

TANZANIA MEDIA WOMEN'S ASSOCIATION, ZANZIBAR (TAMWA –ZNZ)



POLICY BRIEF:

Follow-Up in Gender-Based Violence (GBV) Story Development.

Introduction

The development of comprehensive and impactful gender-based violence (GBV) stories requires not only initial coverage but also a commitment to ongoing follow-up. This policy brief addresses the identified lack of follow-up components in GBV stories, as revealed by the findings. It underscores the importance of consistent coverage and proposes strategies to ensure the inclusion of follow-up elements in storytelling, enhancing story impact and accountability.

Current Landscape

The GBV audit report made by TAMWA, ZNZ, 2023 indicates that almost all stories were rated as average in terms of including a follow-up component. This implies a limited commitment to ongoing coverage and updates of GBV stories. Neglecting follow-up hinders the potential for long-term impact, accountability, and the complete narrative on the issue.

Importance of Follow-Up

Continuity: Follow-up ensures that GBV stories are not isolated incidents but part of a broader narrative. It demonstrates a commitment to addressing the issue over time rather than sensationalizing it momentarily.

Accountability: Continued coverage and follow-up hold relevant actors accountable for their actions or lack thereof. It keeps pressure on communities, authorities, institutions, and policymakers to address the issue effectively.

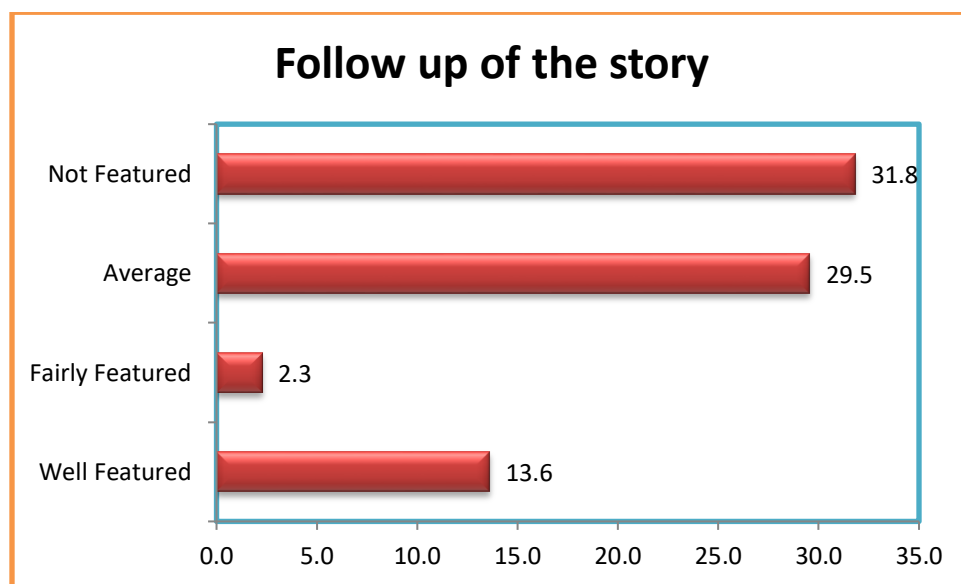
Impact: Ongoing coverage maintains public awareness and engagement, contributing to a sustained impact on society's perceptions, attitudes, and behaviors related to GBV.

Strategies for Improvement

Editorial Guidelines: Media organizations should establish clear editorial guidelines that emphasize the importance of follow-up stories in GBV. These guidelines should encourage journalists to plan for ongoing coverage from the outset.

Long-Term Planning: Encourage journalists to develop a long-term plan for GBV stories that includes follow-up elements. This plan could outline key milestones, anticipated developments, and potential points of re-engagement with the story.

Scheduled Updates: Assign specific journalists or teams to provide regular updates on GBV stories. These updates can be scheduled at intervals to ensure ongoing coverage and prevent stories from fading into obscurity.



Source: TAMWA-Zanzibar Media audit 2023

Collaborative Efforts: Collaborate with GBV advocacy groups, NGOs, and experts to gain insights into developments and changes related to GBV incidents. These collaborations can provide valuable information for follow-up reporting.

Incorporate Feedback: Use feedback from readers, viewers, and stakeholders to shape the direction of follow-up coverage. This ensures that the evolving narrative aligns with the concerns of the audience and affected communities.

Conclusion

Follow-up is an integral aspect of effective GBV storytelling. Ensuring consistent coverage and updates not only maintains the impact of the story but also holds relevant actors accountable over time and intensify debate around the matter. Media organizations should emphasize the inclusion of follow-up components, encouraging journalists to plan for ongoing coverage and engagement. By implementing strategies that prioritize continuity, accountability, and long-term impact, media outlets can contribute to a more informed and engaged society in addressing the issue of GBV.