# **Workshops for Media Students**

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| 1. E**ngaging University Students - Media monitoring using Media Gender Equality Scorecards** (filter: Gender-just Media) | |
| Date/Year | Aug- Nov 2018 |
| Participants | Media Students |
| Facilitators/Locations | Islamabad, Quetta, Swat, Karachi. (20 sessions in 5 universities ) |
| Project | Gender Equality in Media: Beyond Advocacy and Awareness |
| Funded by | WACC |
| Description | To train media students to analysis media content through gender lens using Uks and WACC’s tools and toolkits.  These sessions contributed towards creating gender-aware journalism students who could challenges the re-enforcement of sexism, gender-biased roles, portrayal and stereotypes through news media in Pakistan. |

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| 1. **Consultations for Change – Engendering Mass Communication Departments through Uks’s Media Analysis Tools (two events)** | |
| Date/Year | 15th February, 2017 (filter: Gender-just Media) |
| Participants | 53 participants including faculty and students from various universities. |
| Facilitators/Locations | Islamabad, Karachi |
| Project | Gender Just Media Drive |
| Funded by | National Endowment for Democracy (NED – Phase-II) |
| Description | The aim of this consultation was to  Gender-sensitise faculty and their role in sensitizing the students. To revise the existing curricula to ensure gender is taught as a course; and increased awareness and responsibility of mass communication department’s faculty and students as pro-active media watch groups using Uks’s gender-sensitive CoE and WMCC.  The participating universities list:   1. Bahria University, Islamabad 2. Islamic International University Islamabad 3. NUST University, Islamabad. 4. SZABIST University, Islamabad. 5. Alama Iqbal Open University, Islamabad. 6. Fatima Jinnah Women University, Rawalpindi. 7. Riphah University, Islamabad 8. NUML University, Islamabad. 9. G.C University Lahore 10. Preston University Islamabad 11. University of Karachi, Karachi 12. Federal Urdu University of Arts, Sciences and Technology, Karachi 13. Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology, Karachi 14. Bahria University, Karachi 15. Aawaz Institute of Media Sciences, Karachi 16. Greenwich University, Karachi |

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| 1. **Awareness Raising Sessions with university students on Recognizing Gender-based Violence in our Community – (6 sessions)** | |
| Date/Year | October-December, 2016 (filter: GBV/VAW) |
| Participants | 213 |
| Trainer/Facilitator | Amira Parveen (**Mansehra**), Amra Hussain (**D.I.Khan**), Amjad Ali (**Swat**), Hamza Ali (**Kohat**), Shahid Ullah Jan (**Charsadda**), Muhammad Naseem & Khadim Hussain (**Haripur**) |
| Project | Giving Voice to the Voiceless |
| Funded by | DAI AAWAZ Resource Fund |
| Description | Six awareness raising workshops for university/college students were conducted for awareness on VAW, its social and economic impact, prevalence in targeted districts and concerned legislation in Khyber Pukhtunkhwa province. The students were made aware of stereotypical and gender biased practices in the society and to inculcate zero-tolerance for these so-called norms.  Partner universities in the selected 6 locations:  **Hazara University Mansehra** (43 students) - 15th December, 2016  **Gomal University** D.I.Khan (26 students) - 8th November, 2016  **University of Swat** (30 students) – 8th November, 2016  **KUST University Kohat** (30 students) – 12th August, 2016  **Bacha Khan University** Charsadda (27 students) – 26th October, 2016  **University of Haripur** (57 students) – 24th October, 23016 |

