# SDJF
## COMMUNICATION *4D*

# ANNUAL REPORT
# 2011 - 2012

# www.ldjf.org

# Annual  Report 2011 - 2012

## SRI LANKA DEVELOPMENT JOURNALIST FORUM (SDJF)

SDJF
COMMUNICATION 4D

**Sri Lanka Development Journalist Forum (SDJF)**

No.08/05, Liyanage Mawatha,        (+94) 117 209511 /  112877007
Nawala, Rajagiriya,                info@ldjf.org
Sri Lanka.                         http://www.ldjf.org

# Acronyms

| | |
|---|---|
| CEMCA | Commonwealth Educational Media Center for Asia |
| CR | Community Radio |
| CSSS | Center for Study of Society and Secularism |
| DANIDA | Danish International Development Agency |
| DVD | Digital Versatile / Video Disc |
| FM | Frequency Modulation |
| GBV | Gender Based Violence |
| ICT | Information Communication Technology |
| ICTA | Information Communication Technology Agency |
| MPL | Muslim Personal Law |
| SDJF | Sri Lanka Development Journalist Forum |
| SLBC | Sri Lanka Broadcasting Corporation |
| SMS | Short Message Service |
| UNESCO | United Nations Educational and Cultural Organization |

# Content

# ABOUT

## SRI LANKA DEVELOPMENT JOURNALIST FORUM (SDJF)

Sri Lanka Development Journalist Forum (SDJF) is the national platform and the representative body for journalists who believe that community empowerment and positive social changes can be achieved through strategic use of media; both at the community and mainstream levels.

SDJF believes that media is a great tool which may have the potential in uplifting the living standards of the disadvantaged, safeguarding democracy, keeping the civil society informed, maintaining the diversity of community in connection and providing opportunities to the civil community to participate in the democratic process.

SDJF deeply concentrates on the gap between media and community.

Broadcasting for development, empowering community media, conducting media research for development as well as training and capacity building are the core programme components, which SDJF has structured to attain its goals.

## VISION

To create a media culture that could lead towards active citizenry, positive social change and a well-informed civil society, providing a wider platform to have their voices heard.

## MISSION

Strengthening community media in Sri Lanka, facilitating the role of media and communication in civil society development, advocating democratic media policy, use broadcasting for social development, undertaking media research and training.

# OBJECTIVES

## SRI LANKA DEVELOPMENT JOURNALIST FORUM (SDJF)

- To use media at mainstream and community levels to foster the values of diversity, democracy, equality, humanity and sustainable peace.

- To establish and strengthen community media networks and facilitate the role of community broadcasting social development.

- Build the capacity of female media workers and promote the role of media in women's development.

- To train and build the capacities and skills of the broadcasters at community and mainstream levels to enrich the radio in catering the real community needs.

- To encourage the use of digital and modern technology to create a comprehensive macro environ ment for Citizen Media and thereby to strengthen governance and have citizen voices heard.

- To provide room for research on the role of media and communication in social development

## OBJECTIVE IN ACTION

1. Be the collective voice of the entire community of media activists in Sri Lanka
2. Conduct workshops, training and capacity building activities in the field of media for development
3. Produce joint programmes and initiatives with respective community based media
4. Conduct Research, consultancy, and monitoring and evaluation assignments in the related fields
5. Involve in Advocacy and Networking

## MAJOR FOCUSED AREAS

1. Broadcasting and Development
2. Empowering community media
3. Media advocacy and research
4. Training and capacity building

# 01. BROADCASTING
## AND DEVELOPMENT

Broadcasting is a powerful tool of social transformation and positive social changes. It is an enabling factor that can voice the hearts and minds of people, sharpen their attitudes, improve knowledge and provide them with the skills required to meet the needs of development. Radio in Sri Lanka is still considered as a powerful media of development since it has continuously proved itself as a prime development tool being much closer to the rural community.

This is the ideal era in Sri Lanka to use the radio in order to uplift the standards of life of the disadvantaged mass and lead them towards long term development. Under this category, SDJF will produce its radio and television programs through various strategies and values that cater towards multiple development needs of the Sri Lankan community.

## Strategies

- Conducting need assessment based on various social requirements and produce radio programs under various models.

- Identifying and encouraging grass-root media production that may reflect the development needs of the society.

- Producing radio dramas, comprehensive documents, magazine programmes, story programmes aiming at different vulnerable communities targeting their empowerment.

## ACTIVITIES

# ACHIEVEMENTS

- Triggered a platform to grass-root in dividuals, especially women in airing their voices.

- Created community level dialogues and discussions around the issues on GBV.

- There was a rise in community level recognition towards the issues faced by women.

- New mechanism of media reaching the grass-root levels is increased.

- Smaller community level organizations realize the impact of the issues affecting women.

## a. Media dialogues with civil society addressing issues that affect them

SDJF organized 15 community dialogues in the Eastern, Western and North Central Provinces with civil society actors (civil community, lawyers, religious leaders, and other practitioners) from the minorities on 15 different pre-identified issues relating to GBV.

