



DAWN FACILITATES WOMEN'S MEDIA NETWORKS

The major objective of the DAWN Interegional Media Workshop (February 10-13, 1992, Barbados) was to build a network of South communicators with the capacity to disseminate the entire gamut of DAWN's research programme throughout the Third World. DAWN's research currently focuses on the Environment; Alternative Economic Frameworks; and Reproductive Rights and Population from the perspective of Third World women, especially those at the grassroots level.

The Women's Media Workshop was a direct response to the stated desire of South communicators for closer interaction with DAWN, which they expressed at the final interregional meeting hosted by the then Brazil-based Secretariat in June 1990. At that meeting, some concern was expressed about the effectiveness of the networking newsletter, DAWN Informs; Who was it reaching? How was the information being used? How could women's media networks and their constituencies access the DAWN research and analysis in a more meaningful way? How could the flow of information across continents and between the media networks and DAWN be improved? It was unique in bringing together a small group of women communicators who, between them, cover all regions of the South, and indeed the entire world, with the exception of Eastern Europe (see map).

The workshop was designed to be both participatory and practical. Using basic animation techniques (drawings, song and poetry)

participants were encouraged to explore the work of DAWN and their own organisations (see page 2), and on that basis to identify what they could do for DAWN and what DAWN could do for them. DAWN General Coordinator, Peggy Antrobus, and DAWN Research Coordinator (Environment), Rosina Wiltshire, led sessions on the DAWN structure and its current research and analysis on the Environment.

During the four days they interacted, at the personal, professional and technical levels, participants analysed the DAWN Informs target groups and specified the form in which each group, including themselves, could best access the DAWN analysis (see page 3). They identified their production and networking needs and began drafting funding proposals to obtain the necessary grants and hardware. They laid the basis for the DAWN Informs workplan for 1992 and beyond, drafted a press statement for circulation in their respective countries, and produced materials for a DAWN Resource Kit on the Environment (see page 3).

Most importantly, they founded a Fax Information Exchange which they dubbed Women's Media Alert, WOMENET (see pullout). Details of how WOMENET works and how interested parties can become involved are contained in the enclosed pullout page. WOMENET is a strong starting point in the building of an effective network of women communicators in the South with the potential to disseminate their own concerns and those of DAWN across the entire globe.



WOMEN'S MEDIA NETWORKS

Dawn Informs 1/92

*Development Alternatives with Women for a New Era
Women & Development Unit
University of the West Indies
School of Continuing Studies
Pinelands, St. Michael
Barbados, West Indies*

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REGIONAL REPRESENTATIVES

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P.O. Box 4395
Willemstad

Curacao, Netherlands Antilles
LATIN AMERICA: Neuma Aguiar
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CEP 22260, Rio De Janeiro, Brazil.

AFRICA: Bolanle Awe
Institute of African Studies
University of Ibadan, Nigeria

SOUTH-EAST ASIA: Noeleen Heyzer
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Pesiaran Duta, P.O. Box 12224
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EDITORIAL TEAM

Peggy Antrobus, Joan Ross-Frankson, Sandra Edwards,
and Kurlyne Alleyne

*DAWN INFORMS is published three times a year by
Development Alternatives with Women for a New Era
(DAWN) as a networking tool for its members. DAWN is
an autonomous inter-regional organisation of the South
which acts as a network and catalyst advocating
alternative development processes that emphasize the
basic survival needs of the majority of the world's
peoples, particularly Third World women and their
children. Subscriptions: Free to DAWN members based
in the South. Members and friends based in the North
are asked to make an annual minimum contribution of
US\$20.00*

PARTICIPANTS

Fourteen women communicators from 10 Women's Media Networks in nine countries took part in the DAWN Interregional Media Workshop. Apart from DAWN, the media networks represented were:

- **Women and Development Unit (WAND)** of the University of the West Indies which works with women in groups and networks, employing participatory methodologies, technical assistance and media products, with the aim of strengthening self-reliant communities.
- **Caribbean Association for Feminist Research and Action (CAFRA)**, a network of women's organisations and individual researchers and activists in the Dutch, English, French and Spanish-speaking countries of the region. CAFRA's research projects include women in relation to agriculture and the law, and their history and creative expressions. CAFRA also provides technical and funding assistance for the production of materials, and produces a quarterly networking newsletter.
- **Women's Feature Service (WFS)**, a wire service of features written by Third World women journalists, which aims to expose the views of women about development issues locally, regionally and internationally.
- **Sistren Theatre Collective**, an independent women's cultural organisation which highlights women's issues through theatre, drama-in-education, newsmagazines, videos, booklets and research.