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| 1. **One-Day Peer-to-Peer Sessions with Students – (7 sessions)** | |
| Date/Year | February - March, 2016 (filter: Gender-just Media) |
| Participants | 162 |
| Student Trainers/ locations | Abdul Waheed & Muhammad Sipah (**Turbat**), Javid Mustafa & Arooj khan (**Mardan**), Sanober Shoro & Rasool Bukhsh (**Hyderabad**), Masooma Mudasir & Muhammad Aqid (**Peshawar**), Naimus Sehar & Bushra Zahra (**Multan**), Haider Sherazi & Erum khan (**Karachi**), Afia Mushtaq & Mehak Khurrum (**Islamaabad**) |
| Project | Gender Just Media Drive |
| Funded by | National Endowment for Democracy (NED) |
| Description | Each of the media coordinators at the conclusion of the session with university students identified two students who conducted these seven peer-to-peer outreach sessions to reach out to their peers and increase their awareness about their social responsibilities as media consumers. The journalists/coordinators assisted the students in conducting these sessions.  **University of Turbat** (28 participants) – 16th March, 2016  **Abdul Wali Khan University** (20 participants) – 10th March, 2016  **Chambers of Commerce & Industries Hyderabad** (26 participants) – 3rd March, 2016  **Edwardes College Peshawar** (19 participants) – 25th February, 2016  **Bahaudin Zakariya University Multan** (26 participants) – 24th February, 2016  **Federal Urdu University Karachi** (22 participants) – 23rd February, 2016  **Islamic International University Islamabad** (21 participants) – 18th Feb, 2016 |

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| 1. **One-day Trainings of Students of Media on Analyzing Media in Pakistan through the Gender Lens – (10 sessions)** | |
| Date/Year | November 2015 - May 2016 (filter: Gender-just Media) |
| Participants | 273 |
| Trainer/Facilitator | Ayub Tareen (**Turbat**), Imrana Komal (**Multan**), Nasir Mehmood (**Karachi**), Tariq Hussain (**Gilgit Baltistan**), Farzana Ali (**Peshawar**), Kiran Qasim (**Gilgit Baltistan**), Zia Ullah Hamdard (**Mardan**), Nabeela Aslam (**Islamabad**), Kaleem Ullah Baloch (**Turbat**), |
| Project | Gender Just Media Drive |
| Funded by | National Endowment for Democracy (NED) |
| Description | Each of the ten trained journalists/coordinators identified a local university where they conducted a training session for at least 25 media students - both male and female. The training workshops aimed at spreading awareness about the gender-sensitive Code of Ethics for media, monitoring the media content through a gender lens and Women Media Complaint Cell (WMMC). At the conclusion of the session two students were identified who would be conducting peer-to peer sessions for multiplier effect.  **University of Baluchistan, Quetta** (34 students) – 24th May, 2016  **Bahaudin Zakariya University Multan** (33 students) – 16th February, 2016  **Office of Daily Basharat Karachi** (25 students) – 28th January, 2016  **Press Club Gilgit Baltistan** (25 students) – 21st January, 2016  **University of Peshawar** (33 students) – 20th January, 2016  **Karakoram University Gilgit Baltistan** (23 students) – 20th January, 2016  **Abdul Wali Khan University Mardan** (20 students) – 15th December, 2015  **Islamic International University Islamabad** (23 students) – 14th Dec, 2015  **University of Turbat** (30 students) – 10th December, 2015  **University of Sindh Hyderabad** (27 students) – 25th November, 2015 |

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| 1. **2-days Training Workshops with university students on More Women in Media – (Two rounds of 5 sessions)** | |
| Date/Year | 2013 (filter: Gender-just Media) |
| Participants | Upto 1000 |
| Trainer/Facilitator | Tasneem Ahmar |
| Project | More Women in Media |
| Funded by | DANIDA |
| Description | In the first year of the project, Uks conducted five 2-day training workshops with groups of students from Media and Mass Communication departments of partner universities in major cities across Pakistan to spread awareness regarding the gender-sensitive Code of Ethics for media, sensitized reporting of women and gender issues and encouraging female students to come in the practical field.  In the second year of the project, Uks managed five 2-day training workshops with the same groups of students from Media and Mass Communication departments (trained earlier in the first year of the project) of partner universities for further awareness regarding the gender-sensitive Code of Ethics for media, producing sensitized media content on women and gender issues. The sessions aimed to encourage female students to pursue media as their careers while highlighting the social and workplace hurdles holding them back.  Partner Universities:   * **Fatima Jinnah University, Rawalpindi** * **University of Peshawar** * **Federal Urdu University Karachi** * **Islamia University Bahawalpur** * **University of Baluchistan Quetta** * **G.C University Faisalabad** |

