



FGE Baseline Surveys and Data Collection Media Coverage

We have carefully reviewed and analyzed the media treatment of the subject of women's political rights in main Libyan TV station and the main print media for a period of one week (13th -20th April) with the objective of conducting an assessment of the content of said treatment.

In conducting an assessment of the media coverage of the subject of women's political participation in Libya, we have monitored the content and treatment of the following TV channels and newspapers for a week. Our findings came as follows:

Libya li kul Al-Ahrar

The Channel treated subjects relating to violence against women, and women's constitutional rights one time throughout the week. The channel continues to refrain from hosting and inviting women speakers to provide political analysis in relation to various matters of public concern.

Libya TV

The Hawwaa Program tackles conventional women-related subjects. The treatment reflects and spreads the conception that women's functions and men's functions in the public domain ought to be delineated and demarcated.

Al-Asimah

No response

Libya AL-Hurrah

Only broadcasted programs about interior design.

News papers and Magazines

17th of February

Did not respond. The team working in the paper includes women.

Al-Kalimah

The paper published two articles written by women. The articles did not tackle women-related subjects.

Mayadin

It was the only paper which tackled women-related subjects once a week. The paper created an annex which is entitled Tala, and which tackles women-related subjects.

Findings:

No Planning, difficult language, not informed, no feedback.

- The media treatment does not reflect that it rests to a planning which consciously allocates reasonable dose of treatment of women's political rights. Rather, the treatment seems spontaneous in so much as visual media is concerned, and is triggered by the initiative of contributing activists in so much as print media is concerned.
- The small treatment is not informed by grass roots issues and suffering. It is repetitive in that it focuses on the subjects which have been exhausted time and again as of the outbreak of the intifadah including voting rights. By the same token, there seems to be lack of feedback and feedback channels. The absence of comments on the few articles which are posted online is illustrative that their content fails to engage a reasonable readership and/or that the public is not able to locate/access them.
- The small treatment is exclusive and is not grass-roots driven. It is more of an internal discussion between the individuals who are concerned about the subject. It uses a language and a way of handling which is surely beyond the reach of the absolute majority of the public.
- The treatment lacks the component of educating the public about the subject of women's political participation whether in relation to its dimensions, priorities and terminology, and

about the lessons accumulating from relevant international experiences.

- In spite of the presence of well-informed women leaders and specialists who have a reasonable knowledge about the subject, visual and print media is still unable to make the public associate the subject with some of those leaders and specialists. Such an association is needed to engage the audience and to allow it to follow the treatment and build a knowledge base about it and interact with it.

Conclusion

Media coverage of the debate and pursuit of women's political rights and representation in the public sphere was rather weak. Media has not stirred the public awareness neither has it supported the campaign for gender equality in decision-making processes.

Women's issues were not addressed adequately in the conventional media neither in terms of quantity nor in terms of quality. Women leaders presence in the media either print or TV was marginal. Moreover, their presence was excluded to the discussion of women's issues. i.e they were rarely invited to address the challenges of transitional period, state building and institutional building etc.

Women activists and in general most NGOs still tend to rely on social media to disseminate information on women rights and abuses over the past year.