

MEDIA CAMPAIGN ON THE ISSUES OF WOMEN MIGRANT WORKERS OF NEPAL

Considering the crucial role of media in spreading awareness and for the promotion of positive aspects of foreign migration for women, Sancharika Samuha, is conducting two different Media Events with the support of United Nations Development Fund for Women (UNIFEM). The Media Events aim to raise public awareness of migration issues through different media in Nepal by means of Public Service Announcement (PSA) and series of interaction programs with the wide participation of media professionals and journalists so that the public may gain a greater understanding of the importance of foreign migration for employment.

Media Event I: During this event TV PSA (60 secs) on Women Migrant Workers will be broadcasted during the period of 19th August to 25 August 2006 through almost all the Television Channels in Nepal, namely; Nepal Television, Image Channel, Kantipur Television, Nepal One and Channel Nepal.

In addition to this, the issue of women migration will be incorporated into some of the popular television and radio talkback programs throughout the week of the 19th August to 25 August 2006. Moreover, different articles focusing on the issues of women migration will be published in selected newspapers.

Media Event II: During this event, similar radio and TV programs along with newspaper articles and editorials will be featured to highlight on the issues of CEDAW GR and the significance of High level dialogue at the UN, if the GR is adopted. SAS will be developing a media brief on CEDAW GR to be disseminated to all media outlets. Also, as the part of the regular media sensitization program, a series of interaction programs will take place on various issues related to women migrant workers of Nepal, with the participation of parliamentarians, writers, directors, producers and artists from film, telefilm and advertisement industries, electronic and print media, recruiting agencies and many other related sectors. The topic for the program will focus on themes of gender, MWWs and safe migration. Reporters from all leading daily and weekly papers and electronic media will be invited to attend the entire interaction program. A panel of experts will be invited to speak on the identified topics and answer any queries.

By the end of the project period, SAS will be compiling articles on the migrant women workers that were published throughout the project period, as well as the articles covered in the feature service. The publication will also give an analysis on the impact it has generated among the media personals and their approach to cover the issue, challenges and gaps felt and, accordingly, develop recommendations for the future effective media strategy.

The project commenced on 1st August 2006 and will be completed by August 2007.