Civil society actors were facilitated to share their thoughts, knowledge as well as experiences in relation with each issue. The public was motivated to share their perceptions towards GBV issues considering the Importance of the role of law in eliminating such issues. SDJF brought its legal experts to the field to facilitate dialogues that may provide legal knowledge and explanations about available legal sources to the civil society to have access to justice.

This forum gave SDJF a wide opportunity to hear an assortment of experience, queries, doubts and complains in relation to GBV in each place.

People were highly interested in expressing their issues which made SDJF aware about the GBV issues that exist within the community.

A mobile studio with audio equipment like consoles, mixers, speakers, mics and digital voice recorders were set up in every village where community media dialogues took place.

The entire dialogue was recorded using media tools and major observations were taken to facilitate the radio programme produced by SDJF.

## ACTIVITIES

# ACHIEVEMENTS

### b. Rural media investigation on issues that affect women

SDJF created different radio trailers calling the civil society to share their queries, grievances and stories, in relation to GBV and other issues that affect Muslim women. The trailers were on air for a month in Thendral FM and Pirai FM, giving the dedicated a separate telephone with recording facilities to record the queries. At the end of the trailing process, SDJF recorded more than 70 cases from the women who faced various GBV issues and selected 40 strong cases. Thereafter SDJF was seen in the field meeting victims/survivors before preparing them for the radio programme.

- Unseen and unheard dimensions of issues that affect women earned the spot light.

- Several individual cases were directed to various other responsible organizations for further follow up and solutions.

- With strong inspection most of the cases were brought before relevant government authorities via radio comparing.

- With regard to the issues highlighted in the Muslim community the leading Muslim organizations realized about different forms of issues that affect Muslim women and some of the organizations created different dialogues.

# ACHIEVEMENTS

- SDJF has published a series of research articles on the status of polygamy in Islam and Virakesari Newspaper has created a huge hype that generated counter articles. More than 10 different organizations are conducting further studies. Several individuals are reported to be dealing with these issues for their higher studies. The notion of men taking polygamy as a privilege is be ing deeply challenged. Until SDJF voiced such is sues through a public debate polygamy has been noticed as an untouchable issue.

- SDJF featured more than 25 analytical articles on various national newspapers and journals.

- Most of the SDJF articles were referred and sight ed by various journalists and research students.

## ACTIVITIES

### c. Participatory debate through print and e-media

It was realized that many issues observed by SDJF needed a strong community level debate and attention of most influential community leaders. Highlighting issues such as discrimination and violation faced by women SDJF published newspaper features (considering ethics and confidentiality). Here, SDJF motivated its journalists to engage in more erudite sources to enrich their debates. Some of them went to foreign countries and met experts on different respective issues. Blog: SDJF has also created a blog which is named as Radio for Free Voices. It has been publishing various e-articles on issues that affect women. This blog has created a platform to the entire Tamil speaking cyber community to contribute with their views and thoughts on issues that affect women. You can log on www.aidj.org

# BROADCASTING

## AND DEVELOPMENT

### ACTIVITIES

## d. Silent Smile Phase I- dedicated radio program to address issues that affect women

This is the first radio programme initiated by SDJF on GBV issues which affect Muslim women in Sri Lanka. This programme was focused on the Eastern province where one third of Muslim population of Sri Lanka lives. There were 10 one hour programmes and ½ hour radio drama too. There were three 10 minute segments and ½ hour radio drama which focused GBV issues. This programme was aired through Pirai FM.

# ACHIEVEMENTS

- Women activists and women's organizations of the Eastern region now use SDJF drama for their gender advocacy programmes.

- SLRC produced a visual drama and tele casted an SDJF radio drama on Haj festival day.

- SDJF has reproduced these dramas on DVD due to the demand of people.

- SLBC Muslim Service has broadcasted the SDJF radio drama which was aired through Pirai FM.

- SDJF received 1500 SMS per day during the time of airing the program whereas it further received 3500 letters and post cards.

# ACHIEVEMENTS

- It was the very first time that SLBC Thendral service broadcasted an Islamic gender program. They accepted this SDJF radio production due to its contents as well as production quality.

- The radio programme has changed the attitude of men on women. SDJF has around 150 letters from men re garding the radio programme and how it changed their attitudes.

- A person from Anuradhapura has given up his sub-agent job after listening to a radio drama which was named as Submar Jakkirathai (Be aware of Sub Agents).

- SDJF has been receiving calls and letters through various channels with the request of broadcasting its radio program again.

- SDJF got more than 200 SMS per day during the aired time whereas it also received 2500 letters and postcards.

## ACTIVITIES

### e. Silent Smile Phase II - dedicated radio programme to address the issues that affect women

This is the continuation of Silent Smile Phase I. This program covered the entire island through Thendral FM, SLBC and was designed as a one hour program. This programme has various voice cuts which we received through 10 discussions forums, 4 University dialogue forums, high-level meetings, journalist meetings, women activists' meetings, 20 voice cuts of Quazi judges, 20 voice cuts of women who were victimized by the Quazi court system and 10 voice cuts of GBV affected women. SDJF collected all evidences from the grass-root level and then displayed all evidences to stake holders of the Muslim community, Muslim university students, Muslim women activists and journalists to get their comments and opinions on GBV and MPL issues.

