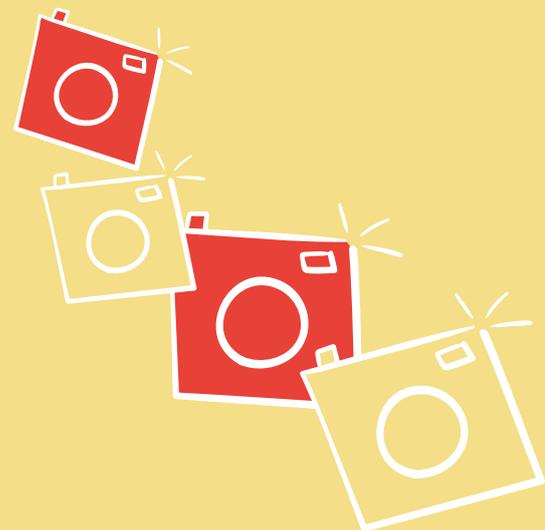




TOGETHER TO END FGM

How To...

ENGAGE
THE MEDIA
TO END FGM



IN

THIS

GUIDE

- ▶ Overview
- ▶ Step-by-Step
- ▶ Checklist
- ▶ Glossary



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About this Guide

This guide is a quick resource for activists and campaigners working to End FGM, on how to use the media to end FGM.

About The Girl Generation

The Girl Generation is a communications initiative, providing a global platform for galvanising, catalysing and amplifying the Africa-led movement to end FGM. We seek to inspire organisations and individuals, especially youth, across the most affected countries in Africa and beyond, to end FGM in one generation.

What is FGM?

Female Genital Mutilation (FGM) comprises all procedures that involve partial or total removal of the external female genitalia, or other injury to the female genital organs for non-medical reasons.

FGM is a form of violence against women and girls. In 2012, the UN passed a resolution calling for a global ban on FGM.

Classification of types of female genital cutting

Sunna (no stitches) WHO type I	Partial or complete removal of the clitoris (clitoridectomy), requiring no stitching.
Intermediate cut WHO type II	Partial or total removal of the clitoris and the labia minora, with or without excision of the labia majora (excision), requiring 2 or 3 stitches to partially close the vaginal orifice.
Pharaonic cut WHO type III	Narrowing of the vaginal orifice with creation of a covering seal by cutting and re-stitching the labia minora and/or the labia majora, with or without excision of the clitoris (infibulation), requiring 4-7 stitches and resulting in only a very small vaginal orifice.

WHY IS THE MEDIA IMPORTANT IN COMMUNICATING ABOUT FGM?

Media is the collection of tools or outlets that are used to store or deliver information or data.

Media includes print media such as newspapers or magazines, photography, advertisements, movies, and broadcast media such as T.V. or radio. In the modern era, media is also available over the internet, as well as through social media such as twitter and Facebook.

TYPES OF MEDIA

Newspapers

Magazines

Photography

Advertisements

Blogs

Movies

Television

Radio

Vlogs

Podcasts

TYPES OF MEDIA COVERAGE

News reports

Opinion pieces

Interviews & testimonials
on chat shows or news
programmes

Discussions
or debates on
radio or TV

MEDIA MOST ACCESSIBLE TO YOUNG PEOPLE

- Print media (newspapers, magazines)
- Radio
- SMS (text messages)
- Social media (Facebook, Twitter, Instagram, Snapchat, etc.)

Media engagement and attention varies from country to country, and is increasing in many contexts, but it has been rare for FGM to be a mainstream media issue – and typically most coverage focuses on negative or “alarming” stories.

FGM has most often been “framed” negatively in national, regional and international media and stage – an aggressive response to an aggressive practice which can result in alienating those most vital to reach in campaigning to end the practice (i.e. those that maintain it).

The Girl Generation celebrates positive change. It values and empowers women and girls, and focuses on solution-based and practical action where everyone can play their part. Through social change communication, we promote locally-led and culturally relevant communications approaches to spark discussion and dialogue, inspiring individuals and communities to question their own beliefs, creating an enabling environment for community-based interventions and broader policy and legal reforms, and amplifying change where it is happening.

With this in mind, it is extremely important to engage with the media to support ending FGM. There is an urgent need to reframe FGM in the media to highlight and share stories of communities ending FGM, and sharing other solutions. Engaging with the media enables you to inform them, use them and persuade them.





TO INFORM

by sharing your stories, events or the change you are making in your community to end FGM



TO INCREASE YOUR IMPACT

you can use the media to put pressure on policy makers to make changes that have positive impacts on ending FGM



TO PERSUADE

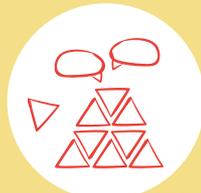
to share the stories that impact your community, particularly positive stories on ending FGM



TO ENCOURAGE

to look at the issue and all its complexities, pointing them to where change is happening. Encouraging them to take a Do No Harm approach will help to start the conversation

WHY ENGAGE THE MEDIA



TO INCREASE FGM STORIES

and ending FGM, to move it from a taboo topic and to build the movement



TO BREAK THE SILENCE

to support wider community dialogue on the issue

Press coverage gets more people involved and talking about an issue – large scale social norm change cannot happen without extensive media coverage to build awareness, make people more comfortable in discussing the issue and providing role

models to emulate. Mass media is not only effective in reaching a wide audience, but also in modelling and promoting new pro-social (i.e. ending FGM) norms in ways that make them more accessible and visible.

