

Date: May 7th 20201

Dear valued Woman Leader/Aspiring Woman Leader,

Re: Invitation to take part in the Training/Coaching of Women leaders/Aspiring Women Leaders

The Association of Media Women in Kenya (AMWIK) is a National Media Association established in 1983 and registered under the Societies Act as a non-profit membership organization for women journalists from the print, electronic media and the other areas of communication. AMWIK's vision is a just society in which the media embraces and promotes equitable development, human rights and women rights. AMWIK's mission is to use the media to promote an informed and gender responsive society through a professional and transformative media in Kenya and Africa.

AMWIK in partnership with African Women's Development Fund is implementing a project on Amplifying Women's voices and Leadership in the Covid 19 Recovery initiatives. AMWIK seeks to train and coach women leaders and aspiring women leaders to enhance their visibility around the Covid 19 Recovery and in articulating issues in the media

Despite women being hard hit during Covid 19 amidst pre-existing inequalities women remain under-represented in Covid-19 response and recovery planning and decision making. Evidence across sectors shows that Women are often not consulted on responses that touch on them. This includes state appointments, decisions on stimulus packages and social assistance programmes to achieve equality and opportunities. The Women Empowerment Report by Kenya National Bureau of Statistics indicates that 71 percent of women in Kenya are disempowered with only 29 percent being empowered multi-dimensionally. Women have also faced significant challenges in trying to break through the media to articulate issues facing them. There is therefore a need to break the barriers that prevent them from equally pursuing and contributing to the public sphere through empowerment and visibility.

The training will take place in June and follow up coaching sessions with the end result of promoting women's participation in decision making regarding Covid 19 recovery and to build their knowledge, courage and boldness to discuss these issues in the media.

If interested kindly send us your brief 300 word bio on your leadership journey. We shall review the applications on a rolling basis and qualified applicants will be thereafter contacted. Deadline for application is May 30th 2021.

Applications should be sent to: info@amwik.org by May 30th 2021

Addressed to: The Executive Director,
Association of Media Women in Kenya
P.O Box 10327 -00100
Mbaruk Road, Opposite Awash Ethiopian Restarurant