- **International Women's Tribune Centre (IWTC)**, a non-government international women's organisation that provides a communications support service for women in Africa, Asia, the Pacific, Latin America, the Caribbean and the Middle-East.
- **Isis International (Manila & Santiago)** which provides information and communication services to women worldwide with the aim of promoting women's empowerment. Its resource centre includes over 830 women's periodicals, as well as books, pamphlets, reports, bibliographies, directories, and a human resource data base. Isis produces magazines, books, resources, guides and directories.
- **Pacific Women's Resource Bureau** which uses radio and media resources to educate and facilitate networking among women of the many islands of the Pacific region.
- **Tanzania Media Women's Association (TAMWA)**, an organisation of women communicators that operates at grassroots level. Its major educational and networking tool is Saut ya Siti which means Women's Voice, and which also honours the memory of Siti Bint Saad, one of Tanzania's first women communicators.

(Cont'd on pg. 4)

WOMENET

(Aka DARETOBE ALERT)

The major outcome of the DAWN Interegional Media Workshop was the establishment of a Women's Media Network, WOMENET (also known as Dareto be an Analysing Woman Now), and comprising among others, those networks represented. WOMENET, which has the capacity through its members to distribute information across the world, will both facilitate the dissemination of DAWN's research and analyses to women's organisations, NGOs, and the mainstream media, as well as provide a channel for closer collaboration and exchange of materials between women's media networks globally.

How Does WOMENET Work?

Workshop participants designed Fax message forms (below) to simplify the process and help to ensure the network is sustained. Each network's message is to be sent via the Fax form on the last Friday of each month. Every six months (in June and December), the last Friday of the month will be used for a simple evaluation, using the form developed for this purpose (below right).

Each network will mark off the groups they have heard from and record the number of Faxes received. Of special importance is the final part of the evaluation form on which it's noted how the information received was used.

In cases where networks cannot afford to send a Fax to everyone on the directory each month, they can send one copy to DARETOBE/IWTC (1-212) 661-2704, marking on it ONLY COPY. For the time being IWTC is able to amalgamate such messages and send them out with it's own form. However, networks are asked to relieve IWTC of this task as soon as possible by making efforts to obtain small grants to pay for their own Fax messages.

Important Initiative

WOMENET was seen as an important step in the process of women making use of the new communications technologies. Through the WOMENET initiative, all women's media networks have a chance to maintain contact with each other and share information that will keep women worldwide more comprehensively informed about all women's issues and concerns. A decision was taken to include those women's media networks that were unable to take part in the seminar. The full directory, including both workshop participants and non-participants, is included overleaf. Other networks wishing to join WOMENET may do so by completing the form below the directory overleaf and Faxing it to IWTC and the DAWN secretariat. Mini-versions of the Fax forms are reproduced below so networks can make their own. Copy them before you tear off the form overleaf!

**Woman's Media Net
DARETOBE ALERT!**

TO: _____
 ORGANISATION: _____
 FAX NO. _____
 FROM: _____
 DATE: _____

Message: _____

Number of pages including this cover

TO: IWTC (1-212) 661-2704

FROM: _____

DATE: _____

**WOMEN'S MEDIA NET (WOMENET)
EVALUATION FORM**

1. Have you been receiving stuff?
 Yes No

2. If yes, from whom?

	Frequency		Frequency
CANNONWOOD 202-477-4871	[] []	BOSTONIAN 617-262-4871	[] []
REARNEY 204-638-7171	[] []	WPAI 202-228-6471	[] []
WPA 202-228-6471	[] []	WPAI 202-228-6471	[] []
WPAI 202-228-6471	[] []	WPAI 202-228-6471	[] []
WPAI 202-228-6471	[] []	WPAI 202-228-6471	[] []
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WPAI 202-228-6471	[] []	WPAI 202-228-6471	[] []
WPAI 202-228-6471	[] []	WPAI 202-228-6471	[] []

3. Have you used the information?
 Yes No

4. If yes, how?
 In your newspaper Other
 In conversation Please explain: _____
 At a meeting _____
 Mainstream media _____
 In a book _____

