

2009

WOMEN MEDIA AND DEVELOPMENT “TAM “

TAM ACTIVITY REPORT

This document presents TAM 2009 activities

Forward

The year of 2009 was a great challenge for us in Women Media and Development (TAM) from deferent aspects. The first and the necessary one is fundraising to cover the cost of implementing our program. The second, the development of the Assembly in line with these plans and the third implementation of programs to serve the goals, missions and the need of our society. I can say that we manage to achieve a large part of the three aspects; we got a good percentage of the funding, which amounted to about four hundred thousand U.S. dollars which is good in this period of time of the world economic crisis. At the level of development, our TAM Staff has received many professional training, ethical and administrative and financial system, we have developed two new System for the Assembly (Administrative and financial). The implementation of our programs was very good, we continue what we are doing before and we add to it the quality of a new creative tool, so we introduced the drama as part of the complete and targeted to another angle of corners(fight against corruption) that help in empowerment of the society and thus empower the status of women. We promise you always keep our values abreast of working hard to achieve the goals of our Association established for it, so we are always as distinguished as you know us, outstanding, innovation and achievement.

Thank you .
TAM Director .
Suheir Farraj

TAM Director

During 2009 TAM successfully carried out several projects related directly to its main areas of focus, which are expected to contribute to its strategic goals:

- ★ Raise public awareness of human rights as well as women's rights. Through gender sensitive media productions, and public meetings
- ★ Empower women and other marginalized groups to voice their issues and concerns. By media training, and self esteem improvement training
- ★ Increase the representation of women and their issues in local media and integrate human rights and gender equity principles in the work of local media, in partnership with 8 local TV stations all over the west bank.

TAM worked with wider variety of groups of beneficiaries, used different means of media trainings and media forms e.g. blog creation & Drama.

- **Trainings:** More than 100 person participated trainings organized and conducted through TAM's projects. Groups of participants included: youth groups, journalists and women leaders, males and females. From different age groups and all governorates of the west bank.

- **Media Production:** More than 100 media production: Drama, talk show, video letter, report and feature story, were produced as a result of different projects TAM implemented during 2009. All productions hold different messages about important issues related

to women's rights and human rights. **Networking** TAM continued to get support from its partners and donors e. ACSUR, CFD, CFI, French consulate. TAM extended its public relations and base of support with other partners and donors e.g.: Fredrich Ebert, DED, USAID through Netham and UNDP .

"TAM the Voice of Voiceless"

TAM's Vision: Women Media and Development (TAM envisions a free, democratic society characterized by justice, equity and the respect of human rights.

Furthermore, a society where everyone enjoys freedom and equality, and can access their rights fully without any discrimination.

TAM's Mission:

TAM seeks to change the existing culture and the stereotype of women through a free and unfamiliar media so as to communicate the voice of voiceless.

TAM programs are based on the principles of human rights in general and women's rights in particular. It accomplishes its mission through designing and implementing programs; focusing on increasing awareness through media, training of women individuals and media professionals, media production that promote principles of gender equality and respond to the needs of the Palestinian society.”

TAM has more active role as a member of the Arab Network for monitoring the images of men and women in Media.

TAM's Board members and staff participated in events: seminars, training workshops, conferences and other events, on the local, national and international levels

✚ TAM is still looking forward to continue its work on ***promoting dialogue through media***, by implementing one of its distinguished long term projects that is still seeking support and resources to be implemented.

TAM's Key strategies for social change include:

Awareness raising and education through media productions.

Empowerment:
Introduce more Palestinian role models through media.

Training women to become media practitioners

Enhancing the capacities of local media institutions

Projects implemented in 2009:

Raise public awareness about human rights, and women's rights.

To contribute to this strategic goal TAM adopted several tools, and implemented the following interventions:

I: Ba'd Elkalam ¹- Phase II of TAM TIME

Donor: Catalan Agency of Cooperation Development- promoted by ACSUR

Time of Implementation: Jan-2009 to Dec 2009

Project Overview:

Following the distinguished success of Phase one of TAM's talk show "TAM Time". Production of the talk show aims to improve the status of women through awareness raising media productions. The programs idea is based on identifying important issues in the Palestinian society, discussing how these issues are affecting different aspects of women's lives from. The selection process takes place through an organized process and by groups of professionals. The talk show host guests and professionals talking about selected issues, Religious and/or legal point of view about the issues discussed is also emphasized. Audience is encouraged to participate by asking questions or sharing their opinions. Talk shows Include screening of a short story or a report.

