



# Annual Report 2025



Advancing Gender Balance,  
Safe Media Workplaces,  
and Women's Leadership  
in Somali Media

20 December 2025

**Somali Women  
Journalists' Organization**  
Mogadishu, Somalia



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### 1.0 Executive Summary

In 2025, the Somali Women Journalists Organization (SWJO) significantly expanded its role as a national leader in advancing gender-responsive media in Somalia. Operating across multiple federal member states and regions, SWJO combined evidence-based research, capacity building, institutional advocacy, and women's leadership development to address one of the most persistent challenges in the Somali media sector: the structural exclusion of women from media content, decision-making, and leadership.

Through a nationwide series of workshops delivered in Mogadishu, Baidoa, Kismaayo, Dhuusamareeb, Garowe and Beledweyne, SWJO in partnership with International Media Support (IMS) trained journalists, editors, producers, and media managers on practical strategies for inclusive journalism. These interventions moved beyond awareness-raising, equipping participants with concrete tools, most notably the Gender in Content Tracking Tool, to identify imbalance, challenge newsroom norms, and begin embedding gender considerations into daily editorial practice.

At the same time, SWJO strengthened the evidence base for advocacy through systematic content monitoring of Somali radio and television outlets. Findings from multiple monitoring exercises revealed stark and persistent gender gaps, particularly in political and public affairs programming, where women's voices were often entirely absent. This data provided an objective foundation for dialogue with media leaders, donors, and partners, reinforcing the urgency of institutional reform rather than isolated skills training.

In parallel, SWJO implemented a nationwide series of gender mainstreaming and sexual harassment prevention workshops in partnership with UNESCO, which focused on workplace culture, ethics, and institutional safety across Somalia reaching over 150 journalists.

Recognizing that sustainable change also requires women in leadership and decision-making roles, SWJO partnered with UN Transitional Assistance Mission in Somalia (UNTMIS) to deliver advanced leadership and media management training for senior female journalists. This programme supported women not only as content producers, but as editors, managers, and institutional actors capable of shaping newsroom culture and policy.

Since 2019, SWJO has worked with International Media Support (IMS) and Fojo Media Institute, media stakeholders, and women journalists, to steward the Gender Respect Declaration (GRD), a 21-point framework promoting commitments to gender-

balanced content and safer media workplaces. By the end of 2025, the declaration had been signed by 55 media houses nationwide, with SWJO conducting annual follow-ups to assess progress and challenges.

Across all activities, SWJO adopted a principled, non-confrontational advocacy approach -prioritizing dialogue, evidence, and practical solutions over 'naming and shaming'. While structural barriers remain significant, 2025 marked a year of consolidation and credibility for SWJO: a shift from fragmented interventions toward a coherent national strategy for inclusive, accountable, and gender-responsive media in Somalia.

### *Chairperson's Note*



*The year 2025 marked an important period of consolidation for the Somali Women Journalists Organization (SWJO). Across Somalia, women journalists continue to work in complex and challenging environments, shaped by insecurity, professional barriers, and unequal access to leadership and decision-making spaces.*

*During the year, SWJO focused on strengthening evidence-based advocacy, institutional engagement, and practical tools to advance gender balance in media content, promote safer and more inclusive media workplaces, and support women's leadership in journalism. This work was carried out in close partnership with International Media Support (IMS), UNESCO, UNTMIS, and national media stakeholders.*

*The findings and experiences presented in this report reflect both progress and persistent challenges. While gender imbalance in media content remains significant, there is growing recognition within the sector that sustainable change requires institutional commitment, leadership, and accountability. SWJO remains committed to supporting this process through dialogue, research, and collaboration.*

*I would like to thank our partners, media colleagues, and the SWJO team for their continued trust and dedication. As we move forward, SWJO will continue to work toward a media environment in which women journalists can participate, lead, and contribute safely and equally.*

***Farhia Kheyre***

*Chairperson*

*Somali Women Journalists Organization*

## 2.0 Context & Problem Analysis

Somalia's media landscape continues to operate under conditions of political volatility, insecurity, and institutional fragility. Within this context, gender inequality in media is not incidental; it is systemic and structural.