5. Other comments:

WPAI 202-228-6471

WOMENET Directory

FOUNDING MEMBERS

Caribbean Association for Feminist Research and Action (CAFRA)
P.O. Bag 442, Tunapuna, Trinidad & Tobago.
FAX: (809) 663-6482 ; TEL: (809) 663-8670
Contact: Rowena Kalloo

DAWN/WAND
School of Continuing Studies, University of the West Indies
Pinelands, St Michael, Barbados.
FAX: (809) 426-3006 ; TEL: (809) 436-6312
Contact: Peggy Antrobus, Nan Peacocke, Sheila Stuart, Kurlyne Alleyne,
Sandra Edwards, Joan Ross-Frankson

International Women's Tribune Centre [IWTC]
777 United Nations Plaza, New York, N.Y., 10017, U.S.A.
FAX: (212) 661-2704 ; TEL: (212) 687-8633
Contact: Anne Walker

ISIS International - Manila
85-A East Maya Street, Philamlife Homes, Quezon City, Philippines
FAX: (632) 990507 ; TEL: (632) 993292
Contact: Elizabeth Reyes-Martinez

ISIS International/Santiago
Casilla 2067, Correo Central, Santiago, Chile.
FAX: 562-490-271 ; TEL: 562-441-50
Contact: Isabel Duque

Sistren Theatre Collective
20 Kensington Crescent, Kingston 5, Jamaica.
FAX: (809) 926-6990 ; TEL: (809) 929-2457
Contact: Lana Finikin, Hilary Nicholson

South Pacific Commission/Pacific Women's
Resource Bureau (SPC/PWRB)
B.P. D5, Noumea, New Caledonia.
FAX: (687) 26 3818 ; TEL: (687) 26 2000
Contact: Jill Emberson

Tanzania Media Women's Association [TAMWA]
P.O. Box 6143, Dar Es Salaam, Tanzania.
FAX: (255) 51-29347 ; TEL: (255) 51-29089 / 32181
Contact: Pili Mtambalike

Women's Feature Service [WFS]
49 Golf Links, New Delhi, India
FAX: (221) 220042 ; TEL: (221) 210815
Contact: Gouri Salvi, Anita Anand

NEW MEMBERS

Association des Professionnelles Africaines de la
Communication [APAC]
BP 4234, Dakar, Senegal
FAX: (221) 220042 ; TEL: (221) 210815
Contact: Fatoumata Sow

Association of African Women for Research and
Development [AAWORD]
66 Bd de la Republic, B.P. 11007 CD Annexe, Dakar, Senegal
Contact: Marie-Angelique Savanné

Asia and Pacific Development Centre [APDC] Women's Programme
Pesiaran Duta, P.O. Box 12224, Kuala Lumpur, Malaysia
FAX: (60-8) 255-0316 ; TEL: (60-8) 254-8088
Contact: Nooleen Heyzer, Rashidah Abdullah, Yew Bee Yee

Depthnews Women's Features Press Foundation of Asia [DWF]
P.O. Box 1843, Manila, Philippines
Contact: Estrella (Ely) Maniquis

FEMNET
P.O. Box 54562, Nairobi, Kenya
FAX: (254-2) 330-737 ; TEL: (254-2) 744-977
Contact: Njoki Wamalwa, Eddah Gachukia

FEMPRESS
Casilla 16-637, Santiago 9, Chile
FAX: (56-2) 232-5000 ; TEL: (56-2) 232-2557
Contact: Adriana Santa Cruz, Viviana Erazo, Teresa Valdovinos

Institute for Women's Studies in the Arab World [JWSAW/BUC]
Beirut University College, P.O. Box 135053, Beirut, Lebanon
FAX: (212) 870-2762 ; TEL: (166-1) 811-968
Contact: Randa About-Houn, Julinda Abu-Nasr

SISTERLINK
YWCA of Australia, 121 Queen's Parade, Clifton Hill
Victoria 3068, Australia
FAX: (61-3) 482-3661 (office), (61-3) 482-4937 (home)
TEL: (61-3) 482-3899 (office)
Contact: Penny Underwood



Tear off and send to: Anne Walker, IWTC Fax: (21) 661-2704 & Sandra Edwards, DAWN Fax: (809) 426-3006

Yes! I/We wish to be included in the Women's Media Network,
WOMENET (Aka Dareto be Alert)

Organisation

Media Services

Contact (s)

Mailing Address

Fax: Tel:

THE DAWN COMMUNICATION STRATEGY

The workshop identified and analysed four very specific DAWN target audiences:

The DAWN Steering Committee & Research Coordinators

All materials should be sent to members of the Steering Committee and the Research Coordinators as soon as they become available to assist in their ongoing lobbying efforts.