After collecting all evidences and comments, SDJF verified all voice cuts and categorized them into 5 segments. Each segment consisted with all issues and replies given by various people of many dimensions to solve these issues. The dramas were contextualized where SDJF got issues from the ground level.  This one hour radio programme included ½ an hour radio drama as well.

ACTIVITIES

# ACHIEVEMENTS

## f. 30 radio dramas on GBV issues

SDJF has produced 30 half an hour radio dramas addressing the various social issues faced by Muslim women in Sri Lanka. Major issues such as women and employment, women and education, domestic violence, GBV issues, patriarchal attitude, misuse of polygamy, bad behavior of Quazi judges, dowry, women being religious scholars, men's attitudes towards women, women and decision making, women and leadership, discrimination of women etc. were highlighted through radio dramas. Both the story lining and scripting were done by the SDJF radio drama pool.

- Major issues such as Domestic violence, Dowry, Leadership, Education, Decision making, Sexual violence and Social barriers were covered in these dramas.

- These dramas had given a chance for Muslim women to dramatize their own issues through the radio.

- About 115 males including teachers, executives and doctors admitted their wrong attitude towards women.

- According to SDJF evaluation, both men and women in the Eastern region allocated their times to listen to these radio dramas when it was airing.

These radio dramas reconstructed the way I look at women. Sometimes I even feltashamed of myself when looking at the female relatives around me.

*Senior writer and artiste Mr. Ashrouff Shihabdeen*

I fell emotionally and also cried after listening to the stories of Silent Smile radio dramas. One day I was listening to a drama while I was driving the car to the office and that particular drama made me so stressful about myself and I had to come back home to relax and then went back to office.

*Bashir Abdul Gaiyoom, controller Pirai FM*

Silent smile dramas were a reflection of the heartbeat of the affected women from the Eastern province
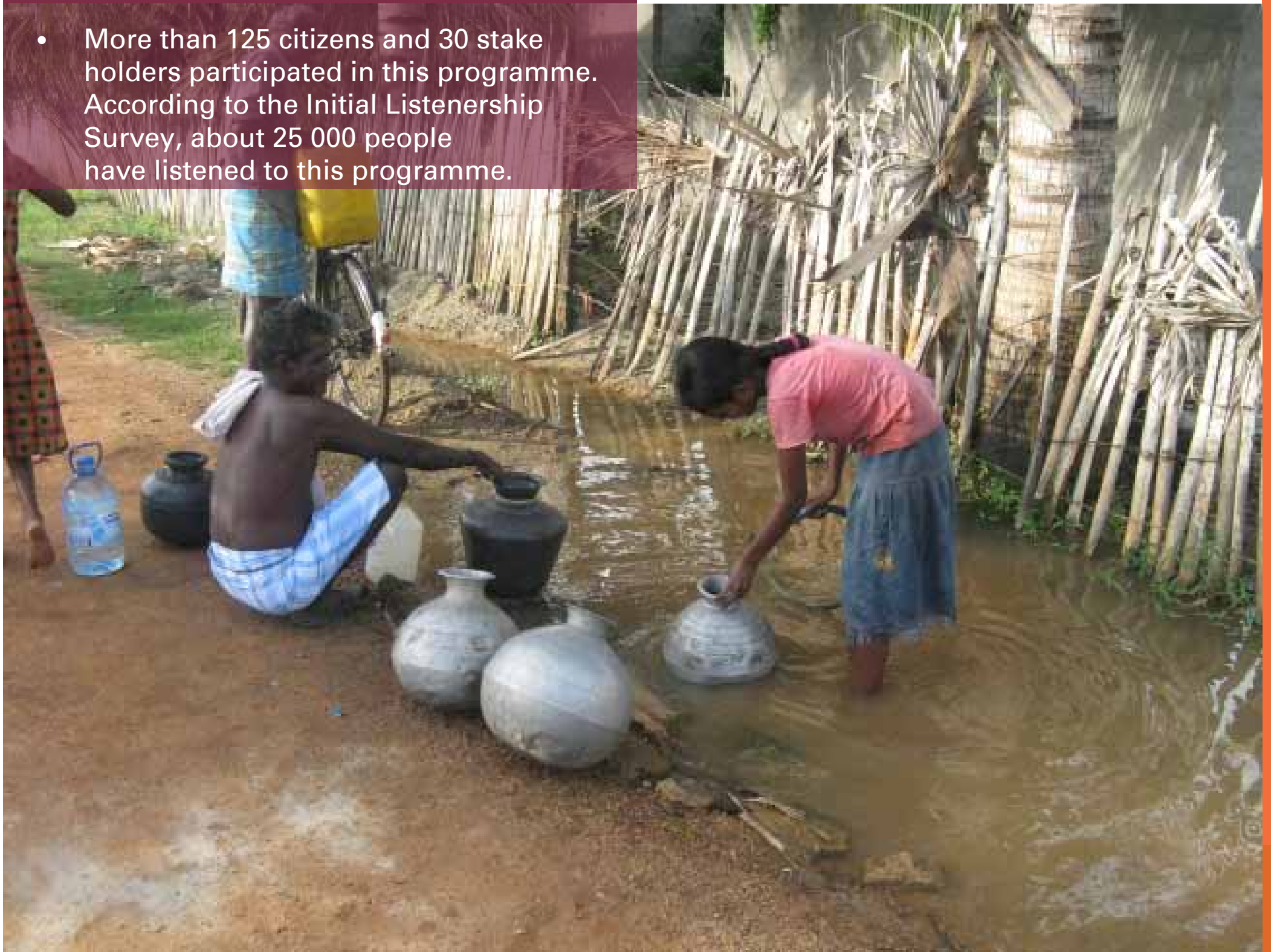
*Asma A Asees, Teacher*