In 2009 four main topics were selected and identified as priorities: Women's Rights, Health, Youth and Environment. *Twenty four* talk shows "one hour" each, were produced and broadcasted weekly on 8 partner local TV stations all over the west bank. The voice of women is a main part in introduced topics, either by sharing their opinion and experience about issues raised, or introducing women role models in different episodes toward changing women images in media.

The project was a good opportunity to invest the capacities of women staffs in gender units². these women were able to practice the skills and knowledge they acquired from previous TAM trainings, they participated in producing the short stories and reports for the program.

¹ Ba'd Elkalam is the Arabic Name of the Talk show, in English it means "After the Talking"

² In 2005 TAM established 8 gender units in these local TV stations in these stations.

Activities:

Formation of four consultant reference groups: Each group is composed of professionals from local NGOs and partner local TV stations .TAM called for formation of four groups, and gave them the space to participate in the preparation process of the program. Through meetings and discussions, the groups identified 24 social issues, raised in the talk show, they also participated in elaboration of guidelines for the 24 issues addressed. For each of the main topics: women, youth, health and environment, 6 talk shows tackling 6 issues were selected.

Production and broadcasting of 24 talk shows, one hour each were produced.

Among the addressed 24 issues: *Voluntary work, identity, drugs, Ethics of profession, Torture of Detained Teenagers, Women as Bread winners, Reproductive health issues for adolescents, Menopause, The Educational Process & Environment*

The program was promoted in local newspapers and local media.

The 24 talk shows were broadcasted 50 times: on 8 local TV stations and one National TV: 25 broadcasts on prime time and 25 re-broadcast.

Each of the 24 talk shows has been screened at least once in 8 local communities.

There was a visual coverage on the different topics ;(reports, feature stories and vox pop, in total 72 materials) ,all available in TAM media library.

“Ba’d Elkalam”, became a tool to raise public awareness about gender equity in Palestine, in a way that is attracting more audiences. According to feedback TAM obtained from Audience in different governorates, issues raised met important needs of different groups, the structure of the program, that allows interaction of audience encouraged more people to follow and participate, the voices of women heard in these talk shows, made it more natural to hear these voices encouraging other women to participate. Raising issues from gender point of view, made the gender gaps more obvious, especially to those who follow the program, debates are becoming more objective about women issues, their rights and the importance of their roles in different fields. Many requests and calls coming to local TV stations, to re- broadcast episodes of the talk show, is only one indicator of the success of this project to achieve its objectives.TAM is planning to develop more programs based on the success of this effective talk show.

II. Project Name: Spider Webs

Donor: USAID through NETHAM

Time of Implementation: April-2009 to Sept 2009

Project Overview:

The project aims to fight against corruption and raise public awareness about the importance of rule of law; the impact of corruption on society and the role of local communities to eliminate corruption. The 90-minute produced drama is about the security system its practices and how it is corrupted; it highlights how to address these issues and how to hold the criminals and outlaws countable.

The Drama was broadcasted on ten local TV stations, followed by a half-hour talk show, 3 screenings with youth groups in different universities, and 100 copies distributed to 100 local NGO.

The daring drama brought about controversial debates about the rule of law among different categories including the security system itself and authority figures, especially during the inauguration ceremony.

This project is considered a leap in TAM's work, as the first experience for TAM with Drama production. Though still TAM p experience with Drama is premature, drama production prove to be a powerful meaning to communicate messages about sensitive and very important issues. The positive feedback obtained from different audiences: organizations, activists even decision makers. In terms of content; it's considered a daring production that put in focus high important and sensitive issues about corruption. The concepts of: Rights and rule of law. It was also evaluated as high quality media production.

Groups of beneficiaries: the intervention was directed to public in general and youth groups.

According to TAM statistics about 500,000 persons have the opportunity to see the (90-minute Drama), through broadcasting on 9 local TV stations and one national TV.

Three groups of students (males and females) in 3 universities in west bank and about 1000 people from 100 NGOs.

Major activity:

- Production of 90- minute Drama about the rule of law named (*Spider Webs*).
- Broadcasting the film on 10 local TV stations, each followed by 30 minutes talk show.
- 3 screenings with youth groups in different universities, and 100 copy distributed to 100 local NGO.

