamentarian, Pakistan

**Speakers/Facilitators:**
- UN Women, UNFPA, UNICEF
  Technical lead
Training package includes
- Key PowerPoint Presentation (inter-agency)
- Guidelines for Media Professionals
- Findings and key recommendations from the full report (Inter-agency)