# ACHIEVEMENTS

- Citizen voice programme has covered various issues such as fishery, tsunami rehabilitation, road development, local authority administration, drainage system, school development, dumping garbage, rural development project, public service efficiency and local taxation issues.

- This programme can be considered as a platform to discuss the issues of with the public authorities and also a better place for relevant stakeholders to address issues around good governance in the Eastern province generally, and Akkaraipattu, Kalmunai and Karaitheevu in particularly.

- More than 125 citizens and 30 stake holders participated in this programme. According to the Initial Listenership Survey, about 25 000 people have listened to this programme.

## ACTIVITIES

### g. Radio to promote Good Governance

Radio to promote good governance – Transparency, accountability and citizen participation
20 episodes of a radio programme titled as Citizen Voice is being aired through PIRAI FM – the regional radio station that functions in the Eastern Sri Lanka. The purpose of the radio programme is promoting transparency, accountability and citizen participation in the process of good governance within the eastern province. You can listen to the Citizen Voice on every Saturday from 10.00am to 10.20 am through PIRAI FM as well as through SDJF podcasting.

## h. Series of Dramas focusing Democratic values:

SDJF produced a series of radio kits (30) on various democratic values such as sustainable peace, democracy, non-violence, diversity, race, ethnicity, party politics, Sri Lankan and minority parties, education, participatory democracy, good governance, the concept of citizen participation in democratic decision making etc. The purpose of this production is to foster the democratic values in the post conflict era and make students in conflict areas to understand such concepts. It was reported that most of the youngsters in conflict affected areas are unable to concentrate in reading such concepts and need an interactive way which can help them understand. These concepts were in a format of a radio drama, five characters including 2 main characters were developed to recite the story about this concept while other characters may come up with various questions and doubts. At the end of the drama all characters will understand what the concept is about.

# 2. EMPOWERING
## COMMUNITY MEDIA

Community radio plays a major role in the sectors of education, arts, culture, health, politics, information technology, gender, skill development, peace building, minority development and rural development. The Community radio is the most powerful tool by which pluralism, diversity, engagement, women development, child empowerment, agricultural establishment; good governance including e-governance, democracy etc. can be promoted.

Three decades have passed since the community radio had been identified as a powerful media for development. Even though a number of community radios emerged they were unable to maintain a long life due to various reasons such as lack of policy at the government level, dependency on government radio stations, lack of new models, unawareness as well as lack of understanding, learning, researching, planning for sustainability etc.

Internet is a fine option for Sri Lanka. Lack of accessibility and ICT literacy is never going to be a challenge if the proper communication methodology is used. Existing ICT tools can easily be utilized in order to localize the content and to make it accessible to the people through new communication models. Sri Lanka boasts of a reasonable amount of ICT infrastructure and rural access centers. By utilizing these facilities the community radio culture via internet can be encouraged while demanding the government to issue licenses for community radios.



## Strategies

- Advocating and addressing the need of promoting community radio and relevant policies in Sri Lanka.

- Providing guidance and consultancy to improve the quality of existing community radios.

- Encouraging new initiatives in the field of community radio and create a general platform to build the capacities of the human resource.

- Providing space for research on community radio in media studies.

- Introduce internet community radios throughout the country and create links with the people.

# First national Community radio forum

Sri Lanka was named to have a well-established community media platform for a decade since 1979. In fact, Sri Lanka was the first country to showcase the capabilities of community radio in catering towards the needs of the disadvantaged in the entire Asian region. Several community radios – GiranduruKotte, Mahaveli, Maha illukpallama , Kothmale and UVA were formed as community radios. Various community programming experiments were carried out within these community radios. The entire scenario of community radio considered Sri Lanka as a great example in terms of community broadcasting. Unfortunately it has been converted into a myth within the reaches of the real world.