This project was able to: Shed light on the issues of corruption and lawlessness occurring within the Palestinian community. It urged the security agencies to participate in the production of this film, convincing them of its importance to be broadcasted to the public. Above all communicating a voice to the public urging them to initiate action against corruption and to be sure that those who respect the law will be inevitably victorious at the end. Local media by all its forms gave attention to this production; Publishing many articles and press reports and photos about the project, that promoted the objectives of the project, and initiated allot of debates about issues raised in this drama.

TAM will continue screening the film over the coming years, participating in various film festivals and broadcasting the film on the local and international television stations. As the issues addressed in this drama are very important and relate to more than one period of time, level of organization, and geographical area.

Empower women and other marginalized groups to voice their issues and concerns.

TAM attempts to increase women presence and participation in all aspects of public sphere, especially in decision making positions. Using its special tools and strategies of media training and media production. During 2009 TAM initiated two activities about the representation of women in students' councils: *Raising Voice for women* and *Future sit on their sight*.

I. Raising voice for women:

Time of implementation: June 2009-Dec 2009.

Donor: Fredrich Ebert

Project Overview:

This project aims to increase the representation of women”female students” in Hebron University students’ council.

The project was designed to assess the status of female students and challenges preventing them from actively participating the students’ council. The assessment included working with female students, male students, university administration, parents and some representatives of political parties. This intervention included different components, especially using media means, a research /study, training workshops, discussion groups and a talk show was produced.

The project shed the light on a very important issue for women, social barriers, economical and political that affects their participation in students' council. It also initiated wider debates on different levels. Female students who participated in the project activity are more willing now to join different activities not only the students’ council. The project gave an opportunity for female students to express their feelings and their needs. According to participants *“we feel we are stronger now”, “ we are much aware and have more ability to run for elections in the student council”*

Activities:

Research/ study: a questionnaire was developed and distributed to 509 students: 381 females and 128 males, as about 73% of university students are females. The study tried to find out the factors preventing female students from participation in students' council. i.e. women willingness to run for elections in students councils, role of men in supporting women to run for election, social barriers and traditions, economical factors, occupation, and the role of political parties.

Meetings and discussion groups:

Meeting with students: 48 students participated this meeting; 35 females & 13 males. during this meeting the students discussed the obstacles facing women to participate students council: students don’t believe in female capacities to lead, practices from members of students council prevented them from running for election, support from family is weak , and time limitations due to study load and that related to their

reproductive role. By the end of the meeting students have different recommendations: Offer course training (human rights, gender, and photography Training, broadcast important topics on the university Radio, provide more extracurricular activities: arts, sports, awareness raising workshops, such as women's rights and others.

Meeting with Hebron university employees, lectures & student /number of participants was 82 persons participate (42 females & 36 males): where an interactive discussion about the need of students from professional point of view, and what will make it more possible for women to participate actively: the phenomenon of marriage with the study, where women had to complete their studies without supportive facilities or services e.g. kinder garden and the time of lectures doesn't take into consideration the commitments of married students. It was highly recommended to find a counseling and psychological support unit, where women can talk about their concerns and problems. The need to change the traditional culture of university students, and this should start from school.

Meeting with mothers & student/number of participants was 74:44females /20 males /10 mothers

The discussion focused on traditions and the awareness of community about the roles of women. But also the increasing trust between parents- who invest in educating their daughters –and their belief they can be good in participating different activities. From parents point of view the gap is decreasing between them and their children and they are becoming more understanding and supportive.

Training workshops: 12 hours Workshops about Gender, citizenship, Palestinian identity were held. 32 students participated; 23 females & 9 males.

Media production: a reportage and talk show about the situation in Hebron University: were produced. The talk show discussed what prevents female students from participating students councils? The show hosted 3 guests in the presence of 139 audiences. Finally the student council members promised to support the young women's to participate in student council and they will reduce any obstacles they will face females.

TAM in this project managed to reach to groups of women, never heard before, raised important issues related not only to their daily lives, but also to their strategic needs, especially toward taking active role as decision

makers. The findings and indicators collected during the implementation phase of this project might not represent all the needs of these women, but they are pointing to many essential needs. They give guidelines for a full program to work with these groups of women, toward improving their status, and give them more opportunities to emerge the male dominant positions, giving them the chance to participate decision making.