Policy Decision-Makers & Influential Individuals

Specific targets should be governments and global institutions such as the United Nations, the World Bank and the International Monetary Fund, as well as the mainstream media. Fact sheets and bulletins were seen as appropriate media. It was recognised that persons in this target group varied from the most conscious to the least; from those who were very sympathetic about issues facing women to those who had no sympathies whatsoever. There were those who would be informed by, and act on, materials provided; those who would be swayed by one-to-one interaction, and others who would only be moved by mass action such as strikes, demonstrations and boycotts.

The DAWN Mailing List

The DAWN mailing list, which contains over 4,000 names, is in dire need of updating. The workshop recommended that the current

newsletter be sent to everyone on the mailing list as soon as it became available, along with a simple subscription renewal form, which participants took time out to design. The exercise should be repeated with the workshop report (DAWN Informs 1/92), and thereafter, the mailing list cut to include only those who responded by filling out and returning the form. Three issues of Dawn Informs would still be published each year, but only for the membership. For the general audience, it was felt that DAWN should initiate an update flow of information that would keep readers informed on a more regular basis. Updates could include extracts or edited versions of DAWN research and analysis, news of meetings and listings of available materials as well as useful contact addresses.

Women's Media Networks

Participants were unanimous in their view that three issues of DAWN Informs a year could not adequately keep them and their constituencies in touch with the DAWN research and analysis. They recommended a more constant flow of information in the form of updates, resource kits, research papers, charts, photographs, film, video and audio tapes: materials that are easy to access and pass on.

Workshop participants also identified specific channels for distributing the materials including mail, courier services, via individuals and E-Mail. It was recommended that DAWN investigate the feasibility of utilising the TNT Skypack service.

Creating a Dawn Media Kit

DAWN Research Coordinator, Rosina Wiltshire, who has special responsibility for research and analysis of environmental questions, brought participants up-to-date on the DAWN conceptual framework. She emphasised individual livelihoods as the base in the search for sustainable solutions to global environmental problems, and within this context, the particularly important role that grassroots women of the South had to play. As one participant in a DAWN meeting (May 20 - 24, Barbados) commented, "The first environment is my body." In keeping with the nature of the workshop, as Rosina spoke her points were transformed into colourful charts which everyone agreed were useful tools for broader dissemination of the DAWN research and analysis. This led to a decision to create a DAWN Media Kit on the Environment. The kit is to include Rosina's completed research paper and the following resources produced by participants: charts, audio taped interview with Rosina, and a photograph of Rosina.

Contact the DAWN Secretariat for cost and availability of the entire kit and/or materials from the kit.



Chart shows the specifics of the environmental backlash in the South, continent by continent.

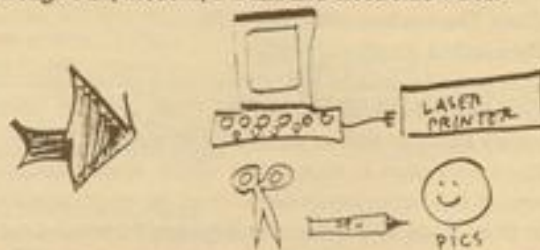
Participants (Cont'd from pg. 2)

All the women's media networks represented are based in the South with the exception of the International Women's Tribune Centre, which is located at the United Nations Plaza in New York.

The networks gathered regularly produce a wealth of material including (mainly quarterly) journals, news magazines and news letters; books, booklets, and comics; posters and postcards; resource kits, manuals and training resources; occasional papers, research reports and bibliographies; news features and videos.



The facilities used to produce this formidable array varied widely from the most basic (hands, pens/pencils, typewriter) to the most modern high-tech equipment (computer, VCR, XROX). Distribution channels also varied widely from domestic and international mail and delivery services, car, telephone and meetings and workshops, through Fax, modem, E-Mail and electronic wires.



All participants were in need of upgraded facilities, but some far more than others. The groups that worked directly at grassroots level tended to be most in need of high-tech facilities, namely Fax machines, computers and modems. Money, training, exchanges and extra staff were needs across the board.

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