Suweys Gacayte, Journalist

The risks faced by women journalists are best understood through recent illustrative cases from different regions:

- In Garowe, Puntland State, a prominent journalist, *Suweys Gacayte*, faced legal action initiated by the *Ministry of Information of Puntland State* following the launch of her independent, social media-based public affairs programme, *Suweys and Questions (Suweys iyo Su'aalaha)*. The programme engaged ordinary citizens in discussions on governance and public issues. At the time, Suweys was working with Puntland State Media. However, like many journalists in Somalia, she was operating without a formal employment contract that restricted her from producing independent content. After being instructed by authorities to discontinue the programme, she chose to continue. She was subsequently summoned to



Suweys Gacayte conducting interview for her social media platform.

court. In response, SWJO mobilised legal support and accompanied her throughout the legal process. After several court appearances, the case was ultimately resolved in her favour.

- In a more severe incident in Mogadishu, *Shukri Abdi*, a reporter with Risaala Media, was physically assaulted by security forces in late December 2024 while carrying out her professional duties. As a result of the assault, she sustained *visible bruising and soft-tissue injuries*, including *large contusions on her upper limbs and thigh*, consistent with blunt physical impact. In May 2025, *nine journalists were detained and harassed* in Mogadishu, including *two women journalists*. Such incidents reflect a broader pattern in which journalists,

particularly those reporting on public affairs, face detention, intimidation, or harassment when their reporting is perceived as unfavorable by authorities. These risks are often heightened for women journalists, who face additional gender-based vulnerabilities.

Workshop discussions across all regions confirmed that this imbalance cannot be explained by a lack of qualified women journalists. Instead, participants repeatedly identified *structural barriers* that shape newsroom practices:

- **Safety and security constraints**, including the absence of protective equipment, transport, and risk protocols, which disproportionately exclude women from field reporting.
- **Editorial cultures driven by speed and social media virality**, particularly Facebook-centered



Recent photo of Shukri reporting on local elections.



Bodily Injuries Shukri sustained from physical assault



breaking news, leaving little time or incentive to seek diverse sources.

- **Gendered role expectations**, where women are channeled into studio-based or secondary roles, while men dominate original reporting and editorial decision-making.
- **Informal labor arrangements**, including lack of contracts, unpredictable working hours, and weak mentorship structures, which contribute to burnout and attrition among women journalists.

Cultural and familial pressures further compound these barriers, particularly outside Mogadishu, where journalism is widely perceived as a male profession and women's public visibility remains contested.

Evidence generated through SWJO's Gender in Content Tracking Tool consistently demonstrates that women's voices remain largely absent from daily news, political, and public affairs programming. In some monitored outlets, women's participation averaged 0%, with Gender Parity Index (GPI) scores of 0, reflecting complete exclusion rather than marginal underrepresentation. Even where women appeared in higher numbers, this was largely confined to youth or entertainment programming, often audience call-in formats, rather than deliberate editorial inclusion in agenda-setting content.

At the same time, SWJO's engagement revealed an important opportunity:

when presented with **data, practical tools, and safe spaces for dialogue**, many journalists and editors, both men and women, acknowledged the problem and expressed willingness to change. This suggests that the challenge is less about resistance in principle, and more about the absence of **institutional mechanisms, accountability, and sustained support**.

### 3.0 Key Achievements

#### Turning Evidence, Training, and Advocacy into Change

SWJO's 2025 interventions were designed to move beyond awareness-raising toward practical, evidence-driven change in Somali media. Across research, capacity building, advocacy, and leadership development, the organization focused on addressing structural barriers rather than individual shortcomings.

### 3.1 Advancing Gender Balance in Media Content

#### Partnership: International Media Support (IMS)

*What was done (Outputs):*

In partnership with IMS, SWJO led a national programme focused specifically on strengthening gender balance in media content, combining research, newsroom-level training, and institutional advocacy. This included:

- Development and application of the Gender in Content Tracking Tool to monitor women's representation in news and current affairs programming.

- Content-focused workshops across Mogadishu, Baidoa, Kismaayo, Dhuusamareeb, Garowe, and Beledweyne targeting reporters, producers, editors, and media managers and directors.
- Systematic media monitoring across radio and television outlets, with a particular focus on political and public affairs content.

*What changed (Outcomes):*

- Gender imbalance in Somali media content was documented with clear, comparative data, including repeated findings of near-zero female participation in daily political and public affairs programming.
- Journalists and editors increasingly recognized that content imbalance stems from editorial routines, sourcing habits, and institutional decisions, rather than women's lack of availability or interest.
- Early adopters - particularly women in leadership roles - began piloting internal reforms, including trial use of the Gender in Content Tracking Tool in editorial discussions.