“ We want to learn more and more about real life, we thank you so much for this project, and making our male colleagues hear these issues, its very important especially male students hear about gender issues, we want us and them know more about practical life”

Culture and Traditions are major challenges reinforcing discrimination against women. Lack of awareness among the different community layers, about the importance of role of women, their capacities, and their need to enjoy the opportunity to participate equally in different positions. The important role media can take in raising awareness about such issues. Women ”female students”, need the support of NGOs, Political parties, to improve their self confidence, and believe more in their capacities to facilitate their participation the students council.

II. Future sits on their sight

Project duration: 1/10 – 15/12/2009

Donor: UNDP

Project overview:

Within the frame work of increasing women participation in students councils, as a mean of women empowerment, TAM worked also with a group of 12 students in Bethlehem university .

Research: 200 students participated filling a questionnaire about the factors preventing women from participating students council; 150 females and 50 males.

Training: 30 hours training workshop was organized. The workshop included the following topics:

- ✓ citizenship, gender, human rights, Palestinian Law, and women rights in the Palestinian law
- ✓ (3 hours) meeting with an active student and previous member of the students council at Bethlehem university-during 80’s

- ✓ 27 hours on Public speaking: this particularly helped students to know more about students' council elections, and how they can plan an important role in elections, it gave them an idea about the skills they need to make their campaign succeed. they

Media Production: a report, feature story, and the TV show, were produced.

TV show: Participants from Bethlehem university, decided that the talk show to discuss the *question of why the females are 70% of Bethlehem university students number, but their participation in the student council is almost not mentioned?*” The talk show was accompanied by a short report raising the same question with different students at the university, and a feature story about a woman “*Mai Jaber*”, a former member of students' council “in 1980s”.

Work with this group, helped participants, realize the lack of awareness among the university students themselves, about the importance to participate the actively in students’ movement. The lack of awareness affected the level of participation of students, despite all attempts and work with university administration and coordination to reach to potential group of participants. This made TAM go to grass roots and other local NGOs that work with youth groups to promote the concepts of this initiative more widely.

III. Women Video Letters:

Time of implementation: June 2009- Dec2009

Donor: CFD

Project overview:

This project is about showing women’s points of view about co-existence, how lack of tolerance affects different aspects of life in the Palestinian community. And their call to mobilize Palestinians towards more peaceful and tolerant communities, in order to build more harmony in different structures, systems, relations and in society as whole.

Project objectives

- To produce 4 women video letters that tackles 4 different important areas of co-existence.

- To unveil the effects of intolerance through media, especially from women's points of view: political, social and religious.
- To bring up debates about the difficulties facing disadvantaged and discriminated groups through media.

Four video letters were sent out through the voices of Women, communicating four important thematic messages to the public in general and to those who are in leading positions for change towards a peaceful Palestinian community. The letters are speaking about: religious and political coexistence and social conditions.

The four women video letter were broadcasted on ten local television stations, all over the west bank. The video letters were discussed in 8 public meetings in 8 governorates in the west bank, and they 40 copies were distributed to local NGOs.

Activities:

Research:

- ✓ 9 researchers worked with TAM in 9 different governorates in the west bank. They gathered 94 different women stories who faced discrimination, or faced hostility due to their religious belief, political affiliation, social group, or a decision they made for their lives.
- ✓ 54 stories were selected for in depth interview, following the evaluation of the 94 stories. Then about 32 stories were selected, after in depth research and further evaluation. Some women were not able to continue for several constraints: family pressures, threats from opponents.
- ✓ Final selection included 16 women's stories.

Filming and Video letters Production:

- ✓ 16 women stories were filmed, edited in 4 video letters, each video letter introduces 4 women each sending an important message.
- ✓ the 4 video letters produced:
 - *I'm to choose to whom/where/what I belong.*
 - *I'm to choose what I will be*

- *I'm to determine my footsteps and destiny.*
- *I'm to choose my partner.*

Broadcasting and dissemination:

- ✓ All 4 video letters were broadcasted on 10 local TV stations:
Gamma TV in Nablus, Al-Fajr Al-Jadeed TV in Tulkarem, Watan TV in Ramallah, Shepherds' TV in Bethlehem, Farah TV in Jenin, Al-Nawras TV in Hebron, Al-Noor TV in Jericho, Baladna TV in Qalqilya.
- ✓ Screened in 8 public meetings arranged with 8 local communities in each of the following governorates: Tulkarm, Nablus, Jenin Bethlehem, Qalqilya, Jericho and Ramallah. These public meetings were arranged in coordination with the General Union of Palestinian Women and partner local TV stations.
- ✓ 40 copies distributed to NGOs.
Broadcasting these video letters have a wide impact on local communities, who found strong, and raised very important human rights issues, that Palestinian communities should pay more attention to. There were several calls to re-broadcast these messages.