Until the 90's DANIDA, UNESCO and some other organizations have continuously been supporting community broadcasting in Sri Lanka, but unfortunately Sri Lankan authorities and stakeholders failed to continue the momentum in utilizing their own inputs and make it a reality. The momentum which was brought up in 1979 started collapsing within a decade. Except UVA and Kothmale, the rest were shut down. Even Kothmale community radio is hardly active in applying the basic principles of community radio. The reality of Community radio in Sri Lanka is yet to be accomplished due to various reasons such as lack of plan for sustainability, lack of government willingness, lack of constant dialogue, lack of community programming models that may help to get the civil society actively engaged in radio so that they may feel a sense of ownership.



*Frist Community Radio Forum of Sri Lanka*

There are few more considerations like inadequate attention to upraise the professional strength of community radio, lack of policy on community broadcasting both in particular and in general, influences made by government authorities – including SLBC and many others – and as a result the full potential of community media is yet to be realized and utilized.

This is the right time to revise the notion and strategies of convincing the relevant stakeholders including the government and organize the power of collective activism in order to lobby the need of an unbiased community radio in Sri Lanka. The government of Sri Lanka has already approved a community owned community radio – SARU – funded by the World Bank through Gemidiriya which caters as a great sign to approach and convince them.

*Strengthening regional radio stations for development and engagement*

Sri Lankan government set up several radio stations in various regions of Sri Lanka. They may be called as community based radios rather than community radios. From 1979 Sri Lankan government started its first regional radio station 'Rajarata' to cater towards the development need of the people residing in the North Central province. Currently there are 6 regional radio stations existing in Sri Lanka such as Kandurata – to the Central province, Ruhunu – to the Southern community, Vayamba to the North West, Jaffna to the North and Prirai to the East along with 2 other community radios, 6 community based radios and a private regional radio named 'Rangiri Dambulla Service'. Therefore, it's assumed that Sri Lanka has a wide community broadcasting platform.

# EMPOWERING

## COMMUNITY MEDIA

Sri Lankan government with its new ICT policy focuses the gap existing between the rural and urban sectors and encourages the use of communication to bridge the gap. More ICT access points are being set up, tri-lingualization has been given priority, social media is emerging and the use of mobile phones has increased. This has created a vacuum to enrich the community broadcasting with the help of ICT tools.

At this juncture, it's very important to assess the impact of regional radio stations, effectiveness of the developmental programmes, nature of listener's behaviors, public participation, access, contents, major constrains, new community programming models used and other important aspects. Meanwhile, the output and structure of regional radio stations can be enriched with community radio principles.

The entire problem is based on how to utilize these options in order to re-energize community broadcasting? This will include, engaging in content analyzing, assessing the strength of the outstretch of community broadcasting, empowering the operators to enable them to find the ways for sustainability, encouraging the community broadcasters to realize the need of having a strong community media policy, improving their skills to be able to keep the community mandate through their programs, meet the needs of the community, cater the development needs, produce quality programme etc.

*What is enabling the environment?*

All the community based and community radios have easily analysed community while a reasonable amount of airtime has been wasted as each radio spends 12 hours per day. Furthermore, communities are much familiar with these radio stations and each radio station has its own resource.

The government spends a huge sum of money to pay salaries and allocate resources to the radio while people from the respective communities mostly listen to these stations. However, a burning assumption around these radios is that they enjoy less development due to the government interference. Being the only active organization SDJF bears the impression that this assumption is a myth.

The government cares mostly about the news and direct accusations that are being made on the government. It never restricts social development – community based programmes – women development, child and youth empowerment, participatory rural development, health, education, environment, agriculture as well as ICT. Therefore, to create a platform for the people's voice on the issues affecting them young broadcasters can be trained in a manner where they follow strategic use of broadcasting in order to maintain a balance. It's an unrealized fact that creating a platform for public voices is all about using new skills of broadcasting.

This is a new era for development and reconciliation in Sri Lanka. After terrorism has been wiped out enormous actions take place, especially when it comes to rural development.

# EMPOWERING

## COMMUNITY MEDIA



### *Prevailing conditions*

During the last three decades of the community media history of Sri Lanka there are no relevant policies developed in order to promote the community based radios or community radios and ensure their reach and quality of the content in reflecting the spirit of the community. Meanwhile, the primary motive of many media training institutions in Sri Lanka was and still is, to improve the technical abilities of journalists in areas like reporting, layout designing, equipment handling, newsroom management, photography, content generation and radio TV presentation methodologies. There is less space in Sri Lanka for community broadcasters to learn about the role of media – community media on catering towards the development needs of a rural community, sharpening public perception, voicing for the voiceless, providing information, lobbying dialogues for engagement, reducing the urban-rural gap and fostering the values for attitudinal and behavioral changes. This proves that most of the media projects and educational institutes are concentrating only on 10% of the airtime (news) and not the remaining 90%. Such conditions have continuously minimized the strength of community media in Sri Lanka.

The Colombo centric media development center whose primary target segment is mainstream media has purposely neglected community media. Mainstream media often exploits the opportunities available for community media workers in order to upgrade their media skills, technical abilities, knowledge as well as professionalism. As a result, the knowledge, consciousness, awareness and the interest on the role of media in economic, social and individual development is diluted among community based radio stations.

