



THE AGA KHAN UNIVERSITY  
Graduate School of Media and Communications

## **EXPRESSION OF INTEREST (EOI)**

### **ESTABLISHMENT OF GENDER DESKS IN MEDIA HOUSES TO ADVANCE GENDER EQUALITY IN MEDIA IN EAST AFRICA**

**TARGET GROUP:** MEDIA HOUSES IN KENYA, UGANDA AND TANZANIA

#### **PROJECT BACKGROUND**

Despite the struggle to promote gender equality there is still an unremarkable and insignificant representation /ratio of women in the media sphere. This is demonstrated by The World Association of News Publishers (WAN-IFRA) 2022 report on gender mapping in 17 countries which revealed a significant gender gap in top-level media positions. On average, WAN-IFRA found that women hold just 10% of business leadership positions this covers the seats of the CEO or board chairperson. On the editorial front, women make up just 31% of editorial leads, which covers positions like editor-in-chief or executive editor. There was a call to bridge the gender gap that dominated the discussion through the establishment of gender desks. This was due to the fact that women and gender-related issues are not well articulated in the daily news across the region.

*Mustapha Dumbuya, Regional Team Lead, at Journalism for Human Rights Kenya emphasized that, “We should not just limit the kind of content to be reflective to the gender lenses and further there is need to make a deliberate effort, either from a policy or institutional level to ensure content is balanced.”*

*Judie Kaberia, Senior Project Manager Fredrich Naumann Foundation for Freedom said that lack of desks or departments within newsrooms to specifically focus on issues affecting women and girls is a contributing factor to the lack of inclusivity in news churned out daily by print and electronic outlets.*

Realizing that gender desks are key in amplifying women’s and girls’ issues in the media and in advancing equality in society, The Aga Khan University Graduate School of Media and Communications (GSMC), and its partners through the *Advancing Gender Equality in Civil*



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*Society* (AGECS) Project, funded by Global Affairs Canada (GAC), is inviting media houses in Kenya, Uganda and Tanzania to respond to this Expression of Interest that will support the establishment/strengthening of gender desks in the newsrooms.

## **RESPONSE TO EOI**

Media houses interested in advancing gender equality are invited to submit a proposal with staffing, equipment, and training needs for the gender desk, along with a budget not exceeding CAD 60,000. The proposal should include a monitoring and evaluation plan and a sustainability plan. Additionally, media houses should provide an organizational gender distribution matrix for the last five years, relevant gender equality policies, evidence of gender-related trainings, projects/policies that advance gender equality in the newsroom, and strategic plans for demonstrable movement towards better gender parity.

## **ADDITIONAL DOCUMENTATION**

Media organizations applying for the grant should provide copies of licenses to operate as a media organization, a staff organogram with gender numbers, and adhere to project governance regulations.

## **PROJECT GOVERNANCE**

Recruitment, reporting, and budget monitoring and tracking must follow GAC guidelines. Media houses must uphold country laws, work transparently with project stakeholders, allow for internal surveys, adhere to AKU safeguarding policies and regulations, and be subject to an AKU Finance Department audit.

***Submission: Interested media houses should submit a response to the EOI in PDF format to [agecsgsmc2025@gmail.com](mailto:agecsgsmc2025@gmail.com) by May 12, 2023, with a maximum of five (5) A4 pages inclusive of budget.***