IV. Palestinian young women blog- "AL-Nathra":

Time of implementation: 1-11-2009 15-12-2009

Donor: French consulate. Project implemented in partnership with CFI

Project Overview:

This project aims to assist young women media journalists, who are interested in electronic media, to create their own blog. By improving their capacity through two- phase training. By the end of this project 10 Palestinian women media practitioners, created their own blog "An- Nathra" : www.an-nathra.com Through this blog they are addressing several issues related to Palestinian community: social, political, cultural, youth.... It is the first Blog created by Palestinian women Journalists in Palestine.

Activities:

Training I-Local: the 10 women journalists participated 2 weeks training, in Bethlehem, with French trainers. The training was about how to: design and create a blog, report writing, video making, editing and download on YouTube.

In this training each participant applied acquired skills, by producing a report of topic they chose about an issue she finds important in the society.

Training II- France: during the period (29-11-2009&12-12-2009), the group participated another training in offices of CFI –France, where they get more advanced skills, about reporting skills, and the personal/interpersonal skills of successful journalist during interviews. They also received trainings how to hold a filmed interview, and download on YouTube.

The women journalists had some field visits to exercise what they have learned.

Blog Creation: the young women Journalists created and launched their blog, An-Nahtra, www.an-nathra.com They are continuously updating. An-Nathra is the first blog created by women journalists in Palestine. This initiative highly empowered participants, and motivating them to improve their work. Both the local and International training were very important. Participants were exposed to different and wide range of experiences, the skills to create the blog, and improved their skills as journalists. The 10 women journalists are more confident about themselves and their work. The sites study visits they had in France, and the field work gave them the opportunity to practice their skills and knowledge about journalism. Beside learning new techniques they didn't have any previous opportunity to get to know.

V. Media Training for Women Leaders

Time of implementation: Sept. 2009-Nov.2009

Donor: DED

Project Overview:

This project aims to improve the capacities of women to confront media, mainly women candidates to run for elections. The project was implemented in 5 governorates, 60 women participated the training that specifically targeted the following skills and capacities:

- How to organize and structure the content of their speech.
- Appropriate body language
- How to evoke acceptance and trust
- How to set up a press release

The 60 women from 5 governorates: Nablus, Tulkarm, Bethlehem, Jerusalem and Hebron. Each woman participated 3 days training. That helped them allot to improve their self-esteem first, and their communication skills, especially confronting media.

All participants very much appreciated their participation in the training, but find the time not enough. They highly recommended to continue the training with them, and to increase number of women benefitting from this kind of training.

The results and re of this project were encouraging. Accordingly TAM submitted a letter of extension to the donor agency.

Increase the representation of women and their issues in local media.

TAM contributes to this strategic goal, throughout its different projects. More than 100 media production, in different form: Talk shows, reports, feature stories, video letters and others. All are of high quality, hold and communicate strong messages. All productions take into consideration the gender perspective, and tackle issues important to Palestinian society. Another very important aspect in TAM's media production, that is becoming a main component added to local media, not only making the voices of women heard in the different productions its making it a MUST. Women perceptions, points of views are major part of any production. That is making it more encouraging for more women to speak up, and participate in TAM's different activities. Year after year this is leaving a high impact on local communities and women particularly.

Other Activities:

- ❖ TAM as member of coalition of development organizations in Bethlehem, organized several activities against the war in Gaza; demonstrations, strikes.

These activities lasted for more than one month during January and February.

- ❖ International women's Day"8th, March": TAM organized and implemented several activities in partnership with local TV stations, showing Palestinian women role models. TAM also participated in the public activities in this day.
- ❖ TAM participated in the meetings of the Arab network to monitor images of men and women in media. The meetings took place in the Swedish institute in Alexandria-Egypt, the meetings aimed to discuss the Network activities and achievements and developing the plan of network.
- ❖ TAM participated in the meeting of the Arab Women network held in Lebanon. Mrs Raja Nafe' Sarogli a board member of TAM and Mrs. Suheir Farraj the executive director of TAM represented TAM in this meeting.
- ❖ Mrs. Suheir Farraj represented TAM in the Business Women Forum conference, May2009; she presented a paper about "Empowering Business women through Advocacy".
- ❖ In May TAM also participated a workshop about "Shelters", the workshop was organized by the National Council for Egyptian Women. Mrs. Ahlam Al-Wahash, presented a paper about the "Role of Media in supporting shelters" and the role of TAM in supporting shelters and violated women.
- ❖ TAM participated one week training about monitoring the images of women in media: as part of the activity of "Arab network for monitoring the image of men and women in Media". In a regional training that included members of network from Jordan, Tunisia Morocco, Egypt, Yemen& Sudan. The training aimed to improve participants' capacities to monitor images of men and women in media, taking into consideration the gender perspective.