Hence, the focus of SDJF is to create an enabling environment for community media and thereby to create a media culture that caters towards the development needs of the disadvantaged and rural community.

All the community media workers have gathered alongside with SDJF to create their own structure, network and platform while experimenting possibilities of integrating community media with mainstream media.

Another major focus of SDJF is to create a mass learning environment beyond the conventional training methodologies in terms of encouraging dialogues between media and the academic, implementing researches which could trigger community development media initiatives, making use of development communication as an educational discipline, creating new platforms to showcase productions, introducing models and initiatives of community media, using special communication models to address national economic sectors such as the fishing and agricultural industries, rural based small holders etc.

# Objectives

1. Lobbying the needs of community radio and strengthening a collective activism around it.

2. Developing a community broadcasting policy before lobbying it with relevant stakeholders.

3. Training the broadcasters from community and community based radio on basic community broadcasting skills, participatory programme making and sustainable community broadcasting.

4. Enrich the community broadcasting with the use of ICT tools.

## Points discussed in the annual general meeting of Community Radio Forum

1. Any radio which comes under government preview shouldn't be named as commitments radio. What Sri Lanka need at this juncture is a radio fully owned by people and commits for people.

2. UVA community radio representative and the newly elected national coordinator of SDJF stressed that UVA is the only community radio which does community programming despite government interventions. UVA provides a clears space for public participation. Despite the fact that government owns the radio, it could create a platform for community voice.

3. Sri Lankan government should be made clear that the need of community radio is not to challenge the government or the mainstream radio but to create a strong platform in order to cater the development needs of the disadvantaged and to create a platform where civil society can voice the issues affecting them. There is quite a share of people's interest and information needs which are not catered by the commercially driven private and government mainstream radios.

4. It was also shown as a good sign that government has clearly supported SARU community radio which is a real community radio set up according to principles and was not processed by relevant organization or the final proceeding in calling bid for the transmitter. Until a genuine community radio era is flourished, all the community based regional radio stations have to absorb the features of community broadcasting in order to create a positive environment for the future of community radio.

5. For the first time in the history of the Sri Lankan community radio industry, a national forum was formed by the Sri Lankan Development Journalist Forum (SDJF) to conduct a collected mandate in triggering the communication with government and all the other stakeholders.

6. The deputy country director of USAID Sri Lanka, Christopher Wyrod explained that the domination of the commercially driven radio and other media is not a challenge for a real community radio and its movements.

7. Sri Lanka development Journalist Forum (SDJF) was requested by the participants, to write to ICT Agency of Sri Lanka, CEMCA, Indian CR Forum and AMARC seeking the technical inputs in order to host an inter national conference on future community radio in Sri Lanka and work towards lobbying the need of a news radio policy.

8. A unique fact was that despite the nationwide private bus strike participants from all around the country have managed to arrive by their own means. Some participants have walked longer ways due to the heavy traffic jam and lack of transport facilities which prove the thirst amongst the community broadcasters to re-strengthen the radio movement in Sri Lanka.

**SDJF** involves in two kinds of research. One such type is 'general research' on various social issues to find facts for the media programme we conduct and SDJF uses various tools in order to research social issues. The second type is 'media research' to measure the impact of media programs and institutions. SDJF also produces various publications in local languages in order to promote media education and literacy in Sri Lanka.  It was realized that Sri Lanka lack research work on the potential and capability of media when engaging in various social streams such as conflict, diversity, gender, development, democracy, governance etc.

## Strategies

- Train journalists and academicians on research methodology

- Providing subsidies for research and creating a national level platform to localize them.

- Promoting field research that identifies development issues and the needs to be communicated.

- Produce quality research work on media and different social issues.

## Evidence-based Media Dialogue

The strategy of SDJF to collect strong evidence was based on the community to deal with community issues in media. SDJF uses evidence in media to meet relevant stakeholders to get more authenticity, different viewpoints and further analysis to enrich its media programme. As a result, SDJF has been organizing different forms of evidence based media dialogue forums.

## Achievements

- Prominent Islamic institution arranged a one day training work shop for Quazi judges after SDJF pointed out the weakness of Quazi judges in the high level meeting. The one day workshop mainly focused gender sensitivity of Quazi judges.

- Ministry of Justice has been gearing to build a separate Quazi courts complex and gearing up to submit a draft document to a parliamentary select committee of the Muslim Personal Law reformation.

## MEDIA BASED

## ADVOCACY AND RESEARCH

## ACTIVITIES

### a. High level meeting

SDJF used all evidences which were found from the ground levels. There were 30 stakeholders from the Muslim community to present and to listen to SDJF findings. Meanwhile, SDJF utilized its media evidence.

# MEDIA BASED

## ADVOCACY AND RESEARCH

## ACTIVITIES

### *b. University dialogue*

SDJF has done four University dialogue forums in 3 universities namely University of Colombo, University of Peradeniya and Southeastern University as well as in Addalachenai College of Education. SDJF shared its findings on MPL & Quazi system as well as GBV issues faced by Muslim women in Sri Lanka. SDJF made the students aware about the issues of GBV and MPL while receiving feedback and statements from students.