*Why it matters (Impact):*

- By grounding advocacy in evidence and practical tools, the IMS-SWJO partnership shifted conversations from defensiveness to responsibility, positioning gender balance as a professional journalism standard rather than a symbolic commitment.

### 3.2 Gender Mainstreaming & Safe Media Workplaces

#### **Partnership: UNESCO**

*What was done (Outputs):*

With support from UNESCO, SWJO implemented a nationwide series of three-day workshops on gender mainstreaming and sexual harassment prevention, reaching over 108 journalists across Mogadishu, Kismaayo, Dhuusamareeb, Beledweyne, Garowe, and Xudur. The programme focused on:

- Gender-sensitive reporting and ethical journalism
- Prevention of sexual harassment in media workplaces
- Development of safer, more inclusive newsroom cultures
- Institutional responsibilities of media leadership

The Xudur workshop marked the first gender-focused media training ever held in the region, expanding access to underrepresented areas.

*What changed (Outcomes):*

- Journalists, both women and men, demonstrated increased awareness of gender bias, harassment, and ethical responsibilities.
- Sexual harassment, previously rarely discussed openly, became a recognised workplace issue requiring institutional response.
- Several media houses initiated internal conversations around gender policies, anti-harassment measures, and leadership accountability.

*Why it matters (Impact):*

- The UNESCO supported programme addressed the workplace conditions that shape content outcomes, reinforcing that gender balance in media cannot be achieved without safe, respectful, and ethical institutional environments.

### 3.3 Advocacy for Institutional Change

*What was done (Outputs):*

- Institutional Advocacy: Gender Respect Declaration (GRD)  
In 2019, SWJO, working with International Media Support (IMS) and Fojo Medi Insitute, media stakeholders, and female media practitioners, developed the **Gender Respect Declaration (GRD)**, a 21-point framework committing media houses to gender-balanced content, safer workplaces, and fair professional standards. Since its launch, **51 media houses nationwide have signed the declaration**, signaling sector-wide recognition of the need for reform.

SWJO conducts **annual follow-ups** with signatory media houses to assess progress, identify challenges, and encourage practical implementation rather than symbolic compliance.

In 2025, **Gole TV** and **Milgo Media (Garowe)**, as well as **Arlaadi Media** and **Nation Somali TV (Mogadishu)**, formally endorsed

**the GRD**, increasing the total number of signatories to **55 media houses**. This steady growth reflects both sustained advocacy and increasing openness within the Somali media sector to institutional accountability on gender equality.

- Promoted the use of the Gender in Content Tracking Tool as an internal accountability mechanism rather than an external audit.
- Engaged media leaders and decision-makers in discussions on editorial responsibility, safety, and fair assignment of work.
- Linked workshop findings with broader advocacy messages on professionalism, safety, and gender equality.

*What changed (Outcomes):*

- Shifted framing of gender inclusion from a ‘women’s issue’ to an institutional and professional standard.
- Increased openness among media managers to discuss contracts, safety provisions, and internal guidelines.
- Encouraged early adopters, particularly women leaders, to pilot reforms within their organizations.

*Why it matters (Impact):*

- This approach reduced defensiveness and resistance, positioning SWJO as a trusted partner rather than a monitoring body, and enabling incremental institutional reform in a fragile media environment.

### 3.4 Women's Leadership & Empowerment

*What was done (Outputs):*

- Partnered with UNTMIS to deliver advanced leadership and media management workshops for 52 senior female journalists.
- Focused on strategic leadership, ethics, safety, financial management, and newsroom decision-making.
- Supported peer networking and mentorship among women leaders across regions.

*What changed (Outcomes):*

- Participants developed leadership action plans and reported increased confidence in pursuing senior roles.

Several women assumed expanded editorial, managerial, or HR responsibilities within their media houses.

- Leadership training complemented content-focused interventions, addressing change at decision-making levels.

*Why it matters (Impact):*

- By strengthening women's leadership capacity, SWJO addressed one of the root causes of gender imbalance: the absence of women in positions where editorial and institutional decisions are made.

## 4.0 Case Studies: Women Leading Change in Somali Media



**Anfac Adam — Leadership from the Newsroom to the Institution**

Anfac Adam's journey from journalism trainee to Director of RTN TV reflects the gradual emergence of women in senior media leadership roles in Somalia. Having worked across reporting, presenting, and management positions, she now uses her leadership role to promote safer newsroom environments, fairer opportunities for women, and more accountable media practices.