The participants also discussed further perspectives, to cooperate in activating the network, and making its work more visible, both on the national level and regionally.

The expected outcome of this training those participants of training will deliver training to other local staff in their countries.

TAM is organizing a training workshop, about monitoring images of men and women in media.

- ❖ TAM presented a paper about the role of Local Media in national Identity and Heritage.

TAM participated in the conference of Arab Women Journalists& Jordan Festival, that was organized by Arab Women Media Center The Ministry of Culture in Jordan. In July 2009

- ❖ October 2009, TAM participated in the conference "Palestinian women Reality and Hopes" organized by the Palestinian Center for Democracy and Conflict resolution.

TAM presented a paper “Violence against Women, and Strategies created by women in Hebron to combat violence against them”.

- ❖ In Dec-2009 TAM participated the Activities about Violence against women in Egypt, organized in Cairo, TAM presented a film about Battered Palestinian women , who survived and managed to overcome their crises.

TAM participated in the Christmas Festival, organized by French consulate in Jerusalem. TAM exhibited its media productions and publications. During this event TAM got the opportunity to network and communicates with different organizations participating in the festival.

TAM participated in the preparatory meeting of the elections for the social specialists Union in Hebron.

TAM participated in a workshop organized by the Ministry of Women’s Affairs, about its Gender Strategy- as Cross cutting issues.

Notes on Progress and Obstacles:

- All TAM projects were implemented as planned and within the preset time frames.
- The feedback about projects from the different beneficiaries and audience are positive.
- Cooperation between TAM its partners, make it easier to successfully implement projects toward achieving their results.
- TAM’s Media productions have high demand, from both audiences of local media and NGO’s, for both content and quality.
- Tam’s work faced some obstacles:
 - ◆ Lack of resources especially for the drama production, it was not possible to cut any of the drama scenes which made it longer than it was planned. Any cut would affect the content and messages of the production. Also as this is the first Drama production for TAM.

TAM managed this obstacle by personal and voluntary contributions.

Showing the Drama *spider webs*, got hard criticism from some audience who felt threatened by raising such issues.

- ◆ In Video letter production there were obstacles related to the ability of selected women to be filmed due to different factors: social; family didn't want them to be filmed, others got threatened from opponents to their messages, things that might expose their lives to major complications.

TAM succeeded to produce the video letters, as they had wide range of selection among the stories collected through the research and in depth interviews. This helped TAM very much in producing the strong letters without affecting the objective, content and the progress of the project.

Recommendations:

All implemented projects' results are encouraging and promising to continue on such ideas and needs, and more needs were identified.

- It is important to widen the implementation sites of the following projects: ***“participation of women in students councils”*** , ***“empowering Palestinian women leaders through media”*** , ***“women video letters”*** and ***” Blog creation”*** : to include more women from different locations , backgrounds and positions in Palestine . and to continue working with the same groups started in this year.
- It is highly recommended to continue screening of all TAM's productions, especially the Drama ***“spider webs”***.
- Participation of decision makers in TAM's media projects will facilitate change on different levels, it is important to hear more voices of decision makers in TAM's work, to bridge the gap between them and public. And facilitate policy change when needed.
- Gender units in local TV stations will sustain the efforts of TAM throughout its different projects. It is very important to invest more in them, building their capacities; find means to keep staffs stay longer in these positions to make change easier.
- Continue Networking with other NGOs, to implement complementary projects: skill development, counseling, vocational training, micro-credits, that will improve the status of women, widening their chances and opportunities to equally participate in different life.
- Encourage TAM's Donors and partners to support bigger projects with longer periods of time, the thing that will allow TAM to realize its strategic goals easily. Especially that the impact of TAM;s work is becoming more visible. TAM now has more audience and supports, which is a great opportunity to invest and build on.