# ACHIEVEMENTS

- University Muslim students them selves formed a university network to address GBV issues.

- University students have published newspaper articles on GBV and MPL issues after the dialogue with SDJF while the Southeastern University played a leading role.

- University Muslim Majlises have conducted seminars and workshops on women and Islam while SDJF has been requested to conduct more dialogues on women and Islam by the above three University Muslim Majlis.

- University Muslim girls made a volunteer network to protect their rights in the university premises and outside the university.

# Achievements

- Editors of the newspapers have published GBV issues on the editorial column and given more space to cover GBV issues.

- Journalists formed a network by themselves to address GBV issues and support SDJF gender activities.

- Radio journalists have revised their program schedule in order to cover more GBV issues. Muslim service female journalists have produced more gender programs.

## ACTIVITIES

### c. Dialogue with Journalist

SDJF shared its finding with journalists and made them aware on GBV issues that affect Muslim women in Sri Lanka. Journalists from main stream media and community media shared their comments on the particular topic.

# MEDIA BASED

## ADVOCACY AND RESEARCH

### ACTIVITIES



## d. Dialogue with Women activists

SDJF shared its findings with journalists and made them aware on GBV issues that affect Muslim women in Sri Lanka. All participants thanked SDJF for researching women's issues exclaiming how isolated they have been without any support from males to sort out the issues. Equally, they expressed that by being with a young team of males it was much satisfying to do something important to the society and further stated that they will give their fullest support and corporation.

# ACHIEVEMENTS

- Women activists have supported SDJF voluntarily on GBV issues that affect Muslim women. They support SDJF in various ways such as sharing information and empowering rural community to work on GBV issues.

- All participants voluntarily joined the SDJF Women's Wing.

- Women activists were geared up by SDJF on GBV and MPL issues that affect Muslim women. They work much bravely now with the support of SDJF as such assistance wasn't given by men when it comes to working on GBV issues before.

## e. Research book on Community Media

It was the first research book ever written in Tamil language on Sri Lankan radio history on community broadcasting – Community Radio, A medium of human development and it was launched in Colombo. Senior broadcasters, academicians, young community radio activists and more than 250 mainstream radio broadcasters attended this launch.

The director of Sri Lanka Development journalist Forum (SDJF), M C Rasmin has compiled his various research papers on community broadcasting before releasing them for the first time for the benefit of the Tamil Speaking community.

Though Sri Lankan community radio movements catered to the Tamil speaking community - Kothmale and Uva – Pirai has already been converted as a commercial radio. No reading materials are available for the benefit of the Tamils to understand the principles of community broadcasting, its history in Sri Lanka, its power in catering towards the development needs of rural communities, its potential in creating a platform for the voiceless. The launching was organized by Sri Lanka Development Journalist Forum (SDJF)

# 4. TRAINING
## AND CAPACITY BUILDING

Training on media is necessary for journalists and media activists. Unfortunately, Sri Lanka lacks high-quality media training and capacity building aiming at the overall quality of media. The field of media for development hasn't been given more priority. Even the existing Colombo centric trainings and capacity building lack the component of media for social development.  SDJF does not mainly focus news and current affairs but also focuses on overall potentiality of media in catering towards the civil community. When it comes to radio the news and current affairs seem to be less than 10% of the total air time. SDJF focuses on the total air time as well as its usage towards uplifting community life.

## Strategies

- Conducting conferences, workshops and  training on various aspects of media.

- Publishing research books and training manuals on media and development.

- Conducting continuous need assessment and engaging all the developments of media to identify training needs.

## AND CAPACITY BUILDING

### a. Training Journalists in covering women's issues

SDJF engaged 10 – 15 journalists from both print and electronic media to discuss about SDJF findings, train them about GBV reporting before hearing their experience in reporting GBV and learning about the space that is visible or not in media such as content analysis. Journalists from few media organizations formed temporary alliances to work against GBV. As a result they published some of the SDJF articles continuously.

### b. Training on radio drama

SDJF facilitated two days of radio drama training for young writers attached to the POWER Foundation; a community based media initiative committed towards innovative, interactive and participatory development in helping the poor in plantation and rural communities to overcome poverty and challenges of discrimination and marginalization through a project which used the power of radio drama in empowering the youth of the plantation community. This project was funded and fully managed by Search for Common Ground (SFCG), Sri Lanka.

### c. Training for journalists on radio for development

SDJF offered its expertise to WAMY and conducted two free seminars on broadcasting linguistics and soap and society last week. These seminars took place in the WAMY auditorium situated in Colombo.

Different dimensions of use of languages were discussed in the first day of the seminar. The use of radio drama in social development was deeply discussed on the second day where practical exercises on character building, scene development, script writing and story lining were given. Students from universities, media institutions and higher educational institutes attended the seminar conducted by SDJF director M C Rasmin.