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| 1. **2-days Training Workshop with students of partner universities on More Women in Media** | |
| Date/Year | 2010-2011 (filter: Gender-just Media) |
| Participants | 12-14 students from each partner university |
| Trainer/Facilitator | Rafia Arshad |
| Project | Media Literacy |
| Funded by | National Endowment for Democracy (NED) |
| Description | Uks involved selected educational institutions for effective representation of youth. The training workshops focused on monitoring and analysis of the content of the media - print and television on selected issues and themes, inclusion of Media Literacy in Mass Communication and Gender Studies Department as a subject/tool and also skills of desk and field research imparted to students based on media monitoring, audience feedback to gauge viewer reception across strata, cities and demographic groups through Audiences' Forum.  **Year One (12 Students each University):**  Quaid-e-Azam University, Islamabad  Fatima Jinnah Women‘s University, Rawalpindi  Lahore College University, Lahore  Federal Urdu University, Karachi  University of Peshawar, Peshawar  Islamia University, Bahawalpur  **Year Two (12-14 students each university):**  SZABIST, Islamabad  Federal Urdu University, Karachi  University of the Punjab, Lahore  KUST University Kohat  International Islamic University, Islamabad  Bahauddin Zikriya University, Multan  Islamia University, Bahawalpur  Hazara University, Mansehra |

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| 1. **Motivating Pakistani Youth into Changing Mindsets through Development of Sensitive Media Contents on Gender-Based Violence (GBV) – (2 workshops)** | |
| Date/Year | 2010 (filter: gbv/vaw) |
| Participants | 1035 |
| Trainer/Facilitator | Tasneem Ahmar  Saadia Haq |
| Project | Motivating Pakistani Youth into Changing Mindsets through Development of Sensitive Media Content on Gender-Based Violence (GBV) |
| Funded by | UNFPA |
| Description | Uks identifying more than 30 young girls and boys from various schools and colleges in and around the cities of Islamabad, Rawalpindi, Lahore, Karachi, Peshawar and Quetta. Uks trained these selected youth into reviewing and analyzing available material i.e. newspapers, radio and television content on women issues to gauge how portrayal and representation of women impacts the minds of the youth. The youth were also trained on how to develop material for their peers. The aim was that this material addressed GBV in a positive way which in turn led to a positive change in social norms about zero tolerance for GBV.  **The two training workshops were:**  5-day training workshop was held in Karachi  3-day training workshop was held in Islamabad |

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| 1. **Promoting Public Discourse on Media Content in Pakistan** | |
| Date/Year | 2009 ((filter: Gender-just Media)) |
| Participants | 12 students from each academic institute |
| Trainer/Facilitator | Sumera Abbasi |
| Project | Promoting Public Discourse on Media Content in Pakistan |
| Funded by | National Endowment for Democracy |
| Description | Orientation sessions with students of Gender Studies and Mass Communication Departments to impart knowledge and skills on how to analyse and draw meanings from their media experiences.  The trained students were to hold FGDs with public as media consumers, aimed at educating and empowering the people -viewers and readers - about their rights and responsibilities regarding the media and to promote *Media Literacy* through a culture of dialogue and analysis.  **The following universities participated in the study:**   * Quaid-e-Azam University, Islamabad, * Fatima Jinnah Women’s University, Rawalpindi * Lahore College University, Lahore * Federal Urdu University, Karachi * University of Peshawar, Peshawar, * Islamia University, Bahawalpur |

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