While RTN remains a small outlet with limited resources, Anfac has initiated discussions on written contracts, workplace standards, and gender-responsive policies - steps that remain uncommon across Somali media houses. As a user of SWJO's Gender in Content Tracking Tool, she has linked leadership with evidence-based reflection on representation. As she notes, *"It's rare for women to lead media houses in Somalia, but change starts when we decide to create space for women to compete, report, and lead on equal terms."*



**Nafisa Hussein — From Capacity Building to Workplace Reform**

Nafisa Hussein's progression from trainee journalist to Head of Human Resources at Shabelle Media demonstrates how targeted capacity building can translate into concrete institutional reform. Through SWJO's advocacy trainings and exposure to the Gender Respect Declaration and the Gender in Content Tracking Tool, Nafisa gained both the technical language and confidence to challenge informal and exclusionary workplace practices.

Under her leadership, Shabelle revived a women's affairs programme, improved working schedules and rest arrangements, and began taking steps toward formal employment contracts. Reflecting on her role, Nafisa explains: *"With the help of SWJO's trainings, I became a strong advocate for a safe and healthy work environment. Change is possible, even in small steps, and women need to feel respected to stay and grow in this profession."*

## 5.0 Monitoring, Evaluation and Learning (MEL)

### Using Evidence to Improve Practice and Advocacy

SWJO applies a learning-oriented Monitoring, Evaluation, and Learning (MEL) approach that prioritizes reflection, adaptation, and institutional change over compliance-driven reporting. Given the fragile and fast-paced nature of Somalia's media environment, SWJO focuses on practical indicators that capture both progress and constraints.

#### *What was monitored*

- Gender representation in media content (voices, sources, contributors)

- Participation in trainings and workshops (sex-disaggregated)
- Uptake and use of the Gender in Content Tracking Tool
- Qualitative shifts in newsroom discourse and practices

#### *How monitoring was conducted*

- Systematic content monitoring using the Gender in Content Tracking Tool
- Workshop feedback, plenary discussions, and reflection sessions
- Follow-up engagement with trained journalists and editors
- Comparative analysis across media houses, programme types, and regions

## 6.0 Key Learning from 2025

### 6.1 Data Enables Dialogue

Tracking data consistently proved to be one of the most effective entry points for discussion with media professionals. Quantitative evidence, such as repeated 0% female participation in political programming, presented the first data-driven picture of the reality of women's inclusion in Somali media content.

This helped depersonalize sensitive conversations and shifted focus from individual blame to institutional responsibility.

### 6.2 Programme Type Matters

Monitoring revealed that women's participation varies significantly by programme format. Youth and entertainment programs showed higher female participation, while politics and public affairs remained overwhelmingly male-dominated. This insight sharpened SWJO's advocacy messaging, emphasizing editorial choice rather than availability of women.

### 6.3 Training Alone is Insufficient

While workshops increased awareness and skills, sustained change depended on leadership buy-in, internal accountability, and follow-up support. Without these, good intentions often remained aspirational.

### 6.4 Women Leaders are Catalysts for Change

Where women held decision-making roles - as editors, managers, or HR leads

- progress toward inclusive practices was more visible. This reinforced SWJO's strategy of pairing content-focused training with leadership development.

## 7.0 Adaptive Changes Made by SWJO

Based on these lessons, SWJO:

- Refined training content to focus more on editorial routines and decision-making, not only gender concepts.
- Positioned the Gender in Content Tracking Tool as a self-improvement mechanism, not an external audit.
- Increased emphasis on media leadership and management, recognising its role in sustaining reforms.
- Strengthened documentation of qualitative change alongside quantitative indicators.

## 8.0 Challenges and Opportunities

### Key Challenges

- *Structural and Security Constraints:* Ongoing insecurity, lack of transport, and absence of protective equipment continue to limit women's participation in field reporting, particularly outside Mogadishu.
- *Informal Media Systems:* Many media houses operate without written contracts, job descriptions, or predictable schedules, making institutional reform difficult and increasing staff turnover.
- *Editorial Pressure and Social Media Dynamics:* The dominance of Facebook-driven, reactive

journalism reduces time for inclusive sourcing and reinforces reliance on familiar, male-dominated networks.