## d. Technical Assistance

SDJF has gained more knowledge on Muslim women in Islam from Dr Ashgar Ali Engineer from Mumbai; a well known Islamic intellectual in the world who had been working from 1960 on Muslim women's issues. He is the chairperson of the Centre for the Study of Society and Secularism (CSSS). He stayed five days with the SDJF team and its volunteers and shared his knowledge on Muslim women in Islamic perspectives and social context. Two of the SDJF staff visited Centre for the Study of Society and Secularism in Mumbai and they met the CSSS staff. Here, they gained knowledge on their approach and working strategies on Muslim women's issues.

*Dr Ashgar Ali Engineer*



*The pionner of Sri Lankan community radio, Knud Ebberson on a consultancy briefing with SDJF sfaff about programme areas of SDJF*

## e. Dialogue with Imam Fadel Sulaiman

A dialogue forum on Islam and women's rights was held at SDJF in November 2011. Imam Fadel Soliam, an Egyptian religious scholar conducted the dialogue forum with SDJF staff and its volunteer networks. He shared more religious perspectives on women rights in Islam.

*Imam Fadel Sulaiman*

**Sri Lanka Development Journalist Forum**
**No- 8/ 5, Liyanage Mawatha, Nawala, Rajagiriya.**
**STATEMENT OF ASSETS AND LIABILITIES AS AT 28TH FEBRUARY 2012**

| | |
|---|---:|
| **ASSETS** | 28.02.2012 |
| | Rs |
| PROPERTY, PLANT & EQUIPMENTS | 1,186,185.48 |
| **CURRENT ASSETS** | |
| RENT ADVANCE | 287,500.00 |
| CASH IN BANK | 1,071.84 |
| CASH IN HAND | 37,500.00 |
| | **326071.84** |
| **TOTAL ASSETS** | 1,512,257.32 |
| **EQUITY & LIABILITY** | |
| ACCUMILATED FUND | 1,197,846.32 |
| EXCESS OF RECIEPTS | 314,411.00 |
| | 1,512,257.32 |
| TOTAL LIABILITIES EQUITY & RESERVES | 1,512,257.32 |

**Sri Lanka Development Journalist Forum**
**No- 8/ 5, Liyanage Mawatha , Nawala, Rajagiriya.**
**STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED 28TH FEBRUARY 2012**

| | |
|---|---:|
| **INCOME** | 28.02.2012 |
| | Rs |
| GRANT RECEIVED FOR PROJECT | |
| FUND RECEIVED | 10,105,838.84 |
| **LESS : EXPENSES** | |
| PROJECT RELATED EXPENSES | 7,504,551.84 |
| ADMINISTRATIVE EXPENSES | 2,286,876.00 |
| **BALANCE** | **314,411.00** |

AUDITORS  :        DEEN & CO ,
Charted Accountant
"Abdulla Centre "
20/14 , Office No - 04 ,
Symonds Road ,
Colombo  10 .  SriLanka

In the News



SDJF thanks the following organizations for their support.
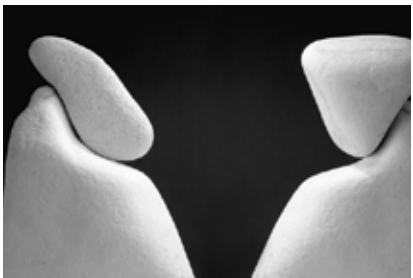
# Organizational Values

## Diversity

We believe that diversity is the universal truth and it feeds strength to human life. Diversity will enrich our programs which in return will enrich the people's lives. Without believing and practicing the diversity, media cannot be a part of people and their development. Diversity in a media and media diversity give us the best in the world.

## Empowerment

It's our belief   that media has to mold the perception of mankind and show them their potential and power. Media should tell the people that nothing is impossible for them. We are committed to facilitate Sri Lankans to be well-informed and make them trust in themselves. Our media programme would energize them with knowledge to overcome poverty.

## Dialogue towards common ground

We would make our media programs to be the forum for dialogue around any social conflict and believe that our program should facilitate strong debates towards a positive common ground.  We will feed the peace and harvest the connectivity. We are capable of transporting any social conflict with media in our hand.

## Balanced Engagement

We trust that media cannot be a real tool to foster the positive changes in Sri Lankan society until it adopt balances approach and constantly engage with the issues that affect people. We assure that our consistency in engaging with public issues has always been an aspect which has maintained balance. We constantly position ourselves in the media program as 'balance and engagement'.

## Learning

Learning will make us unique while making our programs trustworthy. Furthermore, learning will make us to believe in the future and it will show us the changing dynamics of society as well as its needs of development.

*Designed by Buddhika Sampath  -  kcrbsd@gmail.com*

# www.ldjf.org

**Sri Lanka Development Journalist Forum (SDJF)**

No.08/05, Liyanage Mawatha, Nawala, Rajagiriya, Sri Lanka.

(+94) 117 209511 /  112877007
info@ldjf.org
http://www.ldjf.org

## SDJF
COMMUNICATION *4D*