

CANADA FUND PROJECT BRIEF

1. Project Title and Site : Women Making Airwaves for Peace in Northwestern Mindanao
2. Location :
- Barangay/Village: Different communities in Northwestern, Southern and Central Mindanao
- Town/ Municipality: Cagayan de Oro City, Ipil, Zamboanga Sibungay and Cotabato City
- Province/ Region: Region IX/X/XII and parts of ARRM
3. Project Sector : Strengthening civil society
Human rights
4. Budget : PhP 1,433,700.00
5. Implementing Organization : Isis International - Manila
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6. Duration: : August 01, 2006 - September 30, 2007
7. Project Description :

This project seeks to raise awareness on the critical role women play in conflict transformation and to develop capacities of women media practitioners in participating within public spaces of conflict management/transformation. An initiative that strategically pushes for the convergence of print and radio as effective tools in promoting women's participation, voices and analysis, the project aims at promoting women's empowerment and access to political justice in militarized societies. All outputs from this project will be developed through democratic and multilateral consultations with Isis-Manila's network partner – Mindanao Women Writers, Inc. (Min-WoW) and participants to the workshops.

Module development and training on community radio and conflict management/transformation will take place to produce a user-friendly primer translated to at least three local languages: Bisayan, Maranaw, Higaonon and/or Sama di Laut. Peace-building strategies such as producing and airing thematic radio plugs on cultural diversity and peace in alternative and mainstream

radio stations will also be explored. Further, a CD compilation of the radio plugs will be mass produced. Production of the module, primer and radio plugs, including trainings will take place in the first six months. Finalization and dissemination of the products in the pilot project area (Northwestern and Central Mindanao) and nearby regions is scheduled for the next semester.

8. Beneficiaries :

i) Overall components of the project

Primary: Min-Wow network (20 women media practitioners)

ii) Training Programme (Cagayan de Oro and Zamboanga)

Primary: Min-Wow trainers and attendees (12 women)

Women media practitioner attendees (28)

Secondary: Organizations represented (20 organizations)

Networks involved (6-8 networks)

iii) Consultation on potential of community radio set-up

Primary: Min-Wow network and other interested women's organizations (24 Network-organizations)

iv) Radio Plugs

Primary: 150 Mainstream Radio Stations (100 AM/50 FM) and 20 Community Radio Stations; 100 NGOs

Secondary: Listeners to all radio stations: Statistics as of 1994 – 75% out of 1.2M rural and urban households in Northern and Western Mindanao listen to radio (900,000 households)

v) Primer (English version)

Primary: 1000

vi) Primer (Local languages)

Primary: 1500

Secondary: General Public / Media Consumers

9. Expected Results :

- Less discriminatory reportage, presentation and packaging of news gathered. Broader coverage of peace building initiatives in areas in conflict.
- Women are better informed and feel more empowered to take their own positions. Their voices are heard over the radio.
- Better interviewer – interviewee engagements and interactions.
- The address of armed conflict gradually evolves into a collective exercise and responsibility