- *Limited Capacity for Sustained Monitoring:* While interest in the Gender in Content Tracking Tool is high, consistent use is constrained by staffing shortages, competing priorities, and lack of dedicated resources.

### Emerging Opportunities

- *Growing Acceptance of Evidence-Based Advocacy:* Journalists and editors increasingly recognize data as a neutral and constructive basis for reform discussions.
- *Women in Leadership Roles:* The rise of women into editorial, managerial, and HR positions presents a critical opportunity to embed inclusive practices institutionally.
- *Partner Alignment:* Interest from international partners and media development organizations creates space for scaling tools like the Gender in Content Tracking Tool across multiple outlets.
- *Momentum for Professionalization:* Discussions around contracts, HR systems, and workplace standards suggest a broader appetite for improving media professionalism, beyond gender alone.

## 9.0 Strategic Outlook for 2026

Building on the progress and lessons of 2025, SWJO will focus on deepening impact rather than expanding footprint, prioritizing sustainability and institutional change.

### Strategic Priorities

1. *Consolidating the Gender in Content Tracking Tool*
  - Support selected media houses to integrate tracking into routine editorial meetings
  - Simplify reporting processes and provide refresher coaching
  - Use aggregated findings for national-level advocacy
2. *Strengthening Media Leadership Engagement*
  - Expand leadership and management training for women journalists
  - Increase engagement with editors-in-chief and media owners
  - Promote internal accountability mechanisms within newsrooms
3. *Linking Safety, Professionalism, and Gender*
  - Advocate for risk-sensitive reporting protocols that do not exclude women
  - Frame gender inclusion as part of broader safety and quality journalism standards
4. *Enhancing Follow-Up and Learning*
  - Introducing light-touch follow-up mechanisms after trainings
  - Document incremental changes and good practices
  - Share learning across regions and media houses

5. *Strategic Partnerships*

- Deepen collaboration with UN agencies, media support organizations, and academic institutions
- Align advocacy with national and international commitments on gender equality, media freedom, and the Women, Peace and Security agenda (INSC Resolution 1325).

## 11.0 Financial Summary

### Transparency and Accountability

SWJO is committed to transparent and responsible financial management in line with the requirements of its partners and donors.

In 2025, programme expenditures were primarily directed toward capacity building, research and evidence generation, advocacy, and women's leadership development, with careful control of administrative and operational costs.

Expenditure priorities included:

- Nationwide workshops and trainings across multiple regions
- Development and application of the Gender in Content Tracking Tool
- Leadership and media management training for senior women journalists
- Monitoring, evaluation, and learning activities
- Communications and visibility to support advocacy and knowledge sharing

All financial management and reporting adhered to donor guidelines and internal accountability procedures.

Detailed financial statements were prepared and shared separately with funding partners in accordance with contractual requirements.

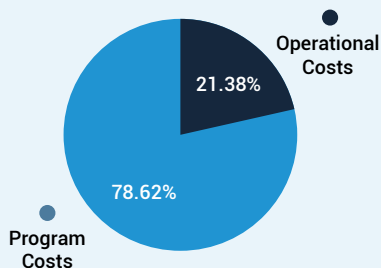
*SWJO maintains auditable financial systems and applies donor compliance standards consistent with international NGO practice.*

## 12.0 Governance, Safeguarding & Accountability

SWJO recognises that credible advocacy must be underpinned by strong governance and safeguarding standards.

Throughout 2025, the organization continued to strengthen its internal policies and ethical frameworks to ensure a safe, inclusive, and accountable working environment.

**SWJO Expenditure Breakdown (2025)**



Key governance and safeguarding measures include:



- Commitment to ethical journalism and gender equality principles
- Promotion and implementation of the Gender Respect Declaration (GRD), both externally with media houses and internally
- Zero tolerance for harassment, abuse, and exploitation
- Respect for data protection, confidentiality, and informed consent
- Safe and ethical use of participant stories, quotations, and images
- SWJO also provides legal accompaniment and advocacy support to women journalists facing harassment, detention, or legal pressure related to their professional work.

SWJO's advocacy approach is grounded in dialogue, evidence, and partnership, avoiding naming and shaming while promoting institutional responsibility and reform.