STEP-BY-STEP

1. Agenda

Set your agenda – in this you should identify what you want to accomplish by influencing what the media covers (media agenda), what people talk about (public agenda) and what policy makers do during legislative sessions (policy agenda).

2. Timing

Identify the best time to engage with the media – being sure to engage them early. This can include:

- a. Celebrating a key moment such as when a community denounces FGM.
- b. To share a major statement or commitment, such as an important religious leader speaking out against FGM.
- c. When announcing a new project or initiative to end FGM
- d. When you need media to gather support for a law or policy impacting FGM.

3. Build

Build your relationship with the media (see box 1 for ideas). By establishing an open relationship with members of the media you increase your ability to get your story out there, and they will come to you looking for interesting stories or issues to share. To ensure a strong relationship you should be trustworthy, accurate, available and open.

4. Target

Utilise your agenda and the relationships you have built to target different media outlets based on your needs. See the companion How to guides on “Key Messages” and “How to use positive stories to end FGM” to shape your story for the media. Figure 1 below also provides a handy template to developing your message based on your target audience.

5. Ask

Once you have established a good relationship with the media – ask for what you want. Use the agenda you set to influence what information or stories get shared and published and when they get published – based on the most effective time to share your message.

HOW TO COMMUNICATE

ABOUT FGM

Follow The Girl Generation's **Do No Harm guidelines** to protect women and girls from unintended harm from your communications work.

Celebrate positive change, to convey that change is happening, across Africa and beyond. Celebrate practical action to show that anyone can make a difference.

Think carefully to make sure that your communications **do not appear to criticise** a particular religion, ethnic group or culture, rather than the practice of FGM itself.

Get consent from anyone who may appear in blog posts or photos or whose name you might use. Ensure that they are aware that you are communicating about FGM and that they may be identifiable. Use the consent form available on our website here.

Show **positive images** of strong women and girls - being active, in school, smiling, taking action. No graphic images or images that show girls in a negative way.

WAYS TO BUILD A

RELATIONSHIP WITH THE MEDIA

- Identify** journalists and media titles in your community and country who have covered FGM or connected issues before – these are people who will be interested in the issue – and who can provide access to other journalists.
- Ask** for a personal meeting with these journalists (one to one) and discuss FGM and your work with them.
- Host** a media briefing breakfast with leading activists to share testimonials and educate journalists on FGM and relevant issues.
- Invite** journalists to an event or workshop to cover the issue.
- Host** a press conference at a key event for journalists.
- Approach** media contacts with a positive story or “angle” to share in their publication.

POSITIVE STORIES OF CHANGE

The Kuria village where FGM talk is open to all

In a highly cultured Maeta village in Kuria East, Migori County, FGM and related matters have been marked taboo by both cultural elders and the younger generation here. But radio shows about the outlawed practice have given the old and young a free platform where they express their views about FGM and its effects on the girls' lives and marriages. Members of the community gathered to listen to the radio programme together, and utilise the opportunity to debate and discuss the issues highlighted during the programme.

Op-Ed: Young people hold the power to end FGM in their generation

Dr. Faith Mwangi-Powell, Global Director of The Girl Generation, had an Op-Ed featured in Thomson Reuters Foundation News. The piece provided clear and concise information on FGM, an overview of The Girl Generation and its vision and introduced the youth-led campaign The Girl Generation was launching the following week. Dr. Mwangi-Powell utilised this opportunity to be honest about the impacts of FGM, but to focus on the positive of ending FGM through the inclusion of youth voice. She also provided the readers with a call for action at the end of the piece, and to join the campaign.

news.trust.org/item/20180812170121-2mvpb/



GLOSSARY

- **MASS MEDIA** – A means of public communication reaching a large audience
- **SOCIAL MEDIA** – websites and applications that enable users to create and share content or to participate in social networking
- **FRAMING** – comprises a set of concepts and theoretical perspectives on how individuals, groups, and societies, organise, perceive, and communicate about reality. Framing involves social construction of a social phenomenon – by mass media sources, political or social movements, political leaders, or other actors and organisations.

MESSAGE

DEVELOPMENT

WORKSHEET

CHECKLIST...

✓ **Establish relationships** – across multiple media outlets and media types:

Audiences	Audience motivations & aspirations in relation to issues	Message content	Notes on Language suitable for audience	Source/ messenger most suitable for audience	Format most likely to reach the audience e.g. social media & radio, policy forums, press release, posters, meetings
Decision-makers					
National					
Regional					
Global					
Donors					
Multilateral agencies					
Bilateral agencies					
Civil society groups					
CSOs					
Youth organisations					
Grassroots groups etc.					
And so on ...					

- ✓ **Be open and transparent** – build your relationship on dialogue and trust
- ✓ **Change the narrative** – by sharing positive messages about ending FGM
- ✓ **Set your agenda** – think about what you want to share, why you want to share it and what it is you want to achieve



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