## About SWJO

The Somali Women Journalists Organization (SWJO) is a national, women-led, non-governmental, not-for-profit organization dedicated exclusively to supporting and advancing women journalists in Somalia. SWJO was founded on 2 May 2013 in Mogadishu and is registered as a national NGO operating across all regions of the country.

SWJO currently has a membership of 253 women journalists, including reporters, editors, producers, and media managers based in urban and rural areas of Somalia as well as within the Somali diaspora. Membership is open to women working in journalism and media-related fields, and members participate in SWJO's professional development, advocacy, and institutional reform initiatives.

The organization is headquartered in Mogadishu and works nationally to promote gender equality, safety, professionalism, and leadership in Somali media.

SWJO is governed as a membership-based organization, with its leadership elected by members through internal governance processes. The organization is currently led by Farhia Mohamed Kheyre, Chairperson, together with an elected executive leadership team.

SWJO's work focuses on:

- Advocating for the rights, safety, and professional recognition of women journalists
- Strengthening women's leadership and decision-making in media institutions
- Building journalistic, advocacy, and organizational capacity
- Promoting ethical, inclusive, and gender-balanced media content
- Supporting freedom of expression and informed public dialogue

Through training, advocacy, research, and institutional engagement, SWJO works to ensure that women journalists can participate, lead, and contribute safely and equally to Somalia's media sector and public life

#### 14.0 Partnerships & Collaborations

SWJO's work in 2025 was anchored in strong strategic partnerships:

- **International Media Support (IMS):**

Core partner on gender balance in media content, supporting newsroom-level training, the development and application of the Gender in Content Tracking Tool, and evidence-based advocacy with media houses nationwide.

- **UNESCO:**

Partner on gender mainstreaming and sexual harassment prevention

in the media sector, supporting a nationwide training program focused on ethics, safety, and institutional culture.

- **UNTMIS:**

Partner on women's leadership and media management training for senior female journalists.

These partnerships allowed SWJO to address gender inequality in Somali media from multiple, reinforcing entry points – media content, institutions, and leadership - while maintaining technical depth and donor accountability.



## 15.0 Annexes

### Annex 1

This annex provides an overview of SWJO's key workshops and capacity-building activities conducted in 2025, organized by location and thematic focus.

#### A. Gender Balance in Media Content - Partnership with International Media Support (IMS)

Location	Dates	Activity Title	Key Focus	Participants
Mogadishu	7 - 9 July 2025	Enhancing Gender Balance in Media Content: Tools and Strategies for Inclusive Journalism	Gender-sensitive reporting, editorial routines, Gender in Content Tracking Tool	28 (13 female and 15 male) journalists
Baidoa	December 2025	Enhancing Gender Balance in Media Content	Inclusive sourcing, newsroom practices, tracking tool	21 (10 women, 11 men) journalists
Kismaayo	2 - 4 September 2025	Enhancing Gender Balance in Media Content	Content bias, editorial decision-making, tracking tool	22 (12 female and 10 male) journalists
Dhuusamareeb	26 - 28 August 2025	Enhancing Gender Balance in Media Content	Gender bias, newsroom culture, tracking tool	22 (11 female and 11 male) journalists
Beledweyne	7 - 9 October 2025	Enhancing Gender Balance in Media Content	Editorial reform, sourcing diversity, institutional change	21 (11 male and 10 female) journalists
Garowe	23 - 25 December 2025	Enhancing Gender Balance in Media Content		22 (13 female and 9 male) journalists

## B. Gender Mainstreaming & Sexual Harassment Prevention - Partnership with UNESCO

Location	Dates	Activity Title	Key Focus	Participants
Mogadishu	3 - 5 February 2025	Gender Mainstreaming and Sexual Harassment Workshops	Gender-sensitive reporting, ethics, safe workplaces	22 (13 female and 9 male) journalists
Kismaayo	10 - 12 February 2025	Gender Mainstreaming and Sexual Harassment Workshops	Workplace culture, harassment prevention	21 (10 female and 11 male) journalists
Dhuusamareeb	16 - 18 April 2025	Gender Mainstreaming and Sexual Harassment Workshops	Gender policies, ethical journalism	20 (12 male and 8 female) journalists
Garowe	21 - 23 April 2025	Gender Mainstreaming and Sexual Harassment Workshops	Leadership accountability, institutional safety	22 (13 female and 9 male) journalists
Xudur	14 - 16 June 2025	Gender Mainstreaming and Sexual Harassment Workshops	Gender equality, harassment prevention (first-ever media training in Xudur)	20 (14 male and 6 female) journalists
Garowe	23 - 25 December 2025	Enhancing Gender Balance in Media Content		22 (13 female and 9 male) journalists

## C. Women's Leadership & Media Management - Partnership with UNTMIS)

Location	Dates	Activity Title	Key Focus	Participants
Beledweyne	11 - 13 August 2025	Advanced Leadership & Media Management Training	Leadership, editorial ethics, safety, financial management	26 women journalists
Baidoa	17 - 19 August 2025	Advanced Leadership & Media Management Training	Strategic leadership, management skills	26 women journalists

## Annex 2: Summary Tables from Gender in Content Tracking Tool Monitoring (2025)

This annex presents summary data from SWJO's Gender in Content Tracking Tool monitoring conducted in 2025, providing an overview of women's representation in selected Somali media outlets across different programme types.

### Annex 2A: Overview of Gender Tracking Exercises

Monitoring Period	Media Houses Covered	Program Types Monitored	Total Entries	Purpose
June - August 2025	Arlaadi Media, Kulmiye Radio, Shabelle TV & Radio	Daily news & current affairs	144 programmes	Establish baseline on women's representation
September - November 2025	Kulmiye Radio, Risaala Radio, Shabelle Radio	Political/public affairs; youth & music	144 entries	Compare gender inclusion across content types
June 2025 (4 - week pilot)	Risaala Media, Arlaadi Media	Daily, weekly, news programmes	337 contributors	Test and refine the Gender Tracking Tool

### Annex 2B: Gender Representation by Media House (Contributors)

Media House	Monitoring Period	Contributors			Female %	Avg. GPI
		Total	Female	Male		
Arlaadi Media	Jun - Aug 2025	225	0	225	0.0%	0.00
Kulmiye Radio	Jun - Aug 2025	190	2	188	1.0%	0.01
Shabelle TV & Radio	Jun - Aug 2025	240	0	240	0.0%	0.00
Risaala Radio	Sep - Nov 2025	303	66	237	21.8%	0.46

**Note:** Higher female participation at Risaala Radio was primarily driven by youth and audience call-in programmes rather than deliberate editorial sourcing.

**Annex 2C: Entry-Based Gender Inclusion**

Media House	Total Entries	Entries with ≥1 Woman	% Entries with ≥1 Woman	Gender-Balanced Entries*
Kulmiye Radio	48	3	6.2%	0
Risaala Radio	48	33	68.8%	12
Shabelle Radio	48	0	0.0%	0

\* Gender-balanced entries defined as GPI between 0.80–1.25.

**Annex 2D: Gender Representation by Programme Type**

Media House	Program Type	Contributors			Female %	Avg. GPI
		Total	Female	Male		
Kulmiye Radio	Politics/Public Affairs	156	0	156	0.0%	0.00
Kulmiye Radio	Youth/Music	156	3	153	1.9%	0.01
Risaala Radio	News/Daily Events	177	18	159	10.2%	0.14
Risaala Radio	Youth/Music	126	48	78	38.1%	0.77
Shabelle Radio	Politics/Public Affairs	330	0	330	0.0%	0.00

**Annex 2E: Key Notes on Interpretation**

- Monitoring focused primarily on daily political and public affairs programming, which remains overwhelmingly male-dominated.
- Higher female participation is observed mainly in youth and entertainment formats, particularly call-in programmes.
- The Gender in Content Tracking Tool is intended as an internal improvement mechanism, not a ranking or naming-and-shaming exercise.
- Results reflect content patterns, not staff composition or individual performance.
- The monitoring system is still in its early stages. Initial delays were experienced as the Gender in Content Tracking Tool was piloted, adapted and simplified to suit the capacities and workflows of different media houses, ensuring that journalists and editors could understand and apply it meaningfully.

## Photo Gallery

### New Signatories of Gender Respect Declaration



Garowe - Gole Media Director with SWJO's representative



Garowe – Milgo Media Director with SWJO's representative





Mogadishu - Arlaadi media director with SWJO's chairperson



Mogadishu - Somali Nation TV's director and SWJO's chairperson



## Selected Photos from Regional Workshops







*There is growing recognition within the sector that sustainable change requires institutional commitment, leadership, and accountability. SWJO remains committed to supporting this process through dialogue, research, and collaboration.*



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## Our